

**EXCEL ENGINEERING COLLEGE****(Autonomous)**

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai
Accredited by NBA and NAAC with “A+” and Recognized by UGC(2f&12B)

KOMARAPALAYAM – 637303**MBA- Innovation, Entrepreneurship & Venture Development (IEV)****Choice based credit system****I to IV Semesters (Full Time)****Curriculum**

SEMESTER - I									
Code No.	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
Theory Course(s)									
23MIE101	Creativity and Innovation	PC	3	0	0	3	40	60	100
23MIE102	IT for Entrepreneurship	PC	3	0	0	3	40	60	100
23MIE103	Accounting and Financial Management for Entrepreneurship	PC	3	1	0	4	40	60	100
23MIE104	Entrepreneurial Economics	PC	3	1	0	4	40	60	100
	Non – Functional Electives I	NFE	3	0	0	3	40	60	100
	Non – Functional Electives II	NFE	3	0	0	3	40	60	100
Practical Course(s)									
23MIE105	Capstone Project – 1 *	EDC	0	0	4	2	60	40	100
23MIE106	Skill Certifications – I #	EDC	0	0	2	1	100	-	100
	TOTAL		18	2	6	23	400	400	800

***Capstone project 1 (20 days):** Entrepreneurship Experience provides students with the opportunity to develop the skills needed to establish a business. Capstone project I, the students will be finding a pitch deck for a new venture, including the key deliverables (e.g., customer needs, concept description, financials, and so forth). It should be completed within 20 days without affecting regular classes. The report should be evaluated by External Examiner and sent to the Controller of Examinations by the HOD through the Principal.

#Skill Certifications – I : Students must get prior approval from the department to participate in activities beyond classroom learning and attend skill development workshops, seminars and training offered by the institute or other institutions or agencies and must receive certifications.

Non Functional Elective Courses for Semester 1

23MIEE101	Technology Commercialization
23MIEE102	Family Business Management
23MIEE103	Digital Marketing and Branding
23MIEE104	Industrial and Enterprise Management

NOTE: In the first semester students need to choose **2** elective from the Non-Functional stream

SEMESTER - II									
Code No.	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
Theory Course(s)									
23MIE201	Product Marketing and Fundamentals	PC	3	0	0	3	40	60	100
23MIE202	Entrepreneurship and Venture Capital	PC	3	0	0	3	40	60	100
23MIE203	Applied Design Thinking	PC	3	1	0	4	40	60	100
23MIE204	Strategies for Entrepreneurship	PC	3	1	0	4	40	60	100
	Non – Functional Electives I	NFE	3	0	0	3	40	60	100
	Non – Functional Electives II	NFE	3	0	0	3	40	60	100
Practical Course(s)									
23MIE205	Capstone Project – 2 *	EDC	0	0	4	2	60	40	100
23MIE206	Skill Certifications – II #	EDC	0	0	2	1	100	-	100
	TOTAL		18	2	6	23	400	400	800

***Caption project 2 (2 Weeks):** Capstone project II, students will work on building new business venture by visiting startups, including designing products and services, validating the concept with customers, developing a pitch deck and engaging with business partners and investors. Students need to submit weekly report of their progress while receiving guidance and feedback from faculty and industry mentors.

#Skill Certifications - II: Students must get prior approval from the department to participate in activities beyond classroom learning and attend skill development workshops, seminars and training offered by the institute or other institutions or agencies and must receive certifications.

Non Functional Elective Courses for Semester 2

- 23MIEE201 Industrial Intelligence Management
- 23MIEE202 Innovation and Product Design
- 23MIEE203 Transformation and Change Management
- 23MIEE204 Managing Finance and Liquidity

NOTE: In the second semester students need to choose **2** elective from the Non-Functional stream

Startup Incubation Program: (Duration 8 Weeks)

A startup incubator is a collaborative project designed to help new startups succeed. Students have to register their business ideas to develop a new product or service in an Incubator facilitating startups. They should get either copyright, trademarks and patents for their innovative products or services from the government authorities concerned. The report should submit along with patent certificate, it will be evaluated by external examiner and it should be sent to the Controller of Examinations by the HOD through the Principal.

SEMESTER - III									
Code No.	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
Theory Course(s)									
23MIE301	Intellectual Property Rights	PC	3	0	0	3	40	60	100
23MIE302	Entrepreneurial Ethics and Social Responsibility	PC	3	0	0	3	40	60	100
23MIE303	Entrepreneurship and Venture Development	PC	3	1	0	4	40	60	100
23MIE304	Product Fabrication and Commercialization	PC	3	1	0	4	40	60	100
	Non – Functional Electives I	NFE	3	0	0	3	40	60	100
	Non – Functional Electives II	NFE	3	0	0	3	40	60	100
Practical Course(s)									
23MIE305	Startup Incubation Program	EDC	0	0	28	14	50	50	100
23MIE306	Skill Certifications – III #	EDC	0	0	2	1	100	-	100
	TOTAL		18	2	30	35	390	410	800

#Skill Certifications – III : Students must get prior approval from the department to participate in activities beyond classroom learning and attend skill development workshops, seminars and training offered by the institute or other institutions or agencies and must receive certifications related to patents/copyrights/trademarks.

Non Functional Elective Courses for Semester 3

23MIEE301	Business Ecosystem Management
23MIEE302	Emotional Intelligence
23MIEE303	Corporate Leadership Management
23MIEE304	Business Sustainability

NOTE: In the Third semester students need to choose 2 elective from the Non-Functional stream

SEMESTER - IV										
Code No.	Course	Category	Periods / Week			C	Maximum Marks			
			L	T	P		CA	FE		Total
								R	VV	
Startup Course										
23PIEV401	Real Time Venture Establishment#	EDC	3	0	28	14	40	15	45	100
	TOTAL		3	0	28	14	40	15	45	100

#Real Time Venture Establishment (16 Weeks): The Real Time Venture Establishment of M.B.A. (IEV) is to be done during 4th Semester. During the period the students are required to establish a new venture. The Real Time Venture Establishment carries 100 marks (Internal Assessment 40%, Evaluation of report by External Examiner 15% and Viva-Voce Examination 45%).

TOTAL NUMBER OF CREDITS = 23+23+35+20 =101