

INTEGRATED MBA – COURSE STRUCTURE - BATCH: 2020-2025

BBA (E&FB) and MBA (E&FB) (2 degrees at the end of successful completion of 5 years)

**SVKM's NMIMS, Pravin Dalal School of Entrepreneurship and Family Business Management (SBM's Initiative)
FIRST YEAR 2020-2021**

Area	Trimester I	Trimester II	Trimester III
Entrepreneurship & Family Business	Foundation of Management and Entrepreneurship (3)	Entrepreneurship in Developing Economies (1.5) Introduction to Indian Businesses (1.5) Indian cultural understanding – covering different states (0.75)	Understanding of Indian Political System (0.75)
Business Environment and Strategy	Business Understanding (3) Understanding Indian Constitution (1.5)		Introduction to International Business Environment (3)
Communication		Oral Communication (3)	Written Communication (1.5)
Economics		Micro Economics (3)	Macro Economics(3)
Finance	Fundamentals of Accounting (3)	Basics of Cost Accounting (3)	Financial Reporting and Analysis (3)
Information System			Basic Computing Techniques (3)
Operations and Decision Sciences	Basic Mathematics Foundation Course (1.5)	Business Mathematics I (1.5)	Business Mathematics II (1.5)
Inter-disciplinary Credits			
FOCUSSED LEARNING			
Seminar Courses/Workshops	Understanding Self Basic Business Etiquettes Indian family Businesses – growth story Films – Management learnings	Foreign Language Introduction to Balance sheet Films – Successful Entrepreneurs and key take away	Business Secrets from India's top Entrepreneurs
Project - During Term *End Term	*Learning from Leaders	“MAHARAJAH's OF INDIA”	Term End project Duration 6 Weeks
Facilitated Courses of Independent Studies	Family Business Insights	Families in Business - Generation to Generation	

Courses:5
No of Credits: 12

Courses: 7
No of Credits: 14.25

Courses: 7
No of Credits: 15.75

Total Course -19
Total Credits: 42

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SECOND YEAR 2021-2022

Area	Trimester IV	Trimester V	Trimester VI
Entrepreneurship & Family Business		Family Focused Business VS Business Focused Families (1.5)	
Business Environment and Strategy			Business Continuity Planning (3)
Communication			Organizational Communication(3)
Law		Legal Aspects of Business-I (3)	
Economics	Understanding Business Environment (3)		
Finance	Cost Accounting II (3)	Introduction to Banking, Accounting and Functions (3) (includes working capital)	
Human Resource and Behavioral Sciences	Understanding Self and Individual Dynamics (3)		Understanding Management Organization and Business (3)
Marketing	Marketing for Entrepreneurs (3)	Understanding Customer and Value Creation (3)	Network and Collaborations (1.5)
Operations and Decision Sciences	Statistics (1.5)	Operation Research (1.5)	Managing Operation (3)
Inter-disciplinary credits	Basic Manufacturing Processes (3)	Production Planning and Control (3)	Project Management (3) (setting up of a plant)
FOCUSSED LEARNING			
Seminar Courses/ Workshops	Leadership developments Basic Finance I-Plan Budget and Analyze	Basic Finance II-Plan Budget, Analyze & Reporting	Understanding of International culture /dances/musical /theatre
Project – During Term * End Term#	Project	#Summer Internship -In Company of your Choice /Sector	To be Identified by Student and approved by Mentor Duration 6 weeks
Case Writing Projects	Introductions to Cases	How to analyze a Case	Learnings from Case methodology
Facilitated Courses of Independent Studies	Family Governance		Business Dilemmas and Ethics

Courses: 6
No of Credits: 16.5

Courses: 6
No of Credits: 15

Courses: 6
No of Credits: 16.5

Total Courses 18
Total Credits: 48

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THIRD YEAR 2022-2023**

Area	Trimester VII	Trimester VIII	Trimester IX
Entrepreneurship & Family Business			Understanding of Technological Entrepreneurship(3)
Business Environment and Strategy		Business Analysis and Portfolio Management (1.5) Business Plan I (1.5)	Basic Business Analytics for Decision Making (3) Business Plan II (1.5)
Communication			
Law			
Finance	Financial Markets and Instruments (3)		
Human Resource and Behavioral Sciences	Understanding HR Functions (3) Negotiation skills (1.5)		
Information System	Advanced Computing Techniques (3)	Web Designing and Technologies (1.5)	
Marketing	Managing Franchisee (1.5)	B2B Marketing (3) Managing the Sales Process (1.5)	Designing and Managing Channels (1.5)
Operations and Decision Sciences	Research Methods for Entrepreneurs (1.5)	Total Quality Management (3)	Project Management (1.5)
Inter-disciplinary Credits	Design Thinking (1.5)	Business Geographies- (1.5) Smart Cities- (1.5)	Sociology (1.5) Intellectual Property Rights (3) Implication of Psychology in Business (3)

FOCUSSED LEARNING

Seminar Courses/ Workshops	Introduction to Business Plan Art of Influencing workshop How successful Leaders get "even better"?	Family Business and I	Earning the right to lead Value Identification and Audit
Project – During Term* End Term	Project to be announced	Peer Group learning project with mentor assigned	6 weeks during term end
Facilitated Courses of Independent Studies	Role of Directors in family Business	Getting the Family to work together	Selection of Directors & Board Members

Courses: 7
No. of Credits: 15

Courses: 8
No. of Credits: 15

Courses: 8
No of Credits: 18
Total course-23
Total credits 48

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Fourth Year 2023-2024

Area	Trimester X	Trimester XI	Trimester XII
Entrepreneurship & Family Business	Entrepreneurship & Opportunity (1.5)	Growth Strategies for Entrepreneurial Business (1.5)	New Venture Creation (1.5) Family Business Leadership and Succession Planning (1.5) Start-up Foundations (1.5)
Business Environment and Strategy	Understanding Competition (1.5) Entrepreneurial wealth (1.5)	Governance of Family Businesses (1.5) Evaluating Business Models (1.5)	Executing Business Strategies (3) Business Plan (1.5)-(Auditing, DPR)
Law	Legal Aspects of Business - II (3)		
Finance	Analysis of Financial Statements -Theory and Practical (3)	Managing Capital and Liquidity in Family Businesses (3)	
Human Resource and Behavioral Sciences		Organizational Structure Design and Behavior (1.5)	Family Business Compensation (1.5)
Marketing	Consumer Behavior (3)	Analytical Marketing (3) Opportunity Scanning and Feasibility Analysis (1.5)	Integrated Marketing Communication(1.5)
Operations and Decision Sciences	Data Based Decision Making - Theory and Practical (1.5)		Supply Chain Management (3)
FOCUSSED LEARNING			
Seminar Courses/ Workshops	The CEO workshop Essential and Existing Practices in Family Business	Family Values and Value Creation Family Business and "I"	Succession Planning workshop Consumer behavior –practical study
Project -During Term & End Term	Project to be decided		
Case Writing Projects	Case Writing - Related to his own business	Case Writing Project	Case Writing Project
Facilitated Courses of Independent Studies	Driving growth through innovation		
Term End Integration	Integrated Case Study (1.5)	Integrated Case Study (1.5)	Integrated Case Study (1.5)

Courses:8
No of Credits: 16.5

Courses: 8
No of Credits: 15

Courses: 9
No of Credits:16.5

Total Courses -25
Total Credits: 48

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Fifth Year 2024-2025

Area	Trimester XIII	Trimester XIV	Trimester XV
Entrepreneurship & Family Business	Valuation of Family Businesses (1.5) Entrepreneurship Financing (Bootstrapping Pitching and Fundraising) (3) Family Business Maps: Asset and Roadblocks in Long-term Planning (1.5)	Persuasive Business Presentation (1.5)	Family Businesses in Distress (1.5) Self and Contextual Awareness (1.5)
Business Environment and Strategy	Valuation of Family Businesses (1.5)	Business Ethics and CSR (3)	Managing in Global Environment (1.5) Venture Growth Strategies (1.5) Delivering Business Growth (1.5)
Finance		Private Equity Finance for Family Businesses (1.5)	Mergers, Acquisitions and Restructuring (1.5) International Taxation Law (1.5)
Human Resource and Behavioral Sciences	Building and Leading Sales Team(1.5) Negotiation Skills (1.5)	Managing Conflicts in Family Businesses (3) Leadership and Team Work (3)	
Marketing	New Product Development (3)	Analysis of Term Sheet (1.5) Government Policies and SME (1.5)	Creating, Building and Rejuvenating Brand (1.5) Creativity and Innovation (1.5)
Operations and Decision Sciences	Business Analytics (Big Data Analysis) (1.5)		
Inter-disciplinary Credits	Integration project	Integration project	Integration project submissions
FOCUSSED LEARNING			
Seminar Courses/ Workshops	Leading Family Businesses in India - Their Growth Story	Choosing Advisors in Family Business	Business Secrets from world class Entrepreneurs
Project -During Term & End Term	Final project –Integrated to be submitted before the year end		
Case Writing Projects	Case Writing Project Related to his or her business)	Case Writing Project Term End Compulsory project	Case Writing Project (1.5)
Courses of Independent Studies		Design Thinking for Entrepreneurs	

Courses: 8
No of Credits:15

Courses: 7
No of Credits: 15

Courses: 10
No of Credits: 15

Total courses 25
Total Credits: 45