

BUSINESS  
THINKING!

HOW TO START  
YOUR OWN COMPANY

BEST BUSINESS  
IDEAS!

GROWTH  
YEAR

START UP!

IDEA

GROWTH

INCREASE  
YOUR MONEY!

STATISTICS

TEAM

**AIC RAISE**  
Supported by Atal Innovation Mission, NITI Aayog, Govt. of India

**RATHINAM**

**NITI Aayog** | **AIM**  
ATAL INNOVATION MISSION

One of a kind Premium MBA launched by AICTE

**MBA-IEV**

**MBA**

Admissions Open 2020-21

Innovation  
Entrepreneurship &  
Venture Development

Join **MBA-IEV program** and run your own business  
while you complete the MBA.

#### Salient Features



FULLY  
HANDS-ON  
EXPERIENCE  
CONDUCTED BY  
NITI AAYGO



STATE OF THE ART  
STARTUP  
ECOSYSTEM



SECTOR SPECIFIC  
MENTORS &  
INVESTORS  
CONNECT



FAB LAB FOR  
PRODUCT  
DEVELOPMENT

**RATHINAM**  
GROUP OF INSTITUTIONS

**2020**

INFORMATION BROCHURE

# PROGRAMME HIGHLIGHTS

With a vision of inculcating entrepreneurship in young minds, In turn they imbibe those skills bridge the theoretical concepts of innovation and entrepreneurship with real time implementation, acquisition of right skills and finding out the possible practical solutions which can be beneficial to the society. This Programme is structured in a way that unveils the challenges in management of innovation, entrepreneurship and venture development to form the grass roots till you find your breakthrough by showcasing your skills in real life situations and erect your successful empire out of it.



## PERKS THAT COME ALONG

Exposure to the concepts of entrepreneurship, innovation and new venture development

- Be an expertise in taking up an idea, developing a working model and launching it in the market.
- Inculcating how to Market an Idea/Prototype to your clients.
- Gaining potential in developing and analyzing business plans
- Foreseeing various venture growth strategies
- Foreseeing Business Patterns and Repository Management
- Recruitment and Talent Management of young minds
- Knowing current trends in International Start-up Ecosystem
- Speculation and Safe guarding Intellectual property
- Expanding and elevation of existing ventures  
...and much more

# MBA

**Innovation  
Entrepreneurship &  
Venture Development**

An exclusive programme for tomorrow's leaders and visionaries who have unflinching faith in their intuitions and their ability to have mastery over the necessary skills and become the king makers of novel market trends with their innovative ideas which are potent enough to make a change. This programme enables them to cash in even the slightest of opportunities and make them as a high value venture through their self-belief and their perseverance, which is a result of their Innovation, Entrepreneurship and Venture Development.

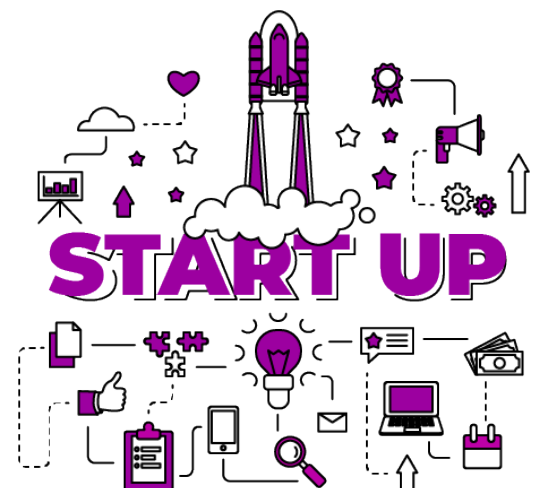
**INNOVATION**  
is the way to do something better.

A successful entrepreneur always wants to do something unique, by figuring out how to discover new things that may seem counterintuitive and turn that into things that really matter. The MBA programme in Innovation, Entrepreneurship and Venture development is for the Young minds that are passionate enough to build their entrepreneurial venture, recognizing and executing innovative ideas in an existing organization, Creating and successfully launching finding out new horizons in the market, finding out new possibilities which have an economic value.

## AIM

The aim of this programme is to create a holistic ecosystem for social start-ups for maximizing benefits to the society at the same time offer solutions to the worldly problems and the environment. This programme is a strong platform for launching great ideas into the world of business and to develop ideas that seem promising to the economy while at the same time deliver solutions to worldly problems. If you have burning passion and strong drive to create a constructive change in the society, to the economy around you, this is the consummate chance that will nurture your dream to success.

WHY BE A  
**JOB SEEKER,**  
BE A  
**JOB CREATOR**







# LEARNING APPROACH AND WORK SPACE CULTURE

The MBA programme in Innovation, Entrepreneurship and Venture development is a collective study of both academic & administrative disciplines with the support of various technology and business incubators. The diverse resources from the incubation center which is a part of our Institution deliver the programme and various exponents from in and around will be allured to share their experience. Experts from interdisciplinary departments, incubatee startups, industry experts, mentors and many more will be available as per your interest.

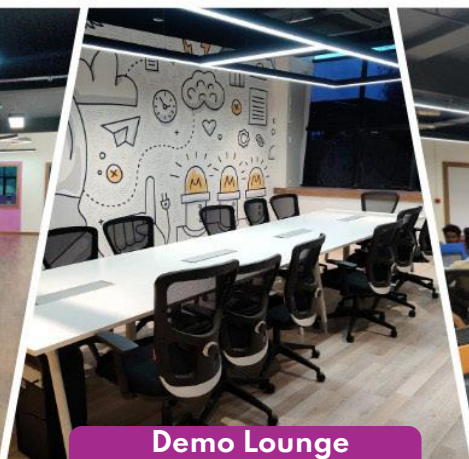




# GALLERY



Co-Working Corridor



Demo Lounge



Co-Working Space



Co-Working Space



Chillout Space



Plug N Work



Makerspace



Co-Working Corridor



Discussion Pod



Cafeteria



Discussion Desks



Investor Lounge



# MENTORS FOR YOUR ENTREPRENEUR JOURNEY

As said “A mentor is someone who allows you to see the hope inside yourself”. We offer some eminent mentors who are well known for their expertise in the innovation field and cultivating young minds, as you will have a sixth man in your ball game of becoming a successful entrepreneur.



**Dr. Madan A Senthil**

Chairman, Rathinam Group  
Head Rathinam Group based in Coimbatore. The group is into education, IT PARKS, Entertainment, and housing infrastructure development.



**Jatin Kataria**

Global Innovation Ecosystem



**Saurabh Trivedi**

Co-Founder & Director at Boudhik Ventures Pvt. Ltd.



**Kanchan Bhonde**

Product Strategy Head, Makers Lab, Assistant Vice President at Tech Mahindra



**Ravi Sunderrajan**

Managing Director Zacca India R&D Private Limited



**Ramakrishnamoorthy Venkatasubbu**

COO & Founder of Impiger Technologies



**Swen Wegner**

Founder & CEO, Mainstage Incubator



**Ramkumar S P**

Co-chair, Water Technology Innovation Clusters, Water Environment Foundation



**Ramasubramanian**

Director, The Sustainable Livelihood Institute (SLI), Auraville



**Vaibhav Garg**

Advisory Board Member - Cornell Institute of Healthy Futures



**Debasis Chakraborty**

Co-founder COO, Mainstage Incubator



**Gloria Benny**

Co-Founder at Guardians of Dreams



**Aayushi Jain**

Co-chair, Water Technology Innovation Clusters, Water



**Neeraj Shah**

Owner and Director at Silver Bright



**Manoj Arora**

Ministry of Electronics & Information Technology Incubation



**Amit Singal**

Co-founder & CEO of Startup Buddy



**Preethi Choudary**

Venture Partner at ahl! Ventures



**Naveen Krishnamurthy**

Chief Technology Officer, LadderMinds



**Sam Yu**

Director Of Research, China Knowledge



**Anurag Maloo**

Head of Partnerships (Asia) at Seedstars



**CGS Manion**

26 years of experience in comprehensive skill



**Ashish R Bedekar**

COO at picoNETS



**Himanshu Periwal**

Co-Founder of Randomly Club



**Loh Chee Ming**

Project Manager at Toyota Tsusho Corporation



**Abhirup Ganguly**

Managing Director at Impact Analytics Limited



**Gagan Ghai**

Ivy Camp



**Mohan Raman**

Vice President, NetObjex Inc.



# COE & INDUSTRY PARTNERS

Centers of Excellence are established to provide the students a practical approach towards technology and entrepreneurial approach.



Center of excellence established with Godrej imparts training on home appliances servicing.



Center of excellence established with Dell EMC inculcates Knowledge on advanced research and Big Data Analytics and Data Science



Center of excellence established with Infosys provides a training program in the field of IT



Center of excellence established with Oracle provides training program in SQL / PLSQL course for database management.



Center of excellence established with VMware IT Academy equips the students on Data Center virtualization.





Powered by



Awarded by RIM  
Department of Management

**RATHINAM**  
COLLEGE OF ARTS & SCIENCE

Approved by



AICTE start up policy and  
MHRD's Innovation Cell (Government of India)

Approved by



Accreditation



Ranking



Ranked among  
Top 150



**MBA-IEV EDUCATION ENVIRONMENT**

**“India's 1<sup>st</sup> Startup Incubation Centre  
Focusing on UN Sustainable Goals”**

Only **15 institutions** have been  
approved for this course all-over  
**India**

**Limited to only 30 seats!**

**Contact**

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