



SCHOOL OF BUSINESS MANAGEMENT

Centre of Family Business &
Entrepreneurship Management

www.nmims.edu



**Groom your child
to lead your Family Business**

Integrated MBA - Program for Family Business



Peer to Peer learning

About NMIMS School of Business Management

The School of Business Management (SBM) is the torchbearer of NMIMS, Mumbai.

SVKM's Narsee Monjee Institute of Management Studies (NMIMS) has, ever since its inception in 1981, been a leader in management education in the country. It offers more than 50 programs across various disciplines, such as Management, Technology, Science, Pharmacy, Architecture, Economics, Law and Commerce.

The NMIMS Deemed to be University has over 12000 students and more than 450 faculty members who represent an eclectic mix of rich industry and academic experience.

Global Reach

NMIMS SBM has well-developed international linkages with reputed universities, leading to international assignments for teaching, research & consultancy and faculty and students' exchange programs with:

- HEC Lausanne, Switzerland
- The Grenoble Ecole de Management, France
- ESSCA, Angers, France
- ESSCA, Budapest, Hungary
- KEDGE Business School (Previously – EUROMED Marseille) France
- ROUEN Business School (Previously NEOMA) France
- HLL Leipzig School of Management, Germany
- IESEG School of Management, Lille, Paris, France
- IAE AIX Graduate School of Management, Paul Cezanne University, Marseille, France
- Royal Melbourne Institute of Technology (RMIT), Melbourne, Australia
- Macquarie University, Australia
- Hogeschool Utrecht, Netherlands
- University of South Florida, USA
- Rotterdam Business School, Rotterdam, Netherlands
- Athens University of Economics & Business, Athens, Greece
- Washington Center for Internship and Academic Seminars, Washington DC, USA



Interact with the Leaders of our Country

Honour - School of Business Management

NMIMS has successfully carved a niche for itself among the country's premier educational institutions, a fact borne out by the many prestigious awards and honour to its credit:

- NMIMS SBM ranked 12th rank top 100 management schools & 5th place in top 10 Pvt B-schools in Outlook Drshiti B-School survey 2014
- Ranked 13th in Business World B-School Survey 2014
- 11th rank over all order of Merit top B-School, Business Today MDRA Survey, 2014
- 9th rank top 25 B-schools, 3rd rank top 35 Pvt. Colleges, 2nd rank top 25 Pvt. Colleges in West Zone in The Week Hansa Research B-School Survey 2014
- NMIMS SBM awarded Best B-School Award – All India, 2014 by Discovery Education Media Pvt. Ltd
- Ranked 8th Best B-School (Over All among 150 B-school) and 3rd B-School West Zone by Nielsen Company under Times B-School Survey 2014
- Bloomberg TVB-School Excellence Awards for Outstanding B-School (West) 2012
- Ranked 6th Best Business School, 2011 by Economic Times



Global Best Practices

Program Introduction

This is a uniquely designed 5 years program after 12th class in the country aiming at balancing thoughts, experimentation, and action with logical reasoning, analysis and fundamentals of Business. The focus will remain on nurturing students with Entrepreneurial mindset and thought provoking leadership. The students will be prepared with skill sets desired to lead their own family businesses understanding business environment, processes, scaling, diversifications and expansions. The pedagogy used in 5 years will be combination of class room learning by experienced faculty, guest sessions by subject experts, sector specific projects, and technology based exercises, off classroom grooming, experiential learning and international exposure.

Our Strengths

Being the pioneers in the segment for more than a decade we understand the emerging needs of family run businesses in growing and emerging a strong nation like India. We have an Alumni base of 1000 Plus Entrepreneurs with a family business background. In last 14 years the School has taken serious initiatives and has developed expertise in not only understanding but leading the needs of family run businesses and their transformation processes. We have successfully dealt with issues like:

- Transformation from traditionally run business to professionally run company.
- Handling processes and transformation
- Bringing in technology and skill set to match the industry requirements and expectations.
- Bringing in international exposure and an element of world class business practices
- People Management
- Negotiations
- Financial Audit and Control
- Incorporating IT solutions
- Business expansions/ exports and diversifications
- Bringing into business successfully the next generation – Inheritance process.

Achievements

- 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 21 century” released at the G-20 Young Entrepreneurs Summit in Paris.



International Exposure





**“If your thoughts & actions inspire others to “Dream Big”
“Learn More” “Do More” and “Become More” you are a Leader.**

Prof. Seema Mahajan, Director - Center of Family Business & Entrepreneurship

Objective of the program

- To create and nurture entrepreneurial spirit at an early stage of the student, i.e. post 12th
- Program exclusively designed for sons/daughters of family business owners and those who wish to pursue entrepreneurial career
- To help them to 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 skills to understand the intricacies desired to scale 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 and mentoring services.

Eligibility for admission post 12th (10+2)

- CBSE/HSC/IB/ISC (12th Class) with 70% and above
- Good communication skills
- Basic understanding of their respective family run business
- Zeal to learn and take higher responsibility

Selection of Applicants

- The Institute will assess the suitability of the student, based on the information provided in the application form.
- The applicant will have to go through a rigorous personal interview conducted by a panel, consisting of faculty members of the Institute.
- The focus will remain on the following:
 1. Communication Skills
 2. General awareness
 3. Basic business know-how
 4. Zeal to Learn
 5. Consistency in Thinking



Seniors as Mentors

How/Why are we different: We believe in complete understanding with difference.

Uniqueness in Pedagogy & Value addition has been the guiding force in setting up the program. These initiatives broaden the horizons and help the student to think differently, more creatively in this competitive scenario.

On Field Experience- Including Educational Visits-National and International Linkages

- Access to real 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 and their focus

Parent Series inviting Guest- Speakers who are practicing and managing family business challenges

- Visibility as a practicing professional
Demonstrate professional work habits
Enhance career marketability and direction
- Experience sharing to 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

Out Bound Learnings in an open environment-team dynamics skill building

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

Enhanced Classroom Learning

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



Events that build the Entrepreneur in You

Initiatives Outside Classroom Teaching

1. 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.

2. Events

Membership of various Associations and networking sites
In-house activities run by CII-YI net

3. Inspirus our flagship mega event

Annual event attended by 100 entrepreneurs.
Current topics impacting business or having future effect are deliberated.

The Centre of Family Business & Entrepreneurship Management offers the following programs especially for Entrepreneurs & Family Businesses.

- **MBA (Entrepreneurship & Family Business)**
- **Weekend Family Managed Business Administration Program (FMBA)**

SVKM'S

Narsee Monjee Institute of Management Studies

Declared as Deemed to be University under Section 3 of the UGC Act, 1956)

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