

WOMEN ENTREPRENEURSHIP PROGRAM





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 two decades 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 24 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.

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)



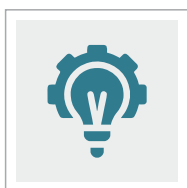
Ranked 96th
"Best Entrepreneurship"
Masters world wide- Eduniversal Rankings



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



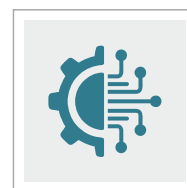
Strengths



Pioneers in Family Business & Entrepreneurship Programs with a deep understanding of Indian & internationally run family owned businesses



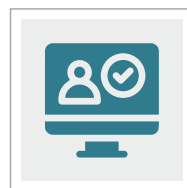
Award winning programs



World Class technologically equipped campus



Strong Alumni network of Entrepreneurs across leading to strong mentoring process



A track record of students who have successfully led change in their respective businesses

About Women Entrepreneurship Program

The program is structured to sharpen the business skills of the women participants and to generate confidence in them for creating purposeful financial structures and leading successful businesses. The potential of women entrepreneurs remains largely untapped with many lacking access to the financial services, skills and opportunities they need, to become successful business owners. Improving opportunities for women to earn and return income spurs economic growth and fosters a more inclusive and fair society, which is fundamental to sustainable growth and building more equitable societies. The program is structured into 9 modules and crafted exclusively for women. It aims to facilitate women entrepreneurs who have the ambition to start and transform their small businesses into thriving enterprises. This program caters to women who want to reignite their passion for doing and leading businesses, with proper direction.



Programme Objectives

- To help women entrepreneurs identify and develop business ideas
- To create financial management awareness amongst women
- To enable women entrepreneurs to use technology to support their business plans
- To help women entrepreneurs communicate effectively
- To help women entrepreneurs plan and strategize business expansion

Programme Highlights

- Executive Alumni Status from NMIMS
- 2 days/week on-campus immersion
- Building Strong Networks
- On-campus presentation of Capstone projects to Angel Investors
- Innovative Pedagogy using world-class infrastructure & resources

Eligibility

- Bachelor's Degree in any discipline from a recognized university with a minimum 50% score
- Good oral and written communication skills

Course Structure

Module 1	Module 2	Module 3
Concept of Entrepreneurship (Understanding the Business Environment)	Introduction to Business Plan	Professional Development for Women Entrepreneurs
Inclusivity in respective Family Business	Introduction to Financial Accounting	Case Studies on Practicing Women Entrepreneurs
Trends & Patterns of Women Entrepreneurship	Financial planning and forecasting	Experiencing Real-life Entrepreneurial Journeys
Building Blocks of Communication	Internal and External Funding Resources	Managing Supply Chain and Logistics
Art of Meaningful Conversation	Financial restructuring and Risk Management	Operations Management
Negotiating Conflicts	Business Valuation	Project: Capstone Project + Actionable and Realistic Business road map for Investor pitch.
Persuasive Communication	Evaluating Business Financial Profile and Financial Feasibility	
Business Opportunities for Women	Women-owned Business (Funding & Available Schemes)	
Module 4	Module 5	
Strategic Leadership	Introduction to Marketing	
Team Management	Digital Transformation	
Understand the Markets & Create a strong Business Model	Market Research and Market Planning	
Organization Transformation	Technology in Procurement, Inventory and Warehousing	
Leveraging the technology across Markets and Operations	Design Thinking and Innovation	
	Demand Forecasting	
	Personal Branding	

Program Charges

1. Program fee 2,99,000 + GST @ 18% per participant
2. International Tour with Additional Cost

Note: Fees collected does not include the cost of the International Tour).

Program registration followed by Payment of Fee to be done online on the NMIMS website

Certificate of Completion

Evaluation & Completion Criteria: ICA at the end of each course

- Quiz – To assess content understanding.
- Assignment- To assess reading beyond the classroom.
- Class Participation and Preparedness for the class.
- Peer Acceptance.
- Adherence to class expectations.
- Presentation

Participants must secure the minimum pass marks in the respective evaluation components.

It is mandatory to complete ICA in all courses.

Contact Details:

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Ms. Anita Rokade, Coordinator cum Secretary
 022-42355707

Timings for Enquiry:

Monday to Saturday (10:00 a.m. to 05:00 p.m.)



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



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