



**RAMAIAH**  
Institute of Management



# **INNOVATE, LEAD, SUCCEED**

## **Mastering Entrepreneurial Excellence with RIM's PGDM - IEV**

The PGDM-IEV program is an AICTE-approved initiative designed for innovators and change-makers. It blends practical and conceptual knowledge with experiential learning, aiming to nurture and develop entrepreneurial ventures. This program is ideal for those who aspire to create impactful businesses and lead innovative change in the market.

For more details  
📞 +91 63647 15954

🌐 [www.msrim.in/pgdm\\_iev](http://www.msrim.in/pgdm_iev)

## | About Co-create Ventures

CoCreate Ventures is a SEBI-approved Category 2 Fund, Venture Studio, and non-profit organization on a mission to transform educational institutions into hubs of innovation and entrepreneurship. Operating successfully in Karnataka, CoCreate collaborates with the Government of Karnataka and various universities to create student startups. The venture offers comprehensive support to entrepreneurs, working within the Management Education Sphere to align more closely with Startup Founders and Ecosystems. Currently, CoCreate is partnering with MS Ramaiah Institute of Management to establish programs that advance Management Studies Aspirants' careers.

## | About Ramaiah Institute of Management

Established in 1995 by the Gokula Education Foundation (GEF), M S Ramaiah Institute of Management (MSRIM) is part of the Ramaiah Group of Institutions. Consistently ranked among the top 100 Business Schools in India, MSRIM is an AICTE-approved college focusing on leadership and entrepreneurial development. Its flagship IEV (Innovation, Entrepreneurship, and Venture Development) program is dedicated to nurturing a start-up ecosystem, fostering innovation, and developing business acumen. The program offers a dynamic environment for mentorship and networking, exposing participants to real-world entrepreneurial challenges. With a faculty of experienced entrepreneurs and industry experts, the program equips participants with a growth mindset, resilience, and adaptability for the challenges of entrepreneurship.





ATTENTION

# MASTERS IN INNOVATION ENTREPRENEURSHIP VENTURE DEVELOPMENT

Elevating Entrepreneurial Success  
with a Specialised PGDM

We bring to you a programme that grows  
with your entrepreneurial ambitions

## Programme Highlights

- ✔ Benefit from an integrated accelerator/incubator that provides essential connections, comprehensive support, funding opportunities, and expert mentoring to help take your ideas to the next level.
- ✔ Equips you with pertinent knowledge and skills for robust growth over the next five years.
- ✔ Delivered by seasoned entrepreneurs and investors, our curriculum is enriched with engaging assignments, hands-on exercises, and collaborative learning.
- ✔ Assessment credits and grades are reflective of the tangible progress made in your business ventures and academic assignments.
- ✔ Regular pitch sessions and dynamic monthly forums with industry entrepreneurs and investors for real-world insights.



Entrepreneurs  
Launching Startups



Aspiring Entrepreneurs



Business Family Members  
Seeking to Innovate



ENROL TODAY TO DISCUSS  
YOUR FUTURE AND THE  
**CHANCE TO WIN**  
SCHOLARSHIPS COVERING  
**UP TO 80%**

## PROGRAMME HIGHLIGHTS

### | Nurture Your Entrepreneurial Venture

- ✓ Benefit from our incubation facilities that fast-track your business idea.
- ✓ Achieve targeted objectives with grades reflecting mentorship feedback and support.
- ✓ Get mentored & evaluated based on technology innovation in startup

### | Acquire Business-Relevant Skills

- ✓ Master the craft of business plan formulation.
- ✓ Attain a keen sense of product-market alignment.
- ✓ Develop comprehensive marketing strategies inclusive of digital and social media presence.
- ✓ Understand and apply principles of business modelling.
- ✓ Gain insight into the nuances of product launch.
- ✓ Understand how to enhance customer engagement and other support mechanisms.



### | Develop Essential Skill-sets

- ✓ Hone your negotiation tactics.
  - ✓ Enhance public speaking and storytelling prowess.
  - ✓ Foster leadership to build exceptional teams and organisations.
  - ✓ Create and manage brand identities effectively.
  - ✓ Strategize for scaling business operations.
  - ✓ Broaden your international business perspective.
  - ✓ Grasp financial acumen tailored for entrepreneurial success.
  - ✓ Navigate venture capital, mergers and acquisitions.
  - ✓ Implement quality and decision management systems.
  - ✓ Embrace value-driven entrepreneurship to build trust.
  - ✓ Adapt to changes, overcome challenges, and learn from setbacks.
  - ✓ Prioritise health and wellness in the business environment.
- Modules & programs around key technology skills.

### | Engage with Flexible Learning Modes

- ✓ Participate in weekend online classes and interactive exercises.
- ✓ Benefit from monthly in-person classes supplemented with regular face-to-face mentoring sessions.

