



Program Structure & Syllabus

Master of Business Administration **Entrepreneurship and Family Business**

Duration: 02 Years

Batch: 2026–2028

School of Management

MBA – Entrepreneurship and Family Business

Program Overview:

The MBA in Entrepreneurship and Family Business offered by Bennett University is a distinctive postgraduate program designed specifically to empower the next generation of family business leaders and entrepreneurs. Rooted in an integrated, outcome-based learning philosophy, the program bridges academics with real-world business application enabling students to return to their own family enterprises each semester to apply and test their learning in live contexts.

The program follows an industry-oriented pedagogy through corporate immersions, social immersions, own business internships and a 4-week Global Immersion with partner institutions, all supported by structured mentorship from an Own Business Mentor, Corporate Coach and Faculty Mentor each. Structured as a two-year, four-semester program, it is delivered through physical contact sessions conducted in an interactive workshop mode.

The program culminates in a Capstone Project focused on the student's own business, ensuring sustained and meaningful engagement with their family business ecosystem. The program is uniquely positioned to address the specialized needs of family business owners and first-generation entrepreneurs navigating growth, governance, succession, and innovation challenges.

Key Features of the Program:

- Experiential learning through Service Business, Manufacturing and SME immersions
- Summer Internship within the student's own family business for applied learning
- 4-week Global Immersion with partner institutions and industry visits
- Structured mentorship: Own Business Mentor, Corporate Coach and Faculty Mentor
- Masterclasses on family business topics
- Bootcamp and incubation support through Bennett Hatchery
- Workshop-mode sessions with a rich mix of internal, visiting and expert faculties

Program Objectives (POs):

PO1: Develop a comprehensive understanding of family business dynamics alongside the development of leadership, negotiation, and conflict resolution skills to effectively manage family-business relationships, resolve disputes constructively, and build cohesive organizational cultures.

PO2: Equip students with strategic thinking, financial acumen, and analytical decision-making capabilities required to drive sustainable growth, manage resources efficiently, and navigate complex business environments.

PO3: Build entrepreneurial mindset, innovation capability, and start-up acumen to enable family business owners to identify new opportunities, launch new ventures, and diversify their enterprise portfolios.

PO4: Instill values of ethical governance, sustainability, and social responsibility, enabling students to align business decisions with long-term societal and environmental imperatives.

PO5: Foster global business awareness and cross-cultural competence, preparing students to internationalize their businesses, engage with global markets, and build international partnerships.

PO6: Promote continuous professional development, adaptability, and lifelong learning to address the evolving challenges of family business management, entrepreneurship, and the broader global economic landscape.

CURRICULUM STRUCTURE

Semester - I							
S.No	Type of Course	Subject	L	T	P	E	Credits
1	Core (DSC)	Foundations of Family Business	2	0	0	0	2
2	Core (DSC)	Thinking like an Economist	2	0	0	0	2
3	Core (DSC)	Financial Reporting	2	0	0	0	2
4	Core (DSC)	Building Organizations	2	0	0	0	2
5	Core (DSC)	Innovation & Start-up	2	0	0	0	2
6	Core (DSC)	Consumers and Markets	2	0	0	0	2
7	DSE (ANY 2)	Indian Regulatory Context / Global Economic Context / Recognizing and Analyzing New Opportunities	4	0	0	0	4
8	AEC	Sustainability Principles	2	0	0	0	2
9	VAC	Discovering Self	2	0	0	0	2
Total Credits							20

Semester - II							
S.No	Type of Course	Subject	L	T	P	E	Credits
1	Core (DSC)	Family Governance & Constitution	2	0	0	0	2
2	Core (DSC)	Achieving Operational Efficiency	2	0	0	0	2
3	Core (DSC)	Growth Strategies for Family Businesses - 1	3	0	0	0	3
4	Core (DSC)	Innovation in Family Firms	2	0	0	0	2
5	DSE (ANY 2)	Corporate Finance & Wealth Management / HR & Professionalization / Leveraging Technology & Digital Entrepreneurship in India	4	0	0	0	4
6	GE/MDC	Managing Cost	2	0	0	0	2
7	SEC	Data-driven Decision Making	2	0	0	0	2
8	VAC	Leadership Development	2	0	0	0	2
9	Apprentice/Project/Ent.	Service Business Immersion	0	0	0	3	1
Total Credits							20

Summer Internship at Own Family Business — 4 Credits

Semester - III							
S.No	Type of Course	Subject	L	T	P	E	Credits
1	Core (DSC)	Growth Strategies for Family Businesses - 2	3	0	0	0	3
2	SEC	Global Market Entry and Supply Chain Practices	0	0	4	0	2
3	SEC	Conflict Management and Negotiations Lab	0	0	4	0	2
4	Apprentice/Project/Ent.	Manufacturing Immersion	0	0	0	12	4
5	Apprentice/Project/Ent.	SME Immersion	0	0	0	12	4
6	Apprentice/Project/Ent.	Start-up Dynamics, Funding and Financing	0	0	0	15	5
Total Credits							20

Semester - IV							
S.No	Type of Course	Subject	L	T	P	E	Credits
1	Apprentice/Project/Ent.	Capstone Project: Immersion in Own Enterprise	0	0	0	60	20
Total Credits							20

List of Workshops / Activities		
S.No	Semester	Topic
1	II	Building Brands
2	II	Intellectual Property Rights
3	III	Succession and Transition
4	III	Tax Planning
5	IV	Reverse Mentorship

Total Program Credits

84