

Information Brochure



Vel Tech
Rangarajan Dr. Sagunthala
R&D Institute of Science and Technology
(Deemed to be University Estd. u/s 3 of UGC Act, 1956)



MBA in Innovation, Entrepreneurship & Venture Development

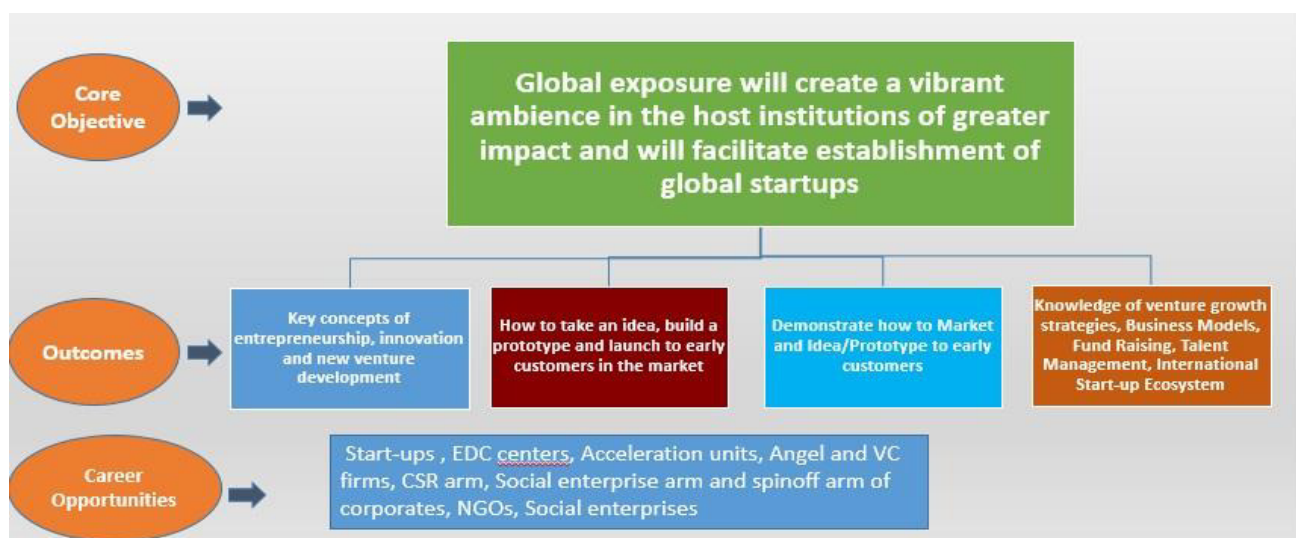
Offered by School of Management
in Collaboration with NIDHI - Centre of Excellence
@ Vel Tech Technology Business Incubator

About MBA in IEV:

All India Council for Technical Education (AICTE) has introduced a unique 2 years' full time PGDM / MBA program in Innovation, Entrepreneurship and Venture Development (IEV) 2019. This is an action oriented program to provide opportunities for students to work and develop problem solving innovations, acquire entrepreneurship skills and build ventures as part of curriculum. This program is an initiative under the National Student Startup Policy at AICTE and MHRD's Innovation Cell with an objective to make Indian higher education system to produce new generation entrepreneurs capable of building innovative and simultaneously earning master degree.

Uniqueness of Program:

Course is designed to provide more experiential learning opportunities and to practice innovation and entrepreneurship and skill set for building startups. By design, incubator will



deliver the course and students will get access to co-working space and facilities of pre-incubation and incubation to develop innovations and further to startups.

Eligibility:

The minimum academic eligibility for a candidate to apply for this program should be a graduate in any discipline of course (10+2+3)/ (10+2+4)/ (10+3+3). Preferably candidates for this program are students having entrepreneurial mindset and ideas, passion for innovation and strong determination to build and run startup as career.

Salient features of the Program:

1. An experimental Platform to see your entrepreneurial dreams transform into reality
2. An niche program aligned with national agenda, aimed at promoting skills, innovation driven technology start-ups
3. A completely experimental learning program
4. Handholding support from NIDHI Centre of Excellence @ Vel Tech Technology Business Incubator.
5. Academia, Industry and Incubator support services such as space, networking training, mentoring through Vel tech Incubator.
6. Course delivered by incubator professionals, investors, partners of Vel Tech TBI, successful start-ups and industry experts.
7. Fab lab support to create idea to PoC and marketable product
8. Vast range of facility support to develop business ideas through NIDHI Centre of Excellence.

Course Structure:

This course has five Modules and two Action Learning Segments and three Capstone Projects to enable students to learn to recognize, create and shape a business opportunity, develop leadership and build a start-up team, construct business models, and assess market feasibility for launching new start-ups

Tracks/Phase	Year	Semester	Modules, Capstone Projects and Action Learning Segments
Foundation of Management and Entrepreneurship Track	1st Year	1st Semester	<ul style="list-style-type: none"> • Module-I: Introduction to Innovation and Entrepreneurial Idea Generation and Identifying Business Opportunities • Capstone Project-I: Development of a Innovative Business Idea into a Proof-of-Concept • Module-II: Management Skills for Entrepreneurs and Managing for Value Creation

			<ul style="list-style-type: none"> • Capstone Project-II:Development of Business Idea into working Prototype
Start-up Experiential Learning Track: (Co-Learning & Contribution)	2nd Semester		<ul style="list-style-type: none"> • Module-III: Creating and Sustaining Enterprising Model & Organizational Effectiveness • Capstone Project-III: Development of Minimum Viable Business Model of Innovation
			<ul style="list-style-type: none"> • Action Learning Segment-I: Start-up/Incubation Residency Learning Program
Entrepreneurship Intensity Track (Immersion into Incubation Facility and Resource Access)	2nd Year	3rd Semester	<ul style="list-style-type: none"> • Module-IV: Advancing Entrepreneurial Skill and Venture Planning • Module-V: Creating and Growing New Venture and National & Global Business Environment
Start-up Establishment Track		4th Semester	<ul style="list-style-type: none"> • Action Learning Segment-II: Venture Establishment Phase at Incubators/Accelerators
Final Exit			Completion of “MBA/PGDM in Innovation, Entrepreneurship and & Venture Development” Degree

Year	Semester	Credit Core (Class room)	Credit Elective (Class Room)	Credit outside Class Room (Learning/Certification/competitions)	Credit Capstone	Credit Action Learning Segment	Total
1 st Year	1 st Semester	8	8	4	4+4	-	28
	2 nd Semester	4	4	2	4	14	28
2 nd Year	3 rd Semester	8	12	4	-	-	24
	4 th Semester	-	-	4	-	20	24
Total		20	24	14	12	34	104

Teaching Resources and Infrastructure Facility:

- Course delivered by Incubator Professionals, Investors, Mentors, Partners of Vel Tech TBI, Successful Start-ups, IP and regulatory expert, design experts and Industry Experts
- Fab lab support to create idea to PoC and marketable product

Implementation & Methodology:

Program is intending to make students to traverse a path from the Ideation to inception and venture incorporation of new tech start-ups in responses to specific known market demand or problem identified through capstone projects and action learning segments

This program will be run with full- fledged incubation and innovation infrastructure and service facilities.

Execution: Each Module and Course will have dedicated Subject Expert and domain Mentors to validate the proposed Idea/Solution. It's a full time course with flexible timings for conduct of class-room sessions

Career and Employment opportunities:

The objective of this program is to prepare young minds towards self-employment and create employment opportunity for others through enterprise development. It is expected that, more job creators will come out and most of the graduates of this program will start and thrive with their own start-ups launched during the study period.

Graduates from this program also will find lots of opportunities to team up with start-ups as cofounder or core team because of their close understanding and working experience in innovation and entrepreneurship throughout their study period. Even, these graduates will find preferential space to work with CSR arm, social enterprise arm and spinoff arm of corporate, NGOs, social enterprises.

Even if these entrepreneurs failed to take startup at any stage of their own venture, they have every opportunity to get back to job life because youths with entrepreneurial mindset and enterprise skill sets are high in demand and offered with leadership positions to lead.

About the Vel Tech Technology Business Incubator:

Vel Tech TBI (Technology Business Incubator) enables technology embedded and innovation powered start-ups to survive and scale across a wide-spectrum of thrust areas with funding, infrastructure, mentorship, industry networking, resources and training.

The thrust areas include Digital services & Products (covering all technology based ventures including AI / ML / DL, Fintech, AR/VR, IOT, Gaming, Cloud, Big Data, Analytics, Cyber security, Mobility etc), 3D Printing and Additive Manufacturing, E-waste & Plastic waste management, Core Manufacturing, Healthcare and Bio-Incubation, Automobile Technology, Renewable Energy, Agriculture etc.

RESOURCES SUPPORT AVAILABLE TO DELIVER IEV TEACHING AND LEARNING

- Identified Faculty Resources for IEV Finance, Marketing, Human Resource, Design Thinking & Engg. and Technology
- 50 + Industry Experts from Associated Industry Such as WABCO, Ashok Leyland, L&T, Mahindra & Mahindra
- 35 + Mentors / VC/ Angel Investors working with Vel Tech Technology Business Incubator
- 28 Vel Tech Incubator Expert Team experienced in incubation, business plan and industry.
- 152 Incubated Start-ups Working with various domain at Vel Tech TBI

Accreditations



Membership and Industry Collaboration's



For More Details on MBA IEV Course & Admission,
Contact: 90257 15473 / 98403 98366 / 96000 40254