



**Master of Business (Innovation and Entrepreneurship)
Programme Structure 2022-24**

Semester I

| Course Title | Credits |
|---|----------------|
| Generic Core Courses | |
| Project I | 5 |
| Fundamentals of Entrepreneurship and Intrapreneurship | 3 |
| Fundamentals of Innovation | 3 |
| Business Communication | 2 |
| Creativity and Problem Solving | 2 |
| Design Thinking | 2 |
| Essentials of Marketing Management | 2 |
| Financial Accounting | 2 |
| Marketing Research | 2 |
| Sectorial Innovations - I | 3 |
| Tinker Lab | 2 |
| Managerial Economics | 2 |
| Total | 30 |



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Semester II

| Course Title | Credits |
|---|------------------|
| Generic Core Courses | |
| Project II | 5 |
| AI and ML for Business Management | 2 |
| Sectorial Innovations-II | 3 |
| Internship | 3 |
| Business Analytics | 2 |
| Organizational Behaviour | 2 |
| Management of Operations | 2 |
| Lean Startup | 2 |
| Strategic Management | 2 |
| Product Design | 2 |
| Industrial Automation & Robotics Lab | 1 |
| Integrated Disaster Management * | Non Letter Grade |
| Total | 26 |
| Generic Elective Courses Group | |
| Social Entrepreneurship | 2 |
| Doing Business in India | 2 |
| Indian Kaleidoscope-Culture and Communication | 2 |
| Business, Government and the Global Political Economy | 2 |
| Total Required Credits | 2 |
| *Satisfactory completion of the non letter grade course 'Integrated Disaster Management' is mandatory for award of degree. | |



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Semester III

| Course Title | Credits |
|---|------------------|
| Generic Core Courses | |
| Project III | 5 |
| Project IV | 4 |
| Basics of Intellectual Property and Business Law | 3 |
| Finance Strategy | 3 |
| Marketing Strategy | 3 |
| Conflict and Negotiation | 2 |
| Management Information Systems | 2 |
| Human Resource Management | 2 |
| Project Management | 2 |
| Venture and Private Equity Funding | 2 |
| Research Publication * | Non Letter Grade |
| Total | 28 |
| *Satisfactory completion of the non letter grade course 'Research Publication' is mandatory for award of degree. | |



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Semester IV

| Course Title | Credits |
|--|-----------|
| Generic Core Courses | |
| Project V | 4 |
| Innovation Lab I | 3 |
| Innovation Lab II (New Venture Planning) | 3 |
| Export Import Management | 2 |
| Total | 12 |
| Generic Elective Courses Group | |
| Sales Force and Channel Management | 2 |
| Digital Marketing | 2 |
| Customer Relationship Management | 2 |
| Retail Marketing | 2 |
| Total Required Credits | 2 |