



Gujarat Technological University's

Graduate School of Management Studies

in association with

GTU Innovation Council

announces

Admissions (for A. Y. 2019-21)

To

Master of Business Administration

(Innovation, Entrepreneurship & Venture
Development)

Approved By



Nurturing Idea into Business

For Admission Inquiry, Contact.

**Graduate School of Management Studies, Shed-IV, Gujarat Technological University,
Chandkheda, Ahmedabad Landline: +91 79 23267560 Email: gsms@gtu.edu.in**



Admission schedule with Important Date

Activity/Events	Date*
Online Registration for Admission	12 th July – 20 th July 2019
Release of Admit Card for Test	22 nd July 2019
Schedule of Online Test	28 th July 2019
Release of shortlisted candidates	31 st July 2019
Conduct of GD/PI or Idea Screening	5 th Aug – 10 th Aug 2019
Declaration of Admitted Candidates	11 th Aug – 15 th Aug 2019
Commencement of Course	19 th Aug 2019

***Subject to change**

Note:

1. Candidates are advised to read information given carefully and visit the website <https://www.aicte-india.org/> for updates about the admission process

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About University & GSMS

GTU was established in 2007 as an affiliating type State University by the Government of Gujarat. GTU caters to the entire field of Engineering, Pharmacy, Business Studies (MBA programs), Computer Applications (MCA) and Architecture. Today the University has about 432 colleges affiliated to it with more than 4,00,000 students. It is today the largest University in Gujarat. As a multi-disciplinary university it is offering 38 PG, 36 UG and 27 Diploma programs. The University has a robust Doctoral and Master's program. 114 doctoral students have an eminent foreign Professor as a Co-supervisor, in addition to their local Supervisor. The 53 Professors from foreign Universities have been given the designation of Adjunct professors at GTU. To promote research, GTU has established 14 PG research centres. Out of them five belongs to Faculty of Management. These are Centre for Global Business Studies, Centre for Marketing excellence, Centre for Financial Services, Centre for Governance Systems and Centre for Business Ethics and CSR. GTU has also established three PG Schools from Academic year 2017. Graduate School of Management Studies is one of the PG Schools at GTU.

About GTU Innovation Council (GIC)

Gujarat Technological University has made extensive efforts in building an Innovation and entrepreneurial culture almost for a decade. GTU has developed interventions which are organically linked to its pedagogical work. It intends to create not only support system for discrete innovations and innovators but it also aims to create system with an aim to provide the support of Innovation & Incubation to budding entrepreneurs. GIC provides facilities like Co-Working Space, Mentoring, participation in Vibrant Summits, Central level Startup Competition and Guidance in marketing, Business development and many more, for the Sustenance of Innovators. Today, 273+ Startups have been supported under various Govt. of Gujarat Policies namely Student Startup & Innovation Policy (SSIP) and Startup Assistance Scheme-2015. University is having its own Regional Innovation Centre situated in Ahmedabad, Rajkot, Surat and Vadodara. Any technology-driven innovative commercial or social enterprise or from any sector are being served at GTU-Incubator.

About MBA (IEV)

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. With an objective to connecting theory of innovation and entrepreneurship with practice and enabling students to acquire skills, this outcome oriented program is designed to deliver in phases and modules. This 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 out of it.

Phases of Course

Foundation of Management and Entrepreneurship Track	Start-up Experiential Learning Track: (Co - Learning & Contribution)	Entrepreneurship Intensity Track (Immersion into Incubation Facility and Resource Access)	Start-up Establishment Track	Final MBA Degree
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Proposed Structure of the Course

1. Course Framework:

This course has five Modules and two 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

Tracks/Phases	Year	Semester	Modules, Capstone Projects and Action Learning Segments
Foundation of Management and Entrepreneurship Track	1 st Year	1 st Semester	Module-I: Introduction to Innovation and Entrepreneurial Idea Generation and Identifying Business Opportunities o Capstone Project-I: Development of a Innovative Business Idea into a Proof-of-Concept Module-II: Management Skills for Entrepreneurs and Managing for Value Creation o Capstone Project-II: Development of Business Idea into working Prototype
		2 nd Semester	Module-III: Creating and Sustaining Enterprising Model & Organizational Effectiveness o Capstone Project-III: Development of Minimum Viable Business Model of Innovation
Start-up Experiential Learning Track: (Co-Learning & Contribution)			Action Learning Segment-I: Start-up/Incubation Residency Learning Program

Entrepreneurship Intensity Track (Immersion into Incubation Facility and Resource Access)	2nd year	3rd Semester	Module-IV: Advancing Entrepreneurial Skill and Venture Planning Module-V: Creating and Growing New Venture and National & Global Business Environment
Start-up Establishment Track		4th Semester	• Action Learning Segment-II: Venture Establishment Phase at Incubators/Accelerators
Final With Startup Enterprise			Completion of "MBA/PGDM in Innovation, Entrepreneurship and & Venture Development " Degree

i. **Orientation Session:** The program begins with a 2-5 days orientation session on “**Know, Recognize and manage your Entrepreneurial Talent**” that aims at measuring entrepreneurial instincts, tendency assessment of students and development of a career development plan through a self-assessment, reflection, feedback mechanism and possible outcomes when starting a venture etc. This session intend to discover innovative and entrepreneurial talent at the beginning of course. This component may include field exposure to startups. Students will get through motivational sessions by successful startup founders, expectation mapping of students from this course and expectation from students throughout this program. Also experience an immersion into real time problem scenario. All these can be achieved through a very structured program of ideathon/ hackathon/ bootcamp / business canvas etc.

ii. **The Foundation of Management and Entrepreneurship Track:** This comprises of mix of classroom and experiential learning modules (I, II and III). Teaching component offers in the form of core and elective courses blended with educational activities, capstone projects and Start-up Residency Program in which students while working in team on real life problems they learn and develop creative problem solving skills, manage innovative ideas, and validate business opportunity potential. Along the way, student also study and acquire skill on entrepreneurial approaches (concepts, process and scope) and management skills such as marketing of innovations, financial, strategy, business ethics and social responsibility, Entrepreneurial management decision making etc.

Three Capstone projects: Three capstone projects are designed as part of first three modules (I, II, and III) as designed to be delivered during 1st and 2nd Semester. These capstone projects are Experiential Learning Segments where students apply their classroom learning throughout the semester into practice of innovation & Entrepreneurship. Each capstone project will be an independent project/assignment to be accomplished under the guidance of mentor experts.

- iii. Start-up Experiential Learning Track:** This track consists of Action Learning Segment I, which will be delivered during second semester of first year in the form of Startup Residency Program. Startup Residency program is designed to give students to work in a startup as an integral part of start team to learn the lean approach being adopted in startup and delivers the assignments. Students may choose startup within or outside the incubation unit or also can work with incubation unit for the Startup Residency Program. Selection and placement in startups will be made through institution and incubation unit will ensure and make necessary arrangement towards this for quality engagement and learning outcomes.
- iv. The Entrepreneurship Intensity Track:** This comprises of module-IV and V, mostly designed to deliver during 3rd semester of program. Through these modules, incumbent will acquire specialized skills and build-up risk taking and other competencies towards venture establishment. This advance stage open up of venture planning opportunities for students who are pursuing a venture and expect to launch shortly as part of the Action Learning-II Segment.
- v. Start-up Establishment Track:** This track comprises of Action Learning Segment –II, which will focus on use of all tools and techniques learned during last one and half year in venture formation, operation and management such as Design Innovation, Business Canvas, Lean Startup, Bootstrapping, Problem Oriented Solution Approach, Customer, Society and Market oriented Startup Strategic Model, Market Research and Marketing Innovation techniques, techniques of “Forming–storming–norming–performing model” of team development etc for the team to grow, face up to challenges, tackle problems, find solutions, plan work, and deliver results. The ultimate output of this track is a functional startup with a competent team and securing resources with fund mobilization.

2. Learning Outcomes: 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
- Demonstrate how to Market and Idea/Prototype to early customers
- Knowledge of scale up
- Knowledge of venture growth strategies
- Knowledge of Business Models and Fund Raising
- Knowledge of Hiring and Talent Management
- Knowledge of International Start-up Ecosystem

3. The implementation methodology: It is envisioned that, this program will be run with full- fledged incubation and innovation infrastructure and service facilities.

Execution: Each Module and Course will have dedicated Subject Expert and domain Mentors to validate the proposed Idea/Solution. It's a full time course with flexible timings for conduct of class-room sessions

4. Awarding Degree: Upon successful completion of 2 years, award as ‘MBA/PGDM in Innovation, Entrepreneurship & Venture Development’ with subject to condition that it achieves the KPIs as per the norms laid down by AICTE. Institute/incubator may issue certificate to student who wish to discontinue the program after successful completion of 1st year only as per the norms laid down by AICTE.

5. Exit Options & Provision of Minors and Dual / Integrated Degree:

Course is designed to offer incumbent an opportunity to exit after successful completion of the first year. First year is generally focusing on Entrepreneurial motivation and venture foundation development and experiential learning making candidate to exit with an innovation and entrepreneurial abilities with management capability to manage incubation and start-up environments. 2nd year (3rd and 4th Semester) is focusing on advancement of entrepreneurial skill and validates the enterprising skill by setting up real ventures with incubation support as part of the 2nd Action Learning Segment.

Students may opt to exit with “Certificate in Innovation and Entrepreneurship Development’ can be issued by institute and rejoin the program to complete MBA/PGDM program within maximum year gap of 2 years.

6. Eligibility & Selection of Candidate: A candidate who has passed any graduate examination from UGC recognized University will be eligible for Online test and based upon online test (as suggested by AICTE) score, shortlisted candidates will be called for GD/PI or Idea Screening with Statement of Purpose for doing this unique program. Candidates selected through screening with best applications with innovative ideas and entrepreneurial motivated candidates will be given admission to MBA in IEV. At any stage, if it is found that the candidate does not fulfill the eligibility criteria, his/her admission will be cancelled.

Seat Matrix: The seat matrix for various categories is given as mentioned below:

Category	No. of seats
GEN	15
ST	6
SC	3
OBC	10
EWS	4
Total	38

7. Selection Procedure:

Step 1 Common Online Test organized by AICTE (for Year 2019-20 Admission)

<https://www.aicte-india.org/>

Step 2 GD/PI or Screening (Candidates who belongs to Top 100 in result will be called for further process with required documents)

Step 3 Selection of 30 candidates through GD/PI or Screening

Fee Structure: Rs. 25,000 per annum

For further information regarding Admission, contact on,

Graduate School of Management Studies,

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GTU INNOVATION & STARTUP CENTRE

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www.gtuinnovationcouncil.ac.in



Glimps of Startup Innovation