

 MIT INSTITUTE
OF DESIGN

 **MIT-ADT**
UNIVERSITY
PUNE, INDIA
A Leap towards World Class Education



MBA in
INNOVATION &
ENTREPRENEURSHIP



In Top 11 to 51 rank band
in Innovation



About MIT-ADT University

MIT Art Design and Technology University (MIT ADT University), a leap towards world-class education is established by the renowned MIT Group of Institutions. It is UGC recognised multi-disciplinary University located on 125 acres of campus at Vishwa-Raj Baugh, Loni Kalbhor, which was previously owned by the late legendary actor of Indian Hindi Cinema Raj Kapoor. The University campus is an embodiment of peace, serenity and tranquility; aesthetically erected on the banks of the Mula-Mutha river with its architecture ideation inspired from matrix of Saptarishi, Saptarang and Saptaswar.

The magnificent world class state-of-the-art infrastructure with modern amenities with fully residential campus facility leads MIT ADT University to be one of the premium Campus. Recently the campus has been awarded with '**Best Campus Award**', 2017, by ASSOCHAM.

MIT ADT University is a multi disciplinary class University that offers programs at undergraduate, postgraduate and doctorate levels in Fine Art Design, conventional engineering branches in Information Technology, Computer Science and Engineering, Mechanical, Civil, Aerospace Engineering Management. Marine Engineering, Bioscience Engineering, Food Technology, Film and Television as well as Broadcasting and Journalism in education as well. Most of the programs are designed in such a way that they satisfy the current needs of the specific industry. With a vision of Holistic Development, the University has designed compulsory core credits to foster the complete campus transformation of the students as winning personalities or corporate leaders, social transformers, and nation builders. University-level Mega Gala Events, Persona Fest & Vishwanath Sports Meet are known nationwide.



About MIT Institute of Design

Established in 2006, MIT Institute of Design offers a diverse range of Design & Innovation programs at the Undergraduate (4 years) and Post Graduate (1 - 2 years) levels. 1500+ Students pursue programs in Industrial design, Communication design, Experience design, Fashion design, Management, and innovation. We have 100+ faculty, and mentors as active professional designers, innovators, and practitioners. MITID has developed its identity as one of the best research and training institutions of the highest international quality with a state-of-the-art infrastructure, creating an environment for the learner, the opportunity to explore and grow.



Vision

To establish a learning environment that equips the current generation with the skills to become design leaders, adding positive value to both industry and society. MIT ID pioneers creative and experimental practices, fostering the development of design enthusiasts. With a diverse student body and experienced faculty, the institute cultivates a distinctive and comprehensive learning journey for its students.

Mission

The institute is committed to advancing the craft of design for a better life on Earth. The focus is on creating a multicultural environment, nurturing a multi-disciplinary design learning ecosystem, and empowering students and faculty to be job creators. Additionally, the institute actively incubates innovative ideas, transforming them into successful ventures.



MBA in Innovation & Entrepreneurship

The Innovation and Entrepreneurship MBA is a unique program designed for modern innovators. Setting itself apart from other business school offerings, this program originates from a design school, providing students with a distinct perspective on innovation and entrepreneurship.

Additionally, its strong ties with the Atal Incubation Centre, Institution Innovation Council, and CRIEYA at MIT ADT University offer students unparalleled access to entrepreneurial resources. Aligned with the NEP 2020, the program also allows students to obtain a PG Diploma in Innovation after the first year.

Our Beliefs

MIT ID Innovation has come a long way, challenging conventions, adopting innovative pedagogical approaches, and forming significant partnerships with various academic, industry, research, and professional organizations. As a natural progression, the institute established an environment of ongoing collaboration and innovation, driven by a rich heritage of forward-thinking, giving rise to the MIT ID's Innovation and Entrepreneurship Programme.



Admission Process

- Students can apply by submitting an MIT ID -DAT APPLICATION form & there will be a couple of selection processes (Statement of Purpose (SOP) and Essay and then an interview for the admission process)
- Students can also apply through a valid CAT/ MAT/ XAT/ CEED/ MIT DAT or equivalent exam score and then appear for an interview for admissions

Eligibility

- Applicants need a Bachelors Degree or equivalent from a recognized university or institution with a minimum of 50% marks at the graduation level.
- Final-year students can apply, but graduation must be completed before the program starts.

Entry- Exit Options as per NEP

◆ Entry Options

Entry to 1st Year after Bachelors Degree or equivalent

Lateral entry to 2nd year after 1 year PG Diploma in relevant discipline

◆ Exit Options

Exit after 1 year - PG Diploma in Innovation & Entrepreneurship

Exit after 2 years - MBA in Innovation & Entrepreneurship

Duration : 2 Years

Intake : 30

Language : English

Study Format : On-Campus

Program Structure

SEMESTER- 01

- Fundamentals of Innovation
- Design Methods and Processes
- Business Design
- Megatrends and Design Futures
- Emerging Technologies and Innovation
- Critical Thinking & Communication

SEMESTER- 02

- Principles of Management
- Managerial Economics
- Legal Aspects of Business
- Research Methodology
- Internship and Industry / Start-up Exposure

SEMESTER- 03

- Marketing
- Finance / Fund Raising
- IPR
- Organization Behavior / Team Building
- Project Management
- Global Business

SEMESTER- 04

- Capstone Project /Start-up pitching / Business Plan

Learning Experience

The learning experience at the MIT ID MBA in Innovation and Entrepreneurship program is dynamic, immersive, and uniquely hands-on. Our practical, project-based learning approach ensures that students are not just passive recipients of knowledge but active creators and innovators. Students work on real-life projects, gaining firsthand experience in building and scaling startups. The collaborative spirit is at the core of our program, where students from diverse backgrounds form interdisciplinary teams, fostering a rich exchange of ideas and perspectives. Through a "learning by doing" methodology, experimentation, and iterative design processes, students learn to navigate the complexities of the entrepreneurial journey with close collaboration with industry leaders, incubators, and the startup ecosystem.

Key Skills Acquired after the end of the program



Design Thinking



Creativity



Innovation



Problem-Solving Skills



Decision-Making Skills



Entrepreneurship



Team work and Leadership



Negotiation Skills



Communication and Story Telling

Learn from Industry Mentors & Practioners

With its focus on learning-by-doing, all the faculty and mentors of the MIT ID Innovation Programme have an appropriate balance of academic and industry experience. One gets to learn from practicing designers, innovators, entrepreneurs and industry professionals. Learning directly from industry professionals makes learners industry ready from start of the programme itself and the variety of industry projects, internships and live assignments builds the skills and competencies required by industry.

Institutional Collaborations



Faculty



Prof. Dr. Nachiket Thakur
Director
MIT Institute of Design



Asso. Prof. Harshit Desai
Director
Innovation Program



Asso. Prof. Sohnil Kumar
Design Academics &
Research



Asso. Prof. Ketan Shimpi
Design Management



Asso. Prof. Esha Sulakhe
Design Management

Innovation & Entrepreneurship Mentors

Aditya Gondhalekar

Innovation Mentor
at Capgemini

Prasad Khose

Founder
Design Mentor

Harshesh Gokhani

Founder and Lead
ForHealth

Atul Wadkar

Director
Algorithmic Electronics

Rishu Yadav

Learning and Creativity
Designer

Vinit Tamhankar

Innovation design

Facilities and Labs

- **Maker's Space:** A hub for hands-on creation, where students can turn their ideas into tangible prototypes using advanced tools and equipment.

- **IoT Lab:** A specialized lab for developing Internet of Things solutions, providing access to the latest technologies and platforms.

- **AR/VR Lab:** A dedicated space for exploring augmented and virtual reality applications, enabling students to create immersive experiences.

- **3D Printing Lab:** A facility for rapid prototyping, allowing students to produce and test physical models of their designs.

- **Design Labs and Workshops:** Spaces that foster creativity and experimentation, equipped with the necessary tools for various design and engineering projects.



Career pathways

The MBA in Innovation & Entrepreneurship equips you with the skills and mindset needed to navigate the dynamic environment and opens a multitude of career opportunities. Whether you aspire to launch your own venture or drive innovation within established organizations, this program prepares you for success in a variety of roles.

Starting Your Own Venture: The Entrepreneurial Rout

One of the most exciting prospects for graduates of an MBA in Innovation & Entrepreneurship is the opportunity to start and grow their own businesses. The program is designed to take you from idea generation to scaling a successful enterprise. You will learn essential skills such as design thinking, business model innovation, and go-to-market strategies, which are crucial for any startup's success.

Potential Roles for Entrepreneurs: Founder/Co-Founder, Chief Executive Officer (CEO), Product Manager

Pursuing Intrapreneurship: Innovating from Within

For those who prefer roles in established organizations, the program also prepares you for a career in intrapreneurship. This path allows you to leverage entrepreneurial skills in a corporate setting, combining creativity with the resources and infrastructure of a larger entity.

Potential Roles for Intrapreneurs: Innovation Manager, Corporate Strategist, R&D Manager, Venture Analyst.

Contributing to the Startup Ecosystem

Beyond starting your own venture or working within a corporation, an MBA in Innovation & Entrepreneurship also opens doors to roles within the broader startup ecosystem. This includes positions like incubation/ acceleration program Manager, venture capital analyst etc in incubation centers, accelerators, and various organizations that support and invest in startups.

Additional Career Opportunities

In addition to the primary tracks of entrepreneurship and intrapreneurship, graduates can also pursue a range of other roles that leverage their unique skills in innovation and business development. These include positions in consulting, project management, and business analysis, where they can apply their entrepreneurial mindset to solve complex business challenges.

Highest CTC - 16 LPA | Average CTC - 8 LPA | Minimum CTC - 6 LPA



Alumni speaks



Aditya Borgaonkar

Innovation Consultant



As a dynamic professional with an engineering background and a fervour for innovation, I embarked on a journey to enhance my skills after completing my B.Tech degree. Opting for the PG - Innovation Programme at MIT ID proved to be a transformative experience, where I delved into cutting-edge technologies and refined my creative problem-solving abilities.



Shubhangee Bagchi

Assistant Manager



Currently serving as an Assistant Manager at Maruti Suzuki, I employ my diverse skill set to contribute innovative perspectives to the automotive industry. My journey reflects a commitment to merging technical excellence with a fervent pursuit of groundbreaking design, poised to make significant strides at the intersection of engineering and creativity.



Heli Sheth

UX Designer



My journey reflects an easy transition from architecture to technology, where I apply my design sensibilities to enhance user interactions. With a passion for innovation and a commitment to evolving in the dynamic field of UX design, I continue to contribute my creative insights to cutting-edge projects at Hashedin by Deloitte.



Rohan Kakarakayala

UX Designer



My unique engineering and UX research background positions me as a valuable asset, navigating the intersection of technology and user experience. With a commitment to pushing the boundaries of innovation, I'm making significant strides in driving impactful advancements within the tech industry.



Chaarvi Golechha

UX Researcher



I was a Commerce student initially but a transformative journey led me to the forefront of innovation. Currently serving as an Innovation Consultant and UX Researcher at IBM, I demonstrate a unique fusion of commerce acumen with a passion for innovative solutions. My role showcases my ability to bridge diverse domains, contributing valuable insights at the intersection of commerce, innovation, and user experience.



Shubham Kumar

Innovation Strategist



As an Innovation Strategist at WNS, I leverage my computer science background and PG in Innovation from MIT ID to drive forward-thinking design and technological advancements, positioning WNS at the forefront of innovation.

Innovation and Entrepreneurship Ecosystem at MIT ADT

At MIT ADT University, we believe in empowering our students to transform their innovative ideas into successful ventures. Our comprehensive support system, which integrates various labs, resources, faculty expertise, and industry connections, creates an unparalleled environment for nurturing student startups. Through this ecosystem, we provide the necessary tools, mentorship, and opportunities to help students bring their entrepreneurial visions to life.

The success of student startups at MIT ADT is rooted in our collaborative approach, where different components of the university work seamlessly together to support aspiring entrepreneurs. Our ecosystem is designed to foster innovation at every stage of the startup journey, from ideation to execution and beyond.



Institution's Innovation Council (IIC) : The Institutional Innovation Council (IIC) at MIT ADT is dedicated to promoting a culture of innovation and entrepreneurship on campus. The IIC organizes workshops, hackathons, and innovation challenges that encourage students to think creatively and develop entrepreneurial skills. Through these activities, students gain valuable experience in problem-solving and collaborative teamwork.



Centre for Research, Innovation & Entrepreneurship for Young Aspirants (CRiEYA): CRiEYA serves as a central hub for research and innovation at MIT ADT. It provides students with access to funding opportunities, research grants, and pre-incubation support. CRiEYA also facilitates partnerships with industry and academia, enabling students to collaborate with external experts and gain exposure to real-world.



Atal Incubation Centre (AIC) : The Atal Incubation Centre (AIC) at MIT ADT plays a crucial role in accelerating student startups. AIC offers comprehensive incubation support, including mentorship, funding, and access to a vast network of industry professionals. Through AIC, students can connect with investors, industry leaders, and other entrepreneurs, gaining the necessary support to build and grow their ventures.

Impact and outcomes

61 Startups Supported	3.0 Cr. SEED Fund scheme	150+ Jobs Created	11+ Cr. Startup Revenue
3.8 Cr. External Funding	2 Startups Shortlisted	25+ IP Generated	100+ Media Mentions
10+Cr. Revenue	4 BIRAC (BIG) Grantee -INR 50 Lac	10000+ Students Impacted	2 IITB-BETiC Mention





TEAM MITID | COVER PIC: SHREYAS PAWAR | DESIGN BY: NAKUL DESHMUKH



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