

Course Curriculum Framework

MBA (Specialization Innovation & New Venture Management)

Type of Course Term / Sem	Major Core			Skill Enhancement	Ability Enhancement	Value Added Courses
	Discipline Core	Discipline Core	Discipline Elective			
Trimester I	Marketing Management (Credits:3)	Statistical Foundation for Business Analytics (Credits:3)	Innovation Management (Credits:3)	Building Blocks for Business (Credits:2)	Financial Concepts for Business (Credits:2)	-
Trimester II	Social Media & Google Ecosystem (Credits:3)	Customer Centric Management (Credits:3)	Business Model Canvas (Credits:3)	Legal Aspects, IP & Technology Transfers (Credits:2)	Design Thinking (Credits:2)	Certificate Course 1 (Credits:1)
Trimester III	Commercialization of New Ventures (Credits:3)	Fund Raising (Credits:3)	Managing New Ventures (Credits:3)	Pitch Story (Credits:2)	SEO including SEM, RUSH & MOZ (Credits:2)	-
Trimester IV	OJT (Credits:10)			Organizational Behaviour in Start ups (Credits:3)	--	Certificate Course 2 (Credits:1)
Trimester V	OJT (Credits:10)			Project Management (Credits:3)	--	--
Trimester VI	OJT (Credits:10)			Crisis Management and Risk Mitigation (Credits:3)	--	Certificate Course 3 (Credits:1)