



POST GRADUATE PROGRAM FOR EXECUTIVES IN ENTREPRENEURSHIP AND INNOVATION MANAGEMENT (PGPEX-EIM)



Programme Overview

The Post Graduate Programme for Executives in Entrepreneurship and Innovation Management (PGPEX-EIM) at IIM Mumbai is a one-year executive programme designed to seamlessly integrate management fundamentals, entrepreneurial thinking, and real-world venture execution. It offers a structured pathway for developing entrepreneurial capabilities through a balanced blend of theory, application, and venture creation.

The programme combines core management concepts with immersive, hands-on learning, enabling participants to build, validate, and scale business ideas effectively. With over 600 hours of learning, capstone projects, and strong industry engagement, it provides a practical and guided journey from concept to execution.

Adopting a multidisciplinary approach, the programme prepares participants to launch new ventures, drive innovation within organizations, or scale existing businesses. It also offers the opportunity to become part of the IIM Mumbai alumni network.

Programme Outcomes

- Drive venture creation and scalable business growth
- Formulate innovation-led and technology-driven strategies
- Lead with strategic clarity in dynamic environments
- Build investor-ready business models and plans
- Apply cross-functional business expertise
- Execute with market-focused, outcome-driven thinking



Programme Objectives



Build an entrepreneurial mindset with structured problem-solving



Design innovative and disruptive business models



Develop leadership and strategic decision-making capabilities



Enable end-to-end venture creation and growth



Integrate technical, managerial, and creative thinking



Message from the Programme Chairperson



Dr. Ruchita Gupta
Program Chairperson, PGPEX in
Entrepreneurship and Innovation
Management Faculty Member, IIM Mumbai

At IIM Mumbai, we believe entrepreneurship is not just about building ventures it is about shaping the future of industries and economies. The PGPEX in Entrepreneurship and Innovation Management has been designed to equip professionals with the strategic thinking, technological orientation, and execution capabilities required to lead in today's dynamic business landscape. This program integrates rigorous management education with experiential learning enabling participants to move from idea to execution through structured mentorship, real world projects, and deep industry engagement.

With a strong focus on innovation, digital transformation, and venture creation, participants are empowered to become effective entrepreneurs, intrapreneurs, and investors. Aligned with the vision of India's evolving entrepreneurial ecosystem and the objectives of the National Education Policy, the program fosters a multidisciplinary approach blending business fundamentals with emerging technologies and creative problem solving. We look forward to nurturing the next generation of leaders who will build scalable, impactful, and globally competitive enterprises.

About IIM Mumbai

Indian Institute of Management Mumbai (formerly NITIE), established in 1963, is a premier management institution, ranked 6th in the NIRF 2025 Management Rankings, known for its strong techno-managerial focus and academic rigour.

For the PGPEX in Entrepreneurship and Innovation Management, the institute offers a robust entrepreneurial ecosystem, industry integration, and experiential learning approach, enabling participants to translate ideas into scalable ventures.

Backed by faculty expertise and real-world engagement, IIM Mumbai provides a platform to drive innovation, build ventures, and lead in dynamic business environments.

Key Highlights

- 600+ hours of structured learning
- 3 Capstone Projects focused on venture building
- Industry interaction with entrepreneurs and investors
- Case-based and application-driven pedagogy
- Campus immersion for real-world exposure



Structure & Curriculum

The PGPEX-EIM is a comprehensive One-year programme (extendable up to two years) designed to integrate core management learning, entrepreneurial specialization, and hands-on venture creation. The curriculum is structured across 3 modules, integrating core courses, electives, capstone projects, industry engagement and campus immersion.

Each module spans 12 weeks, with classes conducted on Fridays (3 hours) and Saturdays & Sundays (6 hours each), enabling a flexible yet rigorous learning experience for working professionals.

Program Structure

Type of Courses	No. of Courses	Total Hours
Core Courses	14	390
Electives	4	60
Campus Immersion 1	1	15
Campus Immersion 2	1	15
Capstone Project 1	1	30
Capstone Project 2	1	30
Capstone Project 3	1	30
Industry Talks by Business Leaders/Entrepreneurs	1	30
Total		600 Hours

Course Curriculum

Module 1

Core Courses

- Business Intelligence and Start-Up Practicum 3 credits
- Innovation and Technology-Product Strategy 3 credits
- Venture Capital and Financial Management 3 credits
- Marketing for Entrepreneurs 3 credits
- Project Management 3 credits

Module 2

Core Courses

- AI and Data Analytics for Entrepreneurs 3 credits
- Managing Operations in Startup 3 credits
- Product Management 3 credits
- Legal Aspects and Intellectual Property for Entrepreneurs 3 credits
- Capstone Project 2 (Creating your Business Plan 2) 3 credits

Elective

- Elective 1 1.5 credits
- Elective 2 1.5 credits

Module 3

Core Courses

- Leadership and Communication for Entrepreneur 3 credits
- Entrepreneurial Supply Chain 3 credits
- Sustainable Development for Business 3 credits
- Internationalizing Business 1.5 credits
- Business Taxation 1.5 credits
- Tiger Talks Master class 3 credits
- Campus Immersion 2 1.5 credits
- Capstone Project 3 3 credits

Elective

- Elective 3 1.5 credits
- Elective 4 1.5 credits

Electives

Marketing

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

Organizational Behavior and Human Resource

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

Entrepreneurship Specializations

- 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

The program includes two mandatory on-campus immersions at IIM Mumbai, designed to complement online learning with high-impact, in-person engagement.

Key Highlights

- **Two Campus Immersions:** Structured in-person modules integrated within the program
- **Faculty-Led Learning:** Case discussions, simulations, and live sessions with IIM Mumbai faculty
- **Industry & Peer Network:** Interactions with entrepreneurs, investors, and a high-calibre cohort
- **1-Week Total Duration:** Intensive on-campus engagement across both immersions
- **Venture Building & Mentorship:** Capstone development with guidance from faculty & industry experts
- **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.

Learning and Evaluation

Pedagogy

- Case studies and real-world scenarios
- Simulations and business games
- Group discussions and presentations
- Live projects and assignments

Evaluation

Evaluation Component	Weightage Grading
Continuous Evaluation (Assignments, Quizzes, Case Studies, Class Participation and Presentations)	40%
Mid-Term Examination	20%
End-Term Examination	40%

Attendance Policy

- Attendance is closely linked to academic performance and final grading, as per the institute norms
- Minimum 85% attendance mandatory
- Up to 15% leave permitted
- Up to 10% additional leave allowed only for valid medical reasons (with documentation)

Attendance Criteria	Policy / Outcome
Attendance \geq 85%	No penalty
Attendance \geq 75% and $<$ 85%	Downgrading by one grade from the actual grade obtained
Attendance \geq 60% and $<$ 75%	Downgrading by two grades from the actual grade obtained
Attendance \geq 50% and $<$ 60%	Only Pass grade obtained
Attendance $<$ 50%	F-Grade and debarred from the examination

Admission Process



Application

- Application fee (₹2,500)
- Contact details & Documents
- Submit Statement of Purpose (SOP)



Selection

- Book IMAT or Submit a valid IMAT/ CAT/ GRE/ GMAT score
- Personal Interview after shortlisting based on any one of the above tests
- Acceptance Letter for successful candidates



Admission

- Deposit the seat booking amount
- Deposit the first instalment
- Classes start in June, 2026

Eligibility Criteria

- **Educational Qualification:**
 - Bachelor's degree with Minimum 50% (45% for SC, ST and PwD categories)
- **Work Experience:**
 - Minimum 1 year work experience
- **Preferred For:**
 - Aspiring & Early-Stage Founders focused on building scalable, high-impact ventures
 - Professionals Transitioning into Entrepreneurship or Innovation Leadership Roles
 - Business Owners & Intrapreneurs driving strategic growth and transformation

Fees Structure

Single Instalment Structure

Fee Category	Amount
Application Fee*	₹2,500
Booking Amount	₹1,00,000
Instalment	₹7,50,000
Total	₹8,50,000

Two Instalment Structure

Fee Category	Amount
Application Fee*	₹2,500
Booking Amount	₹1,00,000
First Instalment	₹3,75,000
Second Instalment	₹3,75,000
Total	₹8,50,000

**Non-refundable*

Fee Inclusions & Additional Costs

The programme fee covers academic charges, library and learning resources, alumni membership and a refundable caution deposit of ₹25,000. Expenses for campus immersion travel, hostel and mess are additional

Refund Policy

- The ₹25,000 caution deposit will be refunded upon graduation, subject to clearance of all dues
- Only caution deposit refundable after withdrawal (post commencement)
- Refunds governed by institute rules



WhatsApp: +91 81972 92840
Email: execed@iimmumbai.ac.in