

MBA

Innovation, Entrepreneurship and Venture Development [IEV]

[Awarded by KCT | Affiliated to Anna University, Chennai | Approved by AICTE]



Curriculum Structure

(Version 2, From 2021 Batch onwards)

Two Year Semester Structure

PRE - SEMESTER - IGNITE ENTREPRENEURSHIP -(BRIDGE COURSE)

Course Title	Course Mode
Growth Mindset - Self-development roadmap & Family Business Immersion	Workshop
Start-up and Innovation Ecosystem in India - Independent study	Workshop & Independent study
Modern Entrepreneurship in India & abroad - Independent study	Workshop & Independent study
Innovation 101	Workshop
Sandbox Immersion Program	Workshop

SEMESTER 1- IDEATE

Course Type	Course Title	Credits	Max Marks		
			CA	EA	Total
Essentials	Innovation and Venture Fundamentals	3	50	50	100
Essentials	Applied Design Thinking	3	50	50	100
Essentials	Entrepreneurial Finance	2	50	-	50
Essentials	Managerial Economics	2	50	-	50
Essentials	Data Analysis	2	50	-	50
Enabler	Concentration Elective	2	50	-	50
Enabler	Concentration Elective	2	50	-	50
Enhancements	E-SAP 1 / AL 1	2	50	-	50
Enhancements	E-SAP 1 /AL 2	2	50	-	50
Experience	Externship I	4	50	50	100
Experience	Execution - Milestone 1	2	50	-	50
Total Credits		26			

SEMESTER 2 – VALIDATE

Course Type	Course Title	Credits	Max Marks		
			CA	EA	Total
Essentials	Product Marketing Fundamentals	2	50	-	50
Essentials	Company Affairs and Laws	2	50	-	50
Essentials	Engaging Talent	2	50	-	50
Essentials	Strategy for founders	2	50	-	50
Essentials	Entrepreneurial Leadership	2	50	-	50
Essentials	Designing and Managing Business Processes	2	50	-	50
Enabler	Concentration Elective	2	50	-	50
Enabler	Concentration Elective	2	50	-	50
Enhancements	E-SAP 3/AL 3	2	50	-	50
Experience	Externship -II	4	50	50	100
Experience	Execution- Milestone 2	2	50	-	50
Total Credits		24			

SEMESTER 3 – MAKE & LAUNCH

Course Type	Course Title	Credits	Max Marks		
			CA	EA	Total
Essentials	Growth Strategies	2	50	-	50
Essentials	Sales for founders	2	50	-	50
Essentials	Business Ethics and Social Responsibility for Sustainability	2	50	-	50
Enabler	Concentration Elective	2	50	-	50
Enabler	Concentration Elective	2	50	-	50
Enabler	Concentration Elective	2	50	-	50
Enhancements	E-SAP 4 /AL 4	2	50	-	50
Enhancements	E-SAP 5/AL 5	2	50	-	50
Execution	Product Design & Development	14	50	50	100
Total Credits		30			

SEMESTER 4 –GROW

Course Type	Course Title	Credits	Max Marks		
			CA	EA	Total
Enhancements	E-SAP 6 /AL 6	2	50	-	50
Enhancements	E-SAP 7 /AL 7	2	50	-	50
Execution	New Enterprise Creation	20	50	50	100
Total Credits		24			

ENABLER CONCENTRATION - 1 NEW VENTURE CREATION

Course Type	Course Title	Credits	Max Marks		
			CA	EA	Total
Enabler	Building a Minimum Usable Prototype	2	50	--	50
Enabler	Business-to-Business (B2B) Marketing	2	50	--	50
Enabler	Design Fundamentals & Rapid Prototyping techniques	2	50	--	50
Enabler	Digital Marketing	2	50	--	50
Enabler	Entrepreneurial Mindset & Methods	2	50	--	50
Enabler	Technology Commercialization	2	50	--	50
Enabler	Strategy & Tactics for Pricing	2	50	--	50
Enabler	Lean Manufacturing	2	50	--	50
Enabler	Supply Chain Management	2	50	--	50
Enabler	Consumer Insights	2	50	--	50
Enabler	Introduction to Business Analytics	2	50	--	50
Enabler	Advanced Statistics & Data Mining	2	50	--	50
Enabler	Managing Investments	2	50	--	50
Enabler	Lean Product Management	2	50	--	50
Enabler	New Venture Financing	2	50	--	50
Enabler	Open Innovation & Business Ecosystem	2	50	--	50
Enabler	Designing a Minimum Viable Business Model	2	50	--	50
Enabler	Public Policy & Entrepreneurship	2	50	--	50

ENABLER CONCENTRATION – 2

NEXT GEN ENTREPRENEURSHIP AND SOCIAL ENTREPRENEURSHIP

Course Type	Course Title	Credits	Max Marks		
			CA	EA	Total
Enabler	Creating Unique Strategy to define Family Business Success	2	50	--	50
Enabler	Effective Leadership to Create your Business Legacy	2	50	--	50
Enabler	Social Entrepreneurship Management	2	50	--	50
Enabler	Family Business Management			--	
Enabler	Family Business Dynamics*	2	50	--	50
Enabler	Growth Plan Formulations*	2	50	--	50
Enabler	Identifying, starting and growing* a Social Venture	2	50	--	50
Enabler	Managing Finance & Liquidity*	2	50	--	50
Enabler	Opportunities in Emerging Markets*	2	50	--	50
Enabler	Project Formulations & Feasibility Analysis*	2	50	--	50
Enabler	Strategic Cost Management*	2	50	--	50

**The course content and deliverables will be done by EDII, Ahmedabad*

ENABLER CONCENTRATION – 3

TECHNOLOGIES FOR PRODUCT DEVELOPMENT

Course Type	Course Title	Credits	Max Marks		
			CA	EA	Total
Enabler	Computational Hardware	2	50	--	50
Enabler	Coding for Innovators	2	50	--	50
Enabler	Industrial Automation	2	50	--	50
Enabler	Robotics	2	50	--	50
Enabler	Data Life Cycle Management	2	50	--	50
Enabler	Machine learning	2	50	--	50

ENHANCEMENT ELECTIVES
E-SAP
(Entrepreneurship - Skill Activation Program)

Course Type	Course Title	Credits	Max Marks		
			CA	EA	Total
Enhancement	Strategic Business Writing	2	50	--	50
Enhancement	Negotiation Fundamentals for Start ups	2	50	--	50
Enhancement	Interpersonal Skills	2	50	--	50
Enhancement	Leadership, Team Building and adventure camp	2	50	--	50
Enhancement	Business simulation	2	50	--	50
Enhancement	Persuasive Business Presentations	2	50	--	50
Enhancement	Product Designing Lab	2	50	--	50
Enhancement	Applied Project Management	2	50	--	50
Enhancement	Emotional Intelligence	2	50	--	50