



**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 programme 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 programme will help them to set up a highly impactful and innovative business proposition.

### Programme Objectives

1. The ability to conceptualise entrepreneurial opportunities through the invention, development and exploitation of entirely new ideas, exploring new products and service opportunities, creation of new ventures, business models, and ways of doing business.
2. The ability to develop entrepreneurial opportunities in business ideas, after understanding of untapped and unserved markets, and the application of technology to serve the said markets.
3. Nurture entrepreneurial competencies of students covering goal setting, self-confidence, information seeking, problem solving and planned risk taking. This will further expose them to international markets, world class business practices and connects with international business bodies.
4. Provide personal counselling and mentoring to develop a competent entrepreneur and successful business executives of tomorrow.

## Programs Highlights

1. Live projects - students will be exposed and encouraged to take live projects under this programme. 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 programme 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

### MBA Entrepreneurship/ First Year (2022-2023)

Area	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	Management Practice for Entrepreneurs (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	Oral Communication (1.5)	Written Communication (1.5)	Business Presentation Models (3)
Economics	Economics for Entrepreneurs I (3)	Economics for Entrepreneurs II (3)	Entrepreneurial Business Environment (3)
Finance	Financial Accounting and Analysis (3)	Management Accounting (3)	
Human Resource and Behavioral Sciences	Managing Entrepreneurial Teams (3)		People Management in Entrepreneurial Firms (1.5)
Marketing	Marketing Management (3)	Marketing Planning (3)	Sales Management (3)
Seminar Courses / Workshops	Creativity and Business Innovation (P) Tools for Generating Ideas (P)	Government Schemes for Businesses How to set-up New Business holding Banking Activity in Business	Entrepreneurial Learning from Established Family Run Businesses in India Business Model Innovation in the Digital age (P) Design for the Developing World Innovation Execution Case based learnings (P)
Pioneers Garage-practical work completion process. (Every stage requires satisfactory report of the mentor to be submitted by student)		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 start up, Distribution and acquisition channels #Peer Group Learning Program 6 weeks during summer break

**Total credits -60**  
**Total Subjects - 23**

**Courses: 7**  
**No of Credits: 18**

**Courses: 7**  
**No of Credits: 18**

**Courses: 9**  
**No of Credits: 24**

## Course Structure

## MBA Entrepreneurship / Second Year (2022-2023)

Area	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	Strategic Management (3) Design Thinking for Entrepreneurs (3)	Capstone Business Simulation (3) Business Research Analysis (3) Technological Entrepreneurship (3)	Capstone Project (3) Global Entrepreneurship (3) Disruptive Technology and Innovation Management (1.5)
Communication	Negotiation Skills (1.5)		
Finance	Entrepreneurial Finance (3) Pitching & Fund Raising (1.5)	Business Valuation (3) Venture Capital (1.5)	
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)	
Operations and Decision Sciences	Supply Chain Management (1.5)		
Seminar Courses / Workshops	Entrepreneurial Growth Stories Entrepreneurship Simulation I New Venture Simulation II	Money and Capital Markets Augmented and Virtual Realities (P) Learning from Business Failures	Business Networking and Talent Management
Pioneers Garage	4.SOCIAL CONNECT Find a co-founder or two, name your start up, get a logo made, build your website or landing page, Set up your social media accounts Building a minimum viable product Register your start up 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 - 49.5**

**Total Subjects - 22**

**Courses: 9**

**No of Credits: 19.5**

**Courses: 9**

**No of Credits: 21**

**Courses: 4**

**No of Credits: 9**



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



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Deemed to be University (as per UGC Norms)

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