



**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- Eduniversal Rankings.
- Only Program mentioned in the McKinsey Report "**The Power of Many**" - Realizing the socio-economic Potential of Entrepreneurs in the 21<sup>st</sup> 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)**



## Bachelor of Business Administration (Entrepreneurship & Family Business):

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.

### Year 1: Building Strong Foundation

Students focus on core subjects like Economics, Accounting, Finance and Management.

They are introduced to entrepreneurial thinking, exploring idea generation and traits of successful entrepreneur.

A stand out feature is the know your Business (KYB) project where students engage with their family businesses to identify strengths and challenges, gaining an early analytical and strategic insights in a VUCA world.

### Year 2: Core Competencies & Specialized Knowledge

Students advance their skills with courses in Financial Management, Operations, Human Resources, while learning the governance of family businesses and how to grow them. Marketing courses equip them to launch new ventures.

The Peer Group Learning Project (PGLP) offers hands-on experience through internships with peer family businesses, broadening their perspective and adaptability.

### Year 3: Practical Application & Advanced Understanding

In the third year, students focus on the global business environment, advanced strategic management, and the complexities of international business.

A key feature is the Capstone Project, where students apply their knowledge to redefine their family business's vision and strategies, addressing intergenerational challenges and proposing modern entrepreneurial practices.

This project sharpens their strategic planning skills and helps set a long-term vision for business growth and transformation.

## Program Highlights

- **Networking Opportunities:** With an alumni base of over 6000 family business heirs, students build lifelong, trusted business connections.
- **Entrepreneurship Focus:** Designed to sharpen entrepreneurial skills, the program gives family business heirs a competitive edge in the business world.
- **Innovative Learning:** Our hands-on, real-world approach prepares students to apply their knowledge in their family businesses or new ventures.
- **Tailored Curriculum:** A unique program crafted specifically for family businesses, offering a focused, relevant education.
- **Advantage Mumbai:** Located in India's business hub, students gain exposure to top industry experts, blending theory with practical insights.
- **Job Creators:** Graduates emerge as job creators, ready to lead, innovate, and grow successful businesses.
- **Global acceptance:** It is reinforced by the fact that our bright youngsters are accepted in reputed universities abroad like Babson, Imperial College, University of Bath, University of Waterloo, Warwick University, Singapore Management University, etc.

## Program Objectives

- To explore the business landscape and understand how cultural, economic, and regulatory factors and trends influence it, and how these insights can be applied to the strategic decision-making of family businesses and entrepreneurial ventures.
- Learn to analyze business problems, synthesize different viewpoints, and create original answers to fit entrepreneurial and family business situations.
- Synthesize information from various sources and apply it to the development of strategic methods for solving problems and making decisions in intricate and realistic business environments.
- Utilize new technology and digital tools to make the business run more smoothly, to be innovative, and to keep the business competitive in an entrepreneurial and family business setting.
- Exhibit excellent communication skills by effectively expressing ideas through both written and verbal channels, enabling collaboration, and engaging with key stakeholders in family-owned or entrepreneurial businesses.
- Develop leadership and people skills to inspire and motivate a team and build a strong organizational culture that will lead to sustained business success in both family and entrepreneurial environments.
- Gain an understanding of Environmental, Social, and Governance (ESG) challenges, and develop strategies to integrate sustainable practices into entrepreneurial and family business models.


## Eligibility

- 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

## Pedagogy


Program adopts unique pedagogy that serves as a differentiator from any other under graduate program (nationally / internationally) and brings in the desired learning outcome for the incumbents. These unique pedagogical tools lead to broadening of horizons and help the students to think differently, and more creatively which is quite desirable as business-heirs. Pedagogical tools at the program range from enhanced student engagements in-class through live projects, a fine balance between theory and practice, relevant course design (as per family business requirements), an appropriate ratio of academicians and practitioners delivering the courses; national and international industrial visits which adds to learners' experiences and value addition is immense. Some of the pedagogical initiatives that we use extensively in IMBA course are detailed here.





## **On field experience - including educational visits - National and International Linkages**

- Access to real-life company situations
- Understanding Processes, Design existing national and Internationally
- World Class Business Practices (Through International Visits)
- Learning from global environment
- Understanding business culture and etiquettes
- Understanding international markets



## **Parent series inviting Guest - Speakers who are Practising and managing Family Business challenges**

- Visibility as a practicing professional
- Demonstrate professional work habits
- Enhance career marketability and direction
- Their experience open new thinking process
- Sharing existing leadership styles which are not covered in any books and management strategies
- Sharing family run businesses and issues of concerns
- Family culture and business culture existing



## **Out bound learnings in an open environment - Team dynamics skill building**

- Work effectively in groups
- Develop a plan of action in team settings
- Leadership skills
- Delegation issues
- Leading change and creative thinking
- Trusting others and respecting their view points



## **Enhances Classroom Learning**

- Application of critical thinking; descriptive and creative logic
- Adapt to complex uncertain environments
- Using different networking models to enhance within business deals
- Aggressive networking between Alumni



## **Initiatives Outside Classroom Teaching**

- Pioneer Garage: It's a unique student driven activity. New Ideas / concept notes / business plans are presented, debated and discussed. Nearly 13% new business initiatives come out of "Pioneer Garage". The sessions are facilitated by Director and subject experts from related Industries.
- Events: Membership of various Associations and networking sites, In-house activities run by CII-YI net
- Our Flagship Mega Business Event: Annual event attended by 100 entrepreneurs. Current topics impacting business or having future effect are deliberated.

# Course Structure

## BBA (E&FB) - 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)
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)	
<b>FOCUSED LEARNING</b>			
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

## BBA (E&FB) - 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)
FOCUSED 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

## BBA (E&FB) - 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)
FOCUSED LEARNING			
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**



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



**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