

PROSPECTUS



PGDM
in



Innovation, Entrepreneurship & Venture Development (IEV)

2023-25

AICTE
Approved



Chaudhary Charan Singh National Institute of Agricultural Marketing, Jaipur
(An Autonomous Organization of Ministry of Agriculture and Farmers Welfare,
Government of India)

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COURSE STRUCTURE

The courses designed for this program provide a progressive learning sequence step by step from concepts, tools and techniques to their application in the context of Entrepreneurship .The details of courses are mentioned in Semester Plan and all courses are compulsory.

SEMESTER - I		
S.N.	SUBJECTS	CREDITS
1	Economics of Innovation and Entrepreneurship in Market Economy	2
2	Ideation & Design Thinking for Problem-Solution Fit	2
3	Entrepreneurial Leadership Essentials, People, Team Building & Management	2
4	Entrepreneurial Marketing and Customer Thinking	2
5	Entrepreneurial Finance & Accounting for Entrepreneurs	2
6	Marketing Communications and Advertising Strategy for Startup	2
7	Incubation, Innovation & Startup Landscape, Opportunities and practices in India & Emerging Economics	2
8	Outbound Skill Trainings/Certification from Renowned Knowledge Agencies	2
9	Interdisciplinary Courses Offered by Institute Departments/Courses in MOOC-SWYAM	4
10	Capstone Projects	2
11	Action Learning Segment(ALS)	3
12	Internship	5
SEMESTER - II		
1	Marketing Research and Customer Insight for Problem-Market Fit	2
2	Design and Management of Incubation and Pre-Incubation Facilities and Services	2
3	Intellectual Property Rights (IP) Management Strategies	2
4	Business Intelligence, Data Analysis, & Visualization- Application of AI/ML	2
5	Management of Digital Innovation, Digital Business and Digital Marketing	2
6	Internationalization of Innovation and Business	2
7	New Venture Creation, Planning, Legal, and Regulatory Compliances	2
8	Outbound Skill Trainings/Certification from Renowned Knowledge Agencies	2
9	Interdisciplinary Courses Offered by Institute Departments/Courses in MOOC-SWYAM	4
10	Capstone Projects	2
11	Action Learning Segment(ALS)	3
12	Internship	5

COURSE STRUCTURE

SEMESTER - III		
1	Venture Growth Planning & Venture Financing	3
2	Business Valuation Methods, Financial Investment, & Financial Reporting for startups	2
3	Commercialization Strategies for new Technologies and Innovations	3
4	Negotiations and Strategic Decision Making in Startups	2
5	Market Analysis and Dealing Big Data	2
6	Data Driven Decision Modeling for Venture Planning and Growth	2
7	Investment Portfolio Management in Angel & VC Firms	2
8	Service Based Innovations and Business Models	3
9	Outbound Skill Trainings/Certification from Renowned Knowledge Agencies.	2
10	Interdisciplinary Courses Offered by Institute Departments/Courses in MOOC-SWYAM	4
11	Internship	5
SEMESTER - IV		
1	Outbound Skill Trainings/Certification from Renowned Knowledge Agencies	2
2	Interdisciplinary Courses Offered by Institute Departments/Courses in MOOC-SWYAM	4
3	Capstone Projects	2
4	Action Learning Segment(ALS)	12
5	Internship	5