

DELHI SCHOOL OF MANAGEMENT
MBA Innovation, Entrepreneurship and Venture Development (MBA-IEV)

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO1: To develop an entrepreneurial mindset amongst students

PEO2: To inculcate the ability to think creatively and innovatively

PEO3: To impart ethical and moral values to create better citizens and society

PEO4: To develop entrepreneurial skills to think strategically and capabilities for venture creation and development

PROGRAM OUTCOMES (POs)

PO1: Identify opportunities in the environment for business and social ventures and be able to organize necessary resources to build a successful venture in that domain.

PO2: Learn and use relevant frameworks to architect a value chain that will enable their venture to create and deliver competitive value through meeting the needs of all stakeholders in their venture.

PO3: Understand and adopt the creative process and deliver innovative solutions to problems of society and the economy.

PO4: Exhibit the ability to lead new ventures, by developing, sharing and motivating others, through a vision and by networking for resources.

PO5: Create and sustain ventures through ethical, sustainable and responsible means and ends.

PROGRAM SPECIFIC OUTCOMES (PSOs)

PSO1: The understanding and ability to scan the environment and short- and long-term trends, for identifying and assessing nature, scale, risk and requirements for tapping opportunities in business or social domains.

PSO2: Develop the ability to harness managerial theories and frameworks for effectiveness in managerial decision making in functional domains of management required for business success and achieving organization objectives be it social environmental or economic goals.

PSO3: Inculcate the methods and skills necessary for leadership, networking and effective communication that help build and share a vision required to garner necessary resources for creation and sustaining new ventures.

PSO4: Be able to make distinctions in terms of ethical boundaries and factors affecting the moral dimensions of business decisions and be able to adopt larger social responsibilities through their venture.

PSO5: Develop the capabilities and specific managerial skills required to assess stakeholders needs and create and sustain value delivery.

PSO6: Understand the elements of creativity and innovation, and be able to harness it for designing innovative solutions to problems in business, economy and the society at large.

PSO7: Determine and use the means of scaling and new venture growth through adopting strategic business planning and implementation methods.

Detailed Semester Wise Credits and Learning Module Structure

1.1 Teaching and Evaluation Scheme: Semester I Module I – Innovation, Entrepreneurial Skill and Opportunity Identification

Semester	Module	Course Type	Course Code	Course Title/Workshop	Learning Mode - Hours (L,T,P:Total)				Evaluation CMS+EME
I					L	T	P	TOTAL CREDITS	
	INDUCTION & Orientation	Workshop	MBE I 101	Know/Manage Entrepreneurial Talent, Design Thinking and Creative Process	-	-	-	Non-Credit	Self-Assessment and Feedback
	Module I (14 WEEKS) (13-weeks teaching+01-week evaluation)								
	A	Core Course							
		1	MBE C111	Theories and Models of Entrepreneurship	3	0	0	3	50+50
		2	MBE C112	Entrepreneurial Marketing	3	0	0	3	50+50
		3	MBE C113	Management Accounting	3	0	0	3	50+50
	B	Elective Credit (Class Room)							
	Any Two	4	MBE DEC 111	Principles of Technology-Innovation-Management.	3	0	0	3	50+50
		5	MBE DEC 112	Recognizing and Shaping New Opportunities	3	0	0	3	50+50
		6	MBE DEC 113	Or, Choice of any MOOC, or Course of Independent Study under industry/entrepreneur mentor approved by DEPARTMENT as of equivalent credit and desired content.	0	0	0	3	As per DTU norms
	C	Capstone Project 1							
		7	MBE CP1	Creative Problem Solving/Idea-Proof-of-Concept Submission	-	-	-	2	50% PRS + 50% PRE

1.2 Teaching and Evaluation Scheme Semester I Module II – Management Skill for Entrepreneurs and Managing Value Creation

Semester	Module	Course Type	Course Code	Course Title/Workshop	Learning Mode (L,T, P:Total) 1 Credit: 10 hours total				Evaluation CMS+EME
I					L	T	P	TOTAL	
	Module II (14 WEEKS) (13-weeks teaching+01-week evaluation)								
	A	Core Course							
		1	MBE C121	Managing Innovation and mapping customer Value	3	0	0	3	50+50
		2	MBE C122	Entrepreneurial Finance: Concept & Management.	3	0	0	3	50+50
		3	MBE C123	Operations management	3	0	0	3	50+50
	B	Elective Credit (Class Room)							
	Any Two	4	MBE DEC 121	Economics for Entrepreneurs.	3	0	0	3	50+50
		5	MBE DEC 122	Companies Act 2013 and Regulatory Environment	3	0	0	3	50+50
		6	MBE DEC 123	Choice of any MOOC, or Course of Independent Study under industry/entrepreneur mentor approved by DEPARTMENT as of equivalent credit and desired content.	0	0	0	3	As per DTU norms
	C	Capstone Project 2							
		7	MBE CP2	Development of Innovation/Prototype & Submission for POC	-	-	-	2	50%PRS +50% PRE for Customer POC validation as specified by DEPARTMENT (Faculty Coordinator)

1.3 : Teaching and Evaluation Scheme: Semester II Module III – Creating Sustaining Enterprise Model and Organisational Effectiveness

Semester	Module	Course Type	Course Code	Course Title/Workshop	Learning Mode (L,T, P:Total) 1 Credit: 10 hours total				Evaluation CMS+EME
II					L	T	P	TOTAL	
	Module III (14 WEEKS) (13-weeks teaching+01-week evaluation)								
	A	Core Course							
		1	MBE C231	Organizational Behaviour	3	0	0	3	50+50

		2	MBE C232	New Venture Establishment & Management	3	0	0	3	50+50
		3	MBE C233	Research Methods-Data, Models & Decisions	3	0	0	3	50+50
	B	Elective Credit (Class Room)							
	Any Two	4	MBE DEC 231	Measuring and Managing Strategic Performance of Ventures	3	0	0	3	50+50
		5	MBE DEC 232	Social Entrepreneurship	3	0	0	3	50+50
		6	MBE DEC 233	Choice of any MOOC, or Course of Independent Study under industry/entrepreneur mentor approved by DEPARTMENT as of equivalent credit and desired content.	3	0	0	3	As per DTU norms
	C	Capstone Project III							
		7	MBE CP3	Development of Business Model for the Innovation. Developing a Minimum Viable Product & Business Model to get into the Market.	-	-	-	2	50%PRS+50% PRE for Business Model evaluation as specified by DEPARTMENT (Faculty Coordinator)
Action Learning Segment –I									
	6.	8 weeks	MBE ALS 1	Action Based Learning on <Market Research & Customer Feedback> <Innovation and Business Model Validation> <Dummy Business & Service Portfolio Build> <Fund & Resource Generation Strategy> <Managing Resources in Start-up Environment> ** A student is expected to devote full working day every day of working week, as per organisational norms of internship startup/company, during this phase, for action learning in above areas.	-	-	-	10	As determined by DEPARTMENT, basis Business Model Validation, Business Case presentation, acceptance by investor, Value chain creation.
Innovation/Prototype/Concept Evaluation week. (Parallel to Action Learning Segment 1)									

1.4: Teaching and Evaluation Scheme: Semester III Module IV – Advanced Start up Skill Competency Development

Semester	Module	Course Type	Course Code	Course Title/Workshop	Learning Mode (L,T, P:Total) 1 Credit: 10 hours total				Evaluation CMS+EME
II					L	T	P	TOTAL	
	Module IV (14 WEEKS) (13-weeks teaching+01-week evaluation)								
	A	Core Course							
		1	MBE C341	Venture Financing: Funding, M&A, Valuation Techniques	3	0	0	3	50+50
		2	MBE C342	Supply Chain Management and Total Quality Management	3	0	0	3	50+50

		3	MBE C343	Organization Development and Human Resource Management	3	0	0	3	50+50
	B	Elective Credit							
	Any Two	4	MBE DEC 341	Digital Marketing	3	0	0	3	50+50
		5	MBE DEC 342	B2B Sales and Business Development	3	0	0	3	50+50
		6	MBE DEC 343	Intellectual property Management	3	0	0	3	50+50

1.5: Semester III Module V: Growing New Venture

Semester	Module	Course Type	Course Code	Course Title/Workshop	Learning Mode (L,T, P:Total) 1 Credit: 10 hours total				Evaluation CMS+EME
II					L	T	P	TOTAL	
	Module V (14 WEEKS) (13-weeks teaching+01-week evaluation)								
	A	Core Course							
		1	MBE C351	Business Process Management	3	0	0	3	50+50
		2	MBE C352	Venture Growth Strategies	3	0	0	3	50+50
	B	2	MBE DEC351	Digital Business Strategy and E-Commerce					
	Any Two	2	MBE DEC 352	Performance and Compensation Management	3	0	0	3	50+50
		3	MBE DEC 353	Building and Managing a Start-up Brand	3	0	0	3	50+50
		4	MBE DEC 354	AI and Analytics in Business	3	0	0	3	50+50

1.6: Semester IV MODULE VI –Venture Establishment Phase

Semester	Module	Course Type	Course Code	Course Title/Workshop	Learning Mode (L,T, P:Total) 1 Credit: 10 hours total				Evaluation CMS+EME
II					L	T	P	TOTAL	
	MODULE VI (13-weeks teaching+01-week evaluation)								

	(14 WEEKS FOR VALUE ADDED COURSES) Action Learning Segment II: Venture Development (24 Weeks/ Six Months)								
	A	Value Added Courses							
		1	MBE V461	Developing Customer Base: Acquisition and Retention Strategies	2	0	0	2	50+50
		2	MBE V461	Partnerships, Alliances and Stakeholder management	2	0	0	2	50+50
		3	MBE V461	Fintech and payment technologies	2	0	0	2	50+50
		4	MBE V461	Funding new ventures for scaling	2	0	0	2	50+50
	B	Action Learning Segment 2 (10 weeks)	MBE AL 2	Raise funding, Evaluation Readiness, , Value chain partnerships and development of supply and forward chains, Credit and operations scale up	-	-	-	14	Outcome based evaluation as determined by DEPARTMENT.
One week for Enterprise/Business Evaluation (parallel to Action Learning Segment 2)									

Total Credit Summary

Year	Semester	Core Credit (Class Room)	Elective Credit (Class Room)	Capstone Credit	VALUE ADDED COURSES	Action Learning Credit	Total
1st Year	1st Semester	18	12	04	-	-	34
	2nd Semester	09	06	02	-	10	27
2nd Year	3rd Semester	15	12	-	-	-	27
	4th Semester	00	-	-	08	14	22
	Total	42	30	06	08	24	110