



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 (PDSE&FBM) was established with the objective of enabling family-owned enterprises to transition towards professionally managed and globally competitive organizations. As pioneers in this domain for over two decades, the School has developed deep insights into the evolving needs of family-run businesses, particularly in the context of India's emergence as a dynamic and resilient economic power. With an alumni base of over **6,000 plus entrepreneurs from family business backgrounds**, the School has, over the last 25 years, undertaken focused initiatives and built strong 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.

School aims at providing **holistic and relevant learnings** to our students who are essentially family business heirs and will be taking the family business legacy forward and. Our 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 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 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

- 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 led change in their respective businesses.



MBA (Entrepreneurship & Family Business)

The MBA (Entrepreneurship & Family Business) Program at NMIMS, launched in 1999, addresses the unique needs of family business owners, next-generation successors, and professional managers. The program recognizes the vital role of family enterprises in the Indian and global economy and fosters a strong academic–industry partnership to support continuity, competitiveness, and long-term value creation.

It equips family businesses to navigate the evolving business environment shaped by **liberalization**, **privatization**, and **globalization**, encouraging a professional, strategic, and innovation-driven approach. By integrating traditional business values with contemporary management practices, the program focuses on governance, succession planning, and sustainable growth.

The program develops **enterprising and responsible next-generation leaders**, enabling them to preserve legacy while transforming and scaling their businesses. Through rigorous academics and experiential learning, participants are empowered to drive efficiency, innovation, and long-term prosperity across generations.



Program Objectives

The aims of this rigorous, accelerated, and application-oriented course are to :

Develop skills in successfully initiating, expanding, diversifying, and managing a business enterprise with a focus on understanding real-life business situations and business practices.

Inculcate among students, entrepreneurial competencies including self-confidence, goal setting, planning, information seeking, problem solving and planned risk taking.

Provide intensive personal counseling to develop a competent entrepreneur and a successful business executive of tomorrow.



Program Highlights



Family Business—Centric Curriculum

Focused on the interplay of family, ownership, and business, covering governance, succession, and continuity.



Next-Generation Leadership Development

Holistic development of family business successors to lead change with professionalism, entrepreneurial mindset, and accountability.



Business Diagnostics & Strategic Road mapping

Structured tools to analyze current business models, identify gaps, and develop clear growth, diversification, and transformation roadmaps.



Digital Transformation for Family Enterprises

Enables students to understand their own business deeply, assess digital maturity, and design a practical digital transformation roadmap.



Peer Learning from Diverse Family Enterprises

Rich exchange among participants from varied sectors and generational stages.



International Exposure & Global Case Studies

Learning from global best practices in innovation, manufacturing, sustainability, and scaling.



Mentorship & Leadership Development

Continuous guidance from faculty, alumni, and industry experts focused on sustainability and long-term value creation.



Curriculum Design & Delivery

Block 1	Business Foundations, Self-Leadership & Family Enterprise Understanding	Block 2	Block 3	
	<p>Build core business knowledge across Digital Marketing, Branding, Finance, Operations, Supply Chain, and Talent Management.</p> <p>Develop self-leadership, ethics, and emotional intelligence.</p> <p>Understand family enterprise dynamics, governance, and intergenerational roles.</p>	<p>Apply functional knowledge in real business challenges across family enterprises.</p> <p>Gain international exposure and benchmark against global best practices; leverage mentoring, peer learning, and field projects.</p> <p>Analyze competitive positioning and emerging market opportunities.</p>		

Experiential Learning Toolkit

01 Field-Based Applied Management Project

Field Projects – Applied projects in family enterprises and external companies (market research, operations, supply chain)

05 International Industrial Immersion

International Industrial Immersion – Global exposure through visits to international companies and observing best practices

02 Business Case Method

Case Studies – Real-world family business, start-up, or corporate cases for problem-solving and discussion

06 Vision to Action - Roadmap

Vision to Action Project– Vision-based transformation or consulting projects for family businesses

03 Field Visits / Immersion

Field Visits / Immersion – Visits to industries and family enterprises to understand business operations and challenges faced across sectors.

07 Strategic Decision Simulations

Simulations-Strategic decision-making, governance boards, supply chain or marketing strategy exercises

04 Applied Financial Decision Lab -Bloomberg

Finance Labs – Hands-on financial analysis, budgeting, equity, valuation, and investment decision exercises

08 Leadership Series

Leadership Series– Exercises on succession planning, board simulations, and intergenerational decision-making

Eligibility

Please Refer to Admission Handout

Course Structure

Area	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	Management Practice for Entrepreneurs (3)	Legal Environment of Organizations (3) Corporate Social Responsibility (105)	Introduction to a Business Plan (3) Strategic Management (3) Corporate Governance (1.5) Design Thinking (3) We Care Project (1.5)
Communication	Building Blocks of Communication (3)	Critical Aspects of Business Writing (1.5)	
Economics	Applied Economics for Family Business (3)		
Finance	Financial Accounting and Analysis (3)	Banking Activity in Business (1.5) Management Accounting (3)	Financial Management (3)
Human Resource and Behavioral Sciences	Individual Dynamics and Leadership (1.5)	Group and Organization Dynamics (1.5)	Strategic Human Resource Management (1.5)
Information System		Business Analytics (AI/ML) (3)	
Marketing	Marketing Management (3)	Marketing Planning (3)	Digital Marketing (1.5)
Operations and Decision Sciences	Statistical Analysis (3)	Operation Management (3)	Distribution & Logistics Management (3)
Seminar Courses / Workshops	Business Etiquettes (P) Essential and Existing Practices in Family Business and I Role of Directors in Family Business (P) Management Learning through Films and Literature Creative Thinking	Board of Directors and Family Business (P) Leading change and Growth in Family Business (P) Getting the Family to Work Together Driving growth thru Innovation (P)	Building and leading Sales Team (P) Research Methodology for Entrepreneurs (P) Sustainable Innovations Selection of Directors & Board Members Start-up Foundations Web Site - designing
Project – During Term* End Term#	Term End Field Project	Term End Project	Term End Project - We Care

Total credits - 61.5
Total Subjects - 25

Courses : 7
No of Credits : 19.5

Courses : 9
No of Credits : 21

Courses : 9
No of Credits : 21

Course Structure

Area	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	Competitive and Global Strategic Management (3) Implementation of Business Plan (3) Managing and Growing Business (1.5) Learning From Failures (3) Social Innovation Studio (1.5) Peer Group Learning Programme (PGLP) (1.5)	Auditing a Business Plan (3) Succession Planning Models (1.5)	Innovation, Change and Entrepreneur (3) Strategies for Acquiring Small Businesses (1.5) Ethical Issues in Management (1.5)
Finance	Wealth Management (1.5)	Assessing Business Opportunities (1.5) Tax Management (3) Valuation & Business Expansion (3)	Private Equity & Venture Finance (1.5)
Human Resource and Behavioral Sciences	People Management in Entrepreneurial Firms (1.5)	Negotiation and Dispute Resolution (1.5) Change Management and organisational Readiness (3)	Compensation & Benefits (1.5)
Marketing	PR and Advertising for Business (1.5) Consumer Behavior (3)	Managing Franchises (1.5) B2B Marketing (3)	Demand Forecasting and Sales Management (3) Business in Emerging Markets (3)
Operations and Decision Sciences	Supply Chain Management (3)	Total Quality Management (1.5)	Project Management (1.5)
Seminar Courses/Workshops	Entrepreneur & Opportunity Pitching and Fund-Raising (P)	Incentive Designs in Small and Medium Scale Firms Entrepreneurial Wealth (P) Family Council Role	Building Social Capital (P) Government Policies and SME's Market Analysis and Value Creation (P)
Project - During Term* End Term	Term End Project	Integrated Term End Project Execution	Integrated Term End Project Presentations and Submissions

Total Credits - 64.5
Total Subjects - 30
Total Credits - 126

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)



SVKM's Narsee Monjee Institute of Management Studies

Deemed to be University (as per UGC Norms)

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