



**THIAGARAJAR**  
**SCHOOL OF MANAGEMENT**  
(Autonomous)  
MADRURAI, TAMIL NADU  
REACCREDITED BY NAAC WITH 'A+' GRADE



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# **GROWTH MASTERY**

Embrace Challenges, Elevate Your Growth!

*A-3 month Programme for MSMEs*

**Gain practical insights ♦ Expert Mentorship ♦ Actionable Solutions**

## Program Structure

- Risk Mitigation for Business Survival
- Skill Development for Growth
- Vision, Mission, and Strategy Alignment
- Actionable Scaling Insights

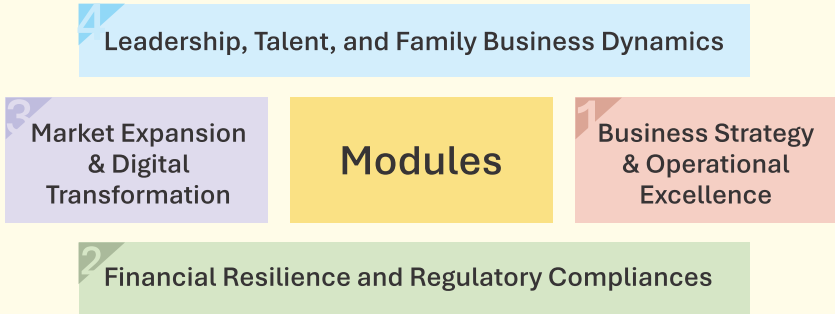
Eligibility Criteria	Selection Criteria
<ul style="list-style-type: none"><li>▪ Graduation (Any)</li><li>▪ Owning/Managing MSMEs</li></ul>	<ul style="list-style-type: none"><li>▪ Participant Profiling</li><li>▪ Panel Interaction</li></ul>

Duration - 3 Months
<ul style="list-style-type: none"><li>▪ 20 Classes per Month*</li><li>▪ 5 Classes per week* ( On Campus )*</li></ul>
Course Delivery Mode
Classroom Lecture, Case Analysis, Experiential Learning (Role Play, Simulation, Management Games), Mentorship

Instructor Combinations	Industry & TSM Faculty*
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Estimated Program Fees and Financing*
<ul style="list-style-type: none"><li>▪ Registration Fee- ₹1000</li><li>▪ Module Fee (Overall)- ₹60,000 +GST</li><li>▪ Options for selecting module</li><li>▪ Financing options from partnered banks</li></ul>

**\*International Outbound at Malaysia @ ₹50,000+Tax (Optional)**



### Module 1: **Business Strategy & Operational Excellence**

- Business Model and Competitive Strategy in Contemporary Business Environment
- Cost Management and Operational Efficiency
- Process Optimization in Digital Economy

### Module 2: **Financial Resilience and Regulatory Compliance**

- Liquidity ChallengeTaxation
- Financial Discipline and Governance
- Regulatory/Legal Compliances for MSMEs

### Module 3: **Market Expansion & Digital Transformation**

- Market Positioning and Digital Marketing
- Branding and Market Access
- Customer Retention and Revenue Growth
- Trade Channel Management
- Expansion beyond boundaries (International Export)

### Module 4: **Leadership, Talent & Family Business Dynamics**




- Talent Acquisition and Workforce Retention
- Workforce Productivity and Development
- Organizational Structure Design
- Leadership and Succession Planning
- Workplace Harmony and Conflict Resolution
- Professionalization and Inclusivity of Non-family Members

## MSME Clinic: Solve, Succeed, Scale!

- Work on your real-world business challenge with expert mentorship
- Submit your business problem
- Weekly discussions, track progress, and receive structured feedback
- Final report submission for actionable success.

## Benefits for Participants

- Customised learning modules
- Opportunity of future MDPs at discounted price
- Lifemembership to TSM Entrepreneurs Alumni Network
- Access to TSM Knowledge Repository
- Guidance and Consulting
- Networking
- Access to Pre-Incubation centre

TSM EntreNet		
A Digital Platform for MSME Growth & Mentorship		
Interactive Web Portal	Real-Time Mentorship	Consulting & Networking
 Learning, Progress Tracking & Training Programme	 Expert Guidance from Faculties & Industrial Mentors	 Business Support from Mentors and Peers

## Contact us

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