

MBA

FAMILY OWNED BUSINESS
MANAGEMENT PROGRAM
(MBA-FOB)



Learn while Working on Your Business



UNIQUE

Family Owned Business (MBA -FOB)

The two-year MBA-FOB program at Jindal Global Business School (JGBS) is a tailor-made post-graduate level professional degree program.

The MBA-FOB program provides specialized knowledge on latest business trends and training on essential skill sets to young leaders of family owned businesses in India.

You will learn to leverage the strengths of family business management, implement best practices, and successfully innovate. You will imbibe expertise to encourage high performance, drive productivity, and inspire shareholder loyalty.

FEATURES

Meant for the present and next generation of young leaders of family owned businesses in India.

24-month-long program, flexible class timing, world-class infrastructure, and New Delhi based campus give students the opportunity to pursue family business operations while learning in a diversified academic environment.

International Immersion (Optional) Program available at 25+ global universities and business schools.

Special mentoring sessions and guest lecture seminars involving leaders, CEOs, and tycoons of leading companies and businesses.

Startup support from Centre for Business Incubation and Entrepreneurship (CBIE) for entrepreneurial thinking and business ideas.

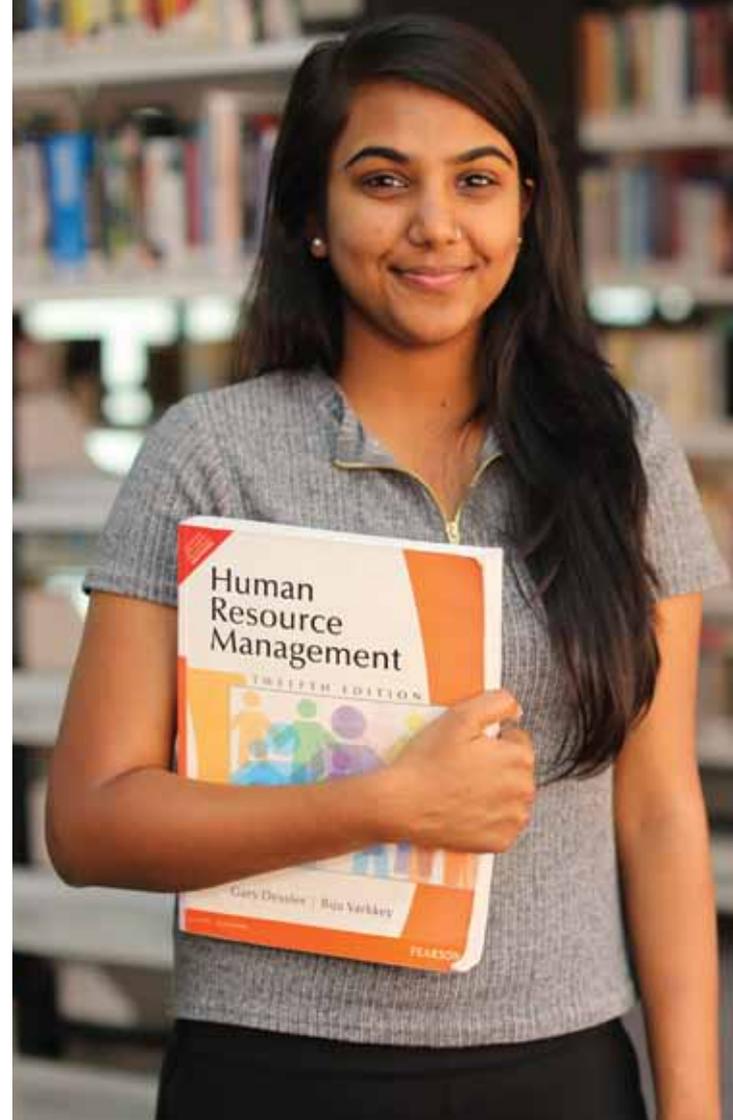
Objectives of the MBA-FOB

The custom-made post-graduate level professional degree MBA-FOB program is meant for candidates who come from a business family background. The program has been designed keeping in mind the learner's need to upgrade skill sets to effectively manage business and expand operations. The differentiated offering seeks to equip young businesspeople in India with the required knowledge, skills, and expertise to make companies and organizations future-ready. Recognizing the vital impact of family managed businesses and organizations on our economy and their specialized needs now and in future, JGBS is committed to offer essential management knowledge, leadership tools, and guidance in:

- Ensuring strategic administration and management
- Creating all-round growth and sustainability strategies
- Handling changes and challenges of new statutory frameworks in India and abroad
- Developing 360-degree leadership abilities
- Efficiently running a business with speed, agility, and precision in the era of digital practices
- Understanding funding support facilities and government schemes and subsidies

Key Differentiator of JGBS MBA (FOB)

- Tailor-made MBA program to lead family owned businesses in India
- Curriculum and pedagogy, led by world-class faculty members, focused on learning-by-doing
- Offers a CEO-perspective, with focus on managing business rather than joining one
- Access to successful entrepreneurs, VCs, investors, and CXOs
- Access to state-of-the-art Centre for Business Incubation and Entrepreneurship (CBIE)
- Awareness sessions on government schemes, grants, and subsidies by MSME and NSIC experts
- Special training and workshops on diverse modules by MSME and NSIC (Optional)
- Robust platform for exchange of innovative ideas, knowledge, and experience
- Structured Mentor Program (SMP) with global edge and certifications
- International Immersion Program (Optional) with 25+ foreign universities and business schools



Pedagogy & Curriculum

Class room courses: Comprehensively designed courses to bring out the best in a future business entrepreneur. Course curriculum considers practical, day-to-day challenges of business. Presentation focuses on easy understanding of underlying concepts.

Rural and Social Entrepreneurship (RSE)Project: Mandatory participation of each learner in research-based project study that lasts up to eight weeks. Focus is on issues and challenges in structurally weak rural-based business organizations and regions in the National Capital Region. Students get to review the role of social entrepreneurship in developing innovative solutions to problems in rural areas.

Simulations: Consists of imitating the business operation, activity, or situation of a real-life process or system over time. Simulating something first requires that a model be developed. Simulation represents the key characteristics, behaviours, and functions of the selected physical or abstract system or process.

Experiential courses: Specially crafted courses that help to gain practical, hands-on knowledge and expertise. Innovative practices encourage learning through experience on site or learning through reflection on doing.

Workshops and Seminars: Workshops (spread over 1-2 days) on specific themes, issues, and topics are led by qualified experts from the industry and the academia. Seminars (usually 90-180 minutes) led by subject matter experts, often including a question and answer session.

International Immersion Programs (IIP): Learners get the opportunity to gain business knowledge in foreign universities or business schools for up to six months. Collaborative partnerships are there with 25+ universities and business schools spread over the world. This is an optional program, not compulsory for all learners.

EXPERIENTIAL COURSES	WORKSHOPS/SEMINARS/WEBINARS	INTERACTION SESSIONS
Pre Semester: Boot Camp on 'Basics of Entrepreneurship	Soft Skills / Etiquette	CXOs
Semester 1: Opportunity Evaluation	Foreign Language(s) / Culture Basics	'Rashtriya Swayamsiddh Samman' awardees of JSPL Foundation
Semester 2: Starting and Managing a New Venture	Business Presentations for Making an Impact	Entrepreneurs and Intrapreneurs
Semester 3: Scaling Up and Diversifying	Implementing ERP System	Entrepreneurs and Intrapreneurs
Semester 4: Exploring Blue Ocean	Business Analytics, Disruptive Technologies, and Managing Franchises	Experts from NSIC and MSME

PRE-COURSE READINGS

Business Finance
(Non-Credit Compulsory)

Business Finance
(Non-Credit Compulsory)

Business Excel
(Non-Credit Compulsory)

Business Accounting
(Non-Credit Compulsory)

FIRST SEMESTER: LEADERSHIP PRACTICUM (COMPULSORY NON-CREDIT)

- Marketing for FOBs
- Accounting for FOBs
- Finance for FOBs
- Economics for FOBs
- Operations for FOBs
- Human Resource Management for FOBs

SECOND SEMESTER: INTERNATIONAL IMMERSION (OPTIONAL)

- Strategic Management for FOBs
- Business Communication for FOBs
- Statistics for FOBs
- Rural Marketing for FOBs
- Business, Government, and Society for FOBs
- Business Research Methods for FOBs

THIRD SEMESTER: RURAL / SOCIAL ENTREPRENEURSHIP PRACTICUM

- B2B Marketing for FOBs
- Raising Capital for FOBs
- Information System Management for FOBs
- Legal Aspects of Business for FOBs
- Managing Tax and Insurance for FOBs
- Digital Marketing for FOBs

FOURTH SEMESTER: INTERNATIONAL IMMERSION (OPTIONAL)

- Hiring and Retaining Talent at FOBs
- Managing FOBs Professionally
- Innovation Management for FOBs
- Leadership for FOBs
- CAPSTONE (Includes Business Plan)

SOCIAL ENTREPRENEURSHIP PROJECT

Duration of the Programme & Venue

- Duration: 24 months
- Important Date(s): Course Starts on 1 Sep2018, Ends on 30 Aug 2020
- Venue for the classes: Jindal Global Educational & Professional Academy, NTH Complex, A2, Shaheed Jeet Singh Marg, Qutub Institutional Area, New Delhi 110067

Highly Qualified Faculty Team

- Faculty members, with deep research knowledge, are actively involved in consultancy projects
- Faculty members hold doctorate degrees from world-class institutions
- Faculty team includes experienced business leaders, successful entrepreneurs, and change-makers of industry
- Visiting and guest faculty members include senior academicians from leading business schools from across the world



Admission (Eligibility and Selection Process)

Eligible Qualifications

- Bachelor's Degree or an equivalent qualification (like CA) with minimum 50%
- Final-year students, waiting for results, may also apply
- Work experience is not required for admission; however, experience of minimum 2-3 years will add considerable value
- Age, gender, religion, and nationality restrictions do not apply

Selection Criteria

Candidates will be evaluated on a combined set of factors:

- Strong interest in joining own family business and knowledge about family business operations
- Business management and leadership potential, with personal achievements
- Work experience before and after the eligible qualification(s)
- Academic performance throughout career
- Score of national level tests like CAT / GMAT / XAT / MBA and of Entrance Test organized by any State Government in India, plus the score earned in Personal Interview

Application Procedure and Requirements

Admission to the program is a highly selective and competitive process.

The following documents need to be scanned and uploaded along with the application:

- Recent Colour Photograph
- Copy of Passport (Optional)
- SSC / 10th and +2 Certificates
- Bachelor's Degree Mark Sheets / Transcripts (all semesters / years)
- Bachelor's Degree Certificate
- Mark Sheets / Transcripts and Certificates for Additional Education (if applicable)
- Single page profile of your family business (annual turnover / scale, size, complexity of business, and length of existence of business)

*It is mandatory to submit Bachelor's Degree Certificate and Mark Sheets for all semesters / years at the time of submitting the application.

Program Fee

- Registration Money Rs. 25000/-
- Security Deposit: Rs 10,000/-

Semester-1	Semester-2	Semester-3	Semester-4
Rs. 2,25,000/-	Rs. 2,25,000/-	Rs. 2,25,000/-	Rs. 2,00,000/-

Payment can be made to
O P Jindal Global University
Bank: ICICI Bank Limited
Bank Account No: 030205002120
IFSC Code: ICIC 0000302
Address : Sonipat, Haryana

International Collaborations for Immersion program (IIP)



For further information please contact

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