



# GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Master of Business Administration

Semester: 2

Branch: Innovation, Entrepreneurship and Venture Development

Subject Name: Action Learning Segment - 1

Subject Code: 2529406

**Rationale:** Action Learning Segment (ALS) is aimed to structure your ideas into reality form with all possible checkpoints before you launch or enter into market. This ALS will be executed during second semester of first year in the form of Startup Residency Program. Startup Residency program is designed to give students to work in a startup as an integral part of start team to learn the lean approached being adopted in startup and delivers the assignments. Students may choose startup within or outside the incubation unit or also can work with incubation unit for the Startup Residency Program. Selection and placement in startups will be made through institution and incubation unit will ensure and make necessary arrangement towards this for quality engagement and learning outcomes.

ALS-1, which is similar to **Startup Residency Program** and students need to be present at the selected premises. ALS-1 will be carried out in align with Capstone Project 1, 2, 3 and Skill Certifications, to scale up into next level. While selecting the Incubator or Startup, it should be relevant to your proposed idea on which you have started your journey of MBA-IEV. Student can't change the idea by his own without prior discussion and approval from Faculty Mentor and Program Coordinator through proper communication channel (via email). For finalizing the Incubator or Startups, Faculty Mentor and Program Coordinator should be informed and take opinion.

## Course Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
0	0	14	14	0	0	500	200	700

## Eligible scope

Any Incubators approved by State or Central or any other renowned entity OR

Any Startup with Minimum 4 years old and have commercialized into Market

## Scope of Work

- Idea and Prototype Validation, Product Design and Development
- Licensing, Certification and Legal Compliances
- Minimum Viable Business Model Validation
- Product and Market feasibility Analysis with STP Analysis
- Product packaging, Design, layout, material fixation and other resources
- Industrialists and Mentors on boarding, Interns and Team Building Planning



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- Startup Formation structure
- Refined and Final Pitch Deck
- Grant and Investment planning
- Execution Plan with Revenue streams, And such related aspects

## Submission

Student should take approval letter from selected Incubator/Startup

This experience sharing project should be upto 2.5 months.

At the end of ALS-1, Student needs to take Letter of Participation / Startup Residency Program

Original Final Report submission on the above mentioned topics

## Important Note:

Faulty report or documentations, Referral Documents, Canvassing, Misleading information will not be entertained by any means.

## Evaluation:

Students shall be evaluated on the following components:

Internal Evaluation	(Internal Assessment- 200 Marks)
• Presentation of report as per guidelines	100 marks
• Relatedness of the proposed Idea, Incubator certificate, Any progress etc.	50 marks
• Project Viva	50 marks