



लखनऊ विश्वविद्यालय  
University of Lucknow

## **MBA (Entrepreneurship & Family Business) 2 Years full-time Masters Degree Program in Management**

### **PREAMBLE**

The reorganization and revision curriculum for the Institute of Management Sciences (IMS) has been developed keeping in view the needs of the current industry in terms of skill sets being sought in new business environments. It also seeks to align program structure and curriculum with student aspirations and corporate expectations.

A regular review of the Choice Based Credit System will help students to grow with their career dimensions and develop better understanding for the requisite industry aspirations. The course restructuring deals with PG program 1st and 2nd year comprising of four semesters. The course redesign will surely motivate students to be successful managers as well as guide to become a successful entrepreneur.

### **PROGRAMME THEME**

The clarion call given by the Hon'ble Prime Minister to use these trying times to become 'Atmanirbhar' has been very well received to enable the resurgence of the Indian economy. Additionally, India has demonstrated how it rises up to challenges and uncovers opportunities therein. MSMEs of India are expected to play a pivotal role in realizing this dream of self reliance.

Institute of Management Sciences, University of Lucknow, feels privileged to contribute towards this endeavor of the Government by launching its new two year, full time MBA Programme, MBA -Entrepreneurship and Family Business Management. Inspired by the idea of Atmanirbhar Bharat, this MBA program, will not only train the young budding entrepreneurs for initiating start ups, but also hone the skills of those with existing family businesses in becoming socially sensitive business leaders, who will be able to take their family business to greater heights. It will systematically groom the new generation with a set of conceptual framework built around the family's and society's needs and equip them with a holistic perspective of their business to make them more successful.

## **PROGRAMME OBJECTIVES**

The MBA Programme is designed to prepare students for careers in management and leadership in both the private and public sectors including entrepreneurial ventures and family businesses. Students acquire a comprehensive foundation in the fundamentals of business, the environment in which they will function, and the analytical tools for intelligent decision-making. Specifically:

- To inculcate among students, entrepreneurial competencies including self confidence, goal setting, planning, resource mobilization and planned risk taking.
- To provide intensive personal counselling to develop a competent entrepreneur and a successful family business leader of tomorrow.
- To increase the problem-solving, conceptual and decision-making skills of practising managers.
- To provide learning environment to men and women to pursue careers in different fields of management or become academicians and researchers.
- To promote development of leadership skills among students by stimulating them to organize and manage various programmes such as inter-institute competitions and seminars.
- To provide exposure to real life work experiences and hands-on practice in collaboration with industry.
- To provide opportunities for overall development of students by encouraging them to participate in various co-curricular activities.

## **PROGRAMME OUTCOMES**

Upon completion of the MBA Programme, the students will be able to:

- Become successful entrepreneurs and those with existing family businesses will be able to adopt better family business practices.
- Describe and relate to current conceptual and theoretical models, issues, and concerns in business management.
- Analyse organisational and business situations with an open mind and formulate innovative solutions to problems.
- Examine and evaluate business practices across the globe to determine the best practices for application to their businesses.
- Appreciate the importance of ethical values and work as team players
- Acquire leadership skills and become productive managerial leaders.
- Adapt and apply current best business practices to the management of businesses.

- Formulate and implement appropriate strategies for their own professional development.
- Apply knowledge and skills acquired in problem solving and management of various business activities.
- Develop innovative thought process and start their ventures.

## **SPECIFIC PROGRAMME OUTCOMES**

Upon completion of the MBA- Entrepreneurship and Family Business Management course, students will be able to:

- Understand the changing dynamics of competition as well as organization, brought about by liberalization, privatization and globalization.
- Be enterprising and knowledgeable owners of their businesses along with inculcating entrepreneurial qualities in them so that they are able to contribute to the productivity and growth of their businesses as well as economy.
- Become an entrepreneur and initiate sustainable start-ups.
- Have the understanding and skills to improve family business performance and harmony that will help them to align family ownership, business strategy and governance along with gaining administration skills for building and leading diversified businesses.
- Handle unique challenges of generational transitions in the family businesses.
- Expand their current business

### **MBA (Entrepreneurship and Family Business Management)**

**Eligibility:** Any Graduate from Recognized University. (Minimum marks: General/ OBC 50%, SC/ST 45%)

**Duration :** 4 Semester

**Type :** Self Financed

**Seat :** 60

**Fee :** 81080 Per Semester