



**START YOUR
ENTREPRENEURSHIP
JOURNEY
TODAY!**



MBA-IEV

**INNOVATION, ENTREPRENEURSHIP &
VENTURE DEVELOPMENT**

Here is a way out, a degree which is action oriented, which is a win-win of building a solid academic degree as well as reduce the risk of unemployment and underemployment. The degree enables you to get better job with good pay or else be a 'job creator'.

MORE INFO >

www.ptvaim.com

2021 **INFORMATION
BROCHURE**

ABOUT MBA-IEV PROGRAMME

The programme is action orientated where 40% activities are class-room activities and 60% are out of classroom activities. Syllabus of 2 years MBA in Innovation, Entrepreneurship & Venture Development program comprises of core and elective courses, skill certification, capstone projects and Action Learning Segments. According to AICTE guidelines 104 credits are allocated for this programme. With an objective to connect theory of innovation and entrepreneurship with actual application in controlled environment; and enabling students to acquire skills related to the same, this outcome-oriented program is designed to be delivered in structured yet flexible phases and modules. This will facilitate learning of management of innovation, entrepreneurship, and venture development from foundation to advanced stages and simultaneously enable students to apply their entrepreneurial skills in real life situations, validate ideas, build innovations, test market, and build a successful venture out of it.

By the end of the programme, students will have a knowledge and understanding of

- *Key concepts of entrepreneurship, innovation, and new venture development*
- *How to take an idea, build a prototype and launch to early customers in the market*
- *Knowledge of venture growth strategies*
- *Knowledge of Business Models and Fund Raising*
- *Knowledge of Hiring and Talent Management*
- *Knowledge of International Start-up Eco-system*



At the end of this programme students will either **become 'job-creators' or job seekers** with skill sets to become product manager, project manager, manager of VC firm or CEO of an incubation centre.

- a** 'Classroom teaching' is only 40% which is further divided in classroom core and classroom electives.
- b** Second way of learning is Capstone projects. Students are expected to do three capstone projects – Idea to Prototype, Prototype to Proof of Concept (PoC) and Basic Business Plan. All three capstone projects will be revolving around the business idea on which students will be working. All classroom core and electives of semesters one and two will help students to complete the capstone projects.
- c** Additional knowledge required for developing the business idea is expected to be acquired through different Skill certifications which is the third way of learning. These can be array of workshops, MOOCs, participation in competitions like Ideation Competition, Business Plan Competition etc., all aligned to innovation, entrepreneurship & venture development.
- d** All theoretical concepts and basic projects can be sanctified through practical application. Students will get a chance to do the same through the fourth way of learning i.e., Action learning segments. There are two action learning segments. First segment comes after second semester where students are supposed to do internship with a start-up or business which is in the domain in which student has a business idea. Second action learning segment comes during fourth semester where student is expected to establish his/her own venture & approach companies for funding.

THESE FOUR FORMS OF LEARNING ARE EXPECTED TO HAPPEN UNDER **FOUR TRACKS**

- I** The Foundation of Management and Entrepreneurship Track: Under this track, students are expected to develop creative problem-solving skills, manage innovative ideas, and validate business opportunity potential. First two semesters, classroom courses, three capstone projects and skill certificates come under this track.
- II** Start-up Experiential Learning Track: Under this track, students are expected to work with start-ups or businesses of the similar domain in which they are developing business plan and learn practical aspects of running business. This track consists of Action Learning Segment I, which will be delivered during second semester of first year in the form of Start-up Residency Program.
- III** The Entrepreneurship Intensity Track: Under this track, students are expected to do 'fine-tuning' of their business model after getting hands-on experience of working with start-up. This track has maximum classroom courses which will take the business plan at higher level & almost ready to deploy.
- IV** Start-up Establishment Track: This track comprises of Action Learning Segment –II, which will focus on use of all tools and techniques studied during last one and half year in venture formation, operation, and management. At the end of the course, the student may –
 - Establish the venture and work towards its growth.
 - Decide to develop the business plan fully as a part of the course but go for a placement, gain industry experience with a probable future plan of starting the venture after few years of experience.
 - Decide to manage business for somebody else's company by using the skills acquired in this course.

CREDIT DISTRIBUTION **ACROSS THE PROGRAMME**

YEAR	SEMESTER	CLASSROOM SCORE	CLASSROOM ELECTIVE	CERTIFICATES & COMPETITION	CAPSTONE	ACTION LEARNING SEGMENT	TOTAL
1st YEAR	FIRST SEMESTER	8	8	4	4+4	-	28
	SECOND SEMESTER	4	4	4	4	14	28
2nd YEAR	THIRD SEMESTER	8	12	-	-	-	24
	FOURTH SEMESTER	-	-	4	-	20	24
TOTAL		20	24	14	12	34	104

SUBJECT **LIST**

CLASSROOM CORE

- ▶ ENTREPRENEURSHIP & DESIGN THINKING
- ▶ SOCIO-CULTURAL-ENVIRONMENT OF BUSINESS IN INDIA
- ▶ COMMERCIALIZATION OF INNOVATION
- ▶ ENTREPRENEURIAL CONTENT CREATION (INTRODUCTION)
- ▶ ENTREPRENEURIAL FINANCE
- ▶ ENTREPRENEURIAL COMMUNICATION
- ▶ FINANCIAL MANAGEMENT, FUNDING OPPORTUNITIES, START-UP VALUATION & REGULATORY COMPLIANCES
- ▶ OPERATION MANAGEMENT
- ▶ MARKETING MANAGEMENT



CLASSROOM ELECTIVES

- ▶ METHODS OF MARKET RESEARCH **OR**
- ▶ DIGITAL DATA ANALYTICS
- ▶ LEGAL -ETHICAL ENVIRONMENT & IPR MANAGEMENT **AND/OR**
- ▶ STRATEGIC MANAGEMENT **OR**
- ▶ TECHNOLOGY MANAGEMENT
- ▶ MANAGING HUMAN RESOURCES OF BUSINESS (LABOUR, PARTNERS, CUSTOMERS, SUPPLIERS, INTERMEDIARIES) **OR**
- ▶ ORGANIZATIONAL BEHAVIOUR (OBSERVATION SKILLS)
- ▶ PRICING, COSTING & BUDGETING
- ▶ IT PROJECT MANAGEMENT & CYBER SECURITY
- ▶ FAMILY RUN BUSINESSES & SUCCESSION PLANNING
- ▶ MERGERS & ACQUISITIONS
- ▶ DIGITAL MARKETING
- ▶ BUSINESS BEYOND BORDERS (INTERNATIONAL BUSINESS)

ADMISSION **CRITERIA**

- Passed minimum Three-year duration bachelor's degree awarded by the University recognized by University Grants Commission or Association of Indian Universities in any discipline with at least 50% marks in aggregate or equivalent (at least 45% in case of candidates of backward class categories, economically weaker section and Persons with Disability Candidates belonging to Maharashtra State only) or its equivalent.

Criteria Cont.

- *Obtained nonzero positive score in CET conducted by the Competent Authority (MAH-MBA/MMS-CET), Common Admission Test conducted by Indian Institute of Management (CAT) or Common Management Aptitude Test Conducted by National Testing Agency (CMAT), ATMA conducted by the Association of Indian Management Schools (AIMS), MAT conducted by the All-India Management Association (AIMA)*
- *Interview of the candidate*

ABOUT **PTVA'S INSTITUTE OF MANAGEMENT**

Parle Tilak Vidyalaya Association (PTVA) was established in 1921 as a rich tribute to the iconic freedom fighter Lokmanya Bal Gangadhar Tilak. Though the journey began in modest setting of one classroom in a ram-shackled building and with 4 students, today the trust runs 5 schools, 3 colleges and 1 Management Institute. PTVA has carved out a niche in academics by providing Quality and Value based education over a century.

The Trust, Parle Tilak Vidyalaya Association founded PTVA's Institute of Management (PTVAIM) in 2009 with an objective of developing and nurturing the young minds to become socially responsible Corporate Citizens. The Institute offers Two Year Full-Time MBA Program namely, MMS (Master of Management Studies) & Three-Year Part-time MMS (Financial Management) Degree Program which was formerly known as Masters in Financial Management (MFM) for Working Executives. This year onwards we plan to offer 2 Years Full - Time MBA (IEV) Innovation Entrepreneurship & Venture Development to our students in order to promote National Education Policy 2020 and Start-up India Policy. In addition to this, PTVAIM has a Ph.D. Research Centre which is established with an objective of promoting good quality research work, again an important point emphasized by the Government of India while framing National Education Policy 2020.

ABOUT **PTVAIM'S CENTRE OF ENTREPRENEURSHIP & INNOVATION**

PTVAIM's Centre of Entrepreneurship & Innovation was established in 2015 as an E-cell. Due to the kind of meaningful activities done by COEI, the E-cell got converted into a student-based incubation centre in 2018 and became the driving force behind development of strong start-up eco-system within all colleges of parent trust Parle Tilak Vidyalaya Association. Currently COEI runs pre-incubation & incubation programme and PTVAIM's IIC and organizes almost 30+ year-long activities promoting entrepreneurship. COEI have recently curated PTVAIM's Innovation & Start-up Policy and as an incubation centre is gearing up for running the new course of MBA in Innovation Entrepreneurship & Venture Development from academic year 2021-22.

COEI BUSINESS MODEL



INFRASTRUCTURE

COEI has infrastructure that houses office space and work stations for 7 business teams with Wi-fi of 100 mbps.



BUSINESS COUNSELLOR

The Business teams have access to group of mentors from varied fields.



SEED FUND

COEI provides seed fund for the top 3 winning team of Business plan competition.



ACCESS TO INVESTOR

COEI provides the business teams with access to investors.



WORKSHOP & SEMINARS

Various training programs, workshops and bootcamps are organized by COEI each year for their incubatees, pre-incubatees and extended student community.

OUR KEY PARTNER



CONTACT US



ADDRESS

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