



**MBA (Entrepreneurship)**

## 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. Eduuniversal 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 sectors leading to meaningful practical mentoring process
- A track record of students who have successfully led change in their respective businesses.



## MBA (Entrepreneurship)

The MBA (Entrepreneurship) Program at NMIMS, launched in 2019, addresses the market requirement of individuals who have an idea which they wish to launch with or without having a business background. The program systematically focuses on igniting, nurturing, and strengthening the entrepreneurial spirit of young eligible Indians who have the desire and willingness to pursue their dreams of becoming an entrepreneur amidst the dynamic business environment by managing the global head-winds while utilising the local tailwinds so as to increase their odds of success.

Program equips the aspirants to make use of opportunities offered by Indian Start-up ecosystem and a systematic approach to generate, assess, validate, and launch with conviction by assuming calculated risks.

The program offers young aspirants an opportunity to live their dreams of launching an innovative idea by teaching them fundamentals, their applicability and giving them hands on experiential learning which can otherwise lead to making costly irreversible mistakes. Program attempts at developing the foresight and the capabilities for strong execution of novel business ideas.

## Program Objectives

An Entrepreneurship focused course that nurtures entrepreneurial competencies of students covering goal setting, self-confidence, information seeking, problem solving and planned risk taking. Specifically MBA (Entrepreneurship) program aims at:

### **Development of Entrepreneurial Mind-Set and Requisite Skill Building**

The programme cultivates an evidence-based entrepreneurial mind-set through validated frameworks like effectuation and lean start-up methodologies, equipping students with quantitative skills in opportunity validation, and market sizing.

### **Resilience Building and Innovative Problem-Solving for Local Challenges**

Students develop emotional resilience and breakthrough thinking fostering adaptive strategies for uncertainty. Emphasis lies on practical problem-solving for India's local community challenges- such as rural fin-tech gaps via design thinking sprints that yield deep user insights and prototypes for unserved/under-served markets.

### **Experiential Learning and Competency Nurturing with Global Exposure**

Hands-on field immersions integrate design thinking tools with real-world ventures, honing competencies in goal-setting, information-seeking, and calibrated risk-taking through metrics-tracked projects. The curriculum exposes students to international markets and best practices via partnerships with global business bodies and our own startup ecosystem.

### **Personalized Mentoring and Integration with Thriving Start-up Ecosystem**

Tailored counselling and mentorship from industry veterans guide students in transforming ideas into ventures. This scientific-practical synthesis ensures graduates emerge as resilient leaders, capable of steering through an uncertain environment characterised by global headwinds while leveraging the local tailwinds.



# MBA (Entrepreneurship)

Nurture Skills, Create Ventures, Drive Impact.

## 01 Hands on Workshops – Pioneer Garages

Chance to Work on The Venture Idea under the guidance of Design Thinking Experts and Founders

## 03 Applied Financial Decision Lab -Bloomberg

Chance to utilize and learn Bloomberg Terminal Basics and get Bloomberg Certifications - BMC, BFE, BQL

## 05 Leverage NMIMS Ecosystem

Realise Strong Network Effects using NMIMS Vast Network and PDSE&FBM Rich Legacy Of Family Businesses Nurturing since 1999

## 02 Venture Capitalists -An Integral Part of the Course

Chance to Learn & Pitch to Three Different Venture Capitalists as part of the Structured Curriculum

## 04 Industry Experts as Course Faculty

Chance to learn concepts, real time problem solving, current trends and get feedbacks from Industry Veterans as they teach full subjects as part of Entrepreneurship program

## 06 A Unique International Exposure

One of it's kind Unique Initiative: A Two weeks International Immersion Program Carefully Crafted for the Niche Segment by Director to learn Best Business Practices

## Programs Highlights

### Entrepreneurship-Centric Curriculum

A well-designed curriculum having more than 55 detailed entrepreneurship focused subjects delivered by experienced academicians and industry leaders in a scientific and structured manner having clearly specified learning objectives with measurable learning outcomes.

### Building the Risk Appetite

Holistic development of an entrepreneurial mind-set by honing problem-solving skills, nurturing research based data driven decision making and design thinking skills so as to prepare students with the ability to move forward by taking calculated risks.

### Present and Future Trends For a Holistic Understanding

Structured tools to analyze current and future trends amid shifting global landscape sets the perfect base for innovation led approach to entrepreneurial thought process.

### Unique Pedagogy to Develop Entrepreneurial Competencies

A unique course design and delivery by engaging fine balance of Practitioners and Academia. The Niche course requires the

practical relevance, problem solving, skill building which is fully achieved by integrating domain experts from the industry, practitioners, Venture Capitalists who stay with students for full subjects that they are delivering giving them real time feedbacks

### International Immersion & Global Exposure

Learnings from global best practices in innovation, problem-solving techniques and international cultural nuances in case any student wishes to launch global enterprises.

### Local and International Industrial Visits

Industrial visits are an integral part of the program that helps build perspectives by seeing in person.

### A Strong Focus on Nurturing Emotional Intelligence and Strengthening Emotional Resilience

The Unique requirement of Entrepreneurship is having requisite emotional intelligence and build on emotional resilience given the uncertainties associate with entrepreneurship. Program offers modules and numerous workshops by industry experts along with one to one mentoring to develop the requisite competence.

## Eligibility

Please Refer to Admission Handout.

## Course Structure

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. <b>(Every stage requires a satisfactory report of the mentor to be submitted by student).</b>		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

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 - 57  
Total Subjects - 27

Courses : 10  
No of Credits : 21

Courses : 10  
No of Credits : 21

Courses : 7  
No of Credits : 15



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



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