



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



## **Integrated MBA (Entrepreneurship & Family Business) (BBA + MBA)**



# About Pravin Dalal School of Entrepreneurship & Family Business Management (SBM's Initiative)

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 two decades, 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 24 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 value system existing in Indian markets and brings in transformation by becoming a part of the family, thereby actually doing mentoring and handholding.

The school aims at providing holistic and relevant learning to our students, who are essentially family business heirs and will be taking the family business legacy forward. We focus on understanding and discussing each sector, its multidimensional applicability, characteristics, survivability, proposed growth, and challenges in a growing economy like India and 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 96<sup>th</sup> "**Best Entrepreneurship**" Masters worldwide- Ed universal 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 leading to a strong mentoring process
- A track record of students who have successfully led change in their respective businesses



# Integrated MBA (Entrepreneurship & Family Business) (BBA + MBA)

This program is uniquely designed for 5 years after the 12th class, aiming at balancing thoughts, experimentation, and action with logical reasoning, analysis, and business fundamentals.

- The program is designed to address the unique dynamics of family businesses, emphasizing governance, succession planning, and ethical practices for long-term success.
- It fosters leadership development, personal growth, and networking, equipping students to manage family and entrepreneurial ventures with an innovative mindset.
- Courses in finance, marketing, and operations are complemented by hands-on projects, internships, and business plan development, integrating global perspectives and sustainability.
- The five-year pedagogy combines classroom learning, guest sessions, industry projects, technology-based exercises, experiential learning, and international educational tours, providing practical insights into global best practices.
- The Integrated MBA program offers an exit option after 3 years, allowing students to graduate with a BBA in Entrepreneurship and Family Business. This gives them the flexibility to either confidently join their family businesses or continue for 2 more years to gain advanced skills and knowledge through the full 5-year program.
- Two degrees will be awarded on successful completion of the 5-year course. Degrees awarded
  - Bachelor of Business Administration (Entrepreneurship & Family Business)
  - Master of Business Administration (Entrepreneurship & Family Business)

## Programme Objectives

- Understand global business environments and learn how culture, economics, and policy shape opportunities for family businesses and new ventures.
- Learn to think critically, solve real business problems, and create innovative solutions for entrepreneurial and family business contexts.
- Leverage modern digital tools and technology to drive efficiency, growth, and competitive advantage.
- Build strong communication, leadership, and sustainability mindsets for leading teams, engaging stakeholders, and scaling responsible businesses.

## Program Highlights



**Powerful Family Business Network:** Join a strong community of 6,000+ family business heirs, building trusted business relationships that last a lifetime.



**Entrepreneurial Edge:** A program built to enhance entrepreneurial thinking, giving next-gen business leaders a competitive advantage in scaling and transforming ventures.



**Learning by Doing:** Real-world projects, internships, and business immersion ensure students apply their learning directly to family enterprises or new ventures.



**Designed for Family Businesses:** A curriculum crafted specifically for family-run enterprises, ensuring relevance, continuity, and practical impact



**Advantage Mumbai:** Located in the country's commercial capital, students engage with top industry experts, entrepreneurs, and business leaders.



**Future Job Creators:** Graduates emerge ready to innovate, lead, and expand ventures - contributing to India's growing entrepreneurial ecosystem.



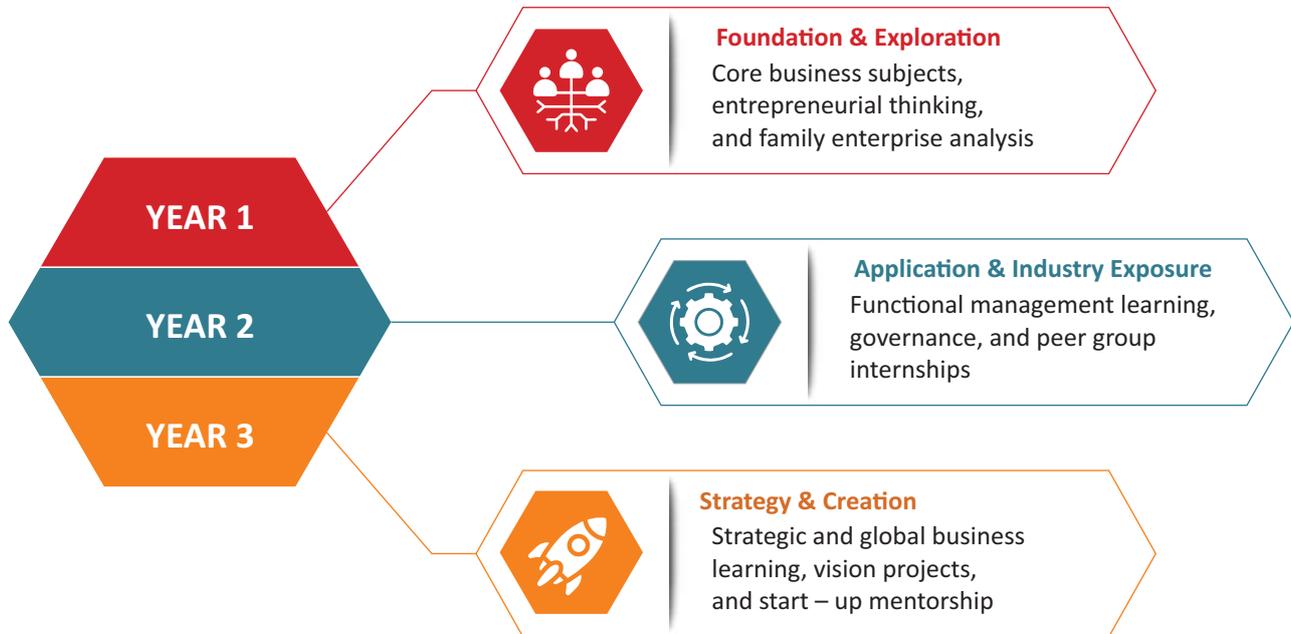
**Global Pathways:** Our talented students are accepted into world-class universities such as Babson, Imperial College London, University of Bath, University of Waterloo, Warwick, and Singapore Management University, reflecting strong global recognition.



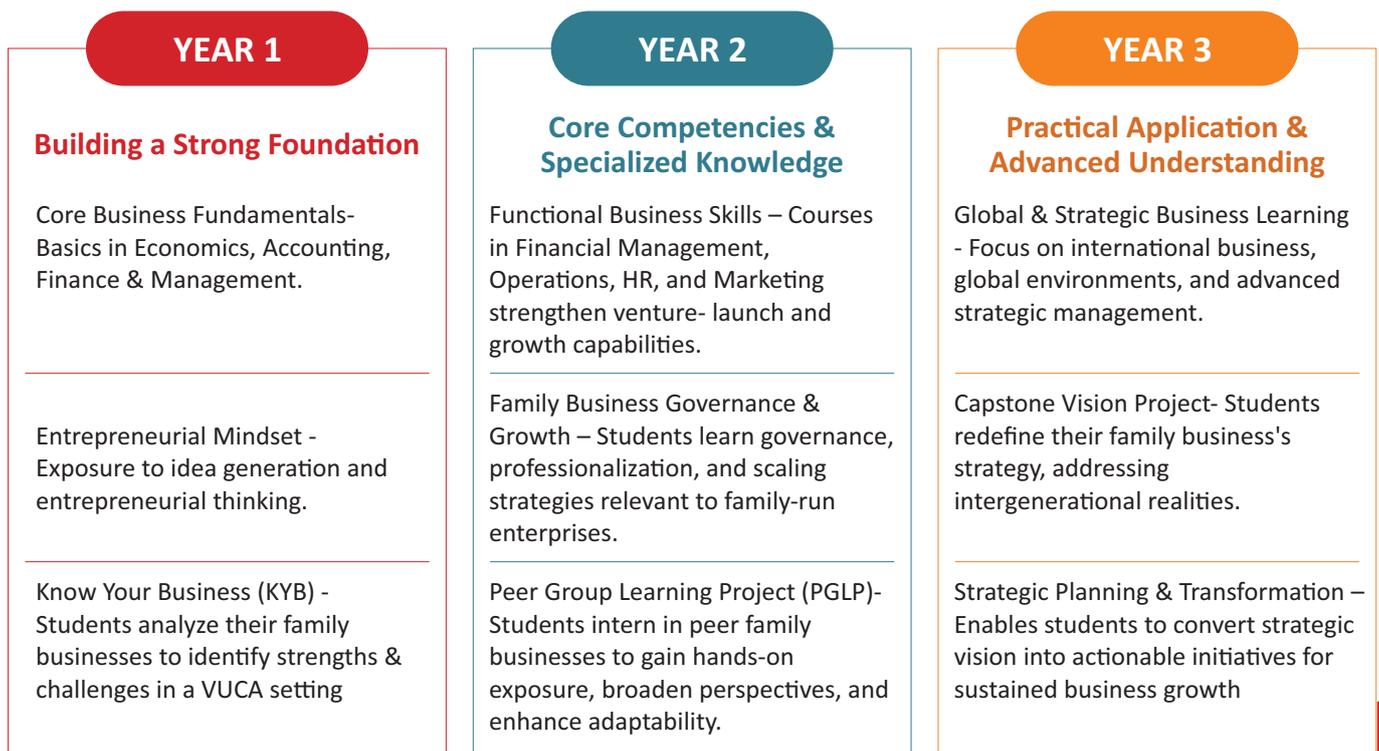
# Curriculum structure and its rationale

The program adopts a unique pedagogy that differentiates it from other undergraduate programs - nationally and internationally - and delivers the desired learning outcomes for future business-heirs. These pedagogical tools broaden horizons, encourage creative and critical thinking, and expose students to both theory and real-world practice. The program follows a structured approach and ensures that by the end of the program, students have a well-rounded education that integrates theoretical knowledge with practical experience, making them adept at both launching their ventures and managing family businesses.

## Pedagogy Design



## Structure of the Program



The approach blends enhanced in-class engagement, live projects, family business–relevant course design, and delivery by both academicians and industry practitioners. National and international industrial visits further enrich learning and add substantial experiential value. Several key pedagogical initiatives used extensively in the IMBA course are detailed below.

# Multi-Dimensional Learning Framework for Business Leadership

## 01 Application- Based Learning

Concepts are practiced through simulations, business games, case studies, and field assignments, ensuring learning by doing rather than passive classroom instruction.

## 02 Outbound & Experiential Learning

Outdoor and experiential activities build confidence, enhance decision-making, and strengthen team dynamics relevant to entrepreneurial environments.

## 03 Real-World Business Exposure

Engagement with real company situations, operational processes, and family- run enterprises helps students understand how businesses function beyond textbooks.

## 04 Global Business & Cultural Immersion

International industry visits provide exposure to world – class business practices, global markets, business etiquette, and cross – cultural business environments.

## 05 Family Business insights & Leadership Realities

Interaction with promoters and business families reveals leadership styles, governance issues, succession challenges, and cultural nuances unique to family enterprises.

## 06 Collaborative Learning & Team Leadership

Students work in groups to develop action plans, strengthen delegation and leadership skills, manage change, and build trust and respect for diverse viewpoints.

## 07 Critical Thinking & Entrepreneurial decision-Making

Focus on analytical, creative, and descriptive reasoning to navigate complex, uncertain, and rapidly evolving business environments typical of entrepreneurship.

## 08 Networking & Start-Up Mentorship

Structured networking with entrepreneurs, alumni, and expert mentorship helps students validate business ideas and explore early-stage-up pathways.

## Achievements

- CBSE/HSC/IB-/ISC have passed 10+2 or equivalent examination with 50% and above
- Candidates above 25 years of age are not eligible to apply
- Good communication skills
- Basic understanding of their respective family-run business
- Zeal to learn and take higher responsibility



# Course Structure

## FIRST YEAR

Area	Trimester I	Trimester II	Trimester III
Entrepreneurship & Family Business	Foundation of Management and Entrepreneurship (3) Foundation of Family Businesses (3)	Entrepreneurship in Developing Economies (1.5) Introduction to Indian Businesses (1.5) Culture and Business (1.5) Family Business Insights (1.5)	
Business Environment and Strategy	Business Understanding (3) The Constitution of India and Indian Political System (3)		Introduction to International Business Environment (3) Business & Society (1.5)
Communication		Oral Communication (3)	Essentials of Business Writing (3)
Economics	Micro Economics (3)	Macro Economics (3)	
Finance	Fundamentals of Accounting (3)	Basics of Cost Accounting (3)	Financial Reporting and Analysis (3)
Information System			Basic Computing Techniques (3)
Psychology	Business Psychology (1.5)		
Operations and Data Sciences		Business Mathematics - I Course (1.5)	Business Mathematics II (1.5)
Inter-disciplinary Credits	Business Psychology (1.5) Sociology (1.5)	Films And Management Lessons (1.5)	
FOCUSSED LEARNING			
Seminar Courses/Workshops	Indian family Businesses – growth story Personal & Professional Etiquettes	Foreign Language Introduction to Balance sheet Successful Entrepreneurs - Learnings from their Journey	Business Secrets from India's Top Entrepreneurs
Project			Summer project - Know Your Business

Courses: 8  
No of Credits: 21

Courses: 9  
No of Credits: 18

Courses: 6  
No of Credits: 15

Total Course: 23  
Total Credits: 54

## SECOND YEAR

Area	Trimester IV	Trimester V	Trimester VI
Entrepreneurship & Family Business		Family-Focused Business VS Business Focused Families (1.5)	
Business Environment and Strategy		Managing Organisational Change (1.5)	Business Continuity Planning (1.5)
Communication			Organizational Communication (3)
Law		Legal Aspects of Business (3)	Tax Planning (3)
Economics	Understanding Business Environment (3)		
Finance	Cost Accounting II (3)	Introduction to Banking, Accounting and Functions (3) (includes working capital)	
Human Resource and Behavioral Sciences	Understanding Self and Individual Dynamics (3)		Understanding Management Organization and Business (3)
Marketing	Marketing for Entrepreneurs (3)	Understanding Customer and Value Creation (3) Consumer Behaviour (3)	Digital Marketing (1.5) Network and Collaborations (1.5)
Operations and Data Sciences	Statistics (1.5)	Introduction to Management Science (3)	Managing Operation (3)
Inter-disciplinary credits	Basic Manufacturing Processes (3)	International Trade (1.5)	Project Management (3) (setting up of a plant)
FOCUSSED LEARNING			
Seminar Courses/Workshops	Excel for Business, Growing Business in Global Setting, Individual Financial Planning, Family Governance	Basic Finance - Plan Budget, Analyze & Reporting, Equity Fund Raising	Business Dilemmas and Ethics
Project		Social Connect Project (1.5)	Peer Group Learning Project

Courses: 6  
No of Credits: 16.5

Courses: 9  
No of Credits: 21

Courses: 8  
No of Credits: 19.5

Total Course: 23  
Total Credits: 57

## THIRD YEAR

Area	Trimester VII	Trimester VIII	Trimester IX
Entrepreneurship & Family Business			Understanding of Technological Entrepreneurship (3)
Business Environment and Strategy		Business Plan I (1.5)	Business Plan II (1.5)
Finance	Financial Markets and Instruments (3)	Financial Restructuring for Business (1.5) Investment Analysis and Portfolio Management (3)	
Human Resource and Behavioral Sciences	Understanding HR Functions (3) Negotiation Skills (1.5)	Talent Management (1.5)	
Information System	Advanced Computing Techniques (3)	Web Designing and Technologies (1.5)	Basic Business Analytics for Decision Making (3)
Marketing	Managing Franchisee (1.5)	B2B Marketing (3) Managing the Sales Process (1.5)	Customer Value Identification and Audit (1.5) Designing and Managing Channels (1.5) Service Marketing (1.5)
Operations and Data Sciences	Research Methods for Entrepreneurs (1.5)	Total Quality Management (3)	Project Management (1.5)
Inter-disciplinary Credits	Design Thinking (1.5)	Business Geographies (1.5)	Implications of Psychology in Business (3) Intellectual Property Rights (3)
Project		Capstone Project-part 1 (1.5)	Capstone Project-part 2 (1.5)
<b>FOCUSSED LEARNING</b>			
Seminar Courses/Workshops	Art of Influencing, Wealth Management, Role of Directors in family Business	Family Business and I	Earning the right to lead

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

**Courses: 10**  
**No of Credits: 19.5**

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

**Total Course -27**  
**Total Credits: 55.5**



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**SVKM's Narsee Monjee Institute of Management Studies**  
Deemed to be University (as per UGC Norms)  
V. L. Mehta Road, Vile Parle (West),  
Mumbai – 400 056. India.  
T: +91-22-42355555 | Toll Free No.: 1800 102 5138  
E: admissions.sbm@nmims.edu | W: www.nmims.edu