

Bachelor of Business Administration (Management & Marketing)



About Pravin Dalal School of Entrepreneurship & Family Business Management

Pravin Dalal School of Entrepreneurship & Family Business Management (PDSE&FBM) was established with the objective of enabling family-owned enterprises to transition towards professionally managed and globally competitive organizations. As pioneers in this domain for over two decades, the School has developed deep insights into the evolving needs of family-run businesses, particularly in the context of India's emergence as a dynamic and resilient economic power. With an alumni base of over **6,000 plus entrepreneurs from family business backgrounds**, the School has, over the last 25 years, undertaken focused initiatives and built strong expertise in **Family Business and Entrepreneurship Management**. The School focuses on understanding and respecting each **culture and values system** existing in Indian markets and brings in transformation by becoming a part of the family thereby actually doing mentoring and handholding.

School aims at providing **holistic and relevant learnings** to our students who are essentially family business heirs and will be taking the family business legacy forward and. Our focus is on understanding and discussing each sector, its multidimensional applicability, characteristics, survivability, proposed growth and challenges in a growing economy like India and in the global environment. Courses and initiatives undertaken at the School acquaint students with possible growth through Joint Ventures and Foreign collaborations. International exposure and linkages are established keeping in mind the student's objectives of **global expansion** and possible collaborations in the international arena.



Achievements

- Recognized as "**The 2020 Innovation that Inspires**" by AACSB (Accreditation).
- Ranked 96th "**Best Entrepreneurship**" Masters world wide. Eduniversal Rankings.
- Only Program mentioned in the McKinsey Report "**The Power of Many**" - Realizing the socio-economic potential of entrepreneurs in the 21st century released at the G-20 Young Entrepreneurs Summit in Paris.

Strengths

- Award winning programs.
- World Class technologically equipped campus.
- Strong Alumni network of Entrepreneurs across leading to strong mentoring process.
- A track record of students who have successfully led change in their respective businesses.



Bachelor of Business Administration (Management & Marketing)

Marketing plays a central role in how businesses create, communicate, and deliver value in an increasingly complex and competitive environment. As markets evolve, marketing has expanded beyond conventional approaches to become driven by data, technology, and deeper insights into human behaviour.

The BBA (MM) program addresses these changes through a forward-looking curriculum aligned with contemporary business realities. It emphasizes high-impact areas such as digital marketing, marketing research and analytics, sales and distribution, omni-channel management, and neuromarketing-domains that are rapidly gaining importance across industries.

Students develop an understanding of the psychological and technological forces shaping consumer behaviour and learn to translate these insights into effective marketing strategies. By combining strong theoretical foundations with hands-on exposure to tools and technologies, the program ensures graduates are both conceptually grounded and industry-ready.

Designed to meet the growing demand for digitally skilled marketing professionals, the BBA (MM) program equips students to think critically, act strategically, and innovate in a marketing ecosystem shaped by digital platforms, data analytics, and evolving consumer expectations.



Program Objectives

- Analyse complex business problems and apply strategic marketing principles, including digital marketing, Omni-channel strategies, and data analytics, to design effective campaigns that drive growth.
- Evaluate market opportunities and develop innovative marketing solutions by leveraging consumer insights, data management, and emerging technologies.
- Assess global business dynamics and adapt strategies by analysing cultural, economic, and competitive factors in diverse markets.
- Demonstrate effective communication and leadership skills, applying them to motivate teams, manage conflicts, and create marketing strategies that resonate with diverse audiences.
- Apply digital tools, data analytics, and emerging technologies to solve business problems and enhance resource management.
- Integrate ethical decision-making and corporate social responsibility into marketing strategies, addressing ESG challenges and fostering sustainable business practices.

Program Learning Outcomes

The program integrates theoretical foundations with practical application to strengthen students' professional readiness upon graduation. As organizations increasingly seek innovative approaches to reach and engage consumers, the demand for skilled marketing professionals is expected to grow.

- Address real-world business challenges with a strong emphasis on marketing strategy and application.
- Analyse markets and consumer behaviour-including needs, preferences, and trends-while maintaining a competitive perspective.
- Ensure service quality by leveraging customer insights and data-driven understanding of consumer expectations.
- Apply core and advanced marketing management frameworks, incorporating contemporary and evidence-based solutions.
- Employ artificial intelligence tools and techniques to enhance marketing effectiveness and decision-making.
- Establish and manage effective digital infrastructure and presence to support marketing goals.
- Strategically manage marketing communication, sales operations, distribution systems, and channel relationships.

Program Highlights

- **Internationally Benchmarked Curriculum:** Designed in line with international business education standards, integrating contemporary management frameworks with advanced marketing practice.
- **Strategic Leadership & Managerial Excellence:** Strong focus on leadership development, strategic thinking, organizational effectiveness, and evidence-based decision-making.
- **Digital First Approach:** Advanced training in marketing analytics, digital and AI-enabled tools, Omni channel strategies, and emerging marketing technologies.
- **Experiential, Research & Industry Immersion:** Live projects, capstone research, internships, case-based learning, and industry engagement for real-world problem solving.
- **Global, Ethical & Career-Ready Orientation:** Emphasis on global business perspectives, cross-cultural competence, ethical leadership, sustainability, and strong employability outcomes.



Curriculum structure and its rationale

The pedagogy across the three years of the program will incorporate a blend of case studies, live industry projects, internships, and industry interactions. Students will engage with core business fundamentals while also gaining exposure to best practices from both national and international business contexts.



Pedagogy Design

Knowledge & Comprehension

Year
1

Foundational Business
Management Subjects

Market Driven Projects

Business Etiquettes &
Soft Skills

Application & Analysis

Year
2

Marketing Oriented
Management Subjects

Customer Driven Projects

21st Century Essential
Workplace Skills

Synthesis & Creation

Year
3

Marketing Specialization
Subjects

Capstone and Research Projects

Personality Development
Skills

Experiential Learning

01 Field Work Based Projects

Market driven Trimester long projects supported by in-house family managed business & external companies

02 Industry Integration & Career Readiness

Continuous engagement with industry experts through guest lectures and practical modules builds job-ready, in-demand skills, bridging academia and industry

03 Capstone Research Projects

Trimester-long capstone projects offering hands-on research experience through real-world business and marketing problem-solving

04 Foreign Languages

Increasingly interconnected and interdependent world makes proficiency in other languages a vital skill

05 Case Study-Based Learning

Learning is facilitated through structured case discussions that enable application of theory to real world business decision-making

06 Workshops for Inter-Disciplinary & Practical Learning

Value Added courses on inter-disciplinary topics such as Innovation, Films, Gaming, Emerging Trends in Marketing etc.

07 Market & Consumer-Driven Projects

The projects rooted in real market and consumer insights enable students to apply theory to practical business challenges and decision-making

08 Personality Development Skills

Workshops on CV building, Mock Interviews, Mock Group Discussions to aid students in preparing for their future

Eligibility

NPAT: Merit list will be prepared based on the performance of the candidate in NMIMS-NPAT entrance exam.

- Candidate must have valid SAT / ACT score AND must have passed 10+2 or equivalent examination and must have obtained a minimum of 50% aggregate marks.

Note: Mathematics/Statistics at 10+2 or equivalent exam is not compulsory.



Course Structure

			FIRST YEAR
Area	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	Principles of Management (3)	Business in Emerging Markets (3)	Indian Polity (1.5) Business Environment (1.5)
Communication	Written Communication (1.5)	Oral Communication (1.5)	Marketing Pitch (1.5)
Economics	Micro Economics (3)	Macro Economics (3)	
Finance	Financial Accounting (3)	Management Accounting (3)	Corporate Finance (3)
Marketing	Marketing Management (3)	Marketing Strategy & Planning (3)	Marketing Research (1.5)
Operations and Decision Sciences		Statistics (3)	Statistics for Data Analysis (3)
Human Resource and Behavioral Sciences	Introduction to Psychology (3)		Learning Management through Films (1.5)
Value-added modules with Internal Assessment			
Seminar Courses/Workshops	Basic Business Etiquettes (1.5) ASCI and its Role (Workshop)	Rules and Regulations Governing Media (1.5) Business of Films and New Age Content (Workshop) Successful Campaigns (Workshop)	Foreign Language (3) Socially Responsible Advertising (1.5)
Total Subjects : 23	Courses : 7	Courses : 7	Courses : 9
Total Credits : 54	Credits : 18	Credits : 18	Credits : 18

			SECOND YEAR
Area	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	Start-up Foundation (1.5)	Story Telling (3) Legal Aspects of Business (3)	Digital Business Models (3) Design Thinking and Innovation (3)
Communication	Audio Visual Communication (1.5)		Organizational Communication (1.5)
Economics			Qualitative Forecasting for Marketing (3)
Finance	Marketing Finance (3)	Working Capital Management (1.5)	
Human Resource and Behavioral Sciences	Understanding Self and Individual Dynamics (1.5)		
Marketing	Consumer Behavior (3)	Data Analytics for Consumer Behaviour (1.5) Digital Marketing (3) Integrated Media Planning (1.5)	Fundamentals of Advertising & PR (3) Marketing Ethos (1.5)
Operations and Data Sciences	Predictive Analytics in Marketing (3)	Operations Management (3)	Project Management (1.5)
Value added modules with Internal Assessment			
Seminar Courses/Workshops	Business Dilemmas and Ethics (1.5)	Learnings from Case Study Research (Workshop)	Business Events (Workshop) Business of Gaming (Workshop)
Total Subjects : 21	Courses : 7	Courses : 7	Courses : 7
Total Credits : 48	Credits : 15	Credits : 16.5	Credits : 16.5

Course Structure

Course Structure			THIRD YEAR
Area	Trimester VII	Trimester VIII	Trimester IX
Business Environment and Strategy	Preparation of Business Plan (1.5)	Research Methodology (1.5)	CSR (1.5) Capstone Project (3) Negotiation & Persuasion (1.5)
Human Resource and Behavioral Sciences	Managing Teams (1.5)		Understanding HR Functions (1.5)
Economics			Pricing Strategies (1.5)
Marketing	Managing Franchisee (1.5) Omni Channel Management (1.5) Brand Management (3) Services Management & Marketing (1.5)	B2B Marketing (3) Sales Management (1.5) Global Marketing (1.5) AI-Powered Marketing (3) Luxury Branding (1.5) Marketing of Financial Services (1.5)	Integrated Marketing Communication (3) Marketing of Private Label Products (1.5) Technology Marketing (3)
Operations and Data Sciences	Total Quality Management (3) Web Designing and Technologies (1.5)		

Total Subjects : 25

Courses : 8

Courses : 9

Courses : 8

Total Credits : 48

Credits : 15

Credits : 16.5

Credits : 16.5





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



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