



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



# Integrated MBA



# About Pravin Dalal School of Entrepreneurship & Family Business Management (SBM's Initiative)

Pravin Dalal School of Entrepreneurship & Family Business Management (SBM's Initiative) 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



# Integrated MBA Program

This program is uniquely designed 5 years' program after 12th class aiming at balancing thoughts, experimentation, and action with logical reasoning, analysis and fundamentals of business. The focus will remain on nurturing students with Entrepreneurial mind-set and thought provoking leadership. The pedagogy used in 5 years will be a combination of classroom learnings by experienced faculty, guest sessions by domain experts, sector specific projects, and technology based exercises, off classroom grooming, experiential learning and international exposure. Two degrees will be awarded on successful completion of the 5 year program. Degrees awarded – BBA (E&FB), MBA (E&FB) at the end of 5 years.



## Exit Option after 3 years

The school is offering an additional feature in the Integrated MBA program. A student can choose an exit option if he/she wishes to leave after 3 years with a BBA degree in Entrepreneurship and Family Business. This new feature will give enough time to the students to think on whether they would like to continue with the full Integrated MBA program of 5 years and gain in-depth knowledge and skills required to run a family business or would like to discontinue after 3 years with a BBA degree in Entrepreneurship and Family Business and contribute to their family businesses with confidence.

## Programme Objectives

- To create and nurture entrepreneurial spirit at an early stage of the student that is starting from undergraduate level itself.
- Program exclusively designed for sons/daughters of family business owners having the willingness to pursue an entrepreneurial career.
- To help them understand the dynamics of an entrepreneurial venture, challenges and responses in the evolving Indian and Global markets
- To provide knowledge, tools and skills required for managing a business
- To sharpen the ability and acquire the skillset to understand the intricacies for scaling up the family businesses.
- To provide strong technical, economic and financial understanding, especially in the field of international operations, information technology, business analytics, customer engagement, succession planning, tax and corporate governance.
- To provide networking opportunities with varied businesses in class and on campus and the vast network of alumni base.

# Pedagogy

Program adopts unique pedagogy that serves as a differentiator from any other under graduate program (nationally / internationally) and brings in the desired learning outcome for the incumbents. These unique pedagogical tools lead to broadening of horizons and help the students to think differently, and more creatively which is quite desirable as business-heirs. Pedagogical tools at the program range from enhanced student engagements in-class through live projects, a fine balance between theory and practice, relevant course design (as per family business requirements), an appropriate ratio of academicians and practitioners delivering the courses; national and international industrial visits which adds to learners' experiences and value addition is immense. Some of the pedagogical initiatives that we use extensively in IMBA course are detailed here.



## **On field experience - including educational visits - National and International Linkages**

- Access to real-life company situations
- Understanding Processes, Design existing national and Internationally
- World Class Business Practices (Through International Visits)
- Learning from global environment
- Understanding business culture and etiquettes
- Understanding international markets



## **Parent series inviting Guest - Speakers who are Practising and managing Family Business challenges**

- Visibility as a practicing professional
- Demonstrate professional work habits
- Enhance career marketability and direction
- Their experience open new thinking process
- Sharing existing leadership styles which are not covered in any books and management strategies
- Sharing family run businesses and issues of concerns
- Family culture and business culture existing



## **Out bound learnings in an open environment - Team dynamics skill building**

- Work effectively in groups
- Develop a plan of action in team settings
- Leadership skills
- Delegation issues
- Leading change and creative thinking
- Trusting others and respecting their view points

## Enhances Classroom Learning

- Application of critical thinking; descriptive and creative logic
- Adapt to complex uncertain environments
- Using different networking models to enhance within business deals
- Aggressive networking between Alumni

## Initiatives Outside Classroom Teaching

- Pioneer Garage: It's a unique student driven activity. New Ideas/concept notes/ business plans are presented, debated and discussed. Nearly 13% new business initiatives come out of "Pioneer Garage". The sessions are facilitated by Director and subject experts from related Industries.
- Events: Membership of various Associations and networking sites, In-house activities run by CII-YI net
- Our Flagship Mega Business Event: Annual event attended by 100 entrepreneurs. Current topics impacting business or having future effect are deliberated.

## Eligibility

- CBSE/HSC/IB-/ISC have passed 10+2 or equivalent examination with 50% and above
- Candidates above 25 years of age are not eligible to apply
- Good communication skills
- Basic understanding of their respective family run business
- Zeal to learn and take higher responsibility



# Course Structure

## First Year 2023-2024

Area	Trimester I	Trimester II	Trimester III
Entrepreneurship & Family Business	Foundation of Management and Entrepreneurship (3)	Entrepreneurship in Developing Economies (1.5) Introduction to Indian Businesses (1.5) Indian cultural understanding covering different states (0.75)	Understanding of Indian Political System (0.75)
Business Environment and Strategy	Business Understanding (3) Understanding Indian Constitution (1.5)		Introduction to International Business Environment (3)
Communication		Oral Communication (3)	Written Communication (1.5)
Economics	Economics	Macro Economics (3)	
Finance	Fundamentals of Accounting (3)	Basics of Cost Accounting (3)	Financial Reporting and Analysis (3)
Information System			Basic Computing Techniques (3)
Operations and Data Sciences	Basic Mathematics Foundation Course (1.5)	Business Mathematics I (1.5)	Business Mathematics II (1.5)
Inter-disciplinary Credits			
FOCUSSED LEARNING			
Seminar Courses/Workshops	Business Etiquettes Indian family Businesses – growth story Films – Management learnings	Foreign Language Introduction to Balance Sheet Successful Entrepreneurs- Learnings from their Journey	Business Secrets from India's top Entrepreneurs
Project - During Term *End Term	Learning from Leaders	“MAHARAJAH'S OF INDIA”	Term End Summer project - Know Your Business
Facilitated Courses of Independent Studies		Families in Business - Generation to Generation Family Business Insights	

Courses: 6  
No of Credits: 15

Courses: 7  
No of Credits: 14.25

Courses: 6  
No of Credits: 12.75

Total Course -19  
Total Credits: 42

## Second Year 2023-2024

Area	Trimester IV	Trimester V	Trimester VI
Entrepreneurship & Family Business		Family Focused Business VS Business Focused Families (1.5)	
Business Environment and Strategy			Business Continuity Planning (1.5)
Communication			Organizational Communication (3 )
Law		Legal Aspects of Business-I (3)	
Economics	Understanding Business Environment (3)		
Finance	Cost Accounting II (3)	Introduction to Banking, Accounting and Functions (3) (includes working capital)	
Human Resource and Behavioral Sciences	Understanding Self and Individual Dynamics (3)		Understanding Management Organization and Business (3)
Marketing	Marketing for Entrepreneurs (3)	Understanding Customer and Value Creation (3)	Network and Collaborations (1.5)
Operations and Data Sciences	Statistics (1.5)	Operation Research (1.5)	Managing Operation (3)
Inter-disciplinary credits	Basic Manufacturing Processes (3)		Project Management (3) (setting up of a plant)
FOCUSSED LEARNING			
Seminar Courses/ Workshops	Excel for Business Growing Business in Global Setting Individual Financial Planning	Basic Finance-Plan Budget, Analyze & Reporting Equity Fund Raising Leadership Lessons from Mahabharata	Digital Transformation and Marketing
Project – During Term * End Term#		Social Connect Project (1.5)	Peer Group Learning Project
Facilitated Courses of Independent Studies	Family Governance		Business Dilemmas and Ethics

Courses: 6  
No of Credits: 15

Courses: 7  
No of Credits: 16.5

Courses: 5  
No of Credits: 13.5

Total Course -17  
Total Credits: 45

## Third Year 2023-2024

Area	Trimester VII	Trimester VIII	Trimester IX
Entrepreneurship & Family Business			Understanding of Technological Entrepreneurship (3)
Business Environment and Strategy		Business Analysis and Portfolio Management (1.5) Business Plan I (1.5)	Basic Business Analytics for Decision Making (3) Business Plan II (1.5)
Communication			
Law			
Finance	Financial Markets and Instruments (3)		
Human Resource and Behavioral Sciences	Understanding HR Functions (3) Negotiation Skills (1.5)		
Information System	Advanced Computing Techniques (3)	Web Designing and Technologies (1.5)	
Marketing	Managing Franchisee (1.5)	B2B Marketing (3) Managing the Sales Process (1.5)	Designing and Managing Channels (1.5)
Operations and Data Sciences	Research Methods for Entrepreneurs (1.5)	Total Quality Management (3)	
Inter-disciplinary Credits	Design Thinking (1.5)	Business Geographies (1.5) Smart Cities (1.5)	Sociology (1.5) Intellectual Property Rights (3) Implication of Psychology in Business (3)
Project		Capstone Project-part 1(1.5)	Capstone Project-part 2(3)
<b>FOCUSSED LEARNING</b>			
Seminar Courses/ Workshops	Art of Influencing workshop Wealth Management	Family Business and I Financial Restructuring for Businesses Export-Import Documentation	Earning the right to lead Value Identification and Audit (1.5)
Facilitated Courses of Independent Studies	Role of Directors in family Business		

**Courses: 7**  
**No of Credits: 15**

**Courses: 9**  
**No of Credits: 16.5**

**Courses: 9**  
**No of Credits: 22.5**

**Total Course -25**  
**Total Credits: 54**



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