TRANSFORM YOUR BUSINESS LEGACY INTO A POWERHOUSE

PGP - FMB
Post Graduate Program in Family Managed Business
HERITAGE AND LEGACY

As the next-gen in a family managed business, you are the recipient and also the creator of a legacy. How do you understand, preserve, bolster and transfer such legacy over time? SPJIMR’s pioneer program for scions of family businesses - Post Graduate Program in Family Managed Business (PGP-FMB) is designed to help you preserve and nurture the legacy of earlier generations and leave your own indelible mark in your family business for years to come.

With a curriculum that is internationally accredited by the Association of MBAs (AMBA), U.K. and the Association to Advance Collegiate Schools of Business (AACSB), SPJIMR’s PGP-FMB program is the perfect vehicle for you to discover your own strengths, as well as those of your family business. Become a socially sensitive business leader with a global mindset who takes his family business to greater heights.

An immersion in an entrepreneurship Bootcamp at the World’s top Institute for Entrepreneurship, Babson in Boston, USA, together with peers from top-ranked global business schools and other institutions from more than 30 countries will help you evolve as a global citizen.

THE POST-GRADUATE PROGRAM

The PGP-FMB program is designed to groom new entrants to family businesses in India and Asia to enable organic growth for self and their family business.
THE SPJIMR-FMB DIFFERENCE

- The oldest post-graduate program for family business scions in India, in existence since 1997
- Internationally acclaimed and among the top 10 B schools in India
- The oldest Indian program for family business scions - PGP-FMB
- Network with over 4000 FMB alumni across industry and 12,000+ SPJIMR alumni
- Interact and learn from distinguished faculty drawn from academia, corporate and entrepreneurship

- Look at own business differently with a solid general management foundation
- Experience a distinctive approach to understanding your family business through a mix of elective courses for a holistic business perspective
- Get mentored in business and family dynamics by experienced mentors from business and your own family

- Understand and enhance family managed business skills by SPJIMR FMB’s 4*3 unique KSA (Knowledge- Skills-Attitude) model relevant to family business

<table>
<thead>
<tr>
<th>BUSINESS</th>
<th>FAMILY</th>
<th>SELF</th>
<th>SOCIETY</th>
</tr>
</thead>
<tbody>
<tr>
<td>KNOWLEDGE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKILLS</td>
<td>STUDENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATTITUDE</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
OUR ALUMNI

THE NUMBERS

25
Years of existence

4000
Family businesses gone through our portals

2
Top International Accreditations

USD 30 BILLION
Cumulative annual business of our alumni

200000
Employment generated by our alumni

USD 10 BILLION
International trade controlled by our alumni annually
PROGRAM CURRICULUM

<table>
<thead>
<tr>
<th>PHASE I</th>
<th>PHASE II</th>
<th>PHASE III</th>
<th>GENERAL ELECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding the Business Environment -I</td>
<td>Understanding the Business Environment-II</td>
<td>Legal Aspects of Business</td>
<td>International Business</td>
</tr>
<tr>
<td>Acquiring and Managing Customers</td>
<td>Managing Sales Force and Reseller Networks</td>
<td>Digital in Business</td>
<td>Private Equity and Venture Capital</td>
</tr>
<tr>
<td>Introduction to Finance</td>
<td>Financial Management</td>
<td>Brand Management</td>
<td>International Finance</td>
</tr>
<tr>
<td>Leveraging IT for Business</td>
<td>B2B Sales</td>
<td>Organizational Development &amp; Change</td>
<td>Taxation</td>
</tr>
<tr>
<td>Business Improvement Project</td>
<td>Business Improvement Project</td>
<td>Family Dynamics-III</td>
<td>E-Commerce</td>
</tr>
<tr>
<td>Spreadsheets for Decision Making</td>
<td>Cost Management</td>
<td>BUSINESS AND ROLE PLAN</td>
<td>Behavioural Decision Theory</td>
</tr>
<tr>
<td>Managing Self</td>
<td>Competitive Strategy</td>
<td>CUSTOM ELECTIVE: MAJOR [ANY ONE]</td>
<td></td>
</tr>
<tr>
<td>Managing Teams</td>
<td>Harnessing Human Resources in FMBs</td>
<td>Real Estate and Infrastructure</td>
<td></td>
</tr>
<tr>
<td>Family Dynamics-I</td>
<td>Family Dynamics-II</td>
<td>Manufacturing</td>
<td></td>
</tr>
<tr>
<td>Leadership Lab</td>
<td>Leadership in Action</td>
<td>Service</td>
<td></td>
</tr>
<tr>
<td>Business &amp; Society</td>
<td>Business &amp; Society</td>
<td>Retail</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL CREDITS 11**

**TOTAL CREDITS 15**

**TOTAL CREDITS 14**

Additionally, the phase includes corporate exposure through compulsory Domestic Industrial Visits (DIVs). Students also have the option to travel on Foreign Industrial Visits (FIVs), which are conducted based on the choices of elective.
PROGRAM DETAILS

The program is designed around the unique needs of family managed businesses. It defines participants as OWNERS; equips them with a holistic perspective of their businesses and cements their pivotal role in it. It systematically grooms the new generation with a set of conceptual frameworks built around the family’s and society’s needs. PGP-FMB aims to transform not just the participant, but family managed businesses themselves and make them more successful.

SALIENT FEATURES

- 18 month modular program 1 week on campus followed by 3 weeks at your business location every month
- 15 consecutive months of on-contact learning, including a unique 2-week Global Immersion Bootcamp in Entrepreneurship at Babson in Boston, USA - the world's #1 Post-Graduate Institute for Entrepreneurship with a global cohort of innovative peers comprising more than 400 students from 50+ universities from 35+ countries
- 3 phases - Basic, Advanced and Elective courses
- 46 number of courses
- 40 number of credits
- Additional modules offered as part of Babson Build
- 3 months to work on a final Business and Role Plan and presentation, vetted through a rigorous two-step stage, by faculty and senior leaders and owners from industry
- One Contact to be conducted off-site, with opportunities to network and learn from local entrepreneurs and family businesses, and liaise with local government officials
- Application based courses specific to family businesses: ‘Business Improvement Project’ and ‘Business & Role Plan’
- Emphasis on ‘Family Dynamics’ as a basis for establishing robust and long-lasting transgenerational family businesses
- An Outbound ‘Leadership Lab’ set in the lap of nature in Raigad District for learning leadership
- Option to learn allied industry verticals through MAJOR and MINOR electives
- Customized electives based on the participants’ core domains: Manufacturing, Retail, Real Estate & Infrastructure and Retail
- SPJIMR’s unique pedagogical tool - Non-Classroom activities, including ‘Samagam’, ‘Consulting Competitions’, ‘Family Fridays’, ‘Industry in Classroom’ and ‘Addas’
- Unique Mentor Mentee meets to bridge and transfer experience and knowledge from the older to the younger generation
- Domestic Industrial Visits and optional Foreign Industrial Visits based on electives
- Monitored application of classroom learning to own business
APPLY TO PGP-FMB

Admission to the PGP-FMB program is through a rolling process. There are two batches per calendar year – April and September.

Eligibility
- Undergraduate program from a certified/recognised University
- Validated official transcripts/mark sheets from previous institutions
- Has to be at least a second generation member of a family managed business
- Has a significant stake in family business
- 1 year + experience in family business (Could be parallel to education)
- Latent business acumen and knowledge

- Has a mentor as per the requirements of the programme
- Business of a scalable size

Selection
Selection and admission will depend on the participant, the initiative of the mentor and the size and nature of the business.

Process
- Online application
- INR 2500 Application Fee
- Personal Interviews
- Aptitude Test

<table>
<thead>
<tr>
<th></th>
<th>Amount in INR</th>
<th>Amount in INR with GST - 18% on Tuition Fees &amp;12% on Hostel Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Fees</td>
<td>85,000</td>
<td>1,00,300</td>
</tr>
<tr>
<td>First Instalment</td>
<td>6,80,000</td>
<td>8,02,400</td>
</tr>
<tr>
<td>Second Instalment</td>
<td>6,80,000</td>
<td>8,02,400</td>
</tr>
<tr>
<td>Third Instalment</td>
<td>2,60,000</td>
<td>3,06,800</td>
</tr>
<tr>
<td>Total Tuition Fees</td>
<td>17,05,000</td>
<td>20,11,900</td>
</tr>
<tr>
<td>Hostel Fees</td>
<td>1,00,000</td>
<td>1,12,000</td>
</tr>
</tbody>
</table>