

Postgraduate Arts Program | Master of Arts

MA in Entrepreneurship For Impact



FOR FURTHER INFORMATION

JACOB MATHEW
jacob.mathew@srishtimanipalinstitute.in

VARUN VENUGOPAL GUPTA
varun.gupta@manipal.edu

ENTREPRENEURSHIP FOR IMPACT

The world after seeing several decades of progress to uplift millions of people from abject poverty, is seeing an increase of inequality exacerbated by climate change induced events that even questions the continued existence of humanity. The conditions of work and equality in agency at work, still has a way to go whether proscribed by gender, social status or access to capital.

Slavery was abolished two centuries ago only to be replaced by what linguist Noam Chomsky and others describe as wage slavery.

The industrial revolution in many ways switched chattel slavery to wage slavery where producers and employees are excluded from decision making and are not permitted to apply themselves creatively to realize their limitless innate potential.

NAVIGATE | NEGOTIATE | NURTURE

The Postgraduate Programs at Srishti Manipal are designed with the overarching theme of **Engage and Experience** through which each student embarks on a journey that is creative and well supported.

All programs have three driving lenses - **Navigate, Negotiate and Nurture**.

Students are expected to:

Navigate this program through self directed inquiries that are conducted either on campus and in studios, or in the field.

Negotiate their learning through a choice-based system that includes a choice made through learning units offered in the Learning Hub and/or Writing Centre.

Nurture their enquiries through a mentor-led program that gives them a chance for building a portfolio of transdisciplinary projects, wherein they can hone their skills and generate capabilities that foster deeper understandings developed in real-world or imaginary contexts.

Applicants to these programs of study must be capable of independent study and research, and appreciate a studio-based learning culture.

CURRICULAR COMPONENTS	SEMESTER
Studio, Workshop	1, 2, 3
Seminar, Colloquium	1, 2, 3
Project, Transdisciplinary Research, Practicum	1, 2, 3
Independent Study	1, 2, 3
Internship, Work Experience	2, 3
Culminating Performances of Understanding	1, 2, 3, 4
Interlude	2
Self Directed Inquiry, Portfolio	1, 2, 3
Capstone	4
Conference	4

ELIGIBILITY

Published on the admissions page of the Srishti Manipal website.

MEDIUM OF INSTRUCTION

English (All our transactions and transcripts will be in English)

DURATION

4 semesters/2 years (Must be completed within 4 years from the start of the course of study)

DESCRIPTION OF CURRICULUM COMPONENTS

STUDIOS encourage active, contextual learning where students develop core disciplinary skills and knowledge. Studios facilitate collaborative and creative design solutions to complex, open-ended problems. Disciplinary studios are learning spaces where students develop core disciplinary capabilities, while navigating a trans-disciplinary environment.

WORKSHOPS provide intense learning experiences in making and doing, across the different disciplines.

SEMINARS are spaces for investigating a particular idea, topic, praxis, etc. by discussion and/or dialogue, and may also involve critiques, pin-ups, presentations, etc. of either works-in-progress or completed works for feedback.

SELF DIRECTED INQUIRY is continuous through each semester and allows articulation of personal lines of inquiry through the term. This culminates each semester in a performance of understanding that allows for the demonstration of this continuous engagement in inquiry or design.

INTERNSHIP/WORK EXPERIENCE involves working in an industry or a design studio/artist or art studio for a prescribed period of time.

CAPSTONE is the culmination of the research, capabilities and knowledge gained over the last three semesters. Students are required to submit their design output and a mandated thesis document. Students are mentored during this final project and go through seminars to get feedback from faculty and peer groups.

INDEPENDENT STUDY is self-led and enables the pursuit of deeper understanding as a supplement to taught units.

TRANSDISCIPLINARY RESEARCH facilitates collaborative and creative design solutions to complex, open-ended problems in specific contexts. It provides intense research experiences in making and doing, across the different disciplines through Centres, Labs and Ateliers.

PORTFOLIO involves the development of a reflective and curated body of work, which represents professional practice over a time period that is cumulative from semester to semester and is evidence of practice, research and inquiry.

INTERLUDE or the in-between is an experimental space for pause, reflection, discussion, and an active, performative engagement. The vision is to create a space that lies in the intersection between academic learning and the commons, where diverse modalities are encouraged.

PROJECTS facilitate collaborative and creative design solutions to complex, open-ended problems in specific contexts. They provide intense learning experiences in making and doing.

PRACTICUMS are designed to provide students with practical work experience. Practicums can also open many opportunities to network and make important contacts within the industry or expertise in the field.

COLLOQUIUM is an informal meeting or seminar which is usually of an industry/academic nature where different researchers/scholars/experts disseminate their 'works' and invite questions.

FIELD WORK/PRACTICE involves experiential, embodied engagements including those in the workplace. Practice includes self-study and reflective documentation (for example, journaling and maintaining reflective blogs).

UPON SUCCESSFUL COMPLETION OF THIS COURSE GRADUATES WILL HAVE DEVELOPED THE FOLLOWING CAPABILITIES:

- » Understanding markets and customers.
- » Understanding product- service- delivery systems.
- » Business research methods and statistics.
- » Design research methods and qualitative analysis.
- » Need finding.

» CLARIFYING

1. Design thinking
2. Aspiration fulfilment
3. Strategy and building Business Models
4. Business Ethics for Entrepreneurs
5. Leadership and Innovation
6. Systems thinking
7. Creativity, Play, Brainstorming

» CAPACITY

8. Lean manufacturing techniques
9. Human Resources Management
10. Attract Engage and retain smart creative talent
11. Agile Project Management
12. Logistics Management

» CONNECTION

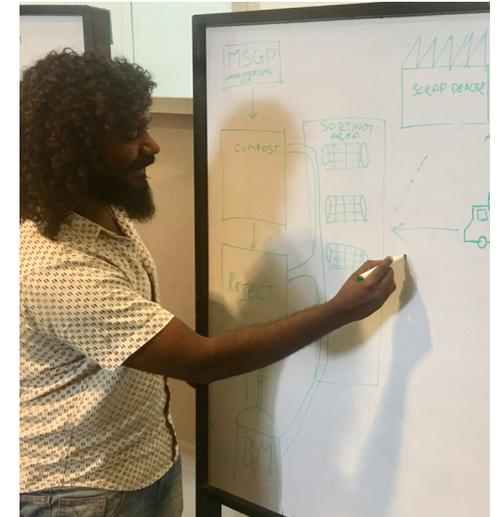
13. Creating Organization culture and behavior
14. Understanding brand and communication
15. Marketing
16. Networking
17. IT for Grass-root applications
18. Collaboration

» CAPITAL

19. Financial projection
20. Accounting and finance basics
21. Pitch preparation

» CONFIDENCE

22. Presentation skills
23. Pitching
24. Business & Law
25. Scaling Strategies
26. Meet Successful Entrepreneurs
27. Corporate Governance, Legal Issues and intellectual property
28. Business Communication



Images courtesy Srishti Institute of Art, Design & Technology

The Postgraduate Arts Program is an inquiry led learning process that offers engagements through a Learning Hub (disciplinary units shown below) as well as projects, practice and transdisciplinary research. **The Learning Hub also offers choices for allied and electives from across the Master of Arts Program as published in the respective course prospectus.** The Writing Centre enables critical and creative expression across programs in reflective documentation, artist's journaling, proposal and thesis writing, and research.

CURRICULUM COMPONENTS

(This list may be amended and is listed here as indicative of the program of study)

SEMESTER 1 – ODD

THE LEARNING HUB

(Disciplinary Studies)

Studio

SMEI501	Value Creation
SMHC527	Design Research to Ideas

Seminar (Theory & Understanding)

SMEI523	Quadruple Bottom Line and Competitive Advantage
---------	---

SMEI521	Impact Enterprise – Understanding Context
---------	---

SMT517	Gender & Technology
--------	---------------------

Knowledge Enhancement (Ability or Skills)

Workshop

SMEI515	Ideas to Market Place
SMHC535	Ideas to Prototypes

DISCIPLINARY PROJECT

TRANSDISCIPLINARY RESEARCH

INDEPENDENT STUDY

INTERNSHIP

PRACTICUM

SELF DIRECTED INQUIRY

PORTFOLIO

SEMESTER 2 – EVEN

INTERLUDE

Open Elective

THE LEARNING HUB

(Disciplinary Studies)

Studio

SMEI504	Business Operations
SMEI512	Business Modeling

SMES514	Bioregionalism: Land and Food
---------	-------------------------------

SMEI578	Narratives, Immersion and Information B
---------	---

SMII546	Emerging Research Methods
---------	---------------------------

Seminar (Theory and Understanding)

SMEI516	Good Governance for Impact
---------	----------------------------

Knowledge Enhancement (Ability or Skills)

Workshops

SMEI514	Lean Business
---------	---------------

DISCIPLINARY PROJECT

TRANSDISCIPLINARY RESEARCH

INDEPENDENT STUDY

INTERNSHIP

PRACTICUM

SELF DIRECTED INQUIRY

PORTFOLIO

COLLOQUIUM

SEMESTER 3 – ODD

THE LEARNING HUB

(Disciplinary Studies)

Studio

SMEI505	Branding and communication for Impact
SMIA511	PSS (Product Systems and Services) Thinking

SMVC515	Branding and Identity Design
---------	------------------------------

Seminar (Theory & Understanding)

SMEI519	Management Science Fundamentals
---------	---------------------------------

Knowledge Enhancement (Ability or Skills)

Workshop

SMEI517	Mapping Futures
SMDE519	People Place and Participatory Learning

DISCIPLINARY PROJECT

TRANSDISCIPLINARY RESEARCH

INDEPENDENT STUDY

INTERNSHIP

PRACTICUM

SELF DIRECTED INQUIRY

PORTFOLIO

SEMESTER 4 – EVEN

CAPSTONE: RESEARCH PROPOSAL

CAPSTONE



For more information on the programs and courses

www.srishtimanipalinstitute.in

Help Desk: +919071784747 Direct: +91 80 49000800

admissions@srishtimanipalinstitute.in

www.manipal.edu/srishtimanipalinstitute

+91 9243777722 / 33 / 44