

SVKM'S NMIMS

Pravin Dalal School of Entrepreneurship & Family Business Management

COURSE STRUCTURE Weekend FMBA 2018-2019

FMBA course structure has been devised in such a manner that, the first 3 phases/modules talks about not only understanding own businesses but also the challenges lying ahead, while the next 2 phases/modules deals with imparting knowledge to equip the students to scale up in their respective businesses as well as to start a new business line.

The course has been thus divided accordingly into five modules. The course structure of each module is as below:

Course Name: - WEEKEND FAMILY MANAGED BUSINESS ADMINISTRATION PROGRAMME (WFMBMA)

Duration: - 32 Weekend (Sat 6 hrs. & Sun 5 hrs.)

Total Teaching hours	290
Project Submission: -	40
Total Contact Hours: -	330

<u>Sr. No</u>	<u>Module I (Initiate)</u>	<u>No of Session</u>	<u>No. Of Hours</u>
1	Understanding business environment	6	12
2	Design thinking for Entrepreneurs(know your customer well)	8	16
3	Money management	8	16
4	Communication & Networking Skills	8	16
Module II (Evolve)			
5	Identify your own business model(defining your own competitive advantage and create business plan)	8	16
6	Develop your vision and mission(translate thought process into business ideas)	5	10
7	The CEO	2	4
8	Growth strategies & Entrepreneurial Business	4	8
9	Opportunity Scanning & Family Businesses	3	6
10	Understanding HR Functions	8	16
Module III (Elevate)			
11	Digital marketing	5	10
12	Financial management and control systems	8	16
13	Reputation Management	3	6
14	Role of Directors in Family Business	2	4
15	Learning From failures	5	10

Module IV (Endure)			
16	Production, Supply Chain and Supplier Relations Management	8	16
17	Governance of family Businesses	5	10
18	Image Building	3	6
19	Negotiation Skills	5	10
20	Taxation policies	6	12
21	Building legal foundation	6	12
Module V (Expand)			
22	Startup Foundation	5	10
23	Pitching And Fund Raising	5	10
24	Developing international business competencies	8	16
25	Getting family to work together	5	10
26	Succession Planning	2	4
27	CSR (Corporate Social Responsibility)	4	8
Total		145	290