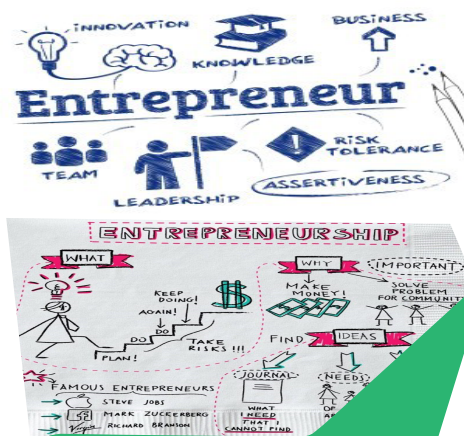


MBA in

Innovation, Entrepreneurship & Venture Development (IEV)

MBA

**Startup Ideas + Campus Innovations + Capstone Projects +
Incubation Residence + Entrepreneurial Ecosystem**



Benefits of the Program

- ☞ Incubation Support from DST Sponsored Technology Business Incubator (TBI), Meity TIDE 2.0, ACIC
- ☞ Funding from Government, NGO's, Angel Investors and VC's
- ☞ Customized Curriculum & Academic Modules (Industry Specific Verticals)
- ☞ Academic Evaluation through Capstone Projects/Case studies/Domain Specific Boot camps & Hackathons/Industry Interaction Learning
- ☞ Develop Culture & Ecosystem for Next generation Entrepreneurs
- ☞ Open to all Graduate/Post Graduate in Engineering/Science/Arts / Commerce/Architecture & Others
- ☞ Establish Technology Ventures with Patent rights
- ☞ Acquire Equivalent Credits through moocs platform for specialized skill courses
- ☞ More Academic Credits for Idea to Prototype till Start-up Launch - Action Learning Segment (60 Credits)
- ☞ Incubation Residency Learning Program & Handholding with all Incubation facilities including operational space
- ☞ Linkages and Collaborations with International/National Institutes of repute

Innovative Curriculum

- ▶ Technology Innovation with Innovative Ideas and Concept Development
- ▶ Design Thinking and Prototype Development
- ▶ Managing Innovation and various strategies & Capstone Projects
- ▶ Conducting Industry specific Boot camps & Hackathons with Industry specific verticals
- ▶ Business Modeling and Customer Validation
- ▶ Market Development and Commercialization
- ▶ Legal Aspects of Entrepreneurship & IPR issues
- ▶ Financial Management and New Venture Financing
- ▶ Launching Technology Ventures
- ▶ Entrepreneurial Aspects and Ecosystem development
- ▶ Action Learning Segment
- ▶ Competitions, Boot camps, Capstone Projects, Case studies and Startup Launching

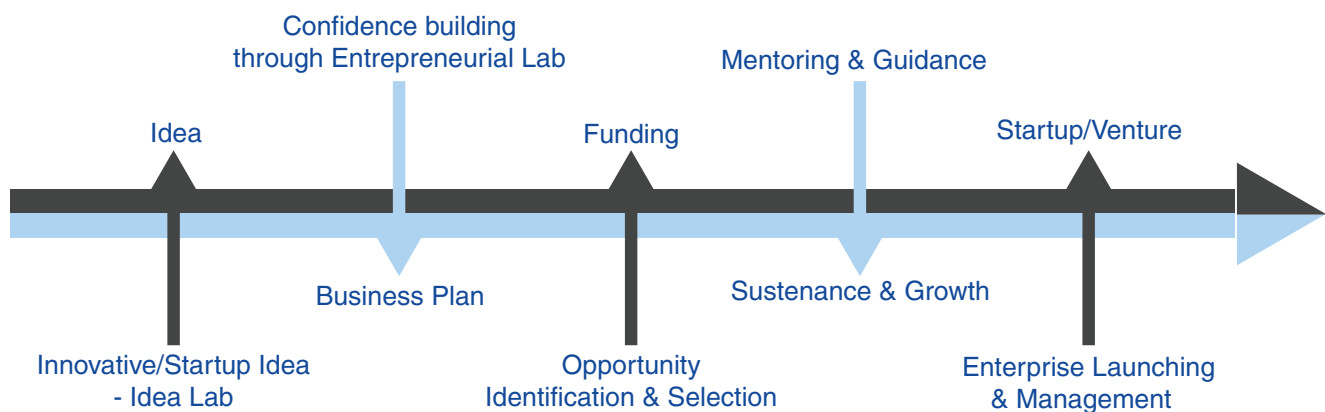


Important Tracks/Phases

- * Idea & Innovation - Foundations of Management and Entrepreneurship
- * Pre Incubation Stage - Start-up Experiential Learning
- * Co-Learning and Contribution
- * Entrepreneurship Intensity
- * Incubation Stage - Immersion in to Incubation Facility
- * Resource Access for Investment Pitching
- * Venture Launch & Start-up Establishment

Experience the Entrepreneurial Transformation

- Generating Ideas with Technology Innovation
- Spot the Opportunities
- Acquire Competencies to build prototype
- Recognize Entrepreneurial eco system and its elements
- Realize to become Entrepreneurial Engineer
- Develop Skills through handholding phase
- Expand your Horizon
- Explore the World
- Immerse yourself into a Cultural Experience
- Incubate & take off



Uniqueness of the Program

Generate – Incubate & Nurture An Idea Into An Enterprise:

This program thrusts the learning on Innovation, Startup & Entrepreneurship with 60 credits from external learning and 44 credits from class room learning. Provides comprehensive entrepreneurship education through entrepreneurial pedagogies and helps the student take the first step towards realizing the dream of setting up a business with a global reach. A mixture of Capstone Projects, Case studies, Boot camps & Hackathons, Startup Expos, Lectures, Coaching sessions, Business simulations games, International immersion programs, Cross cultural exposure, Interaction with investors, Mentorship, Industry linkages, Internship, Network & membership in professional bodies & business chambers, ensure a rigorous and complete learning experience. Student will not only learn how to identify interesting business opportunities but also acquire the competencies needed to exploit them profitably. The primary benefit for the student is to utilize rigorous handholding incubation process from idea stage till Startup launch and allow them to earn two year MBA degree tagged by technology venture along with much needed skills to develop entrepreneurial ecosystem for next generation entrepreneurs.

Funding assistance shall be available to the potential student projects churning them into Startups through MeitY TIDE 2.0 scheme, DST-TBI, ACIC(NITI AAYOG), Angel investors networked with the Startup Ecosystem from MHRD Innovation Cell, Startup India schemes.



Program Features

Incubation (Residence Learning):



Incubation is the opportunity and becomes part of resident learning program where student will put their learning into practice and interact with Incubators. Engage business mentors to help them succeed in building a scalable business. Minimize the risk of their business' failure, Increase its chances of success, Raise funds from Angel Investors and VCs and Focus on building business with the best resources. This entire process spanning two years of curriculum is mapped to equivalent academic capstone projects till they launch their ventures and products.

Entrepreneurial Lab and Business Simulation:



Practicing application of knowledge & skills to solve societal and business problems in a simulated environment using specialized tools & techniques will prepare them to handle real life problems with ease and comfort.

Workshops, Seminars and Internship:



Student will gain real time experience during internship with enterprises of their choice sectors and industry verticals. Learn & experience the challenges of starting, running and operating businesses in all its functions and dimensions. Gain exposure to production planning, marketing, human resource management, financial management and operations. These internships and the respective reports will be converted to equivalent academic components and be added to final evaluation component. Students constantly update their domain knowledge and share success stories of enterprises through seminars and workshops in different domains, verticals and sectors. Participation in various competitions with confirmed prizes on their respective startup ideas will earn equivalent credits.

Mentorship, Memberships and Networking:



Mentors provide handholding support and walk through during the journey of entrepreneurship. This crucial phase of the handholding process will make them to identify the stop gaps and provides perfectness in their journey with clear solutions. The Students enrolling themselves to the memberships of Chambers of Commerce and industry bodies, professional associations and NGO's to enrich contacts and networks and also engage with members of such bodies.

IPR and Legal Process:



Starting business in a legal framework and giving shape to their business to be a legal entity. Carrying business with due legal compliances and good governance and understand business ethics with the support of IPR issues is the key to be a successful entrepreneur.

Capital Structuring and Entrepreneurial economics:



The success of business depends on strong foundation of financial planning and resource mobilization. Right capital structuring and prudent fund management will ensure success in their businesses. This course provides them a suitable mentor support for the same.

Market Access:



Students will gain access to information and learn market entry strategies for start-ups as well as ongoing businesses. Avail opportunities presented by government and private agencies.

Funding:



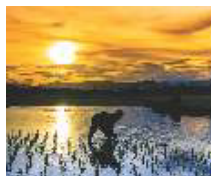
Funding is the vital element in entrepreneurial ecosystem where viable and innovative ideas get an opportunity to be chased by Angel Investors and VCs. Banks, Financial investors, Angel funding and venture capital agencies are constantly on the lookout for right projects, sustainable & scalable businesses. Students with clear and innovative ideas get added advantage as this program enables them to connect the dots.

Project Report & DPR:



A bankable detailed project report (DPR) needs to be prepared by the students with regards to their ventures after conducting a thorough primary & secondary market research. Students of family business alternatively prepare a Five year perspective plan (FYPP) for growth of their respective firm through this program.

Rural Immersion Program and Social entrepreneurship:



There is fortune at the bottom of the pyramid. Rural Immersion program with social entrepreneurship facilitates the understanding of opportunities and challenges prevailing in rural economies, that is huge and untapped.

International Immersion – Global Intelligence:



Acquire knowledge and exposure to processes, practices in diverse business environment in different economies and cross national boundaries through the international immersion program like i2E from North Eastern University, Boston, USA.