



EVOLVE. ELEVATE. EXPAND.

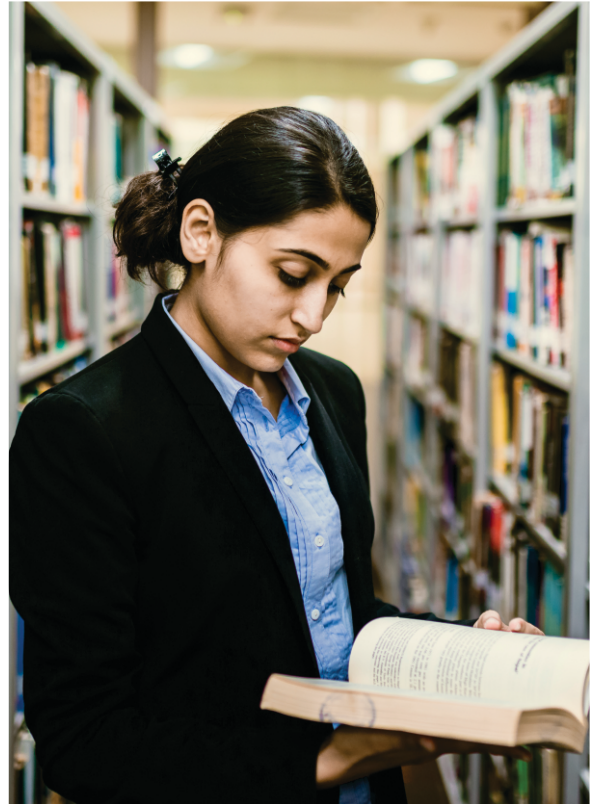
MBA (Entrepreneurship & Family Business Management)

<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.

Programme 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 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 counselling to develop a competent entrepreneur and a successful business executive of tomorrow.

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 programme. To make this programme 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

Master of Business Administration (E&FB) / First Year (2022-2023)

Area	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	Management Practice for Entrepreneurs (3)	Legal Environment of Organizations (3) Corporate Social Responsibility (1.5)	Introduction to a Business Plan (3) Strategic Management (3) Ethical Issues in Management (1.5) Corporate Governance (1.5)
Communication	Oral Communication (3)	Written Communication (1.5)	
Economics	Microeconomics (3)		Macroeconomics (3)
Finance	Financial Accounting and Analysis (3)	Banking Activity in Business (1.5) Management Accounting (3)	Creating the Modern Financial System (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)	Distribution & Logistics Management (3)
Operations and Decision Sciences	Statistical Analysis (3)	Operation Management (3)	
Seminar Courses / Workshops	Business Etiquettes (P) Essential and Existing Practices in Family Business and I Role of Directors in Family Business (P) Business Dilemmas & Ethics (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) Private Equity and Venture Finance	Building and Leading Sales Team (P) The CEO Research Methodology for Entrepreneurs (P) Sustainable Innovations Selection of Directors & Board Members Start-up Foundations
Project – During Term* End Term#	*Leading Change	#Peer Group Learning Program 6 weeks during summer break	WE CARE

Total credits -60
Total Subjects - 24

Courses: 7
No of Credits: 19.5

Courses: 9
No of Credits: 21

Courses: 8
No of Credits: 19.5

Course Structure

Master of Business Administration (E&FB) / Second Year (2022-2023)

Area	Trimester I	Trimester II	Trimester III
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) Design Thinking (3)	Auditing a Business Plan (3) Succession Planning Models (1.5) Sustaining Competitive Advantage (1.5)	Innovation, Change and Entrepreneur (3)
Finance	Wealth Management (1.5)	Assessing Business Opportunities (1.5) Tax Management (3)	Valuation & Business Expansion (3)
Human Resource and Behavioral Sciences	People Management in Entrepreneurial Firms (1.5)	Negotiation and Dispute Resolution (1.5) Business Networking and Talent Management (3)	Compensation & Benefits (1.5)
Marketing	PR and Advertising for Business (1.5) Consumer Behavior (3)	Business in Emerging Markets (3) Managing Franchises (1.5) B2B Marketing (3)	Digital Marketing (3) Demand Forecasting and Sales Management (3)
Operations and Decision Sciences	Supply Chain Management (3)	Total Quality Management (1.5)	Project Management (1.5)
Seminar Courses/Workshops	Entrepreneur & Opportunity Influence and Negotiation	Incentive Designs in Small and Medium Scale Firms Entrepreneurial Wealth (P) Pitching and Fund-Raising(P) Family Council Role - Workshop	Building Social Capital (P) Venture Growth Strategies (P) Government Policies and SME's Market Analysis and Value Creation (P)
Project - During Term* End Term	Project to be Announced	Integrated Term End Project Execution	Integrated Term End Project Presentations and Submissions

Total Credits - 63
Total Subjects - 27

Courses: 10
No of Credits: 24

Courses: 11
No of Credits: 24

Courses: 6
No of Credits: 15



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



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