



MALAD KANDIVLI EDUCATION SOCIETY'S

INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

www.mkesimsr.in | ph: 7304900787 | e-mail: mkesimsr@nkc.ac.in

**LEVERAGING POTENTIAL THROUGH
CONTINUOUS LEARNING**

**POST GRADUATE
PROGRAMME IN
ENTREPRENEURSHIP AND
INNOVATION IN FAMILY
MANAGED BUSINESS
(PGP - FMB)**



**FACILITATED BY
SENIOR INDUSTRY
PROFESSIONALS AND
CXO'S FROM INDIA &
EUROPEAN UNION**



WHY US?

- ONE TO ONE MENTORING BY INDUSTRY EXPERTS AND FACULTY
- INDUSTRY FOCUSED PROGRAMME CONDUCTED BY SENIOR INDUSTRY PRACTITIONERS FROM INDIA AND EUROPEAN UNION
- LEADERSHIP LAB FOR HOLISTIC DEVELOPMENT



**11 MONTHS' INTENSIVE
PROGRAMME ONE
WEEK/MONTH
CLASSROOM SESSIONS**



**400+ HOURS OF
CONTACT**



**SELF PACED
EXPERIENTIAL
LEARNING**



**FOCUS ON PRACTICAL
SKILL BUILDING**

PROGRAMME DETAILS

LOCATION ➤ **MUMBAI CAMPUS**

INTAKE ➤ **15 PARTICIPANTS (MAX)**

FEES ➤ **3.50 LACS^{*} + 18% GST**

**VISIT US ON
WWW.MKESIMSR.IN**

OR

**CALL ON 7304900787
FOR ENQUIRIES**

* Registration Fee on confirmation to block seat - Rs.50,000/- rest of the amount to be paid in 3 (Three) equal instalments of Rs.1,00,000/- each.



WHY PGP - FMB PROGRAMME

Entrepreneurship & Innovation in Family managed businesses play a crucial role in the economy of a country. According to Ernst & Young, India, it is estimated that globally, family businesses contribute around 70%–90% of the global GDP, as also in India.

Family Managed Businesses (FMBs) account for more than 85% of businesses in India. Additionally, 67% of total listed companies with market capitalization exceeding more than US\$50 million each account for family businesses in India. Apart from conglomerates like Reliance and Godrej, a lot of retail trade, small scale industry, and service sector are run by family businesses.

Post Graduate Programme in Entrepreneurship & Innovation in Family Managed Business (PGP-FMB) is offered by MKES Institute of Management Studies and Research (MKES-IMSR) to give a boost to entrepreneurship ventures and to expand and modernize the family businesses to make them much more successful and professional growth-oriented businesses.

‘Make in India’; ‘Start-Up India’ ; ‘Atmanirbhar Bharat’ could be a great success, if more and more graduates after completing their PGP - FMB embrace Entrepreneurship projects and endeavour to boost the FMBs instead of continuing to run their businesses the same ways as earlier.

In the rapidly altering business environments and economies, the next generation of FMBs want to tackle the uncertainty and volatility of business world effectively. To cater to the needs of this group, (MKES-IMSR) has specifically designed this course (PGP-FMB) to help meet the needs of next generation of Family Managed Businesses.

WHO SHOULD APPLY

- Next generation family business owners/successors
- Startup founders
- Aspiring entrepreneurs
- Experienced intrapreneurs and other practitioners in FMBs who aspire to assist the FMB owner with a more professional orientation.



PROGRAMME CONTENT

MODULE 1: BUSINESS ECONOMICS & FINANCE

- Understanding the Business Environment
- Introduction to Finance
- Financial Management
- Business and Role Plan
- Cost Management
- Financial Planning and Wealth Management

MODULE 2: STRATEGIC MARKETING

- Acquiring and Managing Customers
- Introduction to Service/ Real estate/ Manufacturing/Retail Businesses
- Introduction to Service/ Real estate/ Manufacturing/Retail Businesses - Case Study
- Managing Sales Force and Reseller Networks
- B2B Sales & Marketing
- Brand, Advertising and PR Management
- Innovation & Design Thinking

MODULE 3: HRM - LEVERAGING POTENTIAL OF HUMAN RESOURCES

- Organisational Development & Change Management
- Interpersonal Skills for Business Leaders - stakeholder relationships
- Managerial Decision Making
- Managing Self
- Managing Teams

Curriculum



PROGRAMME CONTENT

MODULE 4: PROJECT MANAGEMENT

- Business Improvement Projects
- Business Improvement Project-Cases and Simulation

MODULE 5: OPERATIONS MANAGEMENT

- Business Research Methods
- Logistics & Supply Chain Management
- Total Quality Management
- Business Process Re-engineering
- Global Supply Chains

MODULE 6: LEGAL AND TAXATION IN BUSINESSES

- Business Law
- Tax Management (Income Tax and other taxes related to business).

MODULE 7: ENTREPRENEURSHIP & LEADERSHIP SKILLS

- Family Governance-1-Organisation structure; relationships and Group Behaviour
- Family Governance-2-Corporate Governance & Ethics
- Family Governance-3- Succession Planning and Managing for the future
- Leadership Lab-in Phase 2
- Leadership in Action-in Phase 3-Planning for the future

Curriculum



PROGRAMME CONTENT

MODULE 8: BUSINESS STRATEGY & EXECUTION

- Insights to Business Planning-I-Understanding the Concepts
- Insights to Business Planning-II-Understanding your Business
- Competitive Strategy
- Strategic Negotiation-Phase 3

MODULE 9: BUSINESS AUDIT AND MIS

- Business and Society - Phase 1 and 3
- Ethical Issues in Management of Businesses
- Information Systems for Management
- Enterprise Resource Planning

MODULE 10: INTERNATIONAL BUSINESS MANAGEMENT

- International Marketing
- Foreign Exchange Management
- International Finance
- Cross-Cultural Management

MODULE 11: LOGISTICS AND SUPPLY CHAIN

- Supply Chain Management
- Logistics
- Materials Management

MODULE 12: E-COMMERCE AND IT APPLICATIONS IN BUSINESS

- Digital applications in Business
- E-Commerce
- B2C, B2B, Digital wallets, Online banking, teleconferences.
- Importance of Social Networking for business.

Curriculum

Phase Wise Subject List

PHASE 1 (KNOW A BUSINESS)	Phase 2 (Know A Business)	Phase 3 (Know Your Future Business)
Understanding the Business Environment	Managing Sales Force & Reseller Network	Legal Aspects of Business
Acquiring & Managing Customers	B2B Sales & Marketing	Digital in Business
Introduction to Finance	Financial Management	Brand, Advertising & P.R. Management
Introduction to Service/Real Estate/Manufacturing/Retail Business - 1	Introduction to Service/Real Estate/Manufacturing/Retail Business - 2	Business & Role Plan
Insights to Business Planning - 1	Insights to Business Planning - 2	Organisational Development & Change Management
Business Improvement Project - 1	Business Improvement Project - 2	Family Dynamics - 3
Interpersonal Skills for Business Leaders - 1	Interpersonal Skills for Business Leaders - 2	Financial Planning & Wealth Management
Managerial Decision Making Simple Decision Making	Managerial Decision Making Complex Decision Making	General Electives
Innovation & Design Thinking	Harnessing Human Resources in FMB's	Custom Electives
Managing Self	Leveraging IT for Business	-----
Managing Teams	Family Dynamics - 2	-----
Family Dynamics - 1	Cost Management	-----
Leadership Lab	Business & Society	-----
Business & Society	Competitive Strategy	-----
-----	Strategic Negotiation	-----
-----	Innovation & Design Thinking	-----
-----	Leadership in Action	-----

The emphasis will be on participant centred learning



ELECTIVES

A basket of General Electives will be offered to participants.

Choice of 4 Electives

- International Business
- Private Equity and Venture Capital
- International Finance
- Taxation, Commercial Operations and Compliance
- Entrepreneurship and Growth
- E-Commerce
- Doing Business in Emerging Economies
- Quality and Governance

Choice of additional Custom Electives

- Service
- Realty
- Manufacturing
- Retail

BUSINESS AND ROLE PLAN

Business and Role Plan will be the key test of true learning for a FMB participant. The learning from the programme needs to be applied to shaping the future course of action for the business in the coming 3-5 years, as also the participant's role therein.

Prepared in conjunction with the mentor, the Business and Role Plan will be presented by each participant to the faculty members, in mentor's presence. External industry experts from the same/similar sector may also be invited to be part of the panel assessing the Business and Role Plan.

PEDAGOGY

The emphasis of the programme will be on developing Attitude, Skills & Knowledge (ASK) leading to ability of the candidate to apply learnings to business settings.

To achieve the above, PGP - FMB programme will comprise of a set of programmes aimed at developing an inquisitive and analytical mind, which proactively seeks the right knowledge, appropriate skills and attitude necessary for business.

The pedagogical approach followed will be based largely on 'Learning by Doing' and using 'Business as Lab'. The experiential nature of the programme will involve four stages:

1. Learn the theoretical frameworks and models in the class based on the following 4x3 architecture:

	BUSINESS	FAMILY	SELF	SOCIETY
ATTITUDE	PARTICIPANT			
SKILLS				
KNOWLEDGE				

2. Examine and reflect on the application of such frameworks under a wide variety of settings.
3. Make wider sense of such attitudes, skills and knowledge as applicable to business.
4. Learn and share the new knowledge to consolidate such learnings and add to the repertoire of knowledge for managing businesses effectively.

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BHAVISHYA BHARAT CAMPUS, S.V. ROAD, MALAD WEST, MUMBAI-400064