

Course Structure 2022-2023 Batch

SVKM's NMIMS, Pravin Dalal School of Entrepreneurship & Family Business Management (PDSE & FBM)

MBA Entrepreneurship/ First Year (2022-2023)			
Area	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	Management Practice for Entrepreneurs (1.5)	Regulatory Frameworks of Start-ups (3) Business and Society (1.5)	Business Plan (3) Intellectual Property Rights (1.5) Start-up Foundations (3) Business Research Analysis (3)
Communication	Oral Communication (1.5)	Written Communication (1.5)	Business Presentation Models (3)
Economics	Economics for Entrepreneurs I (3)	Economics for Entrepreneurs II (3)	Entrepreneurial Business Environment (3)
Finance	Financial Accounting and Analysis (3)	Management Accounting (3)	
Human Resource and Behavioral Sciences	Managing Entrepreneurial Teams (3)		People Management in Entrepreneurial Firms (1.5)
Marketing	Marketing Management (3)	Marketing Planning (3)	Sales Management (3)
Operations and Decision Sciences	Statistics for Business Decisions (3)	Operations Management (3)	Project Management (3)
Seminar Courses/Workshops	Creativity and Business Innovation (P) Tools for Generating Ideas (P)	Government Schemes for Businesses How to set-up New Business holding Banking Activity in Business	Entrepreneurial Learning from Established Family Run Businesses in India Business Model Innovation in the Digital age (P) Design for the Developing World Innovation Execution Case based learnings (P)
Pioneers Garage-practical work completion process. (Every stage requires satisfactory report of the mentor to be submitted by student.)		1.IDEA GENERATION Develop your start up idea, Build customer profiles and buyer personas Create a value proposition and unique selling proposition	2.OPPORTUNITY MAPPING Do market research, competitive analysis, determine how you'll build your start up, Distribution and acquisition channels #Peer Group Learning Program 6 weeks during summer break

Courses: 7
No of Credits: 18

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No of Credits: 18

Courses: 9
No of Credits: 24

Total credits -60
Total Subjects - 23

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MBA Entrepreneurship / Second Year (2022-2023)

Area	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	Strategic Management (3) Design Thinking for Entrepreneurs (3)	Capstone Business Simulation (3) Business Research Analysis (3) Technological Entrepreneurship (3)	Capstone Project (3) Global Entrepreneurship (3) Disruptive Technology and Innovation Management (1.5)
Communication	Negotiation Skills (1.5)		
Economics			
Finance	Entrepreneurial Finance (3) Pitching & Fund Raising (1.5)	Business Valuation (3) Venture Capital (1.5)	
Human Resource and Behavioral Sciences		Entrepreneurial Leadership Skills (1.5)	
Information System	Business Analytics (AI/ML) (3)	Leveraging Fintech Innovations (1.5)	Digital Platforms and Data Monetization (1.5)
Marketing	Consumer Insights Mining (1.5) Distribution & Logistics Management (1.5)	New Product Development (1.5) Digital Marketing (3)	
Operations and Decision Sciences	Supply Chain Management (1.5)		
Seminar Courses/Workshops	Entrepreneurial Growth Stories Entrepreneurship Simulation I New Venture Simulation II	Money and Capital Markets Augmented and Virtual Realities (P) Learning from Business Failures	Business Networking and Talent Management
Pioneers Garage	4.SOCIAL CONNECT Find a co-founder or two, name your start up, get a logo made, build your website or landing page, Set up your social media accounts Building a minimum viable product Register your start up in your country COLLABORATIONS, NETWORKING	5.FINANCING Test your hypothesis, Hand-pick your first Customers Get a bank account OPENED IPR Start charging for your product or service or financing the start up Continue to work to obtain product-market fit	

Courses: 9
No of Credits: 19.5

Courses: 9
No of Credits: 21

Courses: 4
No of Credits: 9

Total Credits – 49.5
Total Subjects - 22