



Gujarat Technological University
Graduate School of Management Studies



**India's 1st State Govt.
University to start**

MBA

Innovation
Entrepreneurship &
Venture Development

ADMISSIONS OPEN 2020-22

Join **MBA-IEV** program and run your own
business while you complete the **MBA**.

KEY FEATURES



Fully hands-on experience through
various incubation programs



Experienced faculty members



Sector specific mentors & investors
connect



Fab lab for product development



State of the Art Startup Ecosystem

INFORMATION BROCHURE
2020

INTRODUCTION TO MBA (IEV) COURSE

Graduate School of Management Studies (GSMS), Gujarat Technological University (GTU) has been given approval by All India Council of Technical education to start MBA (Innovation, Entrepreneurship and Venture Development) awarded from the academic year 2019-20 onwards. This program is a 2 Years PG program which is an action oriented and outcome based program. It aims to admit students with Innovative ideas and problem solving mindset who will be given access to incubation support. The program has been designed to produce New Generation Entrepreneurs capable of building innovative ventures and simultaneously earning master degrees in a span of two academic years.

With an objective to connecting theory of innovation and entrepreneurship with practice and enabling students to acquire skills, this outcome oriented program will facilitate learning on 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.





This four-semester MBA program has, in addition to classroom learning, three 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.

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

1. Key concepts of innovation, entrepreneurship and new venture development
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 scale up of ventures
5. Knowledge of venture growth strategies
6. Knowledge of Business Models and Fund Raising
7. Knowledge of Hiring and Talent Management
8. Knowledge of International Start-up Ecosystem

Students passing this course will develop their own startup which was initiated during this course. They may also have a career at some other startups also. They can also try to coordinate and lead pre-incubation centers in academics, incubation units, acceleration unit, angel and Venture Capital firms or CSR arm, social enterprise arm and spin off arm of corporate, NGOs, and other social enterprises.



GTU INNOVATION COUNCIL

GIC



GTU Innovation Council (GIC) has been designed to establish close bonding between industries, entrepreneurs, colleges, faculty members and students to make research and development at the University relevant to the needs of industries at national and international levels.

It also helps to create a culture of design, prototype development and products and processes augmentation in the arena of industries. GIC provides facilities like Co-Working Space, Mentoring, participation in Vibrant Summits, Central level Startup Competitions and Guidance in marketing, Business development and strategic decision making for the business for the sustenance and development of innovators. Till date 250+ Startups have been supported by GIC, out of which 228 Startups have been funded under different government schemes. GIC has its own regional innovation center situated in Ahmedabad, Rajkot, Surat and Vadodara. GIC serves any technology-driven innovative, commercial or social enterprise from any sector as GTU-Incubator.

GIC will act as a functional Incubation Center of GSMS for MBA (Innovation, Entrepreneurship and Venture Development) and provide the support for following activities:

- 👍 Development of Innovative Business Idea into a Proof-of-Concept
- 👍 Development of Business Idea into working Prototype
- 👍 Development of Minimum Viable Business Model of Innovation
- 👍 Start-up/Incubation Residency Learning Program
- 👍 Venture Establishment Phase at Incubators/Accelerators
- 👍 Funding support for Product Development & Marketing

EXCLUSIVELY DESIGNED FOR

- ✓ Budding Entrepreneurs
- ✓ Students Startups
- ✓ Business Enthusiasts

ELIGIBILITY

Any Graduate with Min 50%
Semester fees 12,500/-

ADDRESS

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