



PRAVIN DALAL SCHOOL OF
ENTREPRENEURSHIP &
FAMILY BUSINESS MANAGEMENT
(SBM's Initiative)



Incorporating stakeholders perspective in building and scaling up of MBA (E&FB), NMIMS

Presented at 10th IMC Conclave, New Delhi
2nd August 2019



Presenter

Prof. Seema Mahajan

Professor-Entrepreneurship & Family Business

Director, School of Entrepreneurship & Family Business
Management, NMIMS, Mumbai)

Vision

To become a prominent school for Entrepreneurial and Family Business focused education and practice.

Mission

To empower next generation entrepreneurs by imparting quality education and thought leadership in Entrepreneurship and Family Business domain.



PRAVIN DALAL SCHOOL OF
ENTREPRENEURSHIP &
FAMILY BUSINESS MANAGEMENT
(SBM's Initiative)



Pedagogical Challenges

(Initial Years Of Learning)

We realized soon...

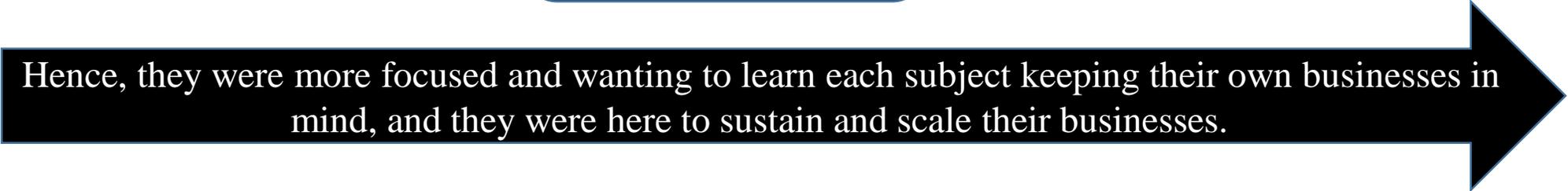
Students were with different aspirations

Their expectations in class and from faculty different.

Their objectives of learning were completely application-oriented.

The relevance of each subject was seen from their business perspective.

Hence, they were more focused and wanting to learn each subject keeping their own businesses in mind, and they were here to sustain and scale their businesses.



IT WAS IMPORTANT FOR US TO-

Understand Indian Businesses –
their value system and
functionality.

Convincing families of new
pedagogy and relevance of
education.

Build credibility of the programme
with subject expertise

Create a dedicated faculty pool
towards entrepreneurship &
family business focusses
education

Develop faculty orientation towards
SMEs & Family Run Businesses

Realize the emerging field of study
(Niche Offering)



PRAVIN DALAL SCHOOL OF
ENTREPRENEURSHIP &
FAMILY BUSINESS MANAGEMENT
(SBM's Initiative)



Key Stakeholders

Key Stakeholders

Students

Programmes
Include:

MBA (E&FB)
IMBA (E&FB)
WFMBA (E&FB)

Parents/Alumni
(Family Businesses)

Network of
Family
Businesses
through a
4000+
strong alumni
base

Faculty/Staff
members

A full time
dedicated faculty
based of over 70
members (SBM &
E&FB) along with
a large pool of
visiting faculty

SVKM NMIMS
University
(Eco-system)

State of Art
Campus, Well
Equipped
Classrooms,
Bloomberg
Terminal, ATAL
Incubation
Centre



PRAVIN DALAL SCHOOL OF
ENTREPRENEURSHIP &
FAMILY BUSINESS MANAGEMENT
(SBM's Initiative)



Pedagogical Initiatives

(Stakeholders Involvement)

Actions Taken

Understanding Families
(businesses along with
students)

Addressing each student one-
to-one before admissions.

After selection, presentation to
parents and students together.

Our active involvement,
informally and formally in
various family forums.

Family Business (Parents
Network)

Through this, we became
integral part of the family and
were able to identify and define
change.

Peer Group Learning
Program (PGLP)

(Current students getting 4000+ alumni access for
Internship, Business Collaboration and Industry
Exposure)

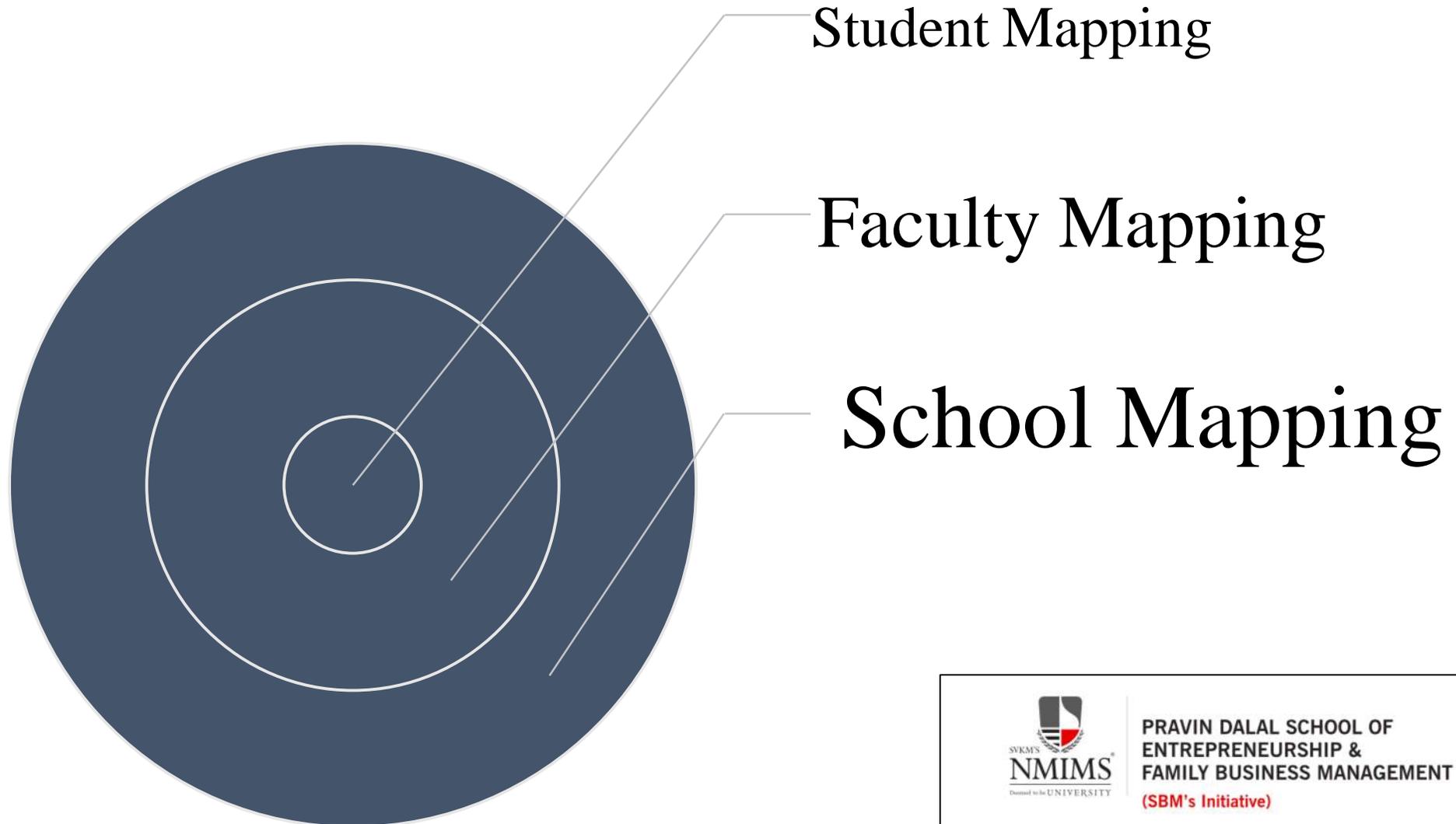
Active involvement of alumni in
almost every forum-right from
admissions to course designing
and delivery.

It became learning exercise and
direct mentoring from their own
seniors and industry experts.

- **Started Involving Parents and Alumni (Family Business Network)**
 - Alumni Interactions (Across the year over various forums)
 - Family Networking Meets (Twice a year at NMIMS Mumbai Campus)
- **Started understanding students family businesses** (Real Estate, Trading, Manufacturing, Retail, Logistics, Contracting, Education, Franchisee Management etc.).
- **Approach: “Understand not just the student but also the Family”**
 - Student-School Fit (Objectives & Expectations)
 - Family-School Fit (Objectives & Expectations)

- **Industry forums for family business specific issues:**
 - Inspirus
 - Bombay Business Conclave (BBC)
- **Focused Learning Modules:**
 - Family Business and I
 - The CEO
 - Doing business with government and local authorities
 - Managing Family Conflicts
- **Understanding Family Business Challenges:**
 - Parent Series
 - Case Series
 - Caselets

Three layer process for achieving Academic Excellence at PDSE&FBM



Student Mapping

- Foundational Courses
- Customized reading material
- Project Initiation

Inform

Expose

- International Exposure
- Familiarity with Family Business Issues
- Individual & Group mentoring

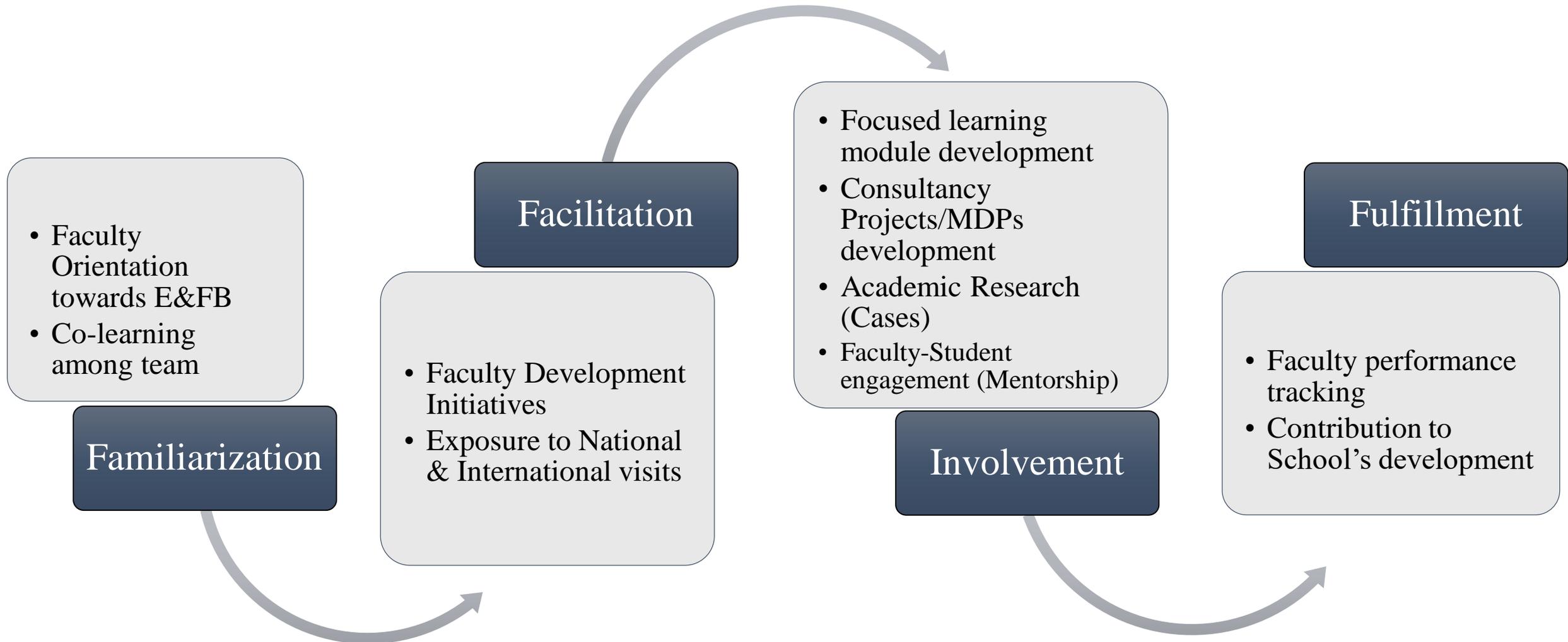
- Strategic Involvement (PGLP)
- Independent Study Courses (CIS)
- Value Added Modules (VAM)

Elevate

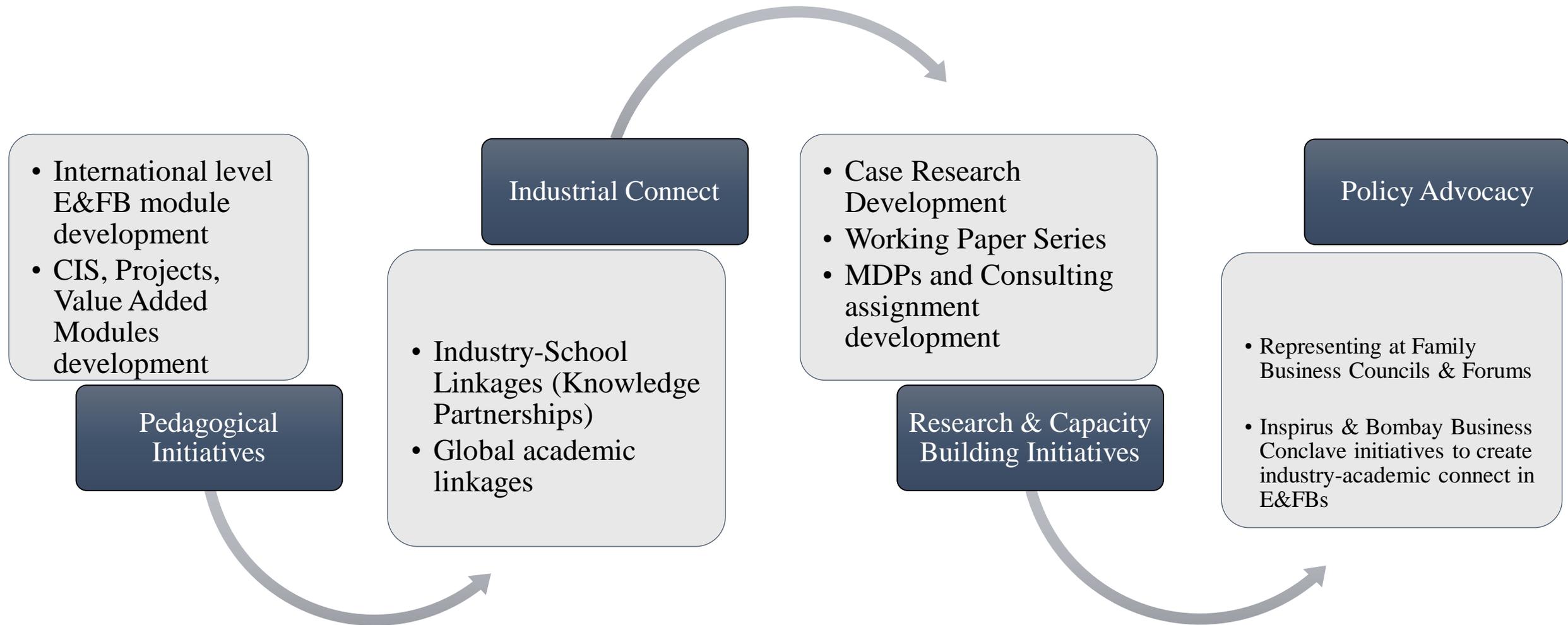
Expand

- Project Fulfillment
- Family Business Ready
- Bringing alumni expertise to classrooms.

Faculty Mapping



School Mapping



Academic Initiatives

Program Restructuring

- Master Planner Preparation
- Multiple forms of exposure: Through Core foundational courses, E&FB niche courses, Individual projects, Team exercises, CIS, focussed modules and PGLP exposures.
- Focused learning components (delivered by Industry experts)

Adoption of best practices in programs implementation & evaluation

- Structuring course outlines and lecture delivery as per E&FB relevance (*AoL Mapped*)
- Research on International modules on E&FB for referencing
- Global Linkages through International industrial trips and exchange

Individual & Personalized monitoring of students

- Individual & Group term projects
- Mandatory to pass focussed learning modules
- Focus on Student Immersion and Experiential learning
- PGLPs support for family business & corporate immersions through SIPs.

Academic Collaborative Efforts: International Visitors to our School (2018-19)



Universidad de Valladolid



Minister of Trade & Tourism- Belgium

Chamber of Commerce-Italy

Minister of Trade- Spain

**Domain Experts visited PDSE&FBM
(2018-19)**

Domain Experts who have given talks to our students

Name	Organization	Designation
Mr.Narendra Panjwani	Times of India	Editor
Mr. Rajeev Nair	Kaya Skin Care	CEO
Mr. Ajay Aggarwal	KPMG	Associate Director
Mr. Ajeet Khurana	ZebPay	CEO
Ms. Rashmi Bansal	IIM-Ahmedabad Alumni	Best Selling Author
Mr. Rakesh & Mrs. Rashmi Verma	Map My India	Founders
Mr. Shrey Aggrawal	Belgian Waffle Company	Founder
Mr. Gaurav Mehta	Quiddich Drones	Founder
Mr. Raj Shamani	Shamani Group	CEO
Mr. Ramesh Damani	Investment Guru	Investment Guru
Mr. Kaustubh Sonalkar	Essar	HR Head
Mr. Prabhakar Tiwar	IIM Bangalore (Marketing Gold Medalist)	IIM-B Alumni
Mr. Pawan Joseph	Aditya Birla Group	Wealth Management
Mr. Kunal Shah	Bharat Machine Tools	Director

Name	Organization	Designation
Mr. Karan Chugh	7 Heavens	Founder
Mr. Dara Singh	Alumni-PDSE&FBM (MBA)	Mr. India
Miss Sana Dua	Miss India (Runner Up)	Miss India (Runner Up)
Mr. Hardy Alexander	Triune Global	Founder
Mr. Raunak Mundra	PDSE&FBM Alumni	CEO
Mr. Vinayak Dhingra	Alumni-PDSE&FBM (MBA)	Jewellery Business



ADITYA BIRLA GROUP



International Initiatives

- **Yearly Industrial International Trips**

- Industrial Trips planned and fixed for the academic year 2018-19: Two
- Additional Industrial Trips planned to Italy and Spain (Coordination work in Progress)
- Meeting with officials of Singapore management University for Linkages and IV

- **International Linkages (Term Exchange)**

- New initiative of school to send MBA & IMBA (E&FB) students in various international universities for a complete term.
- Conversations with 20 universities/colleges in its preliminary stage.
- Brief meetings with stakeholders from Italy (Term Exchange and International Trips).
- Brief meetings with important stakeholders from Sheffield University for term exchange and faculty research collaboration at NMIMS Mumbai Campus.

To ensure scaling up (Learnings from Belgium, Germany, Italy, Spain, China, Japan etc.)

- Exposure to world-class business practices is done once in a year



International Exchange Partners



France



France



France



Germany



France



Melbourne City



United States

International Visitors to our School

Collaboration and Capability Development



Durham
University



University
of Worcester



Universidad de Valladolid



SMU

SINGAPORE MANAGEMENT
UNIVERSITY

Minister of Trade &
Tourism- Belgium

Chamber of Commerce
Team-Italy

Minister of Trade- Spain



UK



UK



Switzerland



Universidad de Valladolid

Italy



Italy

In Progress

Faculty Development Initiatives

Faculty Orientation towards E&FB

- Grooming of new faculty members towards requirement of E&FB
- Involvement in building E&FB modules
- Student-Faculty interaction through Family Business focussed projects

Faculty Development Initiatives

- Proposing faculty members to attend Start-up, Incubation, Leadership and Research conferences
- Exposure through International visits
- Meetings with Industry experts to familiarize with contemporary practices in E&FB domain

Faculty Output Parameters

- Courses taught and feedback assessing
- Research output through academic papers and cases
- Course outline, content and delivery mapped at continuous levels by school



Pictorial Presentation

Parents Networking Meet



Dr. Ramesh Bhatt

Shri Bharat Sanghvi

Prof. Seema Mahajan

Dr. Prasad Ranade

Dr. Kalika Bansal

Workshop for Parents

Key Speakers







PRAVIN DALAL SCHOOL OF
ENTREPRENEURSHIP &
FAMILY BUSINESS MANAGEMENT
(SBM's Initiative)



THE IMPACT

From 1 programme
to 3 specialized
offerings

(two more to be launched in 2020)

From 6 students to
approx. 400 students
on campus

4000+ Strong
Alumni Base

AACSB
Accreditation

(Under SBM's Initiative)

Approx. 74% Admissions
based on WoM (2019)

International linkages
with more than 9
universities

(As per 2018-19 data)

Programme attract next-gen
entrepreneurs from
businesses ranging from 30-
3500cr

Alumni Connect of
more than 300 per
year

(Based on different events across the
year)

46% Alumni opened
their own new
business ventures

(Part of existing family business or
completely new ones)

Intra-alignment of businesses

Our Success Story

Top 10

Ranked among top 10 Best Business Schools by "Entrepreneur B- School Survey 2017".

4000+

Strong Network of alumni

21 years

Strong legacy in pioneering family-run business programs

Top 100

Ranked among top 100 "Best Entrepreneurship" Masters Program world wide- Eduniversal Rankings.

The Power of Many

Only Program mentioned in the McKinsey Report - 'Realizing the socio economic potential of entrepreneurs in the 21st century' released at the G-20 Young Entrepreneurs Summit in Paris.

Top 3

Ranked 3rd in Family Business and Entrepreneurship Education

“



Adarsh Mahipal Gupta

Class of 2001-03

"I could discover my strengths at NMIMS. It has shaped my distinctive personality and gave me the vision to manage my family business that now has presence in over 56+ countries".

”

Director, Autolite Shanghai Company Limited

“



Jeet Thacker

Class of 2015-17

"I can say that this course gave us the third eye to see how world is moving and where we can position ourselves. The exposure was not limited to the boundaries of our country but was global to help us realize how the world is running businesses".

”

Katira Constructions

“



Juhi Nagpal

Class of 2007-09

"As founder and director, I manage to put together grand flea markets every season. Undaunted by challenges, I am truly an Alum of NMIMS".

”

Director, Jelly Flsh

“



Siddharth Sahlot

Class of 2017

"I benefited greatly from this program. This program demystifies the complex task of strategic thinking and planning for the family and business systems".

”

Director, Raj Group



PRAVIN DALAL SCHOOL OF
ENTREPRENEURSHIP &
FAMILY BUSINESS MANAGEMENT
(SBM's Initiative)



WE MADE IN INDIA !

Thank-you