



## MBA - IEV (Innovation Entrepreneurship and Venture Development)

Offered by

**Dr APJ Abdul Kalam Centre of Excellence in Innovation and Entrepreneurship**  
(Institute Incubator)  
And the  
**Faculty of Management Studies**

The curriculum for the 2 year MBA in Innovation, Entrepreneurship & Venture Development program comprises of core and elective Courses in innovation, entrepreneurship and management along with skill certification, capstone projects and Action Learning Segments. Curriculum has been designed with an objective to connect the theory of innovation and entrepreneurship with practice and enabling students to acquire skills for an outcome oriented program. The Action Learning Segments allow students to get credits for their start-up experience.

This will facilitate learning on management of innovation, entrepreneurship and venture development from foundation to entrepreneurship to advanced stages of entrepreneurship and simultaneously enable students to apply their entrepreneurial skills in real life situations, validate ideas, build innovations, customer discovery, test market and build a successful practice venture out of it. By second year the practice ventures will be converted into real potential ventures.

### Curriculum Credit Distribution

S. No	Description		Credits
1	Classroom Credits	Core Subjects	38
		Elective Subjects	6
2	Outside Classroom Credits		14
3	Capstone projects		12
4	Action Learning Segments		34
Total			104

- Classroom Credits** - Total **44 (38 + 6)** Credits: Out of **104** credit requirement over 4 semesters, incumbent need to earn total credit of **44** from class room sessions which includes core courses (**38**) and Elective Courses (**6**) spread over 4 semesters
- Outside Classroom Credits** - Incumbents also can earn up to **14** credits from outside classroom programs by enrolling / participating in training and workshops programs/

achievement in competitions/ presenting in seminars/exhibitions of subject of relevant to innovation and entrepreneurship, start-up skill building and venture development etc.

3. **Capstone Projects Credits** – Total **12** credits: Incumbents can earn up to **12** credits on successful completions of three capstone projects during 1st and 2<sup>nd</sup> semesters. These are required to accomplish by students independently under the guidance of expert mentors or facilitators etc. This three capstone projects will make students to work on their idea to convert innovation and further development of business model out of it. Faculty/Industry/Start-up experts will guide students to do independent projects or guide students to build advancement of one Idea into Low Fidelity Wireframes and High Fidelity Wireframes based upon the domain students are working on.
  - i. **Capstone 1** – Ideation and Choosing an opportunity for Buisness
  - ii. **Capstone 2** – Making and pitching a Business Proposal
  - iii. **Capstone 3** – Phase II - Applying IP and scaling up
  
4. **Action Learning Segments Credits** – Total **34** credits (**14 +20**): Incumbent has to go through two action learning segments. One is designed during 2<sup>nd</sup> Semester and second is designed during 4<sup>th</sup> semester and up to total **34** credits can be earned on successful completion.
  - a. **1<sup>st</sup> learning segment (14 Credits)** - Experiential learning through a Start-up Residency Program (SRP) in a start-up or in an Incubation Unit.
  - b. **2<sup>nd</sup> learning segment (20 Credits)** - Focusing on establishing venture either in self or with support of incubation unit based on the innovation and business model developed as part of capstone projects.

### Over-all Course Structure and Credit Distribution

	Semester				Total Credits
	I	II	III	IV	
Innovation and Entrepreneurship	4	4			8
Capstone Project	4	4	4		12
Action Learning Segment		14		20	34
Management Courses	12	8	8	2	30
Technology Elective			6		6
Outside the Classroom	4	2	4	4	14
	24	32	22	26	104
				104	

Courses that you will be learning:

	Semester I	Credits
MBA21IE001	Foundational Course in Entrepreneurship	4
MBA21IE002	Business Law for Entrepreneurs	4
MBA21IE003	Business Communication	4
MBA21IE004	Economics for Entrepreneurs	4
MBA21IE005	<i>Capstone Project I</i>	4
MBA21IE006	<i>Outside the Classroom - I</i>	4
	<b>TOTAL</b>	<b>24</b>

	<b>Semester II</b>	<b>Credits</b>
MBA21IE007	Advanced Course in Entrepreneurship	4
MBA21IE008	Marketing for Start-ups	4
MBA21IE009	Finance for Start-ups	4
MBA21IE010	<i>Capstone Project 2</i>	4
MBA21IE011	Action Learning Segment	14
MBA21IE012	<i>Outside the Classroom - II</i>	2
	<b>TOTAL</b>	<b>32</b>

	<b>Semester III</b>	
MBA21IE013	Operation Management	4
MBA21IE014	Human Resource Management	4
MBA21IE015	<i>Capstone Project-3</i>	4
MBA21IE016	Elective 1	3
MBA21IE017	Elective 2	3
MBA21IE018	<i>Outside the Classroom - III</i>	4
	<b>TOTAL</b>	<b>22</b>

	<b>Semester</b>	<b>FOUR</b>
MBA21IE019	Professional Ethics and CSR	2
MBA21IE020	Project	20
MBA21IE021	<i>Outside the Classroom - IV</i>	4
	<b>TOTAL</b>	<b>26</b>



**Program Outcomes:** By the end of the programme, students will have a knowledge and understanding of

1. Key concepts of Management and entrepreneurship
2. How to take an idea, build a prototype and launch to early customers in the market
3. Demonstrate how to Market and Idea/Prototype to early customers
4. Knowledge of Business Models and Fund Raising
5. Knowledge of scale up and venture growth strategies
6. Knowledge of Hiring and Talent Management
7. Knowledge of Intellectual Property Rights and other Business Laws

Each of the courses are mapped to the above Program Outcomes (H: High; M : Medium; L – Low)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
Foundational Course in Entrepreneurship	H	H	M				
Business Law for Entrepreneurs	H						H
Business Communication	H		H			M	
Economics for Entrepreneurs	H			M	H		
<i>Capstone Project 1</i>		H	H				
<i>Outside the Classroom - I</i>			H				
Advanced Course in Entrepreneurship	H		H	H			
Marketing for Start-ups			H	H			
Finance for Start-ups				H	H		
<i>Capstone Project 2</i>				H	H		
Action Learning Segment				H	H	H	
<i>Outside the Classroom - II</i>				H			
Operation Management	H			H			
Human Resource Management	H					H	H
<i>Capstone Project-3</i>							H
Elective 1	H						
Elective 2	H						
<i>Outside the Classroom - III</i>				H	H		
Professional Ethics and CSR	H						H



**Dr. M.G.R.**  
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Act 802 of 2019 - 2019 October 10, 2019  
Dr. M.G.R. Educational and Research Institute, Thiruvananthapuram



Project					H	H	H
<i>Outside the Classroom - IV</i>					H	H	H