

## Course Structure 2024-2025 Batch

### SVKM's NMIMS, Pravin Dalal School of Entrepreneurship & Family Business Management(PDSE&FBM)

MBA Entrepreneurship/First Year (2024-2025)			
Area	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	Entrepreneurial Decision Making (1.5)	Regulatory Frameworks of Start-ups (3) Business and Society (1.5)	Business Plan (3) Intellectual Property Rights (1.5) Start-up Foundations (3) Business Research Analysis (3)
Communication	Building Blocks of Communication (1.5)	Critical Aspects of Business Writing (3)	Business Presentation Models (3)
Economics	Economics for Entrepreneurs I (3)	Economics for Entrepreneurs II (3)	Entrepreneurial Business Environment (1.5)
Finance	Financial Accounting and Analysis (3)	Management Accounting (3)	Early Stage Venture Financing (1.5)
Human Resource and Behavioral Sciences	Managing Entrepreneurial Teams (3)	Building Diverse and Inclusive Organizations (1.5)	People Management in Entrepreneurial Firms (1.5)
Marketing	Marketing Management (3)	Marketing Planning (3)	Sales Management (3)
Operations and Decision Sciences	Statistics for Business Decisions (3)	Operations Management (3)	Project Management (3)
Seminar Courses/Workshops	Creativity and Business Innovation (P) Tools for Generating Ideas (P)  Foreign Language I (Spanish)	Government Schemes for Businesses  Banking Activity in Business  Foreign Language II (French)	Entrepreneurial Learning from Established Family Run Businesses in India  Business Model Innovation in the Digital age (P)
Pioneers Garage-practical work completion process. <b>(Every stage requires a satisfactory report of the mentor to be submitted by student.)</b>		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 startup, Distribution and Acquisition channels  #Peer Group Learning Program 6 weeks during summer break

**Courses:7**  
**No of Credits:18**

**Courses: 8**  
**No of Credits: 21**

**Courses: 10**  
**No of Credits: 24**

**Total credits -63**  
**Total Subjects – 25**

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**MBA Entrepreneurship/Second Year(2024-2025)**

Area	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	Strategic Management (3) Design Thinking for Entrepreneurs (3) Solving Big and Complex Problems (1.5)	Capstone Business Simulation (3) Technological Entrepreneurship (3) Social Innovation Design Studio (1.5)	Capstone Project (3) Global Entrepreneurship (3) Disruptive Technology and Innovation Management (1.5)
Communication	Negotiation Skills (1.5)		
Economics		Economics of Regulation (1.5)	
Finance	Entrepreneurial Finance (3) Pitching & Fund Raising (1.5)	Business Valuation (3) Venture Capital (1.5)	Strategies for Acquiring Small Business (1.5) Tax Planning (3)
Human Resource and Behavioral Sciences		Entrepreneurial Leadership Skills (1.5)	
Information System	Business Analytics (AI/ML) (3)	Leveraging Fintech Innovations (1.5)	Digital Platforms and Data Monetization (1.5)
Marketing	Consumer Insights Mining (1.5) Distribution & Logistics Management (1.5)	New Product Development (1.5) Digital Marketing (3)	Customer Driven Marketing Strategies (1.5)
Operations and Decision Sciences	Supply Chain Management (1.5)		
Seminar Courses/Workshops	Entrepreneurial Growth Stories Entrepreneurship Simulation I New Venture Simulation II EOU Digital Footprints	Money and Capital Markets Augmented and Virtual Realities (P) Learning from Business Failures (P) New Enterprise Creation (P)	Business Networking and Talent Management
Pioneers Garage	3.MAPPING IDEATO OPPORTUNITY Financing your start up, create your financial model, Re-visit your idea to see if it's plausible, Perform a SWOT	4.SOCIALCONNECT Find a co-founder or two, name your start up, get a logo made, build your website or landing page, setup your social media accounts Building a minimum viable product Register your startup 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: 10  
No of Credits: 21**

**Courses: 10  
No of Credits: 21**

**Courses: 7  
No of Credits: 15**

**Total credits -57  
Total Subjects – 27**

