

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

2021

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.

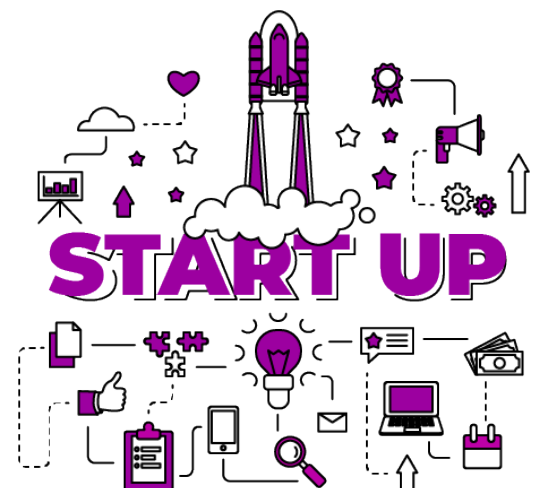
INNOVATION
is the way to do something better.

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

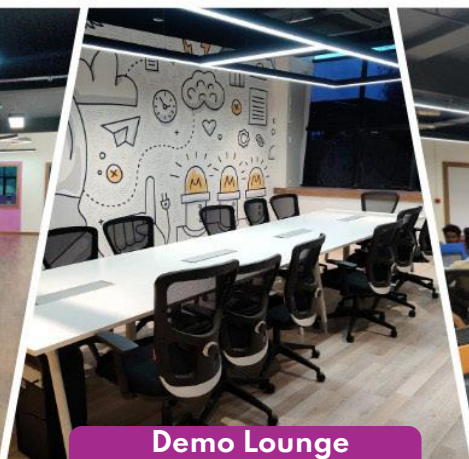
The MBA programme in Innovation, Entrepreneurship and Venture development is a collective study of both academic & administrative disciplines with the support of various technology and business incubators. The diverse resources from the incubation center which is a part of our Institution deliver the 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 1st 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

www.rathinamcollege.edu.in
+91 84484 48909
+91 422 4040909

RATHINAM TECHZONE CAMPUS
Eachanari, Coimbatore, Tamilnadu,
India - 641 021



<https://mbaiev.rathinamcollege.edu.in/>