

**ENROLL TODAY
FOR EAST INDIA'S
FIRST MBA IN
ENTREPRENEURSHIP**

**EM-4, EM Block, Sector V, Bidhannagar,
Kolkata, West Bengal 700091.
098365 44419
admission@technoindiauniversity.ac.in
technoindiaeducation.com**



TECHNO INDIA UNIVERSITY

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

Approved by



YEAR 1

SEM 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

SEM 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

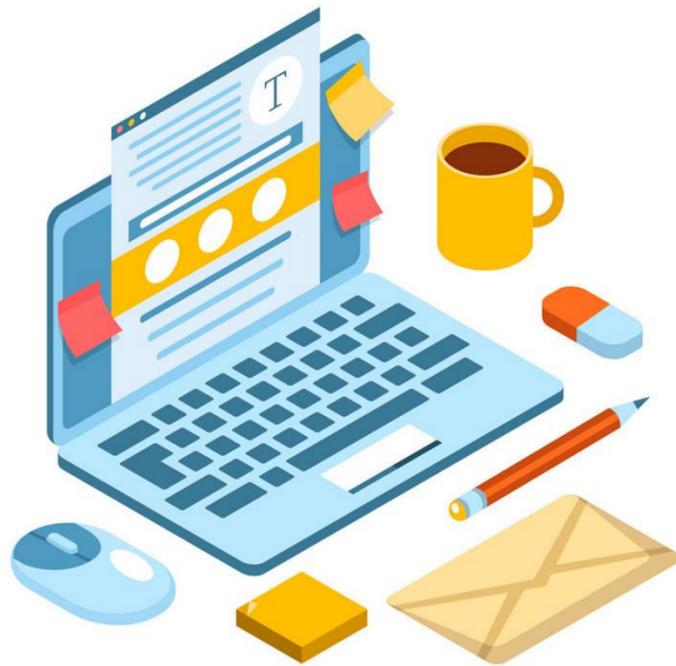
New Venture Creation - II

- 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

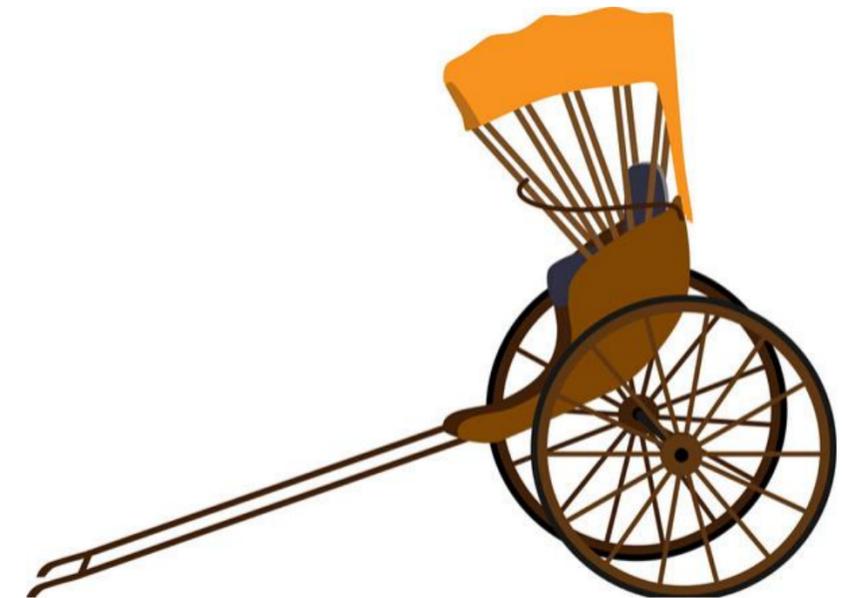
YEAR 1



BOOTCAMPS



GUEST/CELEB SPEAKERS



LOCAL FIELD VISITS

YEAR 2

SEM 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

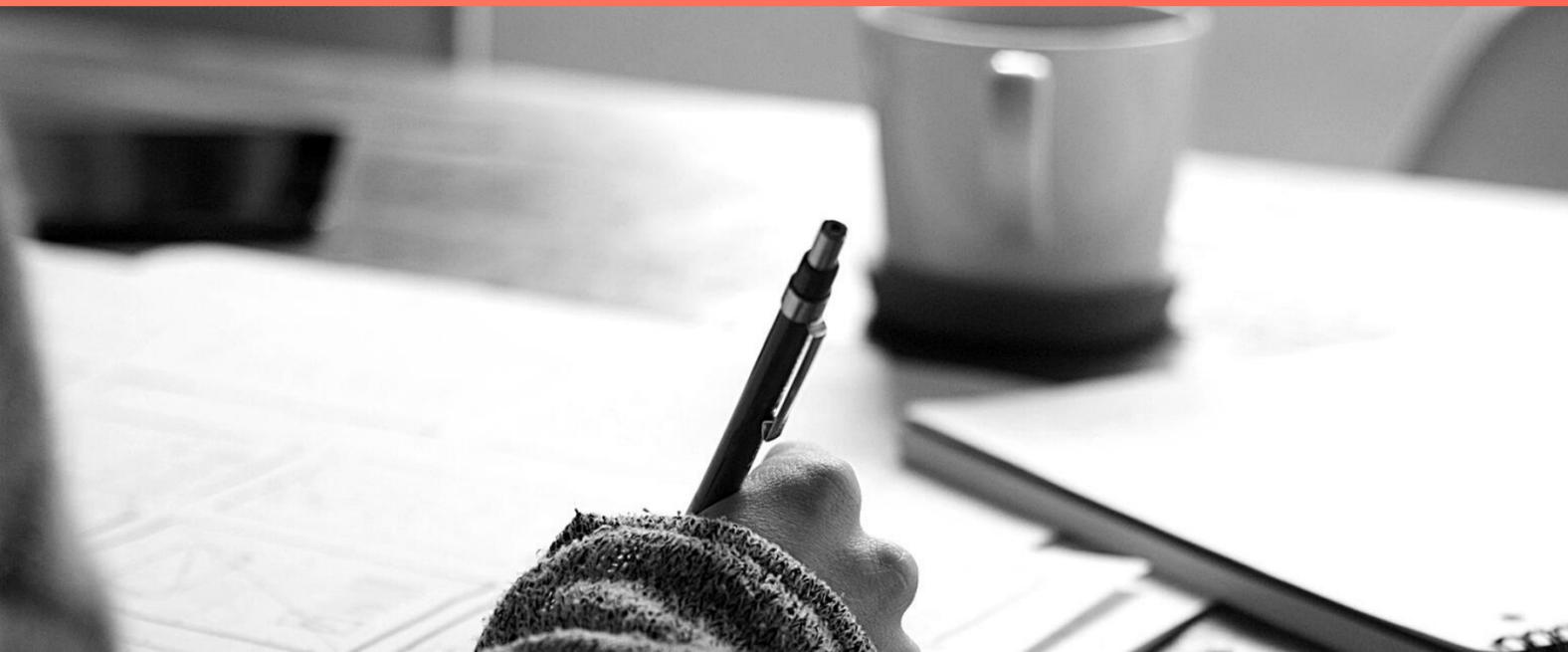
- Emergence & Types
- Case Studies
- Advantages & Challenges
- How to carry out OI
- Real-life OI project (optional)

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



Incubation Residency Program



YEAR 2

SEM 4

Personality Development

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

Startup Funding

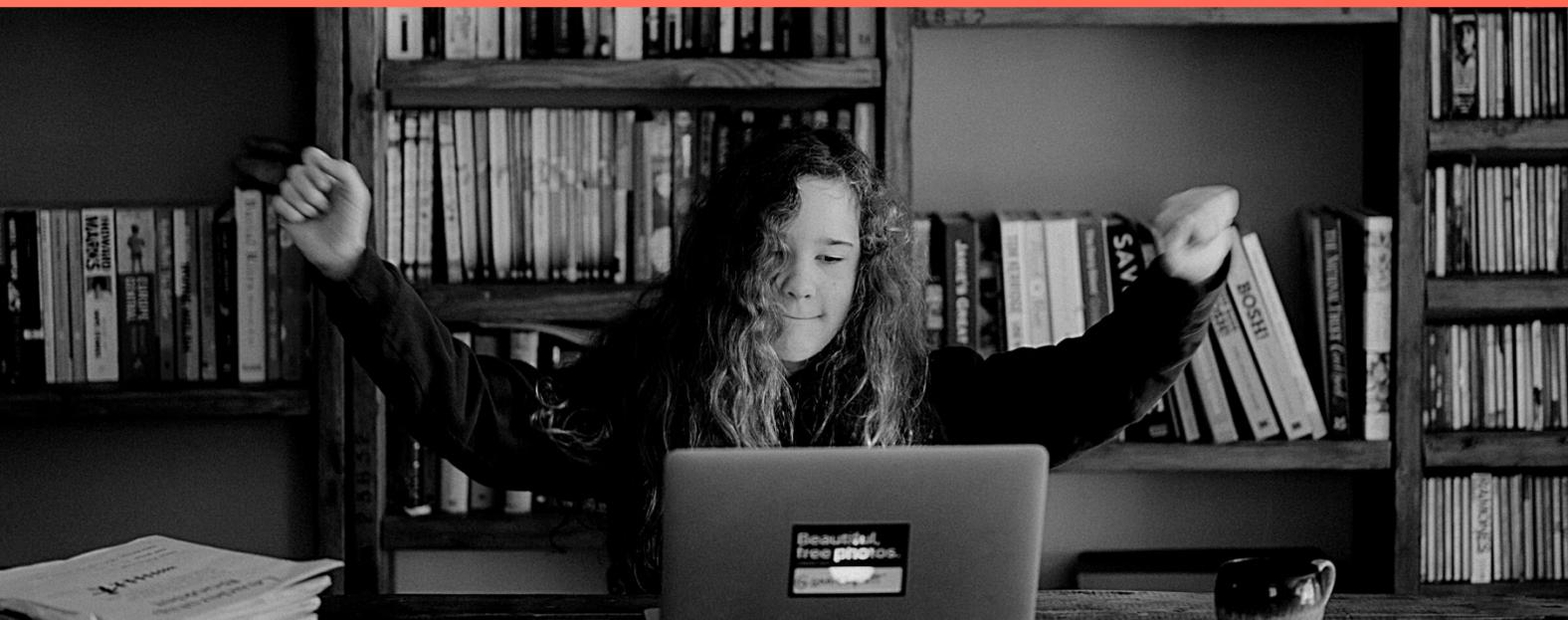
- Mechanics of funding methods such as Banks, Govt, Angels & VCs, Crowdfunding
- Simulate being investors
- Strategic planning for maximum value at exit

Demo Day

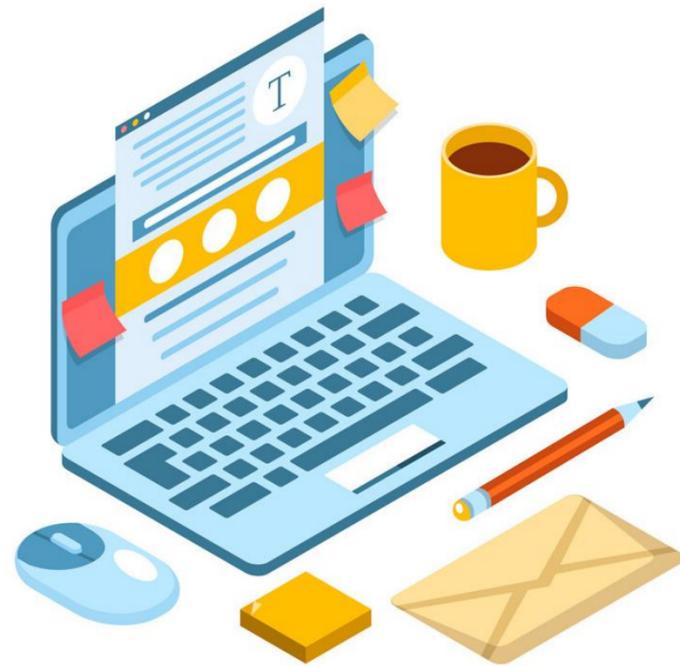
- Startups to Pitch to Stakeholders:
 - Incubators & Accelerators
 - Government Agencies & Banks
 - Angel Investors, VCs & HNIs
 - Corporates & Media Houses
 - Celeb Entrepreneurs
 - Ecosystem Enablers
- Startups Would Pitch for:
 - Acquire
 - Paid POC Offers
 - Incubation & Accelerator Offers
 - Seed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

Master's Thesis

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



YEAR 2



BOOTCAMPS

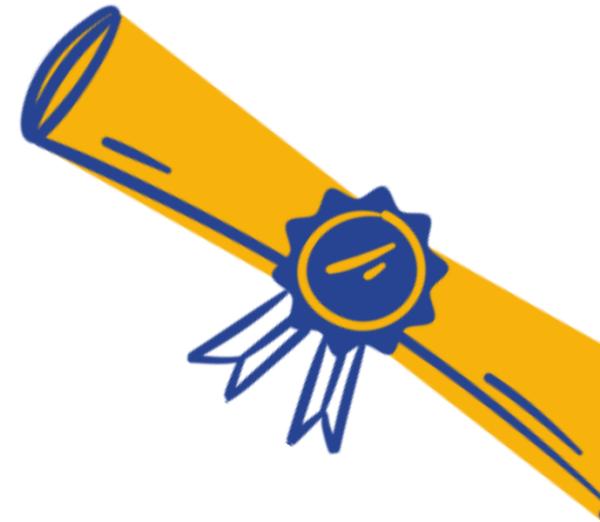


GUEST/CELEB SPEAKERS



STUDY TRIP

GRADUATION



CURATORS



**PAULINE
LARAVOIRE
DIRECTOR OF
SUSTAINABILITY
TECHNO INDIA GROUP**



**MEGHDUT
ROYCHOWDHURY
DIRECTOR,
GLOBAL OPERATIONS
TECHNO INDIA GROUP**



**RAVI RANJAN
ENTREPRENEURSHIP
EVANGELIST,
STARTUP EXPERT,
GOVERNMENT ADVISOR**

PARTNERS

