



# Graduate School of Management Studies (GSMS)

## Gujarat Technological University

### **MBA - Innovation, Entrepreneurship and Venture Development (IEV) Admissions for academic year 2021-23**

### **3<sup>rd</sup> batch (2021-2023)**

#### **A. Introduction of 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.

## **B. 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 450+ Startups have been supported by GIC, out of which 371 Startups have been funded under different government schemes. GIC has its own regional innovation center situated in Ahmedabad, Rajkot, Surat, Mehsana 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 supporting infrastructure 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

## **C. Eligibility for application:**

1. A candidate who has passed any graduate examination with minimum 50% marks in aggregate or equivalent CGPA from a recognized university/institution and appeared for CMAT with Section 5 is eligible to apply. However, a relaxation of 5% marks shall be given in eligibility criteria to SC/ST/SEBC/EWS/PD candidates.
2. Those who are appearing in final semester examination may also apply, provided that they submit the proof of eligibility and graduation marks at the time of Online Interview. No candidate will be allowed for online interview without graduation marks.
3. The student should hold a degree from any of the universities incorporated by an act of central or state legislature in India, or other educational institutions established by an act of Parliament or declared to be deemed as a university under section 3 of UGC Act, 1956,

or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.

4. In case the conversion formula for CGPA is not provided by the concerned Institute/ University then equivalent percentage will be computed as per GTU guidelines.

**Note:** At any stage of the programme, if it is found that the candidate does not fulfill the eligibility criteria, his/her admission shall be cancelled.

#### **D. Selection of Candidates:**

1. 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, with at least 50% marks in graduation.
2. Preference will be given to applicants who have appeared for CMAT with Section 5 on Innovation and Entrepreneurship.
3. Reservation criteria at GTU would be followed in accordance with the Government of Gujarat norms.
4. The selection will be based on performance in CMAT Score followed by Presentation cum Interview **(based on business plan/idea and personal characteristics such as entrepreneurial motivation, passion, degree of engagement, creativity and quality of understanding of innovation, entrepreneurship etc.)**
5. The weightage of CMAT Score and Presentation cum interview is given below:

CMAT Score weightage	Presentation cum Interview weightage	Total
65%	35%	100%

6. Presentation cum interview evaluation will be done on the following basis:

Evaluation parameters					Total
Clarity on Idea	Novelty	Potential Impact	Feasibility on idea	Understanding of Industries & Business	
30	15	15	10	30	100

7. In case of tie in the final merit list, the candidate with higher graduation percentage will be ranked higher till three decimal points.
8. In case of tie in graduation percentage, the candidate shall be ranked according to the CMAT score.
9. For vacant seats, non-CMAT students can be considered based on Presentation cum Interview as per point No D as stated above.

**Intake:** The annual intake of this programme is 38 seats. The seat matrix for the programme is as follows. The reservation of the seats for SC/ST/OBC and EWS categories are as per the Government of Gujarat norms.

Category	No. of Seats
SC	03
ST	06
OBC	10
EWS	04
General	15
<b>Total</b>	<b>38</b>

### **Course Fees:**

Rs 12,500 per Semester as per FRC

### **Scholarship:**

Meritorious scholarship will be applicable to deserving candidates.

### **Hostel Fees & Deposit:**

Separate boys and girls hostel on the campus are available with residential facilities. The fees for hostel are Rs 4,500 per Semester and a refundable deposit of Rs. 5,000. Hostel fees include only shared staying arrangements. Students will have to pay directly for their food to mess in charge.

### **Documents to be attached with the application:**

The candidate shall submit the self-attested copies of the following documents

- (i) S.S.C. Examination (Std. X) Mark-sheet,
- (ii) H.S.C. Examination (Std. XII) Mark-sheet or of equivalent examination,
- (iii) Mark sheets of all semesters / years of degree (graduation),
- (iv) School Leaving Certificate or Transfer Certificate,
- (v) Category certificate for a candidate belonging to Scheduled Castes (SC), Scheduled Tribes (ST) and Socially and Educationally Backward Classes (SEBC), issued by the authority empowered by the State Government in this behalf,
- (vi) Non-Creamy Layer (NCL) certificate of the family, issued after 1st April of the relevant academic year, by the authority empowered by the State Government in this behalf,
- (vii) Category certificate for a candidate belonging to Economically Weaker Sections (EWS), issued by the authority empowered by the State Government in this behalf,
- (viii) Four Passport size Photographs of candidate,
- (ix) Proof of payment of application form fee as per the category.
- (x) CMAT Scorecard

## **HOW TO APPLY:**

- Online Application form can be accessed at [www.gsms.gtu.ac.in](http://www.gsms.gtu.ac.in)
- Incomplete application form due to any reason or application without documents listed above, is liable for rejection by the University.
- Filled application form with copies of testimonials should reach following address, on or before **4<sup>th</sup> Sept, 2021** or email on [admin.gsms@gtu.edu.in](mailto:admin.gsms@gtu.edu.in)

**Graduate School of Management Studies,  
Academic Block No. 4, GTU Chandkheda campus,  
Visat Gandhinagar road, Chandkheda, Ahmedabad 382424  
Gujarat, India**

## **Application form fee (non-refundable):**

Online payment of application fees as given below should be done on following link:

<https://www.onlinesbi.com/sbicollect/icollecthome.htm>

Category of Applicants	Fee (INR)
General/ OBC Male Candidates	INR 500
All Female Candidates	INR 250
SC/ ST/ PWD Candidates	INR 250

## **Schedule of Admission Process:**

Sr. No.	Details/ Particulars	Timeline
1	Download and filling up the Admission Form	Till 4 <sup>th</sup> September, 2021
2	Online Presentation cum Interview	7 <sup>th</sup> September, 2021
3	Announcement of list of Selected candidates	9 <sup>th</sup> September, 2021
4	Deadline for tuition Fees payment for confirmation of admission through the following link: <a href="https://www.onlinesbi.com/sbicollect/icollecthome.htm">https://www.onlinesbi.com/sbicollect/icollecthome.htm</a>	16 <sup>th</sup> September, 2021
5	Mail confirmation of admission to GSMS along with proof of payment of fees	18 <sup>th</sup> September, 2021
6	Commencement of orientation programme for the newly admitted students	20 <sup>th</sup> September, 2021

### **Cancellation of Admission and Refund of Fees:**

- After completion of online admission process and before start of schedule of admission on vacant seats, if any candidate who withdraws his/ her candidature the fees paid by him/ her shall be refunded subject to the condition of such vacated seat being filled up by the institution.
- A candidate desirous to withdraw his candidature after completion of admission on vacant seats, for any reason whatsoever, shall have to request in writing to the college. But he/ she shall not be entitled to get refund of the fees paid by him/ her for getting admission.

### **Further information:**

In case of any query or further information applicant can contact the institute office through mail on [admin.gsms@gtu.edu.in](mailto:admin.gsms@gtu.edu.in) or on contact number 079-23267534 / 542 on all working days.

**For GSMS-GTU**