



EVOLVE. ELEVATE. EXPAND.

MBA (Entrepreneurship & Family Business Management)

<https://familybusiness.nmims.edu/programs/mba-entrepreneurship-and-family-business/>

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.



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

- Pioneers in Family Business & Entrepreneurship Programs with a deep understanding of Indian & internationally run family owned businesses
- 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 lead change in their respective businesses

Program Introduction

The MBA (Entrepreneurship & Family Business) Program at NMIMS was initiated in 1999, to help meet the unique needs of family business owners and managers. The objective of the program is to assist family-owned businesses in understanding the changing dynamics of competition as well as organization, brought about by liberalization, privatization and globalization. The Program intends to build a partnership between family business owners, managers and NMIMS. Also to develop family business successors as enterprising and knowledgeable owners of the businesses of their forefathers. Inculcate entrepreneurial qualities in them so that they contribute to the efficiency and growth of their enterprises.

Program Objectives

- Developing an Entrepreneurial Mind-set: An entrepreneurial mind-set characterized by creativity, innovation, a willingness to take calculated risks, and a drive to create value.
- Building & Modifying the Problem Solving and Decision-Making Skills: An ability to identify problems, analyse situations, and make sound decisions in complex and uncertain environments.
- Developing Business Acumen: An ability for a strong understanding of core business principles and practices across various functional areas, including strategy, finance, marketing, operations, and human resources.
- Launch or Lead a Venture: An ability to launch own venture after successfully completing various phases of "Pioneer Garages" specifically designed for Idea Generation, Opportunity Mapping, Mapping Idea into Opportunity, Social Media Presence and Minimum Viable Product, Financing or lead/manage a venture equipped with the skill-sets developed in the course.
- Communication and Collaboration: A skill set to effectively communicate and collaborate, capability of managing/working in diverse teams and leading initiatives.
- Adaptability and Resilience: The skill to be adaptable and resilient with the ability to navigate challenges and seize opportunities in a rapidly evolving business landscape.
- Ethical and Social Responsibility: To nudge them for ethical conduct and social responsibility by providing them structured inputs on ESGs and it's relevance for entrepreneurs and businesses.

Pedagogy

We do everything we can to make an entrepreneurial dream a reality hence equal importance is given to all aspects of a business. A judicious mix of classroom lectures by faculty members, case studies & project assignments along with industrial visits make this program interesting. Frequent interaction with highly reputed professional managers / entrepreneurs is an important input of the program. To make this program more interactive, ample opportunity is provided to participants to apply knowledge from classrooms to their businesses.

Eligibility

- Bachelor's Degree in any discipline from Recognized university (Minimum 50% in Aggregate)
- Good oral and written communication skills
- Actual involvement in running of family business
- Total commitment to self-improvement Those candidates who have obtained their degree by doing a part-time course or through distance learning, correspondence courses, externally, open school from recognized University are eligible to apply and register as per UGC guidelines

Course Structure

			FIRST YEAR
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)	Statistics for Business Decisions (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. (Every stage requires a satisfactory report of the mentor to be submitted by student).		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

Total credits - 63
Total Subjects - 25

Courses : 7
No of Credits : 18

Courses : 8
No of Credits : 21

Courses : 10
No of Credits : 24

Course Structure

SECOND YEAR

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 NewVenture 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

Total credits - 64.5
Total Subjects - 30

Courses : 11
No of Credits : 24

Courses : 10
No of Credits : 22.5

Courses : 9
No of Credits : 18



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



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