



Maharashtra National Law University Mumbai

MBA in Entrepreneurship & Digital Business Law

2-YEAR FULL-TIME PROGRAM | TOTAL 102 CREDITS | MNLU DEGREE-AWARDING

Academic Implementation Partner: Bodhe Institute for Entrepreneurship (BIE)

ABOUT MAHARASHTRA NATIONAL LAW UNIVERSITY MUMBAI



Maharashtra National Law University Mumbai (MNLU Mumbai) is a premier National Law University established by the State of Maharashtra to provide world-class legal education and research. It is led by Hon'ble Shri Justice Alok Aradhe, Judge, Supreme Court of India, as Chancellor, and Hon'ble Mr Justice Shree Chandrashekhar, Chief Justice of Bombay High Court, as Pro-Chancellor.



The University's mission is to advance knowledge of law and legal processes, develop socially responsible professionals and make law an effective instrument of social development. It offers a wide spectrum of programmes including the five-year B.A., LL.B. (Hons.), one-year LL.M. (Regular), one-year LL.M. (for Executives), M.A. (Executive) in Mediation and Conflict Resolution, MBA in Corporate Finance, Banking & Law, Ph.D., postgraduate diplomas and regular certificate courses in specialised areas such as mediation, data protection, cyber law, IPR, arbitration and foreign languages.

MNLU Mumbai is known for its vibrant academic culture and for encouraging students to participate in moots, debates, sports and extension activities that build confidence and leadership. Its students have earned recognition at national and international platforms, while the University has signed MoUs with reputed institutions and government bodies for teaching, research and training collaborations.



The University hosts a dedicated Department of Research and several specialised centres, including those focusing on criminal justice, air and space law, arbitration, taxation, ICT and law, mediation, commercial regulations, intellectual property, women and gender justice, insolvency, clinical legal education, public law and public health law. It also houses sponsored research chairs in environmental law and intellectual property.

ACADEMIC LEADERSHIP AT MNLU MUMBAI



Prof. (Dr.) Dilip Ukey – Vice-Chancellor

Prof. (Dr.) Dilip Ukey is the Vice-Chancellor of Maharashtra National Law University Mumbai and a distinguished academic in Jurisprudence, Constitutional Law and Human Rights. Over his career he has served as Professor and Head, Department of Law at Savitribai Phule Pune University, as Pro Vice-Chancellor and Acting Vice-Chancellor at Swami Ramanand Teerth Marathwada University, Nanded, and as Visiting Research Fellow at the University of New South Wales, Australia.

He has contributed to various national bodies and committees of UGC, NAAC, UPSC and State Public Service Commissions, including judges' selection panels. His leadership has helped MNLU Mumbai quickly establish itself as a preferred destination for law aspirants and for interdisciplinary programmes at the intersection of law, policy and business. Among several honours, he has received the 'Best Academician Award 2019' from the Indian National Bar Association and the 'Lawyers of India Award' from The Bar Association of India.



Prof. (Dr.) Prakash N. Chaudhary – Registrar

Prof. (Dr.) Prakash N. Chaudhary is the Registrar of Maharashtra National Law University Mumbai and brings over three decades of academic and administrative experience. Before joining MNLU Mumbai, he served at MES' Ness Wadia College of Commerce, Pune, as Vice-Principal, Professor and Head of the Department of Business Law, and has been recognised as a Ph.D. guide and postgraduate teacher in Business and Commercial Law at Savitribai Phule Pune University.

His academic background spans law, commerce and multiple social science disciplines, with numerous degrees and diplomas in areas ranging from labour law and human resource management to philosophy and political science. A rank holder in both LL.B. and LL.M., he was awarded a research fellowship by the UGC, New Delhi, for his doctoral work and has also practised in the Pune District Court. His broad expertise and administrative leadership help ensure that academic programmes, including this MBA, are run with rigour, transparency and student-centric focus.

THE FUTURE OF MBA IN ENTREPRENEURSHIP & DIGITAL BUSINESS LAW



Built for Aspirants who want to do more than earn a conventional MBA; whether that means starting a venture, scaling a family business, or leading innovation in an organisation.



Combines entrepreneurship, management, family-business leadership and digital business law in one integrated programme.



Offers dual mentorship through MNLU's legal and academic strengths and BIE's entrepreneurship, incubation and venture-building ecosystem.



Gives you access to live projects, internships, OJT, business clinics, investor interactions and applied learning beyond the classroom.



Prepares you for future pathways as a founder, family-business successor, growth professional, innovation leader or legally aware business manager in high-growth sectors.

FIRST YEAR CURRICULUM — SEMESTER 1

YEAR 1

SUBJECT NAME	CATEGORY	CREDITS
Design Thinking & Problem Solving for Entrepreneurs	Major	4
Foundation of Entrepreneurship & Startup Ecosystem	Major	4
Dynamics of Family Business & Succession Law	Major	4
Startup Law and Entrepreneurial Legal Studies	Minor	3
Digital Marketing Studies	Minor	3
Public Speaking & Pitching Skills	Skills	3
Business Economics	Interdisciplinary	3
SEMESTER 1 (SUB-TOTAL)		24

FIRST YEAR CURRICULUM — SEMESTER 2

YEAR 1

SUBJECT NAME	CATEGORY	CREDITS
Roles in Startup Functionality	Major	4
Business Models & Sectoral Innovation	Major	4
Market Research for Idea Validation	Major	4
Digital Business Law	Minor	3
Product Design and Innovation	Minor	3
Sales Management & Negotiation Skills	Skills	3
Fundamentals of Equity Research & Debt Funding	Interdisciplinary	3
Summer Internship	—	6
SEMESTER 2 (SUB-TOTAL)		30
YEAR 1 - TOTAL CREDITS		54

SECOND YEAR CURRICULUM — SEMESTER 3

YEAR 2

SUBJECT NAME	CREDITS
E-Business & E-Commerce Management	4
Franchisee Business Management	4
Early Stage Startup Valuation	4
Digital Marketing & Growth Strategies	3
Financial Management & Investment Instruments	3
HR & Employment Laws for Entrepreneurs	3
ELECTIVE — Choose Any One (3 Credits)	3
Social Entrepreneurship	
Sustainability & ESG	
Advanced AI Tools	
Business Simulation	
SEMESTER 3 (SUB-TOTAL)	24

SECOND YEAR CURRICULUM — SEMESTER 4

YEAR 2

SUBJECT NAME	CREDITS
Business Analytics & AI	4
Mergers & Acquisitions	3
Leadership, Decision Making & Change Management	4
Financial Modelling	3
Enterprise Risk Management	4
OJT / Capstone Project	6
YEAR 2 - TOTAL CREDITS	48

PEDAGOGY & EVALUATION PATTERN

EVALUATION PATTERN

60%

EXTERNAL ASSESSMENT
Semester-End Examination

40%

INTERNAL ASSESSMENT
Projects / Case-Studies / Viva-Voce

TEACHING PEDAGOGY

Case-Study Based Approach

Real-World Scenario | Pre-Class Preparation

Experiential & Action Learning

Live-Projects | Simulations

Business Workshops & Seminars

Foundational Theories | Guest Lectures

Peer-to-Peer Learning

Diverse Cohorts | Student Committees

NEW TECH-LED INITIATIVES

Powered by BIE's Exclusive Platforms — Built for the Next Generation of Founders

TECH "EMERZ"

PLATFORM

Business Journey Technology Platform

- › Track startup ideas, experiments & milestones
- › Monitor project progress over the entire MBA
- › Integrated with live projects & OJT tracking
- › Build a portfolio-ready startup journey log

AI

MENTOR

"ASK BIE"

AI-Powered Mentor Platform

- › Get guided help on business ideas & next steps
- › Recommends credible resources & frameworks
- › Real-time Q&A on startup & venture problems
- › Personalized mentoring aligned to your journey

THE INCUBATION & CONSULTANCY HUB

With BIE, you will work on:

- Designing business model
- Fundraising and Investor pitches
- Family business Transformation
- Growth and scaling strategies
- Diagnosing real business problems
- Co-authoring practice-oriented research

Incubation Centre

Demo Days

**DUAL
MENTORSHIP
BENEFIT**

Investor Meets

Legal-Business Clinics

MNLU supports you with:

- Contract drafting & review
- IP strategy & protection
- Regulatory compliance advisory
- Policy & governance counsel
- Access to faculty & legal centres
- Academic credibility & degree-awarding authority

YOUR EXPERIENTIAL JOURNEY — OJT

200 – 250

HOURS

OJT / CAPSTONE

6

CREDITS

Sem 4

OJT Documents

- ✓ Offer Letter
- ✓ Letter of Completion
- ✓ Certificate of Completion
- ✓ Employer Evaluation Form
- ✓ OJT Report

STRUCTURED OJT PROCESS & OUTCOMES

01

Project Allocation

Company (Endorsed or Self-Opted, Clear scope with defined timeline)

02

Formal Communication

Communication Between Employers & Aspirants (Orientation, Grooming, etc)

03

Live Tracking & Feedback

Live Progress Tracking on OJT
Continuous Feedback for Improvement & Exposure

04

Completion & Documentation

Successful Tenure Completion and Documentation System for Final OJT Report

CAREER PATHWAYS — BUSINESS VERTICALS

TARGETED INDUSTRY SECTORS

D2C & E-commerce Brands

Fintech & Banking / NBFCs

Consulting & Business Advisory

Legaltech & Compliance tech

Digital Marketing Agencies

Startups (Opted Sectors)

Family Businesses (Retail, Mfg,
Services)

IT & Technology Companies

Incubators & Accelerators

ENTREPRENEURSHIP-FIRST MINDSET × INDUSTRY-READY GRADUATES

CORE LEADERSHIP POSITIONS

ENTREPRENEURIAL TRACK

Entrepreneur / Founder of Own Startup

Successor / Manager in Family Business

Family Business Transformation Lead

Growth Analyst / Growth Manager

Incubation Executive / Programme Coordinator

Investment Analyst (VC / Angel Network — Entry Level)

CORPORATE / PROFESSIONAL TRACK

Business Development Executive / Manager

Marketing Executive / Manager

Digital Marketing Executive / Manager

Strategy Analyst / Business Analyst

Legal Operations / Compliance Executive

Operations Executive / Operations Manager

ADMISSIONS STRATEGY — TWO STAGE PROCESS

STAGE I — SHORTLISTING

Entrance Examination

CAT / CET / EET (as applicable)

Minimum percentile/score — mutually agreed

Academic Profile

Undergraduate performance + relevant Diploma /
Advanced Diploma courses

Work Experience

Evaluated on Job Roles & Tenure served. Weighted in
Application Rating (AR)



STAGE II — FINAL EVALUATION

WAT — Written Ability Test

Tests analytical ability, structured thinking, and
articulation skills

GD — Group Discussion

Evaluates communication, leadership, and
collaborative thinking

PI — Personal Interview

Assesses motivation, aptitude, entrepreneurial
mindset & personal traits

BEYOND THE CLASSROOM – ECOSYSTEM & EXPOSURE

Events & Competitions

- 'Voice Your Vision' — Inter-dept./Inter-collegiate event
- Business competitions & Networking
- Startup policy debates & discussions

Business Workshops & Clinics

- Workshops: startup basics, venture finance, negotiation
- Skills-based short certificate courses
- Practical clinics on real SME/startup problems

Industry Visits

- Startups, SMEs and large corporates
- Finance, manufacturing, tech & retail sectors
- Focused visits to incubators & accelerators

Technology Platforms

- AI Mentor Tool — 'ASK BIE'
- Business Journey Platform — 'EMERZ'
- Idea tracking, project experiments & startup progress

Accelerator Access

- Connections to startup accelerators & incubators
- Demo days and investor meet opportunities
- Open calls for student venture ideas

Certificate Courses

- Digital Marketing Specialisation
- Sales & Startup Finance
- Family Business Management tracks

INFRASTRUCTURE & COMMERCIALS

INFRASTRUCTURE

› National Law University campus in Powai

Study in a premier law school environment with access to legal centres, research hubs and a vibrant student community.

› Smart classrooms & digital resources

Technology-enabled classrooms and access to leading law and business databases (SCC Online, Manupatra, HeinOnline, JSTOR, etc.) to support your coursework and projects.

› Specialised research & incubation centres

Exposure to centres in criminal justice, IP, taxation, ICT & law, mediation, commercial regulations and more, plus the joint incubation hub for this MBA.

PROGRAM FEE

INR 1,50,000 /-

Per Semester Fee

INR 6,10,000 /-

Total Program Fee (2-year program)

Payment structure: Fee is payable to MNLU Mumbai in line with the University's semester / annual schedule.

A refundable security deposit of ₹10,000 is payable at the time of admission and will be refunded upon completion of the programme

BIE - BUSINESS COACH BOARD



Charit Anchan

Co-Founder @ The Yolk Media

Multi-Channel Communication | Marketing



Artti Kungwani

Founder @ Metablis Performance Marketing

AI-Driven SEO | Brand Strategy & Growth



Monika Jhunjhunwala

Strategic Financial Advisor @ OHSL

Strategic Finance & Consulting



Ritabh Raj

Stakeholder Management

Infrastructure & Policy Strategy



Samrat Singh

Sustainability Entrepreneur

AgriTech & Clean Energy Mentor



Siddhant Singh

Strategy & Growth @ IMS Learning Resources

EdTech Strategy | Content Ecosystems



Swadha Arora

Independent Consultant @ CU-TBI

Venture & Strategy Incubation



Darshan Jain

Founder @ Kalash Infotech

Website & Software Development for SMEs



Samtani Edwin

Founder @ Kantascrypt

Innovation & Technology Coach



Ravi G.

Founder & CEO @ ExaSpice Media

3D Animation & VFX | Product
Modeling



Maharashtra National Law University Mumbai

Where 'Legal Mastery' meets 'Self-Venture & Family Business Leadership'