ज्ञानं जयति सर्वत्र
IIM MUMBAI

Post Graduate Program for Executives in

Entrepreneurship and Innovation Management

6TH RANK IN MANAGEMENT
nirf 2025



PROGRAMME OVERVIEW

Entrepreneurship meets execution excellence

The Post Graduate Programme for Executives in Entrepreneurship and Innovation Management at IIM Mumbai is a **one-year executive programme** that takes you from a raw idea to an investor-ready venture, without stepping away from the business you are already building. Learning runs on Friday evenings and weekends, so the programme fits around a business that is already trading.

400+
HOURS OF LEARNING

15
CORE COURSES

4
ELECTIVE COURSES

3
CAPSTONE PROJECTS

WHAT YOU BUILD

Build the mindset

Structured problem solving, resilience and disruptive business model design.

Validate the venture

Customer discovery, prototype testing and evidence-led market proof.

Scale with leverage

Funding, operations, leadership and international expansion.

WHO IS THIS PROGRAM FOR?

Aspiring and early-stage founders

Validate ideas, build ventures and scale with confidence

Working Professionals & Intrapreneurs

Drive innovation and transformation inside an organisation

Family business owners

Grow the business with frameworks for innovation and expansion

Business leaders and managers

Lead growth initiatives and new business lines



THE INSTITUTE

About IIM Mumbai

Indian Institute of Management Mumbai (IIM Mumbai), formerly NITIE, was established in 1963 and is **ranked 6th in the NIRF 2025 Management Rankings** and has a Centre of Innovation and Incubation that supports entrepreneurship and startups.

For the one-year Post Graduate Program in Entrepreneurship and Innovation Management (PGPEx-EIM) the institute brings together a working entrepreneurial ecosystem, deep industry integration and an experiential approach that turns ideas into scalable ventures.



"Entrepreneurship is not just about building ventures. It is about shaping the future of industries and economies."

PROF. MANOJ K TIWARI
DIRECTOR, IIM MUMBAI

Message from Programme Chairpersons



Dr. Ruchita Gupta

Chairperson, Post Graduate Program in Entrepreneurship and Innovation Management, IIM Mumbai

At IIM Mumbai, we believe entrepreneurship is not merely about building ventures, it is about creating value, shaping industries, and driving transformation. The PGPEx in Entrepreneurship and Innovation Management is designed to equip professionals with the strategic insight, technological orientation and execution capabilities to lead in an increasingly dynamic business landscape.

Through rigorous management education, experiential learning, mentorship and industry engagement, the programme enables participants to translate ideas into meaningful outcomes. With a strong emphasis on innovation, digital transformation and venture creation, it prepares future entrepreneurs, intrapreneurs and innovation leaders to build scalable and globally relevant enterprises.



Prof. Vartika Srivastava

Co-Chairperson, Post Graduate Program in Entrepreneurship and Innovation Management, IIM Mumbai

Entrepreneurship is about transforming ideas into value and opportunities into meaningful impact. The PGPEx in Entrepreneurship and Innovation Management at IIM Mumbai is designed to equip professionals with the knowledge, mindset and capabilities to navigate an increasingly innovation-driven business landscape.

Through contemporary management practices, emerging technologies, experiential learning and industry engagement, the programme offers a holistic understanding of entrepreneurship and innovation. Real-world projects, mentorship and diverse perspectives encourage participants to challenge conventions, develop solutions and create lasting value. With a focus on venture creation and innovation, the programme prepares professionals to lead change, build new ventures and turn ideas into meaningful impact.

WHAT YOU GET

Why choose PGPEx-EIM?

400+ hours of learning

Expertise across management, entrepreneurship, innovation and venture creation

Incubation access via TEJAS

Mentorship and incubation support through TEJAS, subject to screening and approval

3 capstone projects

Turn an idea into a funded, actionable business plan across three guided stages

IIM Mumbai alumni community

Join the IIM Mumbai alumni network on successful completion

Faculty and industry leaders

Learn from IIM Mumbai faculty alongside founders, investors and practitioners

2 campus immersions

In-person, high-intensity learning on the IIM Mumbai campus



भारतीय प्रबंधन संस्थान मुंबई

शासी मंडल की अनुशंसा पर

QR Code

विद्यार्थी का नाम

Student Photograph

को

उद्यमिता और नवाचार प्रबंधन

में

कार्यपालकों के लिए स्नातकोत्तर कार्यक्रम

प्रदान करता है जिन्होंने विनियमों में विहित एक-वर्षीय ब्लेंडेड पाठ्यक्रम को

वर्ष 2027-2028 के दौरान सफलतापूर्वक पूर्ण किया है

और वे प्रथम श्रेणी में उत्तीर्ण हुए हैं।

संस्थान का मुद्रांकित यह उपाधिपत्र मुंबई, भारतीय गणराज्य में आज दि. 28 जुलाई 2028 को दिया गया है।

INDIAN INSTITUTE OF MANAGEMENT MUMBAI

Upon recommendation of the Board of Governors hereby awards the Degree of

POST GRADUATE PROGRAM FOR EXECUTIVES

IN

ENTREPRENEURSHIP & INNOVATION MANAGEMENT

to

Student Name

who has successfully completed the one-year blended course of study during 2027–2028

as prescribed under the regulations of the Institute and has secured

First Division

Given this day, the 28th day of July 2028

under the seal of the Institute at Mumbai in the Republic of India.

निदेशक/DIRECTOR

अध्यक्ष/CHAIRPERSON

शासी मंडल/BOARD OF GOVERNORS

SAMPLE

IIM Mumbai PGPEx-EIM Certificate

Earn an IIM Mumbai Certificate upon successful completion

Sample certificate shown for illustration only. Final certificate and content may vary.

Continue Your Academic Journey

Under NEP 2020's Multiple Entry and Multiple Exit (MEME) framework, eligible participants may explore lateral entry into other postgraduate management programmes at IIM Mumbai

Subject to fulfilment of prescribed academic and administrative requirements and applicable Institute policy at the time

START-UP SUPPORT & MENTORSHIP

TEJAS

PGPEx-EIM participants will have an opportunity to apply under the TEJAS (Talent, Empowerment & Journey Advancing Startups) initiative.

TEJAS supports founders from the idea stage onwards with structured incubation, mentoring and investor access. It is sector-agnostic and support can be virtual, physical or hybrid.

WHAT TEJAS OFFERS

Structured Support

End-to-end incubation & acceleration

Mentorship Network

IIM Mumbai faculty & industry experts

Capital Connect

Direct pathways to VCs & angel investors

TEJASVINI Track

Focused initiative for women founders

BEFORE YOU APPLY

Access is by application.
PGPEx-EIM participants can apply to take their capstone venture into TEJAS, subject to screening and approval.

Funding is not guaranteed.
TEJAS helps eligible ventures become investment-ready and facilitates investor, grant and ecosystem connections.

For more information, visit TEJAS website: www.iimmumbai.ac.in/tejas



PROGRAMME STRUCTURE

Structure and Assessment

Type of Courses	No. of Courses	Total Hours
Core Courses	15	180
Electives	4	60
Campus Immersion 1	3 days	20
Campus Immersion 2	3 days	20
Capstone Project 1	1	30
Capstone Project 2	1	30
Capstone Project 3	1	30
Industry talks	1	30
Total		**400 Hours**

HOW YOU LEARN

Case studies
Real-world scenarios from Indian and global ventures

Group work
Discussions and presentations across a mixed-industry cohort

Simulations
Business games that compress years of decisions into hours

Live projects
Assignments applied directly to your own venture

EVALUATION

Continuous evaluation Assignments, quizzes, cases, participation	**30%**
Applied coursework Projects, reports, essays, exercises	**30%**
End-Term Examination	**40%**

PROGRAMME CURRICULUM

Course Curriculum

MODULE I

Foundations of Entrepreneurship

• Startup Failure & Resilience	1.5 credits
• Innovation and Technology-Product Strategy	1.5 credits
• Venture Capital and Financial Management	1.5 credits
• Marketing for Entrepreneurs	1.5 credits
• Project Management	1.5 credits
• Capstone Project 1	3 credits
• Campus Immersion 1	2 credits

MODULE 2

Building and Scaling Ventures

• AI and Data Analytics for Entrepreneurs	1.5 credits
• Managing Operations in Startups	1.5 credits
• Product Management	1.5 credits
• Legal Aspects and Intellectual Property for Entrepreneurs	1.5 credits
• Capstone Project 2	3 credits
• Elective 1	1.5 credits
• Elective 2	1.5 credits

MODULE 3

Leadership and Growth

• Leadership and Communication for Entrepreneurs	1.5 credits
• Sustainable Development for Business	1.5 credits
• Internationalizing Business	1.5 credits
• Campus Immersion 2	2 credits
• Capstone Project 3	3 credits
• Elective 3	1.5 credits
• Elective 4	1.5 credits

PROGRAMME CURRICULUM

Elective Courses

Marketing

- Digital Marketing
- B2B Marketing
- Consumer Behaviour
- Brand Management

Organisational Behavior & HR

- Negotiations
- Managing Teams
- Corporate Governance
- Cross-Cultural Management
- Compensation Management

Entrepreneurship Specialisations

- Corporate Entrepreneurship
- Family Business Management
- Social Entrepreneurship

Economics

- Macro-Micro Economic Environment
- Managerial Economics

Operations and Supply Chain

- Cyber-Physical Systems
- Smart Manufacturing
- Logistics and Warehouse Management
- Project Risk Analytics
- Material Procurement
- Foresight and Design Thinking Innovation Strategy
- Digital Business Models

CAMPUS IMMERSION

One week on campus, across two immersions

2 Campus Immersions
Structured in-person modules integrated within the programme (3 days each)

Structured Mentorship
30 hours across 10 sessions with CXOs & Investors

Faculty-Led Learning
Case discussions, simulations and live sessions with IIM Mumbai faculty

Venture Building & Mentorship
Capstone development with guidance from faculty and industry experts

Industry & Peer Network
Interactions with entrepreneurs, investors and a high-calibre cohort

Campus & Ecosystem Exposure
Access to IIM Mumbai's academic, research and startup ecosystem

Note: All travel, accommodation and boarding expenses for campus immersion are to be borne by the participant



Industry Leaders & Mentors



Soumya Kalluri

Founder, Dwij - Upcycled in India

Soumya Kalluri, a TEDx speaker, social entrepreneur, and Mechanical Engineer, founded dwij, an upcycling brand incubated by NSRCEL, IIM Bangalore. Inspired by her work on environmental impact, she promotes circular fashion, sustainability, and women's empowerment by transforming discarded textiles into eco-conscious products while driving awareness of sustainable practices in India.



Tarun Mishra

Founder and Chief Mentor, Sphere Music Labs

Tarun Mishra, an IIT Bombay alumnus and entrepreneur, has founded and co-founded multiple technology ventures, including Covacsis Technologies, ELL Learning Labs, and Opexas Analytics (Astron-ai). He has expertise in Industrial IoT, Industry 4.0, product strategy, innovation, global scaling, fundraising, M&A, and stakeholder management, and has nurtured 13 entrepreneurs.



Dr. Rashi Gupta

Founder, Vision Mechatronics Pvt. Ltd.

Dr. Rashi Gupta, Founder and Managing Director of Vision Mechatronics Pvt. Ltd., is a pioneer in advanced battery technology, energy storage, and renewable energy. Known as the **"Batterywali of India"** she has received several national and international recognitions for her contributions to CleanTech, sustainability, and women's empowerment, and serves on various energy-sector committees and the UN-CEET.



Bithindra Biswas

Founder and Chief Growth Strategist, Brand Vibe Consulting

With over 20 years of experience, he is a business leader with expertise in P&L management, business turnarounds, revenue growth, and team leadership across diverse industries. He combines hands-on operational expertise with applied AI, advising organisations on AI-led transformation. He is a PhD researcher at IIM Kozhikode, IIM Ahmedabad alumnus, author, and LinkedIn Top Voice 2024.



Anupam Gupta

Jewellery Industry Consultant, Independent Consultant

Anupam Gupta is an Independent Strategy Consultant, Mentor and Trainer with 14+ years of experience in retail and jewellery, including roles with Titan's Tanishq and Mia by Tanishq. He specialises in retail strategy, merchandising, sales and entrepreneurship, and mentors professionals transitioning into entrepreneurship and franchise businesses.



Dr. Satvasheel Powar

Dean (Finance & Accounts), IIT Mandi

Dr. Satvasheel Powar, Associate Professor at IIT Mandi, is a solar photovoltaics and energy technology expert with 20+ years of global R&D experience. His expertise spans solar-module circularity, life-cycle assessment, agrivoltaics, and scale-up engineering. An Entrepreneurship Trainer, he has also led a startup track at IIT Mandi and holds 33 granted patents.



Amit Kumar Panigrahi

Founder and Managing Partner, Ishavante Venture Strategy

Founder & Managing Partner at Ishavante Venture Strategy, he works with founders, investors, and early-stage ventures to build stronger businesses from inception. His expertise spans opportunity selection, business model design, customer validation, go-to-market strategy, founder readiness, and investor positioning, with a strong focus on startup ecosystems, venture capital, and innovation.

Admission Process

Application

- Pay the ₹3,000 application fee (non-refundable)
- Complete the online application form
- Submit Statement of Purpose (SOP) and required documents
- Appear for IMAT or upload CAT / GMAT / GRE score

Selection

- Shortlisting for Personal Interview (PI) based on eligibility, SOP and test performance
- Attend the online Personal Interview

Admission

- Admission offer issued to selected candidates
- Confirm seat via a booking amount of ₹1,00,000
- Complete fee payment

EVALUATION

CAT / GMAT / GRE / IMAT (IIM Mumbai Entrance Test)	40
Class - X Marks	5
Class - XII Marks	5
Graduation Marks	10
Relevant Entrepreneurial / Family Business / R&D / Startup Experience	10
PI (Personal Interview)	30
Maximum Total Marks	**100**

Eligibility Criteria

Education	• Bachelor's degree with minimum **50% marks or equivalent** CGPA, from a UGC-recognised university or institution. • **45% for SC, ST and PwD candidates.**
Work Experience	• Minimum **1 year post-graduation.** • Preference given to candidates with startup, family business, R&D, or entrepreneurial experience (supporting documents required).
Test Score	• **Valid CAT / GMAT / GRE score** (taken on or after June 2022) **OR** • A qualifying score in the IMAT
Statement of Purpose	• Required with application, outlining the candidate's business idea.

Fee Structure

SINGLE INSTALMENT STRUCTURE

Fee Category	Amount
Application Fee (Non-refundable)	₹3,000
Seat Securing Fee	₹1,00,000
Instalment	₹5,00,000
Total	**₹6,00,000**

TWO INSTALMENT STRUCTURE

Fee Category	Amount
Application fee (Non-refundable)	₹3,000
Seat Securing Fee	₹1,00,000
First Instalment	₹2,50,000
Second Instalment	₹2,75,000
Total	**₹6,25,000**

Note: *Excludes ₹25,000 refundable caution deposit; the ₹3,000 application fee is separate from the program fee and is non-refundable and non-adjustable under any circumstanes.*

Withdrawal & Refund Policy

If a candidate withdraws their admission at any stage, the refund will be processed in accordance with the applicable guidelines. Withdrawal requests must be submitted in writing or via email to **execed@iimmumbai.ac.in**

Timing of Withdrawal	Refund Amount
Candidate withdrawing admission before the commencement of the program	Paid amount minus ₹1,000
Candidate withdrawing admission after the commencement of the program	₹25,000 (only the caution deposit)

The ₹25,000 caution deposit is refundable upon successful completion of the program and graduation, subject to clearance of all dues. In case of withdrawal after commencement, only the caution deposit shall be refundable, in accordance with applicable institute rules. All other fees paid are non-refundable.



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