



**PRAVIN DALAL SCHOOL OF  
ENTREPRENEURSHIP &  
FAMILY BUSINESS MANAGEMENT**

**(SBM's Initiative)**



# **Bachelor of Business Administration**

**(Management & Marketing)**



# About Pravin Dalal School of Entrepreneurship & Family Business Management

Pravin Dalal School of Entrepreneurship & Family Business Management was established to assist family owned firms to be in line with professional organizations. Being pioneers in the segment for more than a decade we understand the emerging needs of family run businesses in the growth and emergence of India as a strong nation. With an Alumni base of 6000 plus entrepreneurs from a family business background, in the last 21 years the School has taken serious initiatives and has developed 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.

To provide holistic and relevant information to our students, the 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 Centre 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.



## School Achievements

Recognized as  
**"The 2020 Innovation that Inspires"**  
by AACSB (Accreditation)

Ranked 96<sup>th</sup>  
**"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



# Introduction to the Program: Bachelor of Business Administration (Management & Marketing)

The marketing industry is undergoing several changes. The rise of digital marketing and marketing analytics is influencing how businesses market themselves. New-age marketing focuses on current technological developments and how technology-driven digital marketing and marketing analytics aid in translating consumer behaviour into actionable marketing strategy and actionable business strategies.

Future business situations will require a vast array of skills and the BBA(MM) program envisages a strong focus on trending subjects such as digital marketing, marketing research and analytics, sales and distribution, omni-channel management, neuro marketing etc. in order to meet these needs.

Students who enroll in the program learn about the psychological and technological aspects of business and marketing. In-depth practical business training with a focus on marketing management, new and emerging media, and marketing analytics are all included in this program.

To improve professional performance after graduation, the program integrates theory and practice. As businesses look for fresh and inventive ways to sell their products to consumers, employment opportunities as a natural consequence will increase.

## 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 combines both theory and practice to enhance professional success after graduation. Employment opportunities will grow as companies search for new and innovative ways to market their products to consumers. After completing this program the students will be able to:

- Tackle the real problems of the company more so from marketing perspective.
- Analyse the markets, customer needs, tastes and preferences with competitive understanding.
- Take special care to ensure the quality of services, since you know your customers well and have strong data on their choices and expectations.
- Apply marketing management techniques and refer to more modern solutions.
- Using artificial intelligence in marketing tools and techniques.
- Have right digital footprints and technology in place
- Handling Marketing communication, sales and distribution and channel management.



## Curriculum structure and its rationale

Pedagogy across the three years will include case studies, in company projects, simulation games, industry internship and interaction. The student will study fundamentals and also get an opportunity to see the best business practices nationally and internationally.

### Structure of the Program

<b>Year 1</b>	The student will learn about the basic principles (fundamentals) of business management and will be introduced to concepts of marketing. The student will start focusing more on understanding business environment, world class business and marketing practices.	
<b>Year 2</b>	The student will start focusing on setting up new businesses, understand and analyze existing companies and their marketing challenges in digital marketing world, skills and tools used to bring in differentiation. They will learn the fundamentals of data analytics and marketing analytics. The focus will be to ensure that the student understands consumer behavior, consumer data management, and are able to collect right information from the market through marketing research and then communicate with the right target market.	
<b>Year 3</b>	The student will also be able to experience the best marketing plans, successful franchisee model, effective sales team management, customer relationship after understanding their behavior and profiles well. The integration of new age marketing and technology subjects into the curriculum is driven by the imperative to equip students with the advanced skills and knowledge required to navigate the digital landscape, harness emerging technologies, and craft innovative marketing strategies that resonate with modern consumers and drive business success in an increasingly competitive and technology-driven market environment.	

### Experiential Learning @ BBA (MM)

#### 01 Field Work Based Projects

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

#### 02 Industry Connect through Series of Guest Lectures

Ongoing series of lectures with Industry Experts to bridge the gap between academics & industry

#### 03 Summer Internship

Four week internship during summer break between second and third year with submission of report

#### 04 Foreign Languages

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

#### 05 Essential Reads & Books

Practical oriented Essential Reads and Books compiled, provided trimester wise to promote further reading on subjects

#### 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 Focus on Industry Readliness

Industry relevant skills and in-demand subjects such Predictive Analytics, Social Media Marketing, Design Thinking

#### 08 Personality Development Skills

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



## 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

Lifestyle Driven Projects

Personality Development  
Skills

## 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
<b>Business Environment and Strategy</b>	Principles of Management (3)	Business in Emerging Markets (3)	Indian Polity (1.5) Business Environment (1.5)
<b>Communication</b>	Written Communication (1.5)	Oral Communication (1.5)	Marketing Pitch (1.5)
<b>Economics</b>	Micro Economics (3)	Macro Economics (3)	
<b>Finance</b>	Financial Accounting (3)	Management Accounting (3)	Corporate Finance (3)
<b>Marketing</b>	Marketing Management (3)	Marketing Strategy & Planning (3)	Marketing Research (1.5)
<b>Operations and Decision Sciences</b>		Statistics (3)	Statistics for Data Analysis (3)
<b>Human Resource and Behavioral Sciences</b>	Introduction to Psychology (3)		Learning Management through Films (1.5)
<b>Value-added modules with Internal Assessment</b>			
<b>Seminar Courses/Workshops</b>	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)
<b>Total credits</b> : 54	<b>Courses</b> : 7	<b>Courses</b> : 7	<b>Courses</b> : 9
<b>Total Subjects</b> : 23	<b>Credits</b> : 18	<b>Credits</b> : 18	<b>Credits</b> : 18

			SECOND YEAR
Area	Trimester IV	Trimester V	Trimester VI
<b>Business Environment and Strategy</b>	Start-up Foundation (1.5)	Story Telling (3) Legal Aspects of Business (3)	Digital Business Models (3) Design Thinking and Innovation (3)
<b>Communication</b>	Audio Visual Communication (1.5)		Organizational Communication (1.5)
<b>Economics</b>			Qualitative Forecasting for Marketing (3)
<b>Finance</b>	Marketing Finance (3)	Working Capital Management (1.5)	
<b>Human Resource and Behavioral Sciences</b>	Understanding Self and Individual Dynamics (1.5)		
<b>Marketing</b>	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)
<b>Operations and Data Sciences</b>	Predictive Analytics in Marketing (3)	Operations Management (3)	Project Management (1.5)
<b>Value added modules with Internal Assessment</b>			
<b>Seminar Courses/Workshops</b>	Business Dilemmas and Ethics (1.5)	Learnings from Case Study Research (Workshop)	Business Events (Workshop) Business of Gaming (Workshop)
<b>Total credits</b> : 48	<b>Courses</b> : 7	<b>Courses</b> : 7	<b>Courses</b> : 7
<b>Total Subjects</b> : 24	<b>Credits</b> : 15	<b>Credits</b> : 16.5	<b>Credits</b> : 16.5

# Course Structure

Course Structure			THIRD YEAR
Area	Trimester I	Trimester II	Trimester III
<b>Business Environment and Strategy</b>	Preparation of Business Plan (1.5)	Research Methodology(1.5)	CSR (1.5) Capstone Project (3) Negotiation & Persuasion (1.5)
<b>Human Resource and Behavioral Sciences</b>	Managing Teams (1.5)		Understanding HR Functions (1.5)
<b>Economics</b>			Pricing Strategies (1.5)
<b>Marketing</b>	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)
<b>Operations and Data Sciences</b>	Total Quality Management (3) Web Designing and Technologies (1.5)		

**Total credits : 45**

**Courses : 8**

**Courses : 8**

**Courses : 8**

**Total Subjects : 22**

**Credits : 15**

**Credits : 13.5**

**Credits : 16.5**







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