



B.S. Abdur Rahman

Crescent

Institute of Science & Technology

Deemed to be University u/s 3 of the UGC Act, 1956

*Regulations 2021
Curriculum and
Syllabi (I & II Semesters)*

(Amendments updated upto February 2022)

**M.B.A.
(Innovation, Entrepreneurship &
Venture Development)**



REGULATIONS 2021

CURRICULUM AND SYLLABI (I & II Semesters)

(Amendments updated upto February 2022)

**MASTER OF BUSINESS ADMINISTRATION
IN
INNOVATION, ENTREPRENEURSHIP &
VENTURE DEVELOPMENT**

VISION AND MISSION OF THE INSTITUTION

VISION

B.S. Abdur Rahman Crescent Institute of Science and Technology aspires to be a leader in Education, Training and Research in multidisciplinary areas of importance and to play a vital role in the Socio – Economic progress of the country in a sustainable manner.

MISSION

- To blossom into an internationally renowned Institute
- To empower the youth through quality and value – based education
- To promote professional leadership and entrepreneurship
- To achieve excellence in all its endeavors to face global challenges
- To provide excellent teaching and research ambience
- To network with global institutions of Excellence, Business, Industry and Research Organizations
- To contribute to the knowledge base through scientific enquiry, applied research and Innovation

VISION AND MISSION OF DEPARTMENT OF MANAGEMENT STUDIES

The vision and mission statement of the Department of Management Studies is aligned with the vision and mission statements of the Institute.

VISION

The Department of Management Studies aspires to become a Management Institution of national repute, providing industry-oriented, socially-responsible and research inclined management professionals.

MISSION

1. To offer post graduate and research programmes of industry and social relevance
2. To provide functional specific knowledge through industry scenario study and analysis using multiple pedagogies
3. To enhance managerial and soft skills that augment the overall professional development
4. To encourage and support in fulfilling the drive for teaching and research
5. To pursue consultancy projects and collaborative research

PROGRAMME EDUCATIONAL OBJECTIVES AND OUTCOMES

PROGRAMME EDUCATIONAL OBJECTIVES

The students of MBA IEV programme would be able to

1. Acquire sufficient understanding of concepts and will be able to articulate real-world business situations.
2. Demonstrate their competencies of innovative thinking to pursue entrepreneurship.
3. Obtain team-working skills as well as leadership qualities cognizant of a holistic business environment.
4. Develop an aptitude for research and continuous learning.

PROGRAM OUTCOMES

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

1. Key concepts of entrepreneurship, innovation and new venturerevelopment
2. How to take an idea, build a prototype and launch to early customers in themarket
3. Demonstrate how to Market and Idea/Prototype to earlycustomers
4. Knowledge of scaleup
5. Knowledge of venture growthstrategies
6. Knowledge of Business Models and FundRaising
7. Knowledge of Hiring and TalentManagement
8. Knowledge of International Start-upEcosystem

REGULATIONS – 2021 MBA – IEV PROGRAMME

1.0 PRELIMINARY DEFINITIONS AND NOMENCLATURE

In these Regulations, unless the context otherwise requires

- i. **"Programme"** means a Post Graduate Degree Programme (MBA, IEV)
- ii. **"Course"** means a theory or practical subject that is normally studied in a semester, like Management concepts, Computers and Business Application Lab, Written Analysis and Communication Lab, etc.
- iii. **"Institute"** means B.S.Abdur Rahman Crescent Institute of Science and Technology, Chennai, 600048.
- iv. **"Institution"** unless otherwise specifically mentioned as an autonomous or off campus institution means B.S.Abdur Rahman Crescent Institute of Science and Technology.
- v. **"Academic Council"** means the Academic Council, which is the apex body on all academic matters of this Institute.
- vi. **"Dean (Academic Affairs)"** means Dean (Academic Affairs) of B.S.Abdur Rahman Crescent Institute of Science and Technology, who administers the academic matters.
- vii. **"Dean (P.G. Studies)"** means Dean (P.G. Studies) of B.S. Abdur Rahman Crescent Institute of Science and Technology who administers all P.G Programmes of the Institute in coordination with Dean (Academic Affairs)
- viii. **"Dean (Student Affairs)"** means Dean (Student Affairs) of B.S.Abdur Rahman Crescent Institute of Science and Technology, who looks after the welfare and discipline of the students.
- ix. **"Controller of Examinations"** means the Controller of Examinations of B.S.Abdur Rahman Crescent Institute of Science and Technology who is responsible for conduct of examinations and declaration of results.

2.0 PROGRAMMES OFFERED, MODE OF STUDY AND ADMISSION REQUIREMENTS

2.1 P.G. Programmes Offered

The various P.G. Programmes and their modes of study are as follows:

Degree	Mode of Study	Pattern
MBA	Full Time	Semester

Mode of Study

2.2.1 Full-time

Students admitted under "Full-Time" shall be available in the Institution during the complete working hours for curricular, co-curricular and extra-curricular activities assigned to them.

2.2.2 Admission Requirements

The minimum academic eligibility for a candidate to apply for this program should be a graduate having at least three years' degree program recognized nationally. For selection of candidate, merit based transparent selection process shall be adopted to get the desired students. The admission procedure of the Institution shall be followed for the MBA IEV programme.

2.3.2 Eligibility conditions for admission such as class obtained, number of attempts in the qualifying examination and physical fitness will be as prescribed by this Institution from time to time.

3.0 DURATION AND STRUCTURE OF THE P.G. PROGRAMME

3.1 The minimum and maximum period for completion of the P.G. Programmes are given below:

Programme	Min. No. of Semesters	Max. No. of Semesters
MBA IEV (Full Time)	4	8

3.2 This programme consist of the following components as prescribed in the respective curriculum

- i. Core courses
- ii. Elective courses
- iii. Skill Certifications
- iv. Capstone Projects
- v. Action Based Learning Segments

3.3 The curriculum and syllabi of the MBA IEV programme shall be adopted from the AICTE Start-up Policy Implementation Unit under MHRD's Innovation Cell of the Government of India and approved by the Academic Council of this Institute.

3.4 The minimum number of credits to be earned for the successful completion of the MBA IEV programme shall be specified in the curriculum of the MBA IEV programme.

3.5 Each academic semester shall normally comprise of 80 working days. Semester-end examinations will follow immediately after the last working day.

- 3.6** The curriculum of MBA IEV programme shall follow the minimum prescribed credits required for the award of the degree as specified in the AICTE guidelines for this programme and the same is given below

Programme	Minimum prescribed credits
MBA IEV	104

3.7 Credit Requirement & Credit Distribution:

As per the AICTE model curriculum guideline, for awarding the master degree (MBA), total credit of 104 is required to be completed over two years. The credit allocations for this proposed new MBA in IEV degree is total 104 which can be earned as following:

- i. **Classroom Credits – Total 44 (20 + 24) 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 (20) and Elective Courses (24) spread over 4 semesters. The classroom credit distribution is designed in such a way that, the load of class room credits will be reduced during 3rd semester compare to 1st and 2nd semesters and with provision of more elective credits. This make course more flexible and leaves student to choose appropriate courses and get more time to work towards venture planning, to meet customers and validate innovations and test business model assumptions in the real market scenario. Furthermore, especially during 3rd semester, students have also option to earn elective credits up to 8 credits by opting courses offered online/MOOC.
- ii. **Outside Classroom Credits – Total 14 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.
- iii. **Capstone Projects Credits – Total 12 credits:** Incumbents can earn up to 12 credits on successful completion of three capstone projects during 1st and 2nd semesters. These are required to be accomplished by students independently under the guidance of expert mentors, etc. These 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.

- iv. **Action Learning Segments Credits – Total 34 credits (14+20):** Incumbent has to go through two action learning segments; one is designed during the 2nd Semester and second is designed during the 4th semester and up to total 34 credits can be earned on successful completion. The first learning segment is more focus on experiential learning through a Start-up Residency Program (SRP) in a start-up or in an Incubation Unit. Whereas, the second action learning segment is 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.

Credit Distribution across and throughout the semester as below

Year	Semester	Credit Core (Class Room)	Credit Elective(Class Room)	Credit - Out Side Classroom Learning / Certification/ Competitions	Credit Capstone	Credit Action Learning Segment	Total
1 st Year	1 st Semester	8	8	4	4 + 4	e	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

3.8 ONLINE / SELF STUDY COURSES

Students are permitted to undergo department approved online/ self study courses not exceeding a total of eight credits with the recommendation of the Head of the Department / Dean of School and with the prior approval of Dean Academic Affairs during his/ her period of study. In case of credits earned through online mode ratified by the respective Board of Studies, the credits may be transferred following the due approval procedures. The students shall undergo self study courses on their own with the mentoring of a member of the faculty. The online/ self study courses can be considered in lieu of elective courses. The number of courses per semester is restricted to one.

4.0 CLASS ADVISOR AND FACULTY ADVISOR

4.1 Class Advisor

A faculty member will be nominated by the HOD as Class Advisor for the whole class (total intake).

He/she is responsible for maintaining the academic, curricular and co-curricular records of all students throughout their period of study.

4.2 Faculty Advisor

To help the students in planning their courses of study and for general counseling on the academic programme, the Head of the Department of the students will attach a certain number of students to a faculty member of the department who shall function as Faculty Advisor for the students throughout their period of study. Such Faculty Advisor shall offer advice to the students on academic and personal matters and guide the students in taking up courses for registration and enrolment every semester.

4.3 Mentor

Each student shall be assigned a mentor who is an industry expert in the area of the start-up venture. He or she shall coach the assigned student on every aspect of the growth of start-up.

5.0 CLASS COMMITTEE

5.1 Every class of the MBA Programme will have a Class Committee constituted by the Head of the Department as follows:

- i. Teachers of all courses of the programme
- ii. One senior faculty preferably not offering courses for the class, as Chairperson.
- iii. Six student representatives (male and female) of each class nominated by the Head of the Department in consultation with the relevant faculty advisors
- iv. All faculty advisors and the class advisors.
- v. Head of the Department

5.2 The Class Committee shall be constituted by the respective Head of the Department of the students.

5.3 The basic responsibilities of the Class Committee are to review periodically the progress of the classes to discuss problems concerning curriculum and syllabi and the conduct of classes. The type of assessment for the course will be decided by the teacher in consultation with the Class Committee and will be announced to the students at the beginning of the semester. Each Class Committee will communicate its recommendations to the Head of the Department and Dean (Academic Affairs).

- 5.4** The class committee shall meet at least three times during the semester. The first meeting will be held within two weeks from the date of commencement of classes, in which the nature of continuous assessment for various courses and the weightages for each component of assessment will be decided for the first and second assessment. The second meeting will be held within a week after the date of the first assessment report, to review the students' performance and for follow up action.
- 5.5** During these two meetings the student members representing the entire class, shall meaningfully interact and express opinions and suggestions to improve the effectiveness of the teaching-learning process.
- 5.6** The third meeting of the class committee, excluding the student members, shall meet within 5 days from the last day of the semester end examination to analyze the performance of the students in all the components of assessments and decide their grades in each course. The grades for a common course shall be decided by the concerned course committee and shall be presented to the class committee(s) by the concerned course coordinator.

6.0 REGISTRATION AND ENROLMENT

- 6.1** Except for the first semester, every student shall register for the ensuing semester during a specified week before the semester end examination of the ongoing semester. Every student shall submit a completed registration form indicating the list of courses intended to be enrolled during the ensuing semester. Late registration with the approval of the Dean (Academic Affairs) along with a late fee will be permitted up to the last working day of the current semester.
- 6.2** From the second year onwards, all students shall pay the prescribed fees for the year on a specific day at the beginning of the semester confirming the registered courses. Late enrolment along with a late fee will be permitted up to two weeks from the date of commencement of classes. If a student does not enroll, his/her name will be removed from rolls.
- 6.3** The students of first semester shall register and enroll at the time of admission by paying the prescribed fees.
- 6.4** A student should have registered for all preceding semesters before registering or a particular semester.

7.0 COURSE CHANGE / WITHDRAWAL

7.1 CHANGE OF A COURSE

A student can change an enrolled course within 10 working days from

the commencement of the course, with the approval of the Dean (Academic Affairs), on the recommendation of the Head of the Department of the student.

7.2 WITHDRAWAL FROM A COURSE

A student can withdraw from an enrolled course at any time before the first assessment for genuine reasons, with the approval of the Dean (Academic Affairs), on the recommendation of the Head of the Department of the student.

8.0 TEMPORARY BREAK OF STUDY FROM PROGRAMME

A student may be permitted by the Dean (Academic Affairs) to avail temporary break of study from the programme up to a maximum of one semester for reasons of ill health or other valid grounds. A student can avail the break of study before the start of first assessment of the ongoing semester. However the total duration for completion of the programme shall not exceed the prescribed maximum number of semesters (vide clause 3.1). If any student is debarred for want of attendance or suspended due to any act of indiscipline, it will not be considered as break of study. A student who has availed break of study has to rejoin in the same semester only.

9.0 DISCIPLINE

- 9.1** Every student is required to observe discipline and decorous behavior both inside and outside the campus and not to indulge in any activity, which will tend to bring down the prestige of the Institution.
- 9.2** Any act of indiscipline of a student reported to the Head of the Institution will be referred to a Discipline and Welfare Committee for taking appropriate action.

10.0 ATTENDANCE

- 10.1** Ideally every student is expected to attend all classes and earn 100% attendance in the contact periods of every course, subject to a maximum relaxation of 25% for genuine reasons like on medical grounds, representing the University in approved events etc., to become eligible to appear for the semester-end examination in that course, failing which the student shall be awarded "I" grade in that course.
- 10.2** A student should register to re-do a core course wherein "I" or "W" grade is awarded. If the student is awarded, "I" or "W" grade in an

elective course either the same elective course may be repeated or a new elective course may be taken with the approval of Head of the Department / Dean of School.

- 10.3** The faculty member of each course shall cumulate the attendance details for the semester and furnish the names of the students who have not earned the required attendance in that course to the Class Advisor. The Class Advisor will consolidate and furnish the list of students who have earned less than 75% attendance, in various courses, to the Dean (Academic Affairs) through the Head of the Department/ Dean of School. Thereupon, the Dean (Academic Affairs) shall announce the names of such students prevented from writing the semester end examination in each course.
- 10.4** The students, who have not attended a single hour in all courses in a semester and awarded 'I' grade are not permitted to write the examination and also not permitted to move to next higher semester. Such students should repeat all the courses of the semester in the next Academic year.

11.0 ASSESSMENTS AND EXAMINATIONS

- 11.1** For core and elective courses which are lecture-based, one mid -term examination will be conducted. During the semester. The assessments may be combination of tests and assignments. The assessment procedure as decided in the Class Committee will be announced to the students right from the beginning of the semester by the course teacher.
- 11.2** There shall be one examination of three hours duration, at the end of the semester for lecture-bases courses
- 11.3** For the Skill Certification courses, the assessment shall be based on the grading of the certification issuing institution/university
- 11.4** For the capstone projects, the assessment shall be based on the quality of the continuous work of the candidate followed by the presentation during the viva-voce exam.
- 11.5** For the Activity Based Learning Segments, the assessment shall be based on the progress of the start-up the readiness of its commercial launch.

12.0 WEIGHTAGES

- 12.1** The following shall be the weightages for different courses:

i) Lecture-based courses

Mid – term examination and	
Other assessment components	60%
Semester-end examination	40%

ii) Skill Certifications

Weightage assigned by the Issuing institution/university	100%
iii) Capstone Projects	
Periodic reviews by Mentor	50%
Evaluation of Project Report by External Examiner	20%
Viva-Voce Examination	30%
IV) Action Based Learning Segments	100%

12.2 Appearing for semester end examination for each course (Theory and Practical) is mandatory and a student should secure a minimum of 40% marks in semester end examination for the successful completion of the course.

12.3 The markings for all tests, tutorial, assignments (if any), laboratory work and examinations will be on absolute basis. The final percentage of marks is calculated in each course as per the weightages given in clause 14.1.

12.4 For the first attempt of the arrear theory examination, the internal assessment marks scored for a course during first appearance will be used for grading along with the marks scored in the arrear examination. From the subsequent appearance onwards, full weightage shall be assigned to the marks scored in the semester end examination and the internal assessment marks secured during the course of study shall be ignored.

13.0 SUBSTITUTE EXAMINATION

13.1 A student who has missed, for genuine reasons, the mid-term examination may be permitted to write a substitute examination paying the prescribed substitute examination fees. However, permission to take up a substitute examination will be given under exceptional circumstances, such as accidents, admission to a hospital due to illness, etc. by a committee constituted by the Head of the Department for that purpose. However, there is no Substitute Examination for Semester End examination.

13.2 A student who misses any continuous assessment test in a course shall apply for substitute exam in the prescribed form to the Head of the Department Dean of School within a week from the date of missed assessment test. However the Substitute Examination will be conducted after the last working day of the semester and before Semester End Examination .

14.0 PASSING AND DECLARATION OF RESULTS AND GRADE SHEET

14.1 All assessments of a course will be made on absolute marks basis. However, the Class Committee without the student members shall meet within 5 days after the semester-end examination and analyze the performance of students in all assessments of a course and award letter grades. The letter grades and the corresponding grade points are as follows:

Letter grade	Grade points
S	10
A	9
B	8
C	7
D	6
E	5
U	0
W	0
I	0
AB	0

“**U**” denotes unsuccessful performance in the course.

“**W**” denotes withdrawal from the course.

“**I**” denotes inadequate attendance and hence prevention from semester- end examination

“**AB**” denotes absence for the semester-end examination.

14.2 A student is considered to have completed a course successfully if he / she secure five grade points or higher. A letter grade ‘U’ in any course implies unsuccessful performance in that course.

14.3 A course successfully completed cannot be repeated for any reason.

14.4 The grades are finalized by the class committee as per clause 14.1. After awarding of grades, shall be signed by the Chairman of the Class Committee and Head of the Department/Dean of Schools and it shall be declared by the Controller of Examinations.

- 14.5** Within one week from the date of declaration of result, a student can apply for revaluation of his / her semester-end theory examination answer scripts of one or more courses, on payment of the prescribed fee, through proper application to the Controller of Examination. Subsequently the Head of the Department/ Dean of School offered the course shall constitute a revaluation committee consisting of Chairman of the Class Committee as Convener, the faculty member of the course and a senior member of faculty knowledgeable in that course. The committee shall meet within a week to revalue the answer scripts and submit its report to the Controller of Examinations for consideration and decision.
- 14.6** After results are declared grade sheets shall be issued to each student, which will contain the following details: The list of courses enrolled during the semester including redo courses, if any, and the grade scored, the Grade Point Average (GPA) for the semester and the Cumulative Grade Point Average (CGPA) of all the courses enrolled from first semester onwards. GPA is the ratio of the sum of the products of the number of credits of courses registered and the grade points corresponding to the grades scored in those courses, taken for all the courses, to the sum of the number of credits of all the courses in the semester. If C_i is the number of credits assigned for the i^{th} course and GPI is the Grade Point in the i^{th} course

$$GPA = \frac{\sum_{i=1}^n (C_i)(GPI)}{\sum_{i=1}^n C_i}$$

Where n = number of courses

At the end of each mark statements in every semester until the IVth semester the GPA shall be displayed.

The Cumulative Grade Point Average (CGPA) shall be calculated in a similar manner, considering all the courses enrolled from first semester.

The Cumulative Grade Point Average CGPA

"I" and "W" grades will be excluded for calculating GPA.

"U", "I", "AB" and "W" grades will be excluded for calculating CGPA.

The formula for the conversion of CGPA to equivalent percentage of marks shall be as follows:

Percentage Equivalent of Marks = CGPA X 10

The CGPA obtained by the candidate shall be displayed in the from the second semester mark statements until the final semester mark statement

14.7 After successful completion of the programme, the Degree will be awarded with the following classifications based on CGPA.

Classification	CGPA
First Class with Distinction	8.50 and above and passing all the courses in first appearance and completing the programme within the Prescribed period of 4 semesters
First Class	6.50 and above and completing the programme within a maximum of 4 semesters
Second Class	Others

However, to be eligible for First Class with Distinction, a student should not have obtained 'U' or 'I' grade in any course during his/her study and should have completed the U.G. programme within a minimum period (except break of study). To be eligible for First Class, a student should have passed the examination in all the courses within the specified minimum number of semesters reckoned from his/her commencement of study. For this purpose, the authorized break of study will not be counted. The students who do not satisfy the above two conditions will be classified as second class. For the purpose of classification, the CGPA will be rounded to two decimal places. For the purpose of comparison of performance of students and ranking, CGPA will be considered up to three decimal places.

15.0 COURSE REPETITION AND ARREARS EXAMINATION

15.1 A student should register to re-do a core course wherein "I" or "W" grade is awarded. If the student is awarded "I" or "W" grade in an elective course either the same elective course may be repeated or a new elective course may be taken.

15.2 A student who is awarded "U" or "AB" grade in a course shall write the semester-end examination as arrear examination, at the end of the next semester, along with the regular examinations of next semester courses.

15.3 A student who is awarded "U" or "AB" grade in a course will have the option of either to write semester end arrear examination at the end of

the subsequent semesters, or to redo the course whenever the course is offered. Marks earned during the redo period in the continuous assessment for the course, will be used for grading along with the marks earned in the end-semester (re-do) examination.

16.0 SUPPLEMENTARY EXAMINATION

Final Year students can apply for supplementary examination for a maximum of two courses thus providing an opportunity to complete their degree programme. Likewise students with fewer credits can also apply for supplementary examination for a maximum of two courses to enable them to earn minimum credits to move to higher semester. The students can apply for supplementary examination within three weeks of the declaration of results.

17.0 ELIGIBILITY FOR THE AWARD OF THE MASTER DEGREE

17.1 A student shall be declared to be eligible for the award of MBA degree provided the student has:

- i) successfully completed all the required courses specified in the programme curriculum and earned the number of credits prescribed for the specialization, within a maximum period of 6 semesters from the date of admission, including break of study
- ii) no dues to the Institution, Library, Hostels
- iii) no disciplinary action pending against him/her.

17.2 The award of the degree must have been approved by the Institute.

17.3 Upon successful completion of 2 years, and after satisfying the items stated in 18.1, the candidate shall be awarded as 'MBA in Innovation, Entrepreneurship & Venture Development' with subject to condition that it achieves the KPIs as per the norms laid down by AICTE.

17.4 However, the Institute/incubator shall issue certificate to student who wish to discontinue the program after successful completion of 1st year only.

18.0 POWER TO MODIFY

Notwithstanding all that has been stated above, the Academic Council has the right to modify the above regulations from time to time.

B.S. ABDUR RAHMAN CRESCENT INSTITUTE OF SCIENCE AND TECHNOLOGY

**MASTER OF BUSINESS ADMINISTRATION
(INNOVATION, ENTREPRENEURSHIP &
VENTURE DEVELOPMENT)**

CURRICULUM & SYLLABI, REGULATIONS 2021

SEMESTER I

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	CC	IEV 6101	Entrepreneurial & Managerial Thinking	3	1	0	4
2	CC	IEV 6102	Entrepreneurial Eco System	3	1	0	3
3	CC	IEV 6103	Innovation Management & Design Thinking	3	1	0	4
4	CC	IEV 6104	Economic Perspectives for entrepreneurs	3	1	0	3
5	CC	IEV 6105	Research orientation	3	1	0	2
6	CC	IEV 6106	Creating Business Values	3	1	0	2
7		IEV 6107	Skill Certification	3	1	0	3
Capstone Project							
8	PROJ	IEV 6108	Idea Generation and Proof of concept	0	0	2	3
Credits							24

SEMESTER II

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	CC	IEV 6201	Feasibility Analysis	3	1	0	4
2	CC	IEV 6202	Essentials of Business Plan	3	1	0	2
3	CC	IEV 6203	Business Plan validation	3	1	0	2
4		IEV 6204	Skill Certification	3	1	0	4

5	IEV 6205	Action Based Learning	3	1	0	14
---	----------	-----------------------	---	---	---	----

Capstone Project

6	PROJ	IEV 6206	Formulation of business plan and development of proto type	0	0	2	3
---	------	----------	--	---	---	---	---

Credits **29**

SEMESTER III

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	CC	IEV 6301	Entrepreneurial Leadership	3	1	0	2
2	CC	IEV 6302	Venture Growth & Technology	3	1	0	2
3	CC	IEV 6303	People Management	3	1	0	2
4	CC	IEV 6304	Entrepreneurial Marketing & Sales Strategy	3	1	0	4
5	CC	IEV 6305	Business Structure	3	1	0	2
6	CC	IEV 6306	Entrepreneurial Finance and Venture Funding	3	1	0	4
7	CC	IEV 6307	Project Specific Course	0	0	0	2
7		IEV 6308	Skill Certification	3	1	0	4

Capstone Project

8	PROJ	IEV 6309	Validadion of Business Model	0	0	2	6
---	------	----------	------------------------------	---	---	---	---

Credits **28**

SEMESTER IV

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1		IEV 6401	Skill Certification	3	1	0	3
2		IEV 6402	Action Based Learning	3	1	0	20

Credits **23**

Total Credits - 104

IEV 6101	ENTREPRENEURIAL AND MANAGERIAL	L	T	P	C
SDG: 9	THINKING	3	1	0	4

COURSE OBJECTIVES:

COB1: To understand the history and growth of entrepreneurship and management

COB2: To introduce the fundamental concepts of Entrepreneurship and Management

COB3 To Install Entrepreneurial and Managerial Thinking

COB4: To understand the relationship between Entrepreneurship and Management

MODULE I ENTREPRENEURIAL THINKING PROCESS 2+1

Theories of Entrepreneurship - Relationship between entrepreneurial and strategic thinking –What it requires to be an entrepreneur? – - Essentials of entrepreneurship - How should an entrepreneur think? Business acumen.

MODULE II MANAGEMENT THINKING PROCESS 6+2

Theories of management – Resource based - Why management? Fundamental of Management - Process - of Planning: - Organizing – Staffing – Decision making -- Directing – Communication - Control.– Motivation Theories – managers vs leaders – Issues in management - Management by Objectives: Management by Exception - 3 pc of management – profit – people - planet - goals – vision – mission

MODULE III FUNCTIONAL MANAGEMENT 20+6

Functions of management – Financial Management – Fundamentals of Finance – Finance for non – finance managers Financial Accounting and financial management – Financial documents – Financial ratios – difference between managerial accounting , cost accounting. – Role of Finance – Issues in finance - working capital – Break even analysis Fundamental of Marketing – Role of Marketing –Issues in Marketing - top line – bottom line – reality - Operations Management – Lean management principles - Human Resource Management Relationship between Finance – Marketing – Economics. – Relationship between all the functional management systems

Board of Studies (BoS) :**1st BoS of MBA IEV held on
07.07.2021****Academic Council:****17th Academic Council held on
15.07.2021**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		M		H	H	
CO2	H	H			H	M	
CO3	H		H		H	H	
CO4	H		H		H	M	

Note: L – Low Correlation M - Medium Correlation H – High Correlation

SDG 9 : Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

The holistic understanding of entrepreneurs and strategies to handle the challenges with managerial thinking.

IEV 6102	ENTREPRENEURIAL ECO SYSTEM	L	T	P	C
SDG: 9		3	1	0	3

COURSE OBJECTIVES:

COB1: To understand the history and growth of entrepreneurship and management

COB2: To introduce the fundamental concepts of Entrepreneurship and Management

COB3 To Install Entrepreneurial and Managerial Thinking

COB4: To understand the relationship between Entrepreneurship and Management

COB 5: To identify the barriers to entrepreneurship

MODULE I ENTREPRENEURIAL ECO SYSTEM 2+1

Policy – Finance – Culture – Supports – Human Capital – Markets

MODULE II INDIAN ENTREPRENEURIAL ECO SYSTEM 6+2

Evolution – Structure and Role of Indian Entrepreneurial Eco System - Mapping the Indian Entrepreneurial Eco system of the above dimensions - Infrastructure Physical connectivity – Electronic Connectivity – Knowledge Connectivity – Economic Connectivity

MODULE III SUPPORT SERVICES 20+6

Government and State policies – Family – Social – Technology – Finance- Cultural – Various benefits – schemes of Govt. and non. Govt. Institutions – Incubations - How Bangalore, Hyderabad and Chennai have developed the entrepreneurial eco system - Visit to Guindy – Govt and Non Govt institutions to promote Entrepreneurship – TiE – NEN - COWE

MODULE IV DARK SIDE OF ENTREPRENEURSHIP 2+1

Cases of startup performance.- successful – Falling out – Falling out and stand up again - analysis - understand the reason for success as well as performance below expectation

L – 30; T – 10; TOTAL HOURS – 40

TEXT BOOKS:

- 1.Jayshree Suresh, "Entrepreneurial Development". Margham Publisher, Revised edition (In Press)
- 2.Mathew J.Manimala, Kishinchand Poornima Wasdani (Eds) "Entrepreneurial

Eco System: Perspectives from Emerging Economies”, Springer
www.ebook3000.com (2015) .

3. Balasubramanya M H, Entrepreneurial Eco Systems for Tech start ups in India: Evolution, Structure and Role,, SE GRUTER (2021)
4. Victor W.Hwang, Greg Horowitz, “The Rainforest: The secret to Building the next Silicon Valley) Regenwald, Los Altos, USA (2012)

REFERENCES:

1. Raj Shankar, “Entrepreneurship Theory & Practice”, Vijay Nicole Imprints,(2012)
2. Ben Spigel, “Entrepreneurial Eco System, Theory Practice and Future Adlibris
3. Tom Eisenmann, Why Start Up Fail: A new roadmap for entrepreneurial success, Currency (2021)

COURSE OUTCOMES:

CO1: Understand the fundamental elements of entrepreneurial eco system

CO2: Learn to Map the Indian Entrepreneurial eco system

CO3: Awareness about the support services

CO4: Learn , how to succeed

CO5: Awareness about the, resources

Board of Studies (BoS) :

1st BoS of MBA IEV held on
07.07.2021

Academic Council:

17th Academic Council held on
15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		M		H	H	
CO2	H	H			H	M	
CO3	H		H		H	H	
CO4	H		H		H	M	

Note: L – Low Correlation M - Medium Correlation H – High Correlation

SDG 9 : Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

The holistic understanding of entrepreneurial ecosystem and strategies to handle the intrapreneurs and government institutions

IEV 6103	INNOVATION MANAGEMENT & DESIGN	L	T	P	C
SDG: 9	THINKING	3	1	0	4

COURSE OBJECTIVES:

COB1: To understand the innovation management and design thinking

COB2: To apply design thinking for innovation and Management

COB3 :To understand the role played by innovation in entrepreneurship

COB4: To get exposure to the various techniques of idea generation
COB5: Learn how to innovate?

MODULE I INNOVATION MANAGEMENT 5 +1

What is innovation? Differentiate between invention, discovery and innovation – Different types of innovations – innovation process – relationship between research – creativity - innovation – design thinking and entrepreneurship – Why innovate?

MODULE II DESIGN THINKING 5+2

Design thinking process - Exercises in Design thinking- Bio mimicry

MODULE III TOOLS AND TECHNIQUES FOR IDEA GENERATION 5+2

Tools and techniques for idea generation - Dark side of innovation and design thinking

MODULE IV HARSH REALITIES OF INNOVATION 19 +1

Harsh realities of Innovation - how to innovate in 90 days?

L – 30; T – 10; TOTAL HOURS – 40

TEXT BOOKS:

- 1.Peter Drucker, "Innovation and Entrepreneurship", Harper Collins, (2006).
- 2.Jayshree Suresh, "Entrepreneurial Development". Margham Publisher, Revised edition (In Press)
- 3.Rekha Shetty, "Innovate : 90 days" , Penguin , (2010)
- 4.Pradip N. Khandwalla,, "Lifelong Creativity : an unending Quest", TMH (2004)

REFERENCES:

- 1.Harsh Mariwala,& Ram Charan, ” Harsh Realities – The Making of Marico”, Penguin, Random House (India), (2021)
- 2.Tom Eisenmann, Why Start Up Fail: A new roadmap for entrepreneurial success, Currency (2021)
3. Chip Heath & Dan Heath, “ Made to Stick: Why some ideas survive and others die”, Random House, Penguin, 2007
4. ShlomoMaital and Seshadri, D.V.R., “Innovation Management: Strategies, concepts and tools for growth and profit”, Sage Publication, 2012

COURSE OUTCOMES:

CO1: Understand the fundamental elements of innovation and design thinking

CO2: Relate creativity and innovation.

CO3:Learn how to create Eco system for creativity and innovation

CO4: Identify the Dark side of creativity, innovation and design thinking

CO5: Learn to apply the tools and techniques to create innovative ideas

Board of Studies (BoS) :

**1st BoS of MBA IEV held on
07.07.2021**

Academic Council:

**17th Academic Council held on
15.07.2021**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		M		H	H	
CO2	H	H			H	M	
CO3	H		H		H	H	
CO4	H		H		H	M	

Note: L –LowCorrelation M - Medium Correlation H - HighCorrelation

SDG 9 : Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

The holistic understanding of entrepreneurial ecosystem and strategies to handle the intrapreneurs and government institutions

IEV 6104	ECONOMIC PERSPCTIVES FOR ENTREPRENEURS	L	T	P	C
SDG: 9		3	1	0	4

COURSE OBJECTIVES:

COB1: To understand the concepts of entrepreneurial Economics

COB2: To develop business acumen

COB3 :To develop managerial skills

COB4: To be aware of the Limitations of economics

COB 5: To integrate with other functional areas of management

MODULE I FUNDAMENTAL CONCEPTS OF ENTREPRENEURIAL ECONOMICS 5 +1

Introduction –Why Economics? – Economic indicators – GDP – International Trade – Export – Import – Export led economic growth – Market structures- Monopoly – Duopoly – Competition - Development Economics – optimization – maximization – minimization – Time Value for money – future Value – Present Value – Project appraisal methods

MODULE II MACRO-ECONOMIC SYSTEM 5+2

Assessment of Indian Economy - Application of Demand - Supply -- Elasticity-Environmental impact on Business - Impact of budget on business - CAPEX - Revenue Expenditure - Taxation - evaluation methods

MODULE III MICRO ECONOMICS 23+1

Cost benefit Analysis- Marginal benefits and marginal costs- Opportunity Cost- Pricing- Break even – Unit economics – Cost – Price

MODULE IV INTEGRATION WITH FUNCTIONAL MANAGEMENT 2+1

Behavioural Economics - Limitations of economics - Marketing – Human Resources – Finance – Operations

L – 30; T – 10; TOTAL HOURS – 40

TEXT BOOKS:

1. Gupta G S , “Macro Economics: Theory and Applications”, Mcgraw Hill Education, ,2017
2. Gupta G S, “Managerial Economics, , McGraw Hill Education, 2017

REFERENCES:

1. Prabhat Jayasinghe, Managerial Economics: Concepts and Tools, Expographics Books, 2018
2. Steven D. Levitt, Stephen J. Dubner, “Freakonomics”,2006
3. Dr.DanAriely, Predictably Irrational, Harper Perennial, 2010
4. Richard H. Thaler, Misbehaving: The making of Behavioral Economics, WW Norton & co., 2016

COURSE OUTCOMES:

CO1: Understand the fundamental elements of entrepreneurial economic

CO2: Learn to Apply the concepts

CO3: Awareness about the Limitations of Economics

CO4: Learn Behaviouraland Unit Economics

CO5: Integrate with other functional areas of management

Board of Studies (BoS) :

**1st BoS of MBA IEV held on
07.07.2021**

Academic Council:

**17th Academic Council held on
15.07.2021**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		M		H	H	
CO2	H	H			H	M	
CO3	H		H		H	H	
CO4	H		H		H	M	

Note: L – LowCorrelation M - Medium Correlation H – HighCorrelation

SDG 9 : Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

The holistic understanding of entrepreneurial economics and its economic systems to revamp the country’s GDP and national income.

IEV 6105	RESEARCH ORIENTATION	L	T	P	C
SDG: 9		2	0	0	2

COURSE OBJECTIVES:

COB1: To understand the role and importance of research in entrepreneurship

COB2: To get exposed to the different research methods

COB3 :To apply the research tools

COB4: To develop research orientation

COB 5: To be aware of problems and challenges of research

MODULE I ENTREPRENEURIAL RESEARCH 10 + 10

Role and importance of research in entrepreneurship -Why research? –
 Type of research -Bio mimicry - Cost benefit of research - problem
 identification - Research design – hypothesis - questionnaire formulation -
 Data collection – analysis - interpretation of results –Dark side of Research
 - Opportunity analysis

L – 10; T – 10; TOTAL HOURS – 20

TEXT BOOKS:

1. Eric Ries, “The Lean Start up : Innovation Creates Radically Successful Businesses Portfolio”, 2011
2. Mac Gruber& Sharon Tal,” Where to Play? : 3 steps for discovering your most valuable market opportunity”, FT Publishing International, 2017
3. Malcom Gladwell, “Outliers”,

REFERENCES:

1. Ben Spigel, “Entrepreneurial Eco System, Theory Practice and Future Adlibris
- 2.Tom Eisenmann, Why Start Up Fail: A new roadmap for entrepreneurial success, Currency (2021)
3. Malcom Gladwell, “ Blink: The power of thinking without thinking”
4. Malcom Gladwell,”Tipping Point”

COURSE OUTCOMES:

CO1: Understand the fundamental elements of research

CO2: Learn to apply the research in entrepreneurship.

CO3:Research orientation

CO4: Awareness about the dark side of research

CO5: Learn to apply tool for opportunity analysis

Board of Studies (BoS) :

**1st BoS of MBA IEV held on
07.07.2021**

Academic Council:

**17th Academic Council held on
15.07.2021**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		M		H	H	
CO2	H	H			H	M	
CO3	H		H		H	H	
CO4	H		H		H	M	

Note: L –LowCorrelation M - Medium Correlation H - HighCorrelation

SDG 9 : Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

The holistic understanding of entrepreneurial research and framing research questions which reveals solutions for entrepreneurial acumen.

IEV 6106	CEATING BUSINESS VALUES	L	T	P	C
SDG: 9		2	0	0	2

COURSE OBJECTIVES:

COB1: To relate human values with business in startup stage

COB2: To get exposed to the different business values

COB3 :To measure the business values

COB4: : To understand the relationship of cost, value and time

COB 5: To identify the Challenges in Implementation and delivery of business values

MODULE I CREATING BUSINESS VALUES 10 + 10

The importance of human values in business and ethics for stakeholders of business. What are business values? To identify the business values . How to build culture ? Brand Value ? Human Value ?to deliver the business values of Excellence, Quality, Respect, commitment, on time delivery, ethics, innovation, environment. Creating values -Measurement of values – valuation - economic, financial, market and human - Ethics – code of ethics – dark side of ethics in values in startup stage.

L – 10; T – 10; TOTAL HOURS – 20

TEXT BOOKS:

1. Michael A Hitt, 'Creating Value', Blackwell Publishers, 2002
2. Steven Fisher & Ja-Nae'Duane, "The startup Equation": A visual guidebook for Building your Startup, Indian Edition, Mc Graw Hill Education, 2016
3. Alexander Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith, "Value Proposition Design: How to create products and services customers want, Wiley, 2015
4. Harry M, Jansen Kraemer J.R., "From Values to Action". Wiley, Jossey-Bass, 2011

REFERENCES:

1. Gupta , G.P., Srinivasan M.S, (Eds.)" Management by Consciousness ", Auro Publications, 2014
2. Saumita Banerjee, "In the Arena: Unleash your entrepreneurial spirit: Make your Idea a Roaring Success", 2021

COURSE OUTCOMES:

CO1: Understand the relationship between human values and business environment

CO2: Learn how to implement values?.

CO3: Learn how to measure the business value?

CO4: Understand the values from business stakeholders' perspectives

CO5: Integrate with other functional areas of management

Board of Studies (BoS) :

**1st BoS of MBA IEV held on
07.07.2021**

Academic Council:

**17th Academic Council held on
15.07.2021**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		M		H	H	
CO2	H	H			H	M	
CO3	H		H		H	H	
CO4	H		H		H	M	

Note: L – LowCorrelation M - Medium Correlation H - HighCorrelation

SDG 9 : Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

The holistic understanding of entrepreneurial research and framing business values which reveals solutions for entrepreneurial acumen.

SEMESTER II

IEV 6201	FEASIBILITY ANALYSIS	L	T	P	C
SDG: 9		3	1	0	4

COURSE OBJECTIVES:

COB1: To evaluate the business idea

COB2: To assess the marketing feasibility of business idea

COB3 :To assess the economic , legal , technical and financial feasibility

COB4: : To assess operations and Human Resourcefeasibility

COB 5: To run the check list before preparing the business plan

MODULE I FEASIBILITY ANALYSIS 10 + 10

What is feasibility? Why feasibility? What to study?- feasibility from market – economic – finance – legal – technology – human perspectives - Dark side of feasibility analysis.

L – 10; T – 10; TOTAL HOURS – 20

TEXT BOOKS:

1. T.V. Rao,, Donald F. Kuratko, “Entrepreneurship: A South Asian Perspective”, Cengage Publishers , 2012
2. Jayshree Suresh, “Entrepreneurial Development”, Margham Publisher (in Press)

REFERENCES:

1. Timothy L. Faley, “ The Entrepreneurship Arch”: A strategic Framework for Discovering, Developing and Reviewing Firms”, Cambridge University Press, 2015.

COURSE OUTCOMES:

CO1: Understand the fundamental for feasibility

CO2: Learn the application of concepts

CO3: Dark side of feasibility

CO4: Learn tools for evaluation

CO5: Integrate with other functional areas of management

Board of Studies (BoS) :**1st BoS of MBA IEV held on
07.07.2021****Academic Council:****17th Academic Council held on
15.07.2021**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		M		H	H	
CO2	H	H			H	M	
CO3	H		H		H	H	
CO4	H		H		H	M	

Note: L – LowCorrelation M - Medium Correlation H - HighCorrelation

SDG 9 : Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

The holistic understanding of entrepreneurial research and framing business research for feasibility analysis for entrepreneurial acumen.

IEV 6202	ESSENTIALS OF BUSINESS PLAN	L	T	P	C
SDG: 9		2	0	0	2

COURSE OBJECTIVES:**COB1:** To understand business models**COB2:** To get exposed to the elements of business canvas**COB3 :**To prepare a business plan**COB4:** :To present a business plan**COB 5:** To be aware of the dark side of business plan**MODULE I ESSENTIALS OF BUSINESS PLAN 10 + 10**

Elements of business canvas - relationship between business model and business plan - Fundamentals of business model? Types of business models – assumptions – assessment and forecasting – how to prepare a business plan - pitch the idea to different stakeholders

L – 10; T – 10; TOTAL HOURS – 20**TEXT BOOKS:**

1. Alex Osterwalder, Yves Pigneur, Greg Bernanda, Alan Smith, “Value Proposition Design: How to create products and services customers want, Wiley, 2015
2. Steven Fisher & Ja-Nae’Duane, “The startup Equation”: A visual guidebook for Building your Startup, Indian Edition, Mc Graw Hill Education, 2016

REFERENCES:

1. Timothy L. Faley, “ The Entrepreneurship Arch”: A strategic Framework for Discovering, Developing and Reviewing Firms”, Cambridge University Press, 2015

COURSE OUTCOMES:**CO1:** How to transform idea into business?**CO2:** How to prepare and present a business plan?**CO3:**How to form assumptions and forecasting?**CO4:** Pitch your ideas to stakeholder**CO5:**Limitations of business plan

Board of Studies (BoS) :
1st BoS of MBA IEV held
on 07.07.2021

Academic Council:
17th Academic Council held on
15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		M		H	H	
CO2	H	H			H	M	
CO3	H		H		H	H	
CO4	H		H		H	M	

Note: L – LowCorrelation M - Medium Correlation H - HighCorrelation

SDG 9 : Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

The holistic understanding of entrepreneurial research and framing business assumptions, assessment and forecasting. Also in preparing a business plan.

IEV 6203	BUSINESS PLAN VALIDATION	L	T	P	C
SDG: 9		2	0	0	2

COURSE OBJECTIVES:

COB1: To understand the role and importance of validation of business plan in entrepreneurship

COB2: To get external validation from different stake holders

COB3 :To get it tested in the field

COB4:To identify the changes to be made before launch

COB 5: To move from business idea to commercialization

MODULE I BUSINESS PLAN VALIDATION 10+10

Importance of validation of the business plan - testing the concept in the field – Forecasting – acceptance - What to be validated? Who will validate? How to validate? Getting ready to go to market?

L – 10; T – 10; TOTAL HOURS – 20

TEXT BOOKS:

1. Jeffry A. Timmons & Stephen Spinelli, “ New Venture Creation- Entrepreneurship for the 21st century”, TMH, (2012) Latest Edition

REFERENCES:

1. Joe Goerbert, articles.bplans.com, 6 business ideas validation tactics to improve your business planning.
2. Stevenlmke, How to validate a business idea before you start, Stevebizblog
3. Quickbooks Resource Centre, 5 ways to evaluate your business plan
4. Huubster, Excellent business plans.com, 10 steps on how to validate your business plan,

COURSE OUTCOMES:

CO1: Learn how to validate the business plan

CO2: Learn to Apply the concepts

CO3:From business idea, plan to ready for Market.

CO4: Ready for commercialization.

CO5:Dark side of the validation

Board of Studies (BoS) :
1st BoS of MBA IEV held on
07.07.2021

Academic Council:
17th Academic Council
held on 15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		M		H	H	
CO2	H	H			H	M	
CO3	H		H		H	H	
CO4	H		H		H	M	

Note: L – LowCorrelation M -Medium Correlation H - HighCorrelation

SDG 9 : Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

The holistic understanding of business plan validation and assumptions on pitching and knowing the methods of validation.