



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



# GROWTH MASTERY

Embrace Challenges, Elevate Your Growth!

*Three month weekend programme for MSMEs*

*Batch-2*

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	Course Delivery Mode
<ul style="list-style-type: none"><li>■ 20 Sessions per Month</li><li>■ 5 Sessions per Week (On Campus)</li></ul>	Classroom Lecture, Case Analysis, Experiential Learning (Role Play, Simulation, Management Games), Mentorship

### Instructor Combinations

### Industry Experts & TSM Faculty

### Estimated Program Fees

- Registration Fee- ₹1000
- Module Fee (Overall)- ₹72,000 +18% GST

\*International Outbound at Malaysia (Optional), Charges Applicable

### 4 Leadership, Talent, and Family Business Dynamics

3 Marketing Excellence & Digital Growth

### Modules

1 Business Strategy & Operational Excellence

### 2 Financial Resilience and Regulatory Compliances



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## Module 1: Business Strategy & Operational Excellence

- Competitive Strategy for MSMEs
- Cost Control & Profit Improvement
- Process Optimization in the Digital Era

## Module 2: Financial Resilience and Regulatory Compliance

- Managing Cash Flow & Tax Essentials
- Financial Discipline & Governance
- Key Regulatory & Legal Requirements for MSMEs

## Module 3: Marketing Excellence & Digital Growth

- Market Positioning & Digital Marketing
- Branding & Customer Retention
- Channel Management & Export Readiness
- Leveraging AI for Marketing Excellence

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

- Hiring & Retaining Skilled Workforce
- Productivity, Team Dynamics & Conflict Handling
- Leadership Development in Family Businesses

## 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



*“They took all my Business problems & provided gateway to succeed”*

– Mrs. Asha Sridhar C.S, Batch 1, Growth Mastery Programme.



*“The connections facilitated with organisations like SIDBI, MSME, and TIIC were particularly beneficial.”*

– Mr. Pandi Kumar, Batch 1, Growth Mastery Programme.

*Scan to Apply*

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