



EVOLVE. ELEVATE. EXPAND.

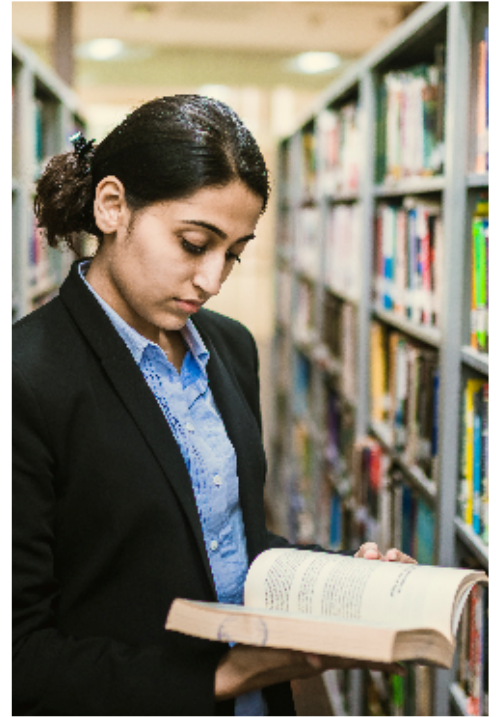
MBA (Entrepreneurship & Family Business Management)

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

About Pravin Dalal School of Entrepreneurship & Family Business Management

The Pravin Dalal School of Entrepreneurship & Family Business Management was founded to assist family-owned enterprises to be in line with professional organizations. As pioneers in this field for over two decades, we have a deep understanding of the evolving needs of family-run businesses, particularly in the context of India's growth as a strong economic force. With an alumni network of over 6,000 entrepreneurs from family business backgrounds, the school has, over the past 21 years, undertaken significant initiatives and developed expertise in family business and entrepreneurship management. We emphasize understanding and respecting the diverse cultural and value systems present in Indian markets, facilitating transformation by integrating closely with family businesses through mentorship and hands-on guidance.

To provide our students with comprehensive and relevant knowledge, we focus on analyzing each sector's multidimensional aspects, including its applicability, sustainability, growth potential, and challenges within India's dynamic economy and the global landscape. The courses and initiatives at the school equip students with insights into opportunities for expansion through joint ventures and foreign collaborations. Additionally, we foster international exposure and establish global linkages, ensuring alignment with students' aspirations for business growth and international partnerships.



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

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 mentoring 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 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	Management Practice for Entrepreneurs (3)	Legal Environment of Organizations (3) Corporate Social Responsibility (1.5)	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	Microeconomics (3)		Macroeconomics (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) Business Dilemmas and 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)	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 Field Project	Term End Project – We Care

Total credits - 64.5
Total Subjects - 26

Courses : 7
No of Credits : 19.5

Courses : 9
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	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) Sustaining Competitive Advantage (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 -Peer Group Learning Programme (PGLP)	Term End Project Execution	Integrated Term End Project Presentations and Submissions - Leading the Change

Total Credits - 64.5
Total Subjects - 30
Total Credits - 129

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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