



APPROVED BY AICTE  
AND AN INITIATIVE OF  
MoE INNOVATION CELL,  
GOVT. OF INDIA

# KIOT MBA

INNOVATION  
ENTREPRENEURSHIP &  
VENTURE DEVELOPMENT

# IEV

IGNITING IDEAS, LAUNCHING VENTURES



COUNSELLING  
CODE  
**2653**

# KNOWLEDGE INSTITUTE OF TECHNOLOGY

**AUTONOMOUS**

SALEM, TN, INDIA

[www.kiot.ac.in](http://www.kiot.ac.in)

PUBLIC REPUTATION

ONE AMONG THE  
**TOP 10%**  
**COLLEGES**  
IN TAMIL NADU

START YOUR INNOVATIVE BUSINESS  
WHILE LEARNING YOUR MBA



## WHO CAN STUDY?

### IF YOUR DREAM IS TO

- ✔ Become an Entrepreneur
- ✔ Establish Disruptive Technology Start-ups
- ✔ Expand Family Business to the Next Level
- ✔ Become a Leading Innovation Management Consultant
- ✔ Become a Business Development Professional in MNCs

### BE A CREATOR

Societal Needs Analysis, Business Idea, Innovation Process, Unique Product/Service Development, Business Model Innovation, Product Launch, Business Administration, Growth and Sustainability, Managing Family Enterprises, Effective Team Dynamics, Data Analytics & Artificial Intelligence, Managing Innovation, Exit Strategy / IPO Preparation, Evolving as a Corporate and Building a resilient organizational culture.

**2** YEAR  
FULL-TIME  
PROGRAM

ANY  
BACHELOR  
DEGREE

NO AGE  
LIMIT

CONTACT US : **+91 96009 91166**

**0427 - 2433971, 72**

## OBJECTIVE OF MBA-IEV PROGRAM

- The objective of the MBA-IEV program is to prepare young minds towards self-employment and create employment opportunities for others through enterprise development. It is expected to make more job creators, and launch their own startups during the completion of the course.
- Even if these entrepreneurs fail to take startup to success, at any stage they have every opportunity to get back to intrapreneurship life because youths with entrepreneurial mind-set and enterprise skill sets are high in demand and offered with leadership positions to lead.
- Graduates with entrepreneurial and intrapreneurship abilities with experience will be preferred by many employers specific to lead incubation, pre-incubation and innovation centres, angel and Venture Capital firms, policy design and implementation centres in both govt. and non-govt. agencies, as innovation managements professional in multi-national corporations, also, to take challenging role in social enterprises, NGOs, SMEs, and family enterprises.
- Program is also designed to prepare learners in leading family and social enterprises, effective management of exiting business units as an Intrapreneur, and meet the demand of shortage of competent human resource to manage innovation and incubation facilities, policy design and implementation etc.
- The curriculum of MBA-IEV program comprises of core and elective courses, skill certification, capstone projects and Action Learning Projects (ALP) Track to prepare the graduates to meet the above said requirements.



*One Program*  
**MULTIPLE LEARNING  
OPPORTUNITIES  
WIDER CAREER  
OPTIONS**

## LEARNING OUTCOMES

Course will facilitate learning on management of innovation, entrepreneurship and venture development, business landscape, business administration, and apply in real life situations, validate ideas, build innovations, test market and build a successful venture out of it.

- Enhance the ability to create and deliver innovative and sustainable solutions to specific problems
- Develop skills to design creative strategies for pursuing, exploiting, and developing new business opportunities
- Cultivate entrepreneurial qualities to effectively respond to challenges in unfamiliar situations
- Evaluate the commercial potential of new technologies, business opportunities, venture creation, and existing companies
- Implement new ideas, methods, and innovative thinking to enhance enterprise performance
- Acquire the knowledge and processes required to introduce new products and services
- Enhance leadership skills, as well as interpersonal and collaborative abilities
- Develop skills in innovation and intellectual property management from idea conception to startup phase
- Build expertise in enterprise planning, development, and management
- Explore intrapreneurship and performance within existing organizations and enterprises
- Foster the mindset oriented towards creating job opportunities



**RATAN TATA**

" If there are challenges thrown across, then some interesting, innovative solutions are found. Without challenges, the tendency is to go on the same way."

## MBA- IEV

**Startup Ideas + Campus Innovations + Capstone Projects  
+ Incubation Residence + Entrepreneurial Ecosystem**

- Discover innovative research and technology
- Make final semester projects into innovative products
- Make use of incubation centres and resources
- Encourage interdisciplinary collaboration
- Conduct pilot tests on campus
- Utilize alumni networks
- Establish partnerships with local companies
- Secure funding and investments
- Seek mentorship and professional advice
- Emphasize scalability and sustainability



## STARTUP ECOSYSTEM IN INDIA

India is at present 5<sup>th</sup> largest economy and on the track to become the 3<sup>rd</sup> largest economy by 2030. It is a land of vast opportunities.

The Government of India (GOI) has set ambitious strategies to transform India into a developed nation by 2047 (VIKSIT Bharat @ 2047). VIKSIT Bharat needs mind-set shift as entrepreneurial and intrapreneurial.

The 6Ds - Demographics, Digital transformation, Domestic demand, Democracy, De-centralization, and De-globalization - are all in favour of India's growth path.

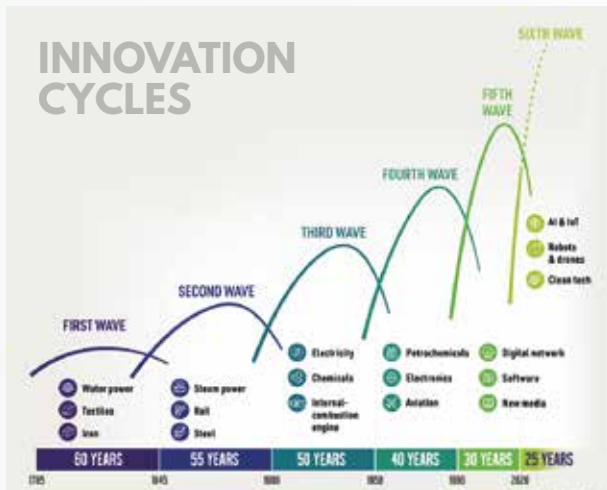
With a population of 1.4 billion, India boasts the largest working-age and youth population, emphasizing the need for more job creators rather than job seekers.

The evolving business landscape calls for lean and agile business development models, which are inherently embedded in the startup ecosystem.

India also benefits from a rich talent pool, easy access to capital, a conducive business environment and opportunities at global scale.

Supportive Government Initiatives: Make-in-India, Made-in-India, Startup India, Pradhan Mantri MUDRA Yojana (PMMY), Startup India Seed Fund Scheme (SISFS), Credit Guarantee Scheme (CGS), Atal Innovation Mission (AIM), Ayushman Bharat, Smart City Mission, India's strong commitment in CO<sub>2</sub> reduction, renewable energy policy, commitment to implement sustainable development goals, etc.

Startup development focused activities of central and state governments: Atal Innovation Mission (AIM), Institution's Innovation Council (IIC), National Innovation and Startup Policy (NISP), Incubators, Accelerators, Mentoring support and Startup Ecosystem, TN Startup Policy, EDI-TN, iTNT Hub, etc.



## WHY STARTUPS ARE BETTER?

Any business provides products or services that meet the needs, desires, and expectations of customers. An entrepreneur or business entity invests capital, establishes and operates the business, offers products or services to customers, and generates profit as a result. It can also be a social venture, aiming to provide services without seeking profit.

Since the beginning of the industrial revolution in 1900, numerous businesses have been established in an organized manner. The startup model began to emerge in 2000, coinciding with the DOTCOM bubble.

Throughout the years, businesses have operated in a rapidly changing environment, with decreasing product life cycles and uncertainties caused by disruptive innovations in products, services, and business models.

Data on businesses indicate that the concept of long-lasting companies is losing its significance. The average lifespan of organizations, regardless of their size is 12.5 years. With mergers and acquisitions, it extends upto 20 years. Only 20% of companies truly create value for their customers.

In the current VUCA (Volatile, Uncertain, Complex, and Ambiguous) world, the success of any organization depends on effectively navigating the evolving business environment, implementing adaptable strategies, maintaining proper communication, establishing and sustaining differentiation, fostering innovative culture, engaging customers, employees, and all stakeholders, responding to technological disruptions and balancing short & long-term strategies.

The startup model business development effectively handles these factors and properly managed startups achieve success due to their iterative nature and agile development model.

The corporate world also look for graduates with such entrepreneurial and intrapreneurial knowledge and execution potential very much to keep up their innovation roadmap.

## CURRICULUM: THEORY COURSES

In total, the students will undergo 104 credits in 4 semesters, spread over 2 years. It includes theory course track (63 credits), skill development track (6 credits), experiential learning track (6 credits), capstone project track (9 credits) and action learning track (20 credits).

The theory courses are divided into Foundation / Core Courses (45 credits), Enablers / Regular Electives (12 credits), and Enhancements / Project Specific Electives (6 credits).

The core courses provide solid **Foundation** on four domains, viz., Innovation and Innovation management domains, Entrepreneurship domains, Business administration domains, and Startup domains.

Regular electives serve as **Enablers** based on the individual needs and interests of the students.

Depending on the specific project, startup, or venture they are working on, students can choose **Enhancements** that are tailored to their chosen technology (known as project-specific electives).

Furthermore, students are required to develop management, startup, and personality-related skills through **Skill Development Courses**, which account for a total of 6 credits.

This approach allows for greater flexibility in course selection, giving students more time to focus on venture planning, engaging with customers, validating innovations, testing business model assumptions in real market scenarios, and understanding customer behaviour and nuances of the business world.



**STEVE  
JOBS**

" Innovation distinguishes between a leader and a follower. The people who are crazy enough to think they can change the world are the ones who do "

## EXPERIENTIAL LEARNING TRACK

**EXPL-I: Experiential Learning-I (Externship) (3 Credits):** In order to get field exposure, the students have to go out of the campus and attend workshops, seminars, conferences, boot camps, short term training programs in incubators / industries.

**EXPL-II: Experiential Learning-II (Internal) (3 Credits):** Leaders Talk Series, Book Review Series, etc., wherein the students will participate and do a variety of activities in the campus to gain sufficient confidence to establish and run a startup.

**CSP: Capstone Projects (9 Credits):** A capstone project is a multifaceted, comprehensive and interdisciplinary project that often requires students to apply the knowledge and skills acquired throughout their academic careers to solve real-world problems or issues.

Capstone projects are often a highlight of a student's academic career and can provide valuable experience and skills for their future endeavours.

The students will carryout 3 capstone projects in 1, 2, and 3<sup>rd</sup> semesters on Minimum Viable Product (MVP) Development, Business Model Creation (BMC), and Product Market-Fit (PMF) and Business Launching Strategies.

## ACTION LEARNING PROJECTS

In the Action Learning Projects (ALP) track, students, who are typically a cohesive group with varied backgrounds, collaborate to create a startup.

Throughout the ALP track, students accumulate 20 credits across semesters, engaging in the following activities:


- Practically implementing the acquired knowledge in venture creation or innovation management
- Managing social and development sector enterprises
- Overseeing innovation, incubation, and technology transfer facilities
- Analysing, designing, and implementing innovation, startup / intrapreneurship and intellectual property policies
- Developing and managing family enterprises.

## STARTUP DOMAIN (KEY TOPICS)

- Business Environment
- Environment Scanning
- Customer Needs, Wants and Desires
- Customer Pain Points
- Business Idea
- Forming the Founders Team
- Idea-Founders Fit**
- Design Thinking
- Creative Problem Solving
- Technical Feasibility
- Proof of Concept (POC)**
- Prototyping and Testing
- Customer Discovery
- Customer Feedback and Validation
- Minimum Viable Product (MVP)**
- Iteration and Pivoting
- Agile Development Model
- Innovation and Value Creation
- Unique Selling Proposition (USP)
- Business Model Creation (BMC)
- Economic Viability
- Product-Society Fit or Social Acceptance**
- Scalability
- Seed Funding
- Customer Creation
- Company Building (Incubation)**
- Marketing, Branding and Sales
- Pitching and Fund Raising
- Growth Strategy
- Continuous Innovation
- Venture Funding (Different Stages)
- Business Growth
- Sustainable Business and IPO**
- Corporate Business Entity

## MANAGEMENT TRACK (KEY TOPICS)

- System, Strategy, and Leadership
- Finance Management
- Human Resource Management
- Operations Management
- Marketing and Sales Management
- Supply Chain Management
- Pricing Strategy and Dynamic Pricing
- Business Environment and Entrepreneurship
- Legal, Tax, Environment and Sustainability
- Macro and Micro Economics
- Cost and Management Accounting
- Family Business Management
- Team Formation and Team Dynamics
- Business Success or Failure (Key Reasons)
- Innovation and Innovation Management



WHAT WILL YOU  
LEARN !!!

## ACTION LEARNING PROJECTS

Key activities include (actual execution of) :

- Market Research and Customer Feedback
- Business Idea
- Product Development and Prototyping
- MVP and Product Market-Fit
- Business Model Development and Validation
- Fund Raising Strategies
- Managing Resources in Start-up Environment
- Establishing Enterprise & Registration
- Undertaking Product Customer Validation
- Raising Seed Fund and Investment Readiness
- Partnership and Stakeholder Management
- Incubation, Growth and Sustainability

## OVERALL APPROACH

- Integrated Approach
- Business Idea
- Global Perspective
- Specialized Tracks
- Faculty Expertise
- Mentoring by Industry Experts
- Focus on Impact
- Cross-disciplinary Learning
- Experiential Learning
- Entrepreneurial Ecosystem

### Internal Facilities:

These are the facilities that are available in the campus where the students spent their maximum time in learning. That includes Classrooms, Laboratories, Computing facilities, Internet and Wi-Fi, Library and e-journals, iStart innovation and incubation centre, AICTE IDEA lab, IPR cell, Institution's Innovation Council (IIC), KIOT Innovation Startup Policy based activities, Industry Linked Labs (ILLs), Engineering Dept. Labs and Research Facilities, and a Section 8 Company under formation for funding startups.

### Internal Faculty:

KIOT has 8 Engineering Depts. (Mech., ECE, EEE, Civil, CSE, CSBS, IT, AI&DS) and two MBA Depts. (Regular MBA & IEV). There are 200+ Faculty members with diverse expertise that will be the great resource for the students.

### Administration:

KIOT MBA-IEV is administered by experienced professional which include Dr. PSS. Srinivasan, Founder & President, KIOT Trust, Dr. P. Sureshkumar, Mentor, KIOT, Dr. A. Stephen, Director-MBA, KIOT, and Dr. T. Venkatesan, HOD MBA-IEV.

### Clubs, Forums and Associations (CFAs) and Events:

KIOT has 70+ Clubs, Forums and Associations to groom students. They are Technical Clubs (30+), Professional Society Linked Clubs, Extracurricular and Societal Clubs, and Dept. Associations. These CFAs run various programs, boot camps, workshops, seminars, guest talks, hackathons, competitions, etc., These will provide multiple opportunities to explore possible business and groom the skills.

### External Linkages:

These are the linkages, tie-ups, MoUs and Memberships that will enable the students to carry out various activities outside KIOT campus that are needed to complete the program. These include AIC RAISE, Coimbatore, TBI-KEC, IEDC-iHub, StartupTN, CII-Salem, MMA-Salem, SPC-Salem, ICCI-Salem, IEEE-Madras Section, SAE-Southern Region, ICTACT, Chennai, Nativelead Foundation, BNI-Salem, YES-Salem, NIT-Trichy Manufacturing Dept. and few more in pipeline.

### External Faculty / Course Mentors:

MBA Dept. engages 10+ external resource persons who are practicing professionals in the industries. They will be handling courses for MBA-IEV as well, which will provide direct exposure of industry environment in their startup journey. In addition industry Experts are identified to deliver various Courses related to startups

### Internships and External Trainings:

The MBE-IEV program requires the students to earn 3 credits through internship at industry / incubation centre and by attending various outside programs. KIOT has touch with 300+ industries and 5+ incubation facilities and forums for such needs.

### Startup Mentors:

The students, either as a team or as an individual, are actually expected to create their own startups at the end of the course and run them successfully. The venture creation needs a considerable mentoring and hand-holding for its success. KIOT has signed up with such mentors who has considerable experience in business, start-up, and business consultancy space.

ECO SYSTEM FOR PROGRAM EXECUTION





# iSTART INNOVATION AND INCUBATION CENTRE

AREA : **4000** SQ. FT

NO. OF INCUBATION CUBICLES : 10

NO. OF CO WORKING SPACES : 50 SEATS

CONFERENCE ROOM: 40 SEATS



## KIOT AICTE IDEA LAB (MAKERS SPACE AND FAB CENTRE)

AREA : **7000** SQ. FT

TRAINING CENTRE: **70** SEATS

### KEY FACILITIES:

- ▶ Special Machine Wing
- ▶ IoT Design Wing
- ▶ Robotics Wing
- ▶ 3D Modeling Wing (3D Printers)
- ▶ Vinyl Cutter
- ▶ Sublimation unit
- ▶ PCB Drilling machine
- ▶ Machines / Equipment (CO<sub>2</sub> Laser Cutter, CNC Wood Router)





## GOOD CONNECT WITH INDUSTRIES

KIOT has 200+ Companies for Placements, 30+ Centres of Excellence (COEs) and Industry Linked Labs (ILLs) on Emerging Technologies. 10-25% of a Department Industry Verticals (DIV) and Emerging Technology Verticals (EmTv) taught by Industry Experts, Regular Industry Expert Interactions with Students (4-6 per year per program), Value Added Courses based on Industry Curriculum

## CENTRES OF EXCELLENCE (COEs) AND INDUSTRY LINKED LABS (ILLs)

For studying project specific electives, internships, etc.,

- Data Science (Virtusa Consulting)
- Dot Net Fullstack (Virtusa Consulting)
- Software Technology – Java & Dot Net (Aspire Systems)
- Futuristic Software Technologies (Expleo Solutions)
- Oracle Academy (Oracle)
- CISCO Network Academy (CISCO)
- Core Java (SmartCliff)
- Blockchain Technology (IDS, USA)
- Cloud Computing (Juniper Networks)
- Cyber Security (Juniper Networks)
- Data Driven AI Solutions (PUNCHBIZ)
- Advanced Driver Assistance System (ADAS) with AUTOSAR (ANCIT Consulting)
- TI Innovation Lab (STEPS)
- NI Virtual Instrumentation Lab (NI)
- Salesforce Technology (Softsquare Solutions)
- e-Yantra Robotics Lab (IIT – Bombay)
- Industrial Automation: PLC & SCADA (GENN Automation)
- Piping and Plant Design (Image Grafix)
- CAD & Digital Manufacturing (Harita TechServ)
- SAP-Materials Management (ERP Logic)
- Mechanical Design & Industry 4.0 (SECO – EQuad)
- Automotive Technology (Ashok Leyland)
- Remote Sensing and GIS (Sakura)
- Green Building (USGBC)
- SAP - Banking & Finance - HANA FI (ERP Logic)
- Japanese Language Centre (iTokyo)
- Front End Development - UI/UX Technologies (Tech Mahindra)
- VLSI Testing & Post-Silicon Validation (PSV) (Tessolve Semiconductor)
- Automotive Electronics and Embedded Control Systems (Harita Techserv)
- Embedded Technology - Firmware (American Megatrends International – AMI)



## EVENTS / BOOT CAMPS / HACKATHONS / COMPETITIONS

- Awareness programs on Startups
- Make-A-Product Roadshow
- Boot Camps/Workshops
- Internal Hackathons
- Internal Pitching Events
- Corporate Contest Participation
- External Hackathons Participation
- External Pitching Events Participation
- Mentoring Sessions
- Startup related programs: CII-Olimyam, Startup-TN
- Coordinating IPR Cell Activities
- Outbound Activities
  - Participation in conducted Programs by CII, MMA, SPC, BNI, YES, ITCOT, etc.



## INTERNATIONAL COLLABORATIONS

Online Webinars on Recent Trends | Online Talk Series | Online (1/2/3) Credit Courses, Certificate Courses, Value Added Courses | Online Add-on talks (for the existing courses) | Faculty mentor for Research (Online) | Joint Research and Publications | Joint Activities on Global issues (like SDGs) | Curriculum Design, Member of Board of Studies (BOS) | Study Tours | Immersion programs | Cultural Exchange | Student Exchange for Courses / Project Work / Research | Faculty Exchange | Need based programs | Joint degree / Twinning programs (based on possibilities), Mentorship for Startups and International Business and Trade.



### MOU WITH TAYLOR'S UNIVERSITY, MALAYSIA

#284 in QS World University Rankings



### MOU WITH INTI INTERNATIONAL UNIVERSITY, MALAYSIA

#552 in QS World University Rankings



## MENTORS FOR IEV

For mentoring and guiding Capstone Projects and Acton Learning Programs



**Dr. S. Jaisankar,**  
Project Officer  
Entrepreneurship Development  
Institute of India, Salem  
Government Schemes & Fund Raising



**Mr. G. Daniel Prabhakaran**  
Chief Executive Officer  
Olive Workz, Chennai  
Fund Raising and Product Development



**Mr. R. Karthik**  
Chief Executive Officer  
Annamalai Innovation and Incubation  
Research Foundation – EDII Startup Enabler  
Chidambaram  
Special Purpose Research Equipment



**Dr. J. Darshan Kumar**  
Consultant/Advisor  
Landrotics solutions Pvt. Ltd.  
Coimbatore  
Robotics & Drones



**Mr. Harish Vardhana**  
Founder/CTO,  
Kal-M Robotics, Chennai  
Robotics



**Mr. A. Jothi Murugan**  
IP Consultant,  
Invenire Patents / Trademarks  
Coimbatore  
IPR & Research Support



**Mr. P. R. Perumal**  
Managing Director & CEO  
ITCOT Limited, Chennai  
Business Feasibility and Appraisal,  
Industrial infrastructure & PPP projects.



**Mr. Mathi Natarajan**  
Founder  
AXYYA Digital, Canada  
Corporate Startup Studio Development



**Mr. S. Princely Samuel**  
Director -Training & Placement  
Loyola College (Autonomous), Chennai  
Softskills



**Mr. Sundaram Ramaswamy**  
Founder and Managing Director  
Aerospace Engineers Pvt. Ltd.  
Salem  
Aerospace Technologies Polymer Technology



**Mr. K. Elavarasan**  
Proprietor  
Pooja AgriTech Corporation, Salem  
Agri Technology



**Mr. Mahalingam Ramasamy**  
Founder & Managing Director  
Netcon Technologies India Pvt. Ltd.  
IT, AI & Cybersecurity



**Mr. P. Vimalan Chairman**  
Founder & Managing Director  
SRC Projects Pvt. Ltd., Salem  
Construction, EPC



**Dr. Ashok MBBS., MD(Psy.)**  
Managing Director  
Saravana Hospital, Salem  
Healthcare



**Mr. Rajesh Kumar**  
Founder and CEO,  
Nannilam Eco Village, Salem  
Agri Tech, Green and Sustainable  
Community Development



**Mr. D. Ramesh Kumar**  
CEO  
Salem Microbes Pvt. Ltd., Salem  
Bio Technology



**Mr. D. Balaguru**  
Asst. Director, Centre-In-Charge PPDC  
MSME, Coimbatore  
MSME Enterprises Technology



**Mr. Sakthi Panneerselvam**  
Guerrilla Marketer | Author|  
Chief Surprise Ninja  
The 6. in, Chennai  
Entrepreneurs in Marketing

**30 - 40 MENTORS IN  
VARIOUS BUSINESS DOMAINS**



# COURSE MENTORS FOR YOUR ENTREPRENEUR JOURNEY



**Dr. P. Suresh Kumar**  
Mentor, Research and  
Industrial Consultancy



**Dr. G. Senthil Kumar**  
Director, Edu Value Creators  
India Private Limited.



**CA.V.Sreeraman**  
Chartered Accountant



**Mrs.G.Vanisree**  
HR Strategic Consultant,  
Facilitator and Coach, POSH Trainer,  
CEO & Founder,  
Velgha Learning Solutions.



**Mr. Bhanu Kumar**  
Director,  
ARRA Associates.



**Dr.Rajini Sriraman**  
HR & Admin,  
TVS Supply Chain Solutions,  
Global Freight Solutions Ltd.



**Mr. Vignesh Raja**  
Strategy Consultant  
and Product Head,  
Winfluentials.



**Dr. R.Kasthuri Rangan**  
Director,  
ARRA Associates.



**Mr. Satheesh  
Krishnamurthy**  
Brand Consultant



**Ms. Vani Gopalan**  
Director of Information  
Technology,  
AstraZeneca.



**Mr. Kidambi Srinivasan**  
Independent Education  
Management Professional,  
Former General Manager, Brakes India Ltd.,  
Visiting faculty at LIBA, Chennai.



**Ms. Sowmya Balaji**  
Corporate Consultant &  
Visiting faculty.



**Mr. K. SENTHILKUMAR**  
Mentor, Atal Incubation Centre,  
Anantapur- under the aegis of NITI  
AAYOG of Government of India.



**Dr. PSS.Srinivasan**  
Founder & President, KIOT Trust  
Principal, KIOT



**Dr.A.Stephen**  
Director - MBA  
KIOT

**15+** MENTORS  
HANDLING COURSE

## SALIENT FEATURES OF KIOT



### Public Reputation:

KIOT is one among the TOP 10% institutions of student choice in the State-wide Common Engineering Admissions (TNEA) and MBA Admissions (TANCET) for the past 5 years.

- Autonomous Institution from AY 2022-23
- Quality Focused Institution: NAAC-A Grade and BE-Mech., ECE, EEE, CSE accredited by NBA
- Experiential Learning through Make-A-Product & Open-Ended Problems
- $\pi$  & M Model Curriculum with Emerging Technologies
- More than 90% Placement Consistently
- 30+ Industry Collaborated Labs (Centres of Excellence)
- Highly Qualified Faculty with Rich Experience
- Courses on Emerging Technologies
- Overall Personality Development
- 70+ Clubs, Forums and Associations
- Japanese Language Training & Certification (N3, N4 & N5)
- istart Innovation and Incubation Centre for Startups
- Collaboration with Foreign Universities for Students / Faculty exchange

## SALIENT FEATURES OF MBA DEPT.

- Public Reputation: TOP 30-40 among 500+ institutions in the state-wide common admissions (TANCET)
- Headed by (20+ yrs) experienced Director and mentored by (40+yrs) experienced Mentor with rich experience in MBA education
- Consistent Placements Record (90% plus) and the average salary INR. 3.50 Lakhs per Annum (2024 batch)
- Placements in various industrial sectors (like Banking & Finance, Marketing, HR, Operations, Supply Chain and Logistics, Business Analytics, etc.)
- The Students involvement in consultancy projects, Assignment with guidance of industry mentor and faculty members
- Internal faculty with diverse expertise
- 12+ Industry Mentors and industry experts who handle almost all domains of MBA with real time industry exposure
- Industry oriented and experiential learning based autonomous curriculum
- 6 Weeks mandatory in-plant Training, and 4 months Project work at Industries
- Internships with stipend for 20-30% students
- Experiential learning with market surveys, field visits, business presentations, book reviews, etc.
- Executive Interaction Programs (EIP), industry expert talks and experience sharing sessions
- Vibrant student activities through 10+ Clubs, Forums and Association
- 300 hrs of structured training and grooming activities for overall grooming and employability
- Air-Conditioned smart classrooms, computing facilities, Seminar halls, Library, and Wi-Fi campus



## PROGRAMS at KIOT (AY 2024-25)

### B.E. / B.Tech. Programs

#### 4 Yrs. Duration, Full Time, Regular [Intake / year]

- Mechanical Engineering (Mech.) [120]
- Electronics and Communication Engineering (ECE) [180]
- Electrical and Electronics Engineering (EEE) [60]
- Civil Engineering (Civil) [30]
- Computer Science and Engineering (CSE) [240]
- Information Technology (IT) [120]
- Computer Science and Business Systems (CSBS) [60]
- Artificial Intelligence and Data Science (AI&DS) [120]

### M.E. / M.Tech. Programs

#### 2 Yrs. Duration, Full Time, Regular [Intake / year]

- Industrial Safety Engineering (ISE) [24]
- VLSI Design (VLSI) [18]
- Computer Science and Engineering (CSE) [18] #
- Embedded System Technologies (EST) [18] #

# with Industry Immersion

### MBA Programs

#### 2 Yrs. Duration, Full time, Regular (120 Intake / year)

#### Specializations:



Business Analytics / Marketing / Finance / HR / Operations / ERP / Supply Chain Management

### MBA (IEV) 2 Yrs. Duration, Full Time Regular (60 Intake / year)

Innovation, Entrepreneurship and Venture Development (IEV)

### Ph.D. Part-Time Mech., ECE, EEE & CSE



# ENRICHING STUDENT LIFE AND STUDENT CENTRIC LEARNING AMBIENCE

Department Associations : 09

Extra-Curricular and Social Clubs : 12

College Level / Common Centres / Forums : 13

Select Technical Clubs : 42

Professional Society Linked Clubs : 16

Professional Society Memberships :09

## Select Technical Clubs :

- Artificial Intelligence (AI) Club
- Electric Vehicles (EV) Club
- Cloud Computing Tech Club
- Internet of Things (IoT) Club
- Full Stack Developers Club
- Product Design and Analysis Club
- Business Analytics Club
- Smart Operations and Logistics club
- Finance Management Club
- HR Management Club
- Marketing Club

## Professional Society Linked Clubs :

- Indian Society for Technical Education (ISTE) - Faculty and Student Chapter
- IEEE Student Branch
- The Institution of Engineers (India)
- Society of Automotive Engineers INDIA (SAE)
- International Society of Heating Refrigerating and Air Conditioning Engineers (ISHRAE) Chapter
- Computer Society of India (CSI)

## Professional Society Memberships

- Confederation of Indian Industry (CII) - Salem
- Salem Productivity Council (SPC)-Salem
- The Indian Chamber of Commerce and Industry (ICCI) - Salem
- Madras Management Association (MMA) - Salem
- The Institution of Engineers (India)
- ICT Academy (ICTACT)
- Quality Circle Forum of India (QCFI)
- National Safety Council (NSC)





## WHO CAN APPLY?? SELECTION AND ELIGIBILITY

a) Candidates for admission to the first semester of the Post-Graduate Degree (MBA –IEV) Program shall be required to have passed an appropriate Under-Graduate Degree

Examination of Anna University or equivalent as specified under qualification for the admissions as per the Tamil Nadu single window counselling process (DOTE) Tamil Nadu, AICTE and UGC from time to time. Admission shall be offered only to candidates who possess the prescribed qualification and the eligibility criteria for the programme.

(b) Notwithstanding the qualifying examination the candidate might have passed, he/she shall have a minimum level of proficiency in the appropriate programme / courses as prescribed by the University from time to time.

(c) Eligibility conditions for admission such as the class obtained the number of attempts in qualifying examination and physical fitness will be as prescribed by the University from time to time.



### BUSINESS INCUBATION SUPPORT



### CONTACT INFORMATION



**Dr. A. Stephen**  
Director / MBA  
Ph: +91 – 96009 91166



**Dr. T. Venkatesan**  
HOD / MBA  
Ph: +91 – 98942 97331

**WE  
DELIVER  
THE  
BEST**



**IDEA**  
THE BOX

IMPOSSIBLE IS NOTHING

**THINK OUTSIDE THE BOX**

EVERYDAY MUST BE BETTER THAN YESTERDAY

BUBBLE

PLAN

STRATEGY

DEVELOP

ANALYSIS



🏠 NH 544, Salem – Kochi Highway, Kakapalayam(PO), Tamil Nadu 637 504, INDIA  
☎ 0427 2433 900 📞 98947 01234, 95009 41414, 96009 91166 🌐 kiotkbs 📺 infokiot

