



MBA (Entrepreneurship)

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

MBA (Entrepreneurship), is specifically designed for students who want to lead and manage business enterprises and also those who want to start their own ventures. This course will help students to learn fundamentals and acquire skill sets that will prepare them from initial development of a business plan, to financing a start-up and managing a growing business. This program further helps the students in identifying business opportunities, apply design thinking, risk assessment and providing solutions for emerging markets.

The understanding of fundamentals and by acquiring right skill set, considering the competitive environment they are in, this program will help them to set up a highly impactful and innovative business proposition.

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.

Programs Highlights

1. Live projects - students will be exposed and encouraged to take live projects under this program. This will be in line with current India specific areas.
2. Business Simulation - This will create environment to help people to make decisions, deal with contingencies better and evaluate risks. The live games introduced will help students to see the impact of their decisions under given economic environment.
3. The complete understanding of Business Plan. (Introduction, audit and developing of Business Plan.
4. The program comprises of an International visit to places like China, Japan, Taiwan, Korea, Germany, Italy, Spain, Singapore, and Belgium etc. The strong Institutional relationship with Chambers of Commerce, Government investment department and political bureau helps them to understand best practices and business opportunities.
5. A phase-wise project report at the end of each trimester culminating to a Detailed Project Report (DPR) helps them to understand their own business idea and its market well.
6. At the end of first year, summer internship project in the said sector.

Eligibility

- Bachelor's Degree in any discipline from Recognized university (Minimum 50% in Aggregate)
- Good oral and written communication skills
- No Business background required
- 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

Trimester - I		Trimester - II		Trimester - III	
Course Name	Credits	Course Name	Credits	Course Name	Credits
Entrepreneurial Decision Making	1.5	Regulatory Frameworks of Start-ups	3	Business Plan	3
Building Blocks of Communication	1.5	Business and Society	1.5	Intellectual Property Rights	1.5
Economics for Entrepreneurs I	3	Critical Aspects of Business Writing	3	Start-up Foundations	3
Financial Accounting and Analysis	3	Economics for Entrepreneurs II	3	Business Research Analysis	3
Managing Entrepreneurial Teams	3	Management Accounting	3	Business Presentation Models	3
Marketing Management	3	Building Diverse and Inclusive Ventures	1.5	Entrepreneurial Business Environment	1.5
Statistics for Business Decisions	3	Marketing Planning	3	Early Stage Venture Financing	1.5
Creativity and Business Innovation (P)	0	Operations Management	3	People Management in Entrepreneurial Firms	1.5
Tools for Generating Ideas (P)	0	Government Schemes for Businesses	0	Sales Management	3
Foreign Language I (Spanish)	0	Banking Activity in Business	0	Project Management	3
Total	18	Foreign Language II (French)	0	Entrepreneurial Learning from Established Family Run Businesses in India	0
		Pioneers Garage- Idea Generation	0	Business Model Innovation in the Digital age	0
		Total	21	Pioneers Garage- Opportunity Mapping	0
				Total	24

Total credits - 63

Total Subjects - 25

Course Structure

Trimester - IV	
Course Name	Credits
Strategic Management	3
Design Thinking for Entrepreneurs	3
Solving Big and Complex Problems	1.5
Negotiation Skills	1.5
Entrepreneurial Finance	3
Pitching & Fund Raising	1.5
Business Analytics (AI/ML)	3
Consumer Insights Mining	1.5
Distribution & Logistics Management	1.5
Supply Chain Management	1.5
Entrepreneurial Growth Stories	0
Entrepreneurship Simulation I	0
NewVenture Simulation II	0
EOU	0
Digital Footprints	0
Pioneers Garage- Mapping Idea to Opportunity	0
Total	21

Total credits - 57
Total Subjects - 27

Trimester - V	
Course Name	Credits
Capstone Business Simulation	3
Technological Entrepreneurship	3
Social Innovation Design Studio	1.5
Economics of Regulation	1.5
Business Valuation	3
Venture Capital (1.5)	1.5
Entrepreneurial Leadership Skills	1.5
Leveraging Fintech Innovations	1.5
New Product Development	1.5
Digital Marketing	3
Money and Capital Markets	0
Augmented and Virtual Realities (P)	0
Learning from Business Failures (P)	0
New Enterprise Creation (P)	0
Pioneers Garage- Social Connect	0
Total	21

Total credits - 120
Total Subjects - 52

SECOND YEAR

Trimester - VI	
Course Name	Credits
Capstone Project	3
Global Entrepreneurship	3
Disruptive Technology and Innovation Management	1.5
Entrepreneurship through Acquisition	1.5
Tax Planning and Management	3
Digital Platforms and Data Monetization	1.5
Customer Driven Marketing Strategies	1.5
Business Networking and Talent Management	0
Pioneers Garage- Financing	0
Total	15



**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)
V. L. Mehta Road, Vile Parle (West),
Mumbai – 400 056. India.
T: +91-22-42355555 | Toll Free No.: 1800 102 5138
E: admissions.sbm@nmims.edu | W: www.nmims.edu