



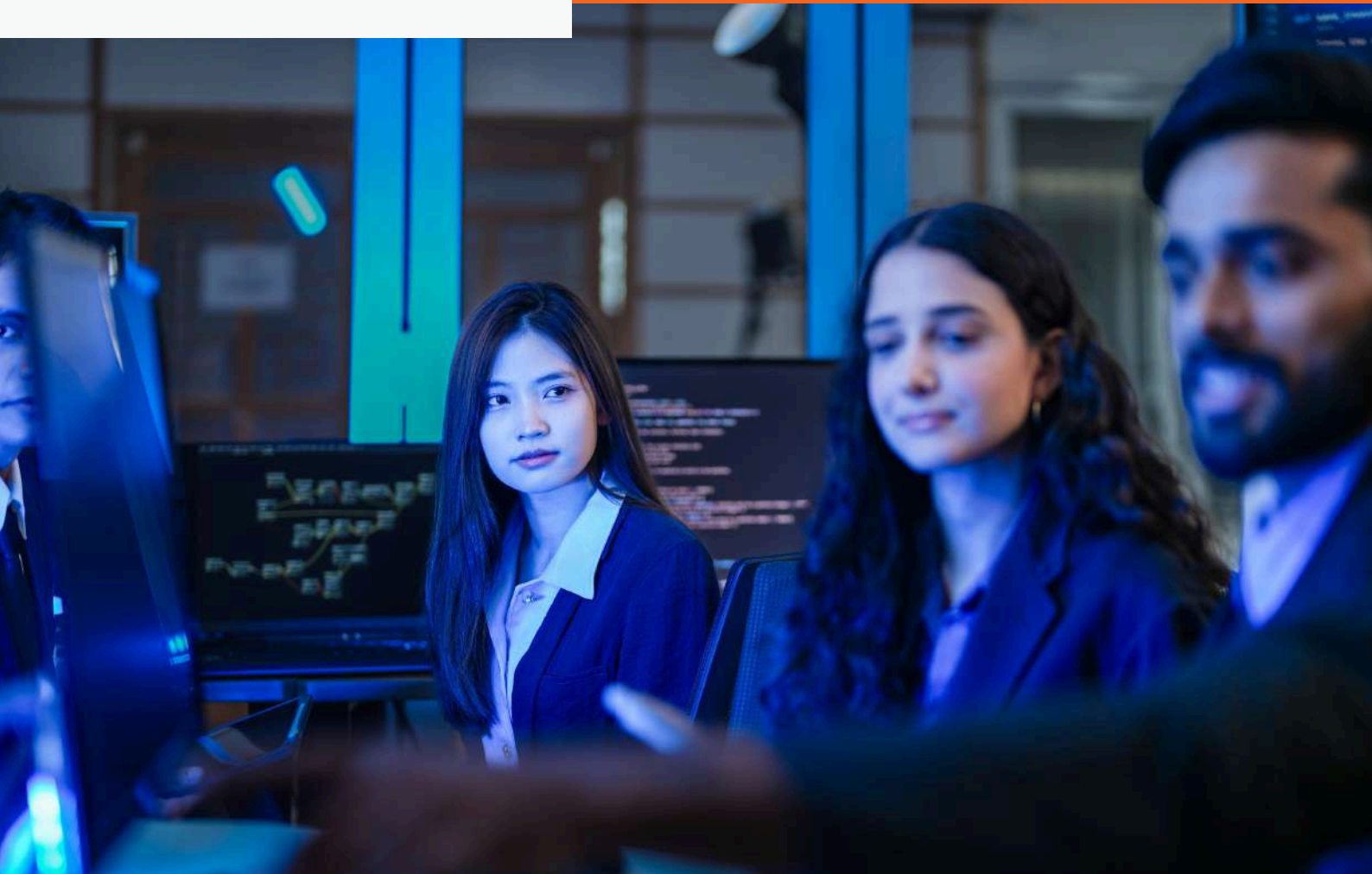
INTERNATIONAL FINTECH
INSTITUTE



IIT Gandhinagar

UC San Diego

*Building talent, fostering research and igniting
innovation in the fintech ecosystem*



Entrepreneurial Management and New Venture Creation

About GIFT International FinTech Institute

GIFT IFI, India's first International FinTech Institute, is a pioneering initiative of Gujarat International Finance Tech City Company Limited (GIFTCL) established by Ahmedabad University, the Indian Institute of Technology Gandhinagar, and the University of California San Diego.

www.giftifi.in

Advanced Training

Upskilling professionals and young graduates to meet the evolving needs of the fintech industry.

Applied Research

Addressing industry challenges through innovative research solutions.

Industry Partnerships

Collaborating with leading industry players to bridge the gap between academia and industry.

Global Collaboration

Fostering international partnerships to promote knowledge sharing and innovation.

Entrepreneurship Training

Capacity building for startups and incubation.

About the Partners

Ahmedabad University

Ahmedabad University is a private, non-profit research university that offers students a liberal education focused on interdisciplinary learning and research thinking. The University's unique liberal arts education moulds independent thinkers and compassionate leaders who go on to engage innovatively with the complex societal challenges. As a research university, Ahmedabad is committed to the discovery of new ideas, and to the belief that good theory results in good practice.



Indian Institute of Technology Gandhinagar

IIT Gandhinagar is one of India's leading engineering institutes. It is known for its innovative educational approach, strong interdisciplinary research culture, and deep commitment to societal impact. The institute quickly gained recognition for fostering cutting-edge research, encouraging an entrepreneurial spirit, and providing a unique academic environment that promotes holistic development.



University of California San Diego

University of California San Diego is one of the top 20 research universities in the world. UC San Diego's rich academic portfolio includes eleven academic, professional and graduate schools and eight undergraduate residential colleges. It is ranked seventh in the world for most highly cited researchers.





Purpose

This memo seeks your consideration and guidance for Ahmedabad University to launch a jointly delivered elective titled **Entrepreneurial Management and New Venture Creation** in collaboration with **GIFT IFI**.

The proposed course is intended to introduce students to the foundations of entrepreneurship, opportunity identification, venture assessment, and pitch development, while also creating a structured feeder into the Ahmedabad Incubator and a future advanced entrepreneurship offering. The course will be jointly led by anchor faculty members including Prof. Puneet Gupta and Prof. Jeremy Fritzhand.

Why This Matters

Ahmedabad University has an opportunity to build a distinctive entrepreneurship pathway that is academically rigorous, practice-oriented, and linked directly to incubation. Interest in startups and venture creation is rising across student segments, but many students currently lack a structured framework to understand where entrepreneurial ideas come from, how to assess them, and how to convert them into credible venture concepts.

A formal offering in this area would serve several strategic purposes. It would strengthen Ahmedabad University's positioning as an institution that actively supports venture creation. It would create a shared entrepreneurship platform across undergraduate, MBA, and family business cohorts. It would improve the quality of ideas flowing into the University's incubator. It would also deepen engagement with founders, investors, operators, and entrepreneurial leaders through guest sessions and jury participation.

Professional Certificate Programme

FinTech Product and Cloud Engineering

The proposed elective, Entrepreneurial Management and New Venture Creation, will be offered jointly by Ahmedabad University and GIFT IFI.

Who Should Apply?

- 3rd and 4th year undergraduate students
- 2nd year MBA students
- Incoming Family Managed Business students

Curriculum and Pedagogy

The course will cover core themes such as:

- introduction to entrepreneurship
- sources of entrepreneurial opportunity
- idea identification and curation
- what makes certain ideas scalable or investable
- key startup sectors and themes
- founder journeys and entrepreneurial leadership
- venture concept development and pitch preparation

The teaching model will be interactive and applied. In addition to faculty-led sessions, the course will include guest speakers and leaders with demonstrated entrepreneurial track records. These sessions will expose students to the realities of venture building and bring external credibility to the program.

Students will be expected to work individually or in teams to develop a business idea and prepare a pitch book. This will be the principal output of the course.

Courses Objectives

The course will provide students with a foundational understanding of entrepreneurship and new venture creation. Specifically, it will help students:

- **understand the nature and process of entrepreneurship**
- **identify where entrepreneurial ideas come from**
- **learn how to assess and curate ideas**
- **distinguish between interesting ideas and investable opportunities**
- **understand broader thematic areas in startup creation**
- **learn from founders and entrepreneurial leaders**
- **develop a business idea and convert it into a pitch book**
- **present their idea before a jury for possible advancement to incubation**

The course is designed to move students beyond general interest in startups toward more disciplined entrepreneurial thinking.

Duration 40-45 contact hours, delivered equally across both institutions:

- 50% at Ahmedabad University
- 50% at GIFT IFI

Mode of Delivery

The current design envisages students spending 2.5 days on the Ahmedabad University campus and 2.5 days at GIFT IFI, with approximately 20 hours at GIFT IFI. This split is intended to combine academic grounding with practical entrepreneurial exposure.

Evaluation and Incubation Pathway

A major strength of the proposal is that the course will culminate in a jury-based presentation process. Student teams will present their ideas and pitch books before a panel that may include faculty, practitioners, and incubator representatives.

This jury process will serve two functions. First, it will create seriousness and accountability in the course. Second, it will help identify the strongest ideas for advancement to the Ahmedabad Incubator.

The course is therefore intended to act as a structured feeder into incubation. Over time, it can also serve as the foundation for a more advanced, hands-on entrepreneurship course focused on validation, business model refinement, incubation, and possible funding readiness.



Institutional Value

This initiative offers Ahmedabad University clear academic and strategic value.

It creates a visible and meaningful entrepreneurship offering for multiple student segments. It strengthens the University's innovation and startup positioning. It builds a more disciplined and higher-quality pipeline into the incubator. It creates a platform for engagement with practitioners, founders, and investors. It also establishes the basis for a broader long-term entrepreneurship architecture that can expand over time.

The collaboration with GIFT IFI is especially valuable because it allows the course to extend beyond a classroom format and situate students in a more practice-oriented entrepreneurial environment.





Admissions

GIFT IFI welcomes undergraduate students, recent graduates and working professionals with a passion for fintech an innovation.



Scan the QR code

to initiate your application process and take the first step toward a dynamic global career.



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