

Course Structure 2020-2021

**SVKM's NMIMS, Pravin Dalal School of Entrepreneurship & Family Business Management (PDSE & FBM)
MBA Entrepreneurship/ First Year (2020-2021)**

Area	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	Management Practice for Entrepreneurs (1.5) Design Thinking for Entrepreneurs (1.5) Start-up Foundations (3)	Legal Aspects of Business (1.5) Business Regulatory Framework (3) Technological Entrepreneurship (3) Business and Society (1.5)	Strategic Management (3) Disruptive Technology and Innovation Management (3) Business Plan (3) Intellectual Property Rights(1.5)
Communication	Oral Communication (1.5) Written Communication (1.5)	Business Presentation Models (3)	
Economics	Economics for Entrepreneurs(3)	Entrepreneurial Business Environment (3)	Economics of Regulation (1.5)
Finance	Financial Accounting and Analysis (3)	Management Accounting (3)	Entrepreneurial Finance (3)
Human Resource and Behavioral Sciences	Managing Entrepreneurial Teams (3)	Entrepreneurial Leadership Skills (1.5)	People Management in Entrepreneurial Firms (3)
Information System		Business Analytics (AI/ML) (3)	
Marketing	Marketing Management (3)	Marketing Planning (3)	Consumer Insights Mining (3) Demand Forecasting and Sales Management (3)
Operations and Decision Sciences	Statistics for Business Decisions (3)	Operation Management (3)	Project Management (3)
Seminar Courses/Workshops	Seminar on Entrepreneurship (P) Creativity and Business Innovation (P)	Tools for Generating Ideas (P) Government Schemes for Businesses How to set-up New Business holding Government Support Banking Activity in Business	Innovation Execution Case based learnings (P) Design for the Developing world Entrepreneurial Learning from Established Family Run Businesses in India Business Model Innovation in the Digital age (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	3.MAPPING IDEA TO OPPORTUNITY Financing your start up, create your financial model, Re-visit your idea to see if it's plausible, Perform a SWOT

Courses: 10
No of Credits: 24

Courses: 11
No of Credits: 28.5

Courses: 10
No of Credits: 27

Total credits -79.5

3 Credit= 20 sessions (26.66 Hrs.) & 1.5 credits=10 sessions(13.33Hrs)

* **P = Mandatory to pass Modules**

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MBA Entrepreneurship / Second Year (2021-2022)**

Area	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	Global Entrepreneurship (3) Business Research Analysis (3)	Capstone Project I (3)	Capstone Project II (3)
Communication	Negotiation Skills (1.5)		
Finance	Business Valuation (3) Pitching & Fund Raising (1.5) Venture Capital (1.5)		
HRBS	Business Networking Talent Management (1.5)		
Marketing	New Product Development (3) Distribution & Logistics Management (3) Digital Platforms and Data Monetization (3)		
Operations and Decision Sciences	Supply Chain Management (3)		
Seminar Courses/Workshops	Entrepreneurial Growth Stories Entrepreneurship Simulation I New Venture Simulation II EOU Digital Footprints	Networking and Collaborations Money & Capital Markets New Enterprise Creation (P) Augmented and Virtual Realities (P) Learning from Failures (P)	
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: 11
No of Credits: 27**

**Courses: 1
No of Credits: 3**

**Courses: 1
No of Credits: 3**

Total Credits – 33

3 Credit= 20 sessions (26.66 Hrs.) & 1.5 credits=10 sessions (13.33 Hrs)

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