



**techno india
university**

WEST BENGAL



MBA IN **ENTREPRENEURSHIP, INNOVATION & VENTURE DEVELOPMENT**

Approved by



YEAR 1 - SEMESTER 1



INTRODUCTION TO ENTREPRENEURSHIP, INNOVATION & TECHNOLOGY

- Intrapreneurship
- Global & Indian Startup Ecosystem Landscape, Introduction to all Stakeholders
- Models: Small Business, Family Business, Franchise, Startups, Not-for-profit & NGOs
- How startups create National & Global Impact
- Fail Fast & Bounce Back

INTRODUCTION TO ENTREPRENEURIAL FINANCE

- Read & Analyse financial data
- Cash Flow Management
- Basic Financial Projection
- ESOPs
- P&L and Balance Sheet
- EBITDA
- Revenue Structure & Streams

NEW VENTURE CREATION - I

- Idea Lab/ Opportunity Recognition
- Live Hackathon
- Market Survey, Methodology & Various tools involved
- Scalability
- Detailed Competitor & Customer Analysis
- POC & Prototyping
- Business Plan

GRANTS, SCHEMES & SUPPORT FOR STARTUPS/SMES

- Government Agencies, Banks, Incubator & Accelerator, Angel Investors & VCs
- Preparing a DPR & Grant Writing



YEAR 1 - SEMESTER 2

STRATEGIC INNOVATION MANAGEMENT

- Main concepts and frameworks
- Innovation in organisations
- Innovation Culture
- Processes & Strategies
- New trends such as Social & Frugal Innovation
- Introduction to Closed & Open Innovation

MARKETING & PR - I

- Marketing Strategy: Ads, PR, Launch, Promotions
- Digital Marketing: SEO, SEM, Keywords, Campaigns
- Social Media & Influencer Marketing
- Go to Market Strategy
- Campaign analytics

ADVANCED ENTREPRENEURIAL FINANCE

- In-depth Financial Projections
- Various Startup Valuation Models & Case studies
- Licensing
- M&A
- IPO

NEW VENTURE CREATION - II

- MVP
- Detailed Roadmap
- Pre-Launch & Launch
- Partnerships & Collaborations
- No Coding Websites & Apps
- Native Websites & Apps

GET LEGAL READY - I

- Types of Company Registration & Compliances
- Introduction to IPR, Trademark, Copyrights, Patents
- How to File Domestic & Global Patents
- How to protect Patents
- Introduction to Cyber Security



YEAR 1



BOOTCAMPS



YEAR 2 - SEMESTER 3

ENTREPRENEURIAL MANAGEMENT & LEADERSHIP

- Startup & Corporate leadership
- Leadership styles & Key traits
- Dealing with constant change and competition
- Risk Taking Skills & Mitigation
- Conflict Management

MARKETING & PR - II

- Data Analysis & Insights
- Preparing reports & professional Presentations
- Personal Branding
- Building rapport with Media
- Be PR Ready

OPEN INNOVATION

- Emergence & Types
- Case Studies
- Advantages & Challenges
- How to carry out OI
- Real-life OI project (optional)

GET LEGAL READY - II

- Cyber Security & Law
- Legal compliances for Digital

INCUBATION RESIDENCY PROGRAM

- Students who choose to pursue their Startup get incubated at TSVPL or FPL or Partner Incubator
- Students who choose to pursue Jobs would intern at FPL, Partner Incubators, Angel Networks, VCs & Similar



YEAR 2 - SEMESTER 4



PERSONALITY DEVELOPMENT

- Mock Pitch & Presentations
- Negotiation
- Networking Events & Meetups
- Mental Health
- Deep Dive in Public Speaking
- Demo Pitch

DEMO DAY

- Startups to Pitch to Stakeholders:
 - Incubators & Accelerators
 - Government Agencies & Banks
 - Angel Investors, VCs & HNIs
 - Corporates & Media Houses
 - Celeb Entrepreneurs
 - Ecosystem Enablers
- Startups Would Pitch for:
 - Acquire
 - Paid POC Offers
 - Incubation & Accelerator Offers
 - Seed Fund & Angel Investment
 - Government Grants
 - Job opportunities

STARTUP FUNDING

- Mechanics of funding methods such as Banks, Govt, Angels & VCs, Crowdfunding
- Simulate being investors
- Strategic planning for maximum value at exit

MASTER'S THESIS

For students who don't opt for the Incubation Residency Program



YEAR 2



BOOTCAMPS



GUEST/CELEB SPEAKERS

STUDY TRIP



GRADUATION



CURATORS



**PAULINE
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DIRECTOR OF
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RAVI RANJAN
ENTREPRENEURSHIP EVANGELIST,
STARTUP EXPERT,
GOVERNMENT ADVISOR

PARTNERS



TECHNOPRENEURS'
SURROGATE VENTURES



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