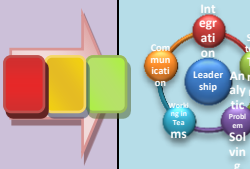


Master of Business Management (MBA) SVKM'S NMIMS – School of Business Management First Year (2015 - 2016) : Building Integrated Perspective of Management for Leadership								
Programme Preparation	Orientation	Trim I	Trim II	Trim III	WE CARE (3 WEEKS)	Integration (15 hrs) during Trim III		
		<ul style="list-style-type: none"> Financial Accounting and Analysis (3) Marketing Management (3) Microeconomics (3) Individual Dynamics and Leadership (3) Statistical Analysis (3) Corporate Social Responsibility (3) Oral Communication (3) 	<ul style="list-style-type: none"> Cost and Management Accounting (3) Marketing Planning (3) Macroeconomics (3) Group and Organization Dynamics (3) Decision Analysis and Modeling (3) Information Systems for Management (1.5) Ethical Issues in Management (1.5) Environment Management (1.5) Written Communication (1.5) 	<ul style="list-style-type: none"> Financial Management (3) Globalization and Indian Economy (1.5) Human Resource Management (3) Operations Management (3) (3) Enterprise Systems (3) Strategic Management (3) Legal Environment of Organizations (3) Written Analysis and Communication (1.5) 	WE CARE (3 WEEKS)	Integration (15 hrs) during Trim III		
	Compulsory workshops	<ul style="list-style-type: none"> Business Etiquettes Business Research Methods 						
	Indicative List of Workshop (All students have to take at least two)	<ul style="list-style-type: none"> Management learning through Films and Literature Management learning through Arts and History Change Management & IT Creative Thinking Family Businesses in India Creative Problem Solving Career Planning History of management thought Consulting Skills Introductory workshop on SAS Designing and Managing Information Security Marketing Analytics Advanced SPSS Leadership Labs Business History Finance Workshop Indian Philosophy Any other value added workshop New models in business Foreign language (30 hours) Workshop on Budget 						

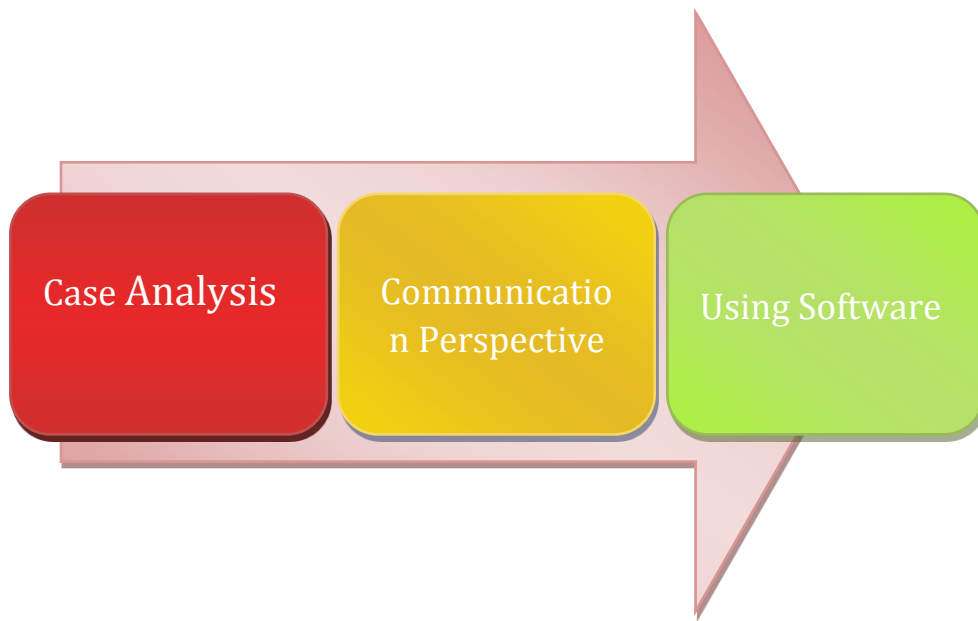
Total No. of credits 63

No. of credits: 21

No. of credits: 21

No. of credits: 21

(Figures in bracket represent number of credits. Each 3 credit will be of 20 sessions of 1 hr & 30 mins)



SVKM's NMIMS , School of Business Management

Master of Business Administration (MBA): Second Year (2015-2016)

	Trimester IV	Trimester V	Trimester VI
Compulsory Courses	<ul style="list-style-type: none"> • Summer Internship ** • Strategy Implementation (3) 		
Business Environment and Strategy	<ul style="list-style-type: none"> • Management Consulting (3) • Infrastructure Consulting and Management(3) • Managing Turnaround Strategies (3) 	<ul style="list-style-type: none"> • Risk and Advisory Consulting (3) • Sustainable Competitive Advantage(3) • Business Strategy Simulation (3) • Innovation Management (3) • Strategic Alliance (3) 	<ul style="list-style-type: none"> • Public policy (3) • Entrepreneurship and Venture Capital Management (3) • Intellectual Property Rights (3) • Emergency Preparedness and Disaster Management (3)
Communication	<ul style="list-style-type: none"> • Negotiation Skills (3) 	<ul style="list-style-type: none"> • Intercultural and Strategic Communication (3) 	
Economics	<ul style="list-style-type: none"> • Emerging Market Economies (3) 	<ul style="list-style-type: none"> • Econometric Methods for Decision Making (3) • Economics of Infrastructure Development and Management (3) 	<ul style="list-style-type: none"> • Game theory and its application (1.5) • Managing City Services with Private Partnership (1.5)
Finance Area	<ul style="list-style-type: none"> • International Finance (3) • Investment Analysis and Portfolio Management (3) • Quantitative Finance (3) • Strategic Cost Management (3) • Advance Financial Accounting and Reporting (3) • Enterprise Performance Management(3) • Strategic Financial Management(3) • Commercial Bank Management (3) • Financial Econometrics (1.5) • Corporate Tax Planning (1.5) 	<ul style="list-style-type: none"> • Futures, Options & Risk management (3) • Mergers and Acquisitions (3) • Project Finance (3) • Private Equity and Venture Finance (3) • Investment Analysis and Portfolio Management (3) • Strategic Financial Management(3) • Hedge Funds (1.5) • Financial Institutions and Markets (3) • Financial Consulting(3) • Market Microstructure (1.5) 	<ul style="list-style-type: none"> • Behavioral Finance (3) • Commodity Markets (3) • Mergers and Acquisitions (3) • Fixed Income Securities (3) • Management Planning & Control(3) • Retail Banking and Financial Services.(3) • Wholesale and Retail Financing(3) • Wealth Management.(3) • Corporate Governance and Compliance(3)
Human Resource and Behavioral Sciences	<ul style="list-style-type: none"> • Personal Effectiveness and Leadership (3) • HR Planning, Selection & Recruitment (3) • Performance Management (3) • Employment Laws for Managers (3). 	<ul style="list-style-type: none"> • Learning and Development (3) • Compensation & Benefits and Rewards Management (3) • Managing Change (3) • Human Resource Information System(3) • Employee Relations (3) 	<ul style="list-style-type: none"> • Strategic HRM (3) • Talent Management (3) • Organization Structure & Design(3) • Emotional Intelligence- Developing Abilities for Superior Performance (3) • HR Audit (1.5) • HR Metrics(1.5)
Information System	<ul style="list-style-type: none"> • E Business(3) • Business Dynamics of the IT Industry (3) • Digital Government(3) 	<ul style="list-style-type: none"> • Business intelligence (3) • Business Analysis(3) • Generating Business Value Through IT (3) • Technologies and Innovations for Managing Banking 2.0 (3) 	<ul style="list-style-type: none"> • IT Service Management(3) • Technology Ventures (3) • Business Process Management(3)

Marketing Area	<ul style="list-style-type: none"> • Consumer Behaviour (3) • Marketing Research (3) • Sales Management (3) • Integrated Marketing Communication (3) • Services Marketing (3) • Brand Management (3) • Distribution (3) • Digital Marketing (3) 	<ul style="list-style-type: none"> • International Marketing (3) • Sales Management (3) • Marketing of Financial Services (3) • B2B Marketing (3) • Marketing Strategy (1.5) • Media Planning (1.5) • Brand Management (3) • Retail Marketing ((3) 	<ul style="list-style-type: none"> • Marketing Engineering (1.5) • Rural Marketing (3) • Innovations in Marketing (3) • Customer Relationship Management (3) • Sales Promotion (3) • Marketing for Entrepreneurs (3) • Pricing Strategy (1.5) • Social marketing (3) • B2B Marketing (3)
Operations and Decision Sciences	<ul style="list-style-type: none"> • Advanced Data Analysis(3) • Service Operation Management (3) • Logistics Management(3) • Production, Planning & Control (3) • Supply Chain Management (3) 	<ul style="list-style-type: none"> • Supply Chain Management (3) • Modeling for Decision Making (3) • Total Quality Management (3) • Project Management (3) • Business Analytics (3) 	<ul style="list-style-type: none"> • Manufacturing Strategy (3) • World Class Manufacturing (3) • Managing Technology(3) • Advance Supply Chain management (3)
Interest based Electives	<ul style="list-style-type: none"> • Consumer Anthropology (1.5) 		<ul style="list-style-type: none"> • Indian Philosophy & Business History (1.5)
	No. of full Credits to be chosen:15	No. of Credits to be chosen:15	No. of Credits to be chosen: 15

2015-16

Total No. of Credits : 18

Total No. of Credits : 15

Total No. of Credits : 15

Total No. of Credits: 48

** Summer Internship: Non-credit compulsory course.

However the candidate needs to satisfactorily complete the project as an essential partial fulfillment of the requirements for award of MBA degree

Figures in bracket represent number of credits. Each full credit will be of 20 sessions. Each session of (1) hr & 30 min. Areas may have essential workshop which will be compulsory for students concentrating in those areas.

SVKM's NMIMS , School of Business Management

Master of Business Administration (MBA Entrepreneurship & Family Business): First Year (2015-2016)

Area	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	<ul style="list-style-type: none"> Management Practice for Entrepreneurs(3) 	<ul style="list-style-type: none"> Legal Environment of organizations (3) Corporate Social Responsibility (1.5) 	<ul style="list-style-type: none"> Introduction to a Business Plan (3) Strategic Management (3) Ethical Issues in Management(1.5)
Communication	<ul style="list-style-type: none"> Oral Communication (1.5) 	<ul style="list-style-type: none"> Written Communication(1.5) 	
Economics	<ul style="list-style-type: none"> Microeconomics (3) 	<ul style="list-style-type: none"> Macroeconomic s (3) 	
Finance	<ul style="list-style-type: none"> Financial Accounting and Analysis (3) 	<ul style="list-style-type: none"> Banking Activity in Business(3) Cost And Management Accounting (3) 	<ul style="list-style-type: none"> Financial Management (3)
Human Resource and Behavioral Sciences	<ul style="list-style-type: none"> Individual Dynamics and Leadership (1.5) 	<ul style="list-style-type: none"> Group and Organization Dynamics (1.5) 	<ul style="list-style-type: none"> Human Resource Management (3)
Information System	<ul style="list-style-type: none"> Information Systems for Management(1.5) 		
Marketing	<ul style="list-style-type: none"> Marketing Management (3) 	<ul style="list-style-type: none"> Marketing Planning (3) 	<ul style="list-style-type: none"> Distribution & Logistics Management (3)
Operations and Decision Sciences	<ul style="list-style-type: none"> Statistical Analysis (3) 	<ul style="list-style-type: none"> Operation Management(1.5) 	
Value added Modules	Business Etiquettes Research Methodology Leading Change and growth in Family Business compulsory project during summers OBT International Tour		

3 Credit= 30 Hrs

Sessions: 130

Courses: 8

No of Credits: 19.5

Sessions: 140

Courses: 9

No of Credits: 21

Sessions: 110

Courses: 6

No of Credits: 16.5

SVKM's NMIMS , School of Business Management

Master of Business Administration (MBA Entrepreneurship & Family Business): Second Year (2015-2016)

Area	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	<ul style="list-style-type: none"> Competitive and Global Strategic Management (3) Implementation of Business Plan (3) Managing and Growing Business(1.5) 	<ul style="list-style-type: none"> Auditing a Business Plan (3) Innovation, Change and Entrepreneur (3) Succession Planning models (3) 	<ul style="list-style-type: none">
Finance	<ul style="list-style-type: none"> Wealth Management(1.5) 	<ul style="list-style-type: none"> Assessing Business Opportunities (1.5) Tax Management (3) 	<ul style="list-style-type: none"> Valuation & Business Expansion (3)
Human Resource and Behavioral Sciences	<ul style="list-style-type: none"> Management of people at work (1.5) 	<ul style="list-style-type: none"> Negotiation and Dispute Resolution(1.5) 	<ul style="list-style-type: none"> Compensation & Benefits (3)
Information System	<ul style="list-style-type: none"> Enterprise Resource Planning (3) 		
Marketing	<ul style="list-style-type: none"> Managing Franchises (1.5) PR and Advertising for Business (1.5) 	<ul style="list-style-type: none"> Rural Marketing (3) 	<ul style="list-style-type: none"> Consumer Behavior (3) B2B marketing (1.5) Digital marketing (3) Market Analysis and value Creation(1.5)
Operations and Decision Sciences	<ul style="list-style-type: none"> Supply Chain management (1.5) 	<ul style="list-style-type: none"> Total Quality Management (3) 	<ul style="list-style-type: none"> Project Management (3)
Value added Modules	Portfolio Management in Family Run Businesses Corporate Valuation Venture growth strategies Managing Insurance Business analytics & intelligence Understanding start up's(identification & implementation)		

1 Credit = 10 Hrs

Sessions:120

Sessions: 120

Sessions:120

Courses: 9

Courses: 8



Courses: 7

No of Credits:18

No of Credits: 21

No of Credits: 18

SVKM'S NMIMS - School of Business Management
Master of Business Administration in Human Resource - MBA(HR)
First Year (2015-2016)

Preparation	Orientation	Trim I	Trim II	Trim III	WE CARE (3 WEEKS)
		<ul style="list-style-type: none"> • Microeconomics (3) • Financial Accounting and Analysis (3) • Marketing Management (3) • Individual Dynamics and Leadership (3) • Statistical Analysis (3) • Information Systems for Management (3) • Oral Communication (1.5) • Corporate Social Responsibility (1.5) 	<ul style="list-style-type: none"> • Macroeconomics (3) • Decision analysis and Modeling (3) • Cost and Management Accounting (3) • Groups and Organizational Dynamics (3) • Organizational Research (3) • Industrial Relations (3) • Written Communication (1.5) • Ethical Issues in Management (1.5) 	<ul style="list-style-type: none"> • Strategic Management (3) • Financial Management (3) • Labor Economics (1.5) • Operations Management (3) • Industrial Jurisprudence and Labor Laws (3) • Human Resource Management (3) • Wage and Salary administration (1.5) • Legal Environment of Organizations (3) 	
Value Added Workshops*		<ul style="list-style-type: none"> • Personal Growth Lab I • Personal Effectiveness and Leadership • SPSS • Personal Growth Lab II • Negotiation Skills • Outbound Training 			
SECTOR SPECIFIC INPUTS					
		Sessions: 140 Courses: 8	Sessions: 140 Courses: 8	Sessions: 140 Courses: 8	

Total No. of credits: 63 No. of credits: 21 No. of credits: 21 No. of credits: 21 (Figures in bracket represent number of credits. Each 3 credit will be of 20 sessions of 1 hr & 30 mins)

Value Added Workshops*: Non-Credit Compulsory Evaluation based Workshops. The student is required to compulsorily attend and satisfactorily complete the evaluative assignments as an essential partial fulfillment of the requirements for award of MBA HR degree

SVKM'S NMIMS - School of Business Management
Master of Business Administration in Human Resource - MBA(HR)
Second year (2015-2016)

Term	Term IV	Term V	Term VI
Courses	<ul style="list-style-type: none"> • Summer Internship** • Managing Change and OD (3) • Competency Mapping and Assessment Centres (3) • Performance Management (3) • H R Planning, Recruitment and Selection (3) • Compensation and Benefits (3) • Learning and Development (3) • Organization Theory, Structure and Design (3) 	<ul style="list-style-type: none"> • International HRM (3) • Psychometric testing (1.5) • Strategic HRM (3) • Emotional Intelligence (3) • HRIS (3) • Advanced Compensation (1.5) 	<ul style="list-style-type: none"> • H.R. Audit (1.5) • Building Learning Organizations and Knowledge Management (1.5) • Fostering Innovation (3) • Appreciative Inquiry (1.5) • HR Metrics (1.5) • Total Quality Management (1.5) • Talent Management (3) • HR Issues in Mergers & Acquisitions(1.5)
Value Added Workshops*	<ul style="list-style-type: none"> • Stress Management • Transactional Analysis • Coaching and Mentoring Skills • Counseling and Grievance Handling • Consulting Skills • Rational Emotive Behavior Therapy 		
SECTOR SPECIFIC INPUTS			
	Sessions: 140 Courses: 7	Sessions: 100 Courses: 6	Sessions: 100 Courses: 8

Total No. of credits: 51 No. of credits: 21 No. of credits: 15 No. of credits: 15

Summer Internship**: Non-credit compulsory course. However the candidate needs to satisfactorily complete the project as an essential partial fulfillment of the requirements for award of MBA HR degree

MBA Pharmaceutical Management Programme**FIRST YEAR 2015-16****TRIMESTER – I (JUNE – SEPTEMBER) (2015-16)**

AREA	SUBJECT	Credit
FINANCE	Financial Accounting and Analysis	1.5
MARKETING	Marketing Management	1.5
	Listening to Customers – I	3
	Marketing of Medical Devices	1.5
	Consumer Behaviour in Pharma – I	1.5
ECONOMICS	Microeconomics	3
BUSINESS ENVIRONMENT & STRATEGY	Pharma Business Environment	1.5
	Principles and Practices of Management in Pharma Industry	3
	Statistical Analysis	1.5
COMMUNICATION	Written Communication	1.5
HUMAN RESOURCES & BEHAVIOURAL SCIENCES	Individual Dynamics & Leadership	1.5

TRIMESTER – II (SEPTEMBER – DECEMBER) (2015-16)

AREA	SUBJECT	Credit
FINANCE	Cost and Management Accounting	1.5
MARKETING	Principles and Practices of Sales Management	3
	Pharma Marketing Management	1.5
	Listening to Customers – II	3
	Consumer Behaviour in Pharma – II	1.5
	Marketing of Medical Devices	1.5
	Brand Management in Pharma	1.5
ECONOMICS	Macroeconomics	3
COMMUNICATION Languages:	Oral Communication	1.5
	Spanish	1.5
	Mandarin	1.5
OPERATIONS & DECISION SCIENCE	Operation Management	1.5
HUMAN RESOURCES & BEHAVIOURAL SCIENCES	Group and Organizational Dynamics	1.5
BUSINESS ENVIRONMENT & STRATEGY	Research Methodology	1.5
	Ethical Issues in Management	1.5

TRIMESTER – III (JANUARY – MARCH)(2015-16)

AREA	SUBJECT	Credit
MARKETING	Listening to Customers- III	3
	Business Development in Pharma	1.5
	Pharma Brand Promotion- I	1.5
HUMAN RESOURCES & BEHAVIOURAL SCIENCES	Human Resource Management	1.5
FINANCE	Financial Management	3
INFORMATION SYSTEM	Information System for Management	1.5
BUSINESS ENVIRONMENT & STRATEGY	Legal Environment of Organizations	1.5
	Strategic Management	1.5
	Corporate Social Responsibility	1.5
COMMUNICATION Languages:	Spanish	1.5
	Mandarin	1.5

MBA Pharmaceutical Management Programme

SECOND YEAR 2015-16

TRIMESTER – IV (JUNE – SEPTEMBER) (2015-16)

AREA	SUBJECT	Credit
MARKETING	Pharma Brand Promotion II	1.5
	Marketing Research(LTS)-4 (Weekly Fieldwork , Preparation of Questionnaire, Research design, Review of Field work)	1.5
	Launching a New Product	1.5
	Brand Management in Pharma	1.5
	Managing IPR in Pharma	1.5
BUSINESS ENVIRONMENT & STRATEGY	Strategic Brand Management in Pharma	1.5
	Managing Quality & Regulatory Practices in Pharma	1.5
OPERATIONS & DECISION SCIENCE	Managing Distribution Channels in Pharma	1.5
	Managing Innovation in Pharma	3
HUMAN RESOURCES & BEHAVIOURAL SCIENCES	OB in Pharma	1.5
	Marketing Analytics – I	NON-CREDIT

TRIMESTER – V (SEPTEMBER – DECEMBER) (2015-16)

AREA	SUBJECT	Credit
MARKETING	Managing Multinational companies	1.5
	Marketing of API	1.5
	International Marketing	3
	Pricing Strategy in Pharma Industry	1.5
	Good Marketing Practices	1.5
	Launching a New Division	1.5
	Marketing Strategy & Implementation	1.5
	Marketing Practices in International Markets in Pharma	1.5
	Emotional Branding	1.5
	Dissertation & Fieldwork (commence)	3
OPERATIONS & DECISION SCIENCE	Strategic Procurement	1.5
	Good Manufacturing Practices	1.5
BUSINESS ENVIRONMENT & STRATEGY	Strategic Management(including Organisation Structure)	1.5
HUMAN RESOURCES & BEHAVIOURAL SCIENCES	People Management	1.5
WORKSHOP	OTC Advertising & Strategy(Going OTC)	Non- Credit
	Selling Medical Devices to Hospitals	Non-Credit

TRIMESTER – VI (JANUARY – MARCH) (2015-16)

AREA	SUBJECT	Credit
MARKETING	International Marketing-II	1.5
	Business Leadership in Pharma	1.5
	CRM Practices in Pharma	1.5
	Data Analysis for Strategy	1.5
	Dissertation	6
	Country Analysis & Pharma Clusters	3
BUSINESS ENVIRONMENT & STRATEGY	CSR in Pharma	1.5
OPERATIONS & DECISION SCIENCE	Supply Chain Management in Pharma	1.5

SVKM's NMIMS , School of Business Management	
PTMBA: (2015-2016)	
Trimester I	Trimester II
<ul style="list-style-type: none"> • Financial Accounting and Analysis (3) • Microeconomics (3) • Individual Dynamics & Leadership (3) • Statistical Analysis (3) • Marketing Management (3) 	<ul style="list-style-type: none"> • Cost & Management Accounting (3) • Information Systems for Management (3) • Group & Organization Dynamics (3) • Macroeconomics (3) • Marketing Management II (3) • Environment Management (0 – audit workshop)

2015-16

Total No. of Credits: 15

Total No. of Credits : 15

Total Session: 100

Total Sessions: 100

SVKM's NMIMS , School of Business Management	
PTMBA: (2015-2016)	
Trimester III	Trimester IV
<ul style="list-style-type: none"> • Financial Management (3) • Human Resources Management (3) • Strategic Management (3) • Operation Management (3) • Oral Communication (3) • Emergency Response Management (0 – audit workshop) 	<ul style="list-style-type: none"> • Legal Environment of Organization (3) • Corporate Social Responsibility (3) • Enterprise Planning Systems (3) • Ethical Issues in Management (1.5) • Written Communication (1.5) • Decision Analysis & Modeling (3)

2015-16

Total No. of Credits: 15

Total No. of Credits : 15

Total Session: 100

Total Sessions: 100

Figures in bracket represent number of credits. Each full credit will be of 20 sessions. Each session of 1 hr & 30 min.
(1 Credit = 10 Hrs. Classroom Teaching)

SVKM's NMIMS , School of Business Management

Part Time MBA: Second Year (2015-2016)

	Trimester IV	Trimester V	Trimester VI
	<ul style="list-style-type: none"> • Legal Environment of Organization (3) • Environment Management (1.5) • Emergency Response Management (1.5) • Strategic Management (3) • Operation Management (3) 	<ul style="list-style-type: none"> • Macroeconomics (3) • Research Methodology(3) • Corporate Social Responsibility (3) • Oral Communication (3) 	<ul style="list-style-type: none"> • Strategy Implementation (3) • Corporate Taxation (3) • Enterprise Planning Systems (3) • Ethical Issues in Management (1.5) • Written Communication (1.5)

2015-16 Total No. of Credits: 12

Total Session: 80

Total No. of Credits: 12

Total Sessions: 80

Total No. of Credits : 12

Total Sessions: 80

Figures in bracket represent number of credits. Each full credit will be of 20 sessions. Each session of 1 hr & 30 min.
(1 Credit = 10 Hrs. Classroom Teaching)

SVKM's NMIMS , School of Business Management

Part Time MBA: Third Year (2015-2016)

	Trimester VII	Trimester VIII	Trimester IX
Finance Area	<ul style="list-style-type: none"> • International Finance (3) • Fixed Income Securities & Debt Markets (3) • Infrastructure Project Financing (3) • Strategic Financial Management (3) • Merger, Acquisitions & Corporate Restructuring (3) 	<ul style="list-style-type: none"> • Private Equity and Venture Finance (3) • Commercial Bank Management (3) • Investment & Portfolio Management (3) • Insurance & Risk Management (3) 	<ul style="list-style-type: none"> • Hedge Funds & Private Equity Financing (3) • Real Estate Finance (3) • Fundamental & Technical Analysis (3) • Futures Options and Risk Management (3) • Strategic Cost Management (3)
Human Resource and Behavioral Sciences	<ul style="list-style-type: none"> • Organization Theory Structure & Design (3) • Employee Relations & Labor laws (3) • HR Planning, Recruitment & Selection (3) • Behavioral Dynamics in Organizations (3) • Learning & Development (3) 	<ul style="list-style-type: none"> • Performance Management Systems (3) • Change Management & Organizational Development (3) • Compensation & Benefits (3) • International HRM (3) • Talent Management (3) 	<ul style="list-style-type: none"> • Organization Culture and Work-life Balance (3) • Strategic HRM (3) • HR Audit (3) • Human Resource Information System (3)

Information System	<ul style="list-style-type: none"> • Business Intelligence (3) • Software Project Management (3) • Business Analysis (3) • Generating Business value through IT (3) • Strategic Business Process Outsourcing (3) 	<ul style="list-style-type: none"> • IT Service Management: Current Trends (3) • Business Process Management (3) • E-Business (3) • Strategic Planning of Information Systems (3) • Designing and Managing Information Security (3) 	<ul style="list-style-type: none"> • E-Governance (3) • Business Dynamics of the IT Industry (3) • Business Innovation Through IT (3) • Technology Ventures (3)
Marketing Area	<ul style="list-style-type: none"> • Sales Management (3) • Consumer Behavior (3) • Market Research (3) • Brand Management (3) • International Marketing (3) 	<ul style="list-style-type: none"> • Marketing Strategy (3) • Customer Relationship Management (3) • Integrated Marketing Communications (3) • Service Marketing (3) • Retail Marketing (3) 	<ul style="list-style-type: none"> • Rural Marketing (3) • B2B Marketing (3) • Internet Marketing (3) • Sales Promotion (3)
Operations and Decision Sciences	<ul style="list-style-type: none"> • Advanced Method of Data Analysis (3) • Logistics Management (3) • Production Planning and Control (3) • Total Quality Management (3) 	<ul style="list-style-type: none"> • Modeling For Decision Making (3) • Supply Chain Management (3) • Project Management (3) • Manufacturing Strategy (3) • Materials & Inventory Management (3) 	<ul style="list-style-type: none"> • Lean Manufacturing (3) • World Class Manufacturing (3) • Managing Technology (3) • Advance Supply Chain Management (3) • Service Operations Management (3)
	No. of Courses to be chosen: 4	No. of Courses to be chosen: 4	No. of Courses to be chosen: 4

2015-16

Total No. of Credits: 12

Total Session: 80

Total No. of Credits: 12

Total Sessions: 80

Total No. of Credits : 12

Total Sessions: 80

SVKM's
Narsee Monjee Institute of Management Studies(NMIMS)
Course Structure

Diploma Programme / Part Time MBA (SE) Two year Programme
First year 2015-16 (Batch 2015-17)

Sr. No.	Courses	Credit	Area
	Trimester I		
1	Law & Social Work	3	BES
2	Social Development & Introduction to Social Entrepreneurship	3	BES
3	Written Communication	1.5	COMM
4	Oral Communication	1.5	COMM
5	Micro Economics	3	ECO
6	Individual Dynamics & Leadership	1.5	HRBS
7	Group & Organisational Dynamics	1.5	HRBS
	Trimester II	Credit	Area
1	Managing and Organizing the Social Enterprise	3	BES
2	Social Engineering and Project Management (I)	3	BES
3	Macro Economics	3	ECO
4	Financial Accounting & Analysis	3	FIN
5	Human Resource Management	3	HRBS
	Trimester-III	Credit	Area
1	Research Methodology	3	BES
2	Micro-Finance (I)	3	FIN
3	Cost & Management Accounting	3	FIN
4	Corporate Social Responsibility	3	HRBS
5	Marketing Management	3	MKT
	Trimester-IV	Credit	Area
1	Disaster Management	3	BES
2	Legal Environment of Organization	3	BES
3	Micro Finance (II)	3	FIN
4	Financial Management	3	FIN
5	Statistical Analysis	3	OPS

SVKM's
Narsee Monjee Institute of Management Studies(NMIMS)
New Course Structure Academic Year 2015-16
Diploma Programme / Part Time MBA (SE)

Second Year batch 2015-16

Sr. No.	Courses	Credit	Area
Trimester-IV			
1	Cost & Management Accounting	3	BES
2	Strategic Management	3	BES
3	Macro Economics	3	ECO
4	Financial Management	3	FIN
5	Statistical Analysis	3	ODS
Trimester-V			
		Credit	Area
1	Corporate Social Responsibility	3	BES
2	Legal Environment of Organization	3	BES
3	Research Methodology (II)	3	BES
4	Performance Management of Social Enterprises	3	HRBS
5	Operations Management	3	ODS
Trimester-VI			
		Credit	Area
1	Ethical Issues in Management	1.5	BES
2	Governance of Social Enterprises	1.5	BES
3	Micro Finance (II)	3	FIN
4	Information Systems for Management	3	INS
5	Management of Development Programmes at Grass roots	3	ODS
6	Social Engineering & Project Management (II)	3	ODS

Third Year batch 2015-16

Third Year batch 2015-16			
	Trimester-VII	Credit	Area
1	Performance Management of Social Enterprises	3	HRBS
2	Marketing Management	3	MKT
3	Brand Building for Social Enterprises	3	MKT
4	Management of Livelihood Support Programmes (I)	3	BES
5	Governance of Social Enterprises	3	BES
Trimester-VIII			
		Credit	Area
1	Corporate Social Responsibility	3	BES
2	Training and Development in Social Enterprises	3	HRBS
3	Management of Cross Sector Partnerships	3	BES
4	Stakeholder Management & Social Audit	3	BES
5	Seminar on Social Development (30 hrs)	1.5	BES
Trimester-IX			
		Credit	Area
The Trimester concentrates on providing hands-on experience to students to integrate theoretical knowledge with practical experience. Hence greater emphasis is laid on learning by doing.			
1	Export Management	3	MKT
2	Environment Management	3	BES
3	Seminar on Sustainability of Social Enterprises(30hrs)	3	BES

Practical and Experiential Component:			
4	Five day Study Tour (30 hrs)		
5	60 hours of Internship.	2.5	
	Students would be required to produce a dissertation focused on social enterprise under one of the following two headings: (30 hrs)		
6	Case-study of an existing social enterprise, evaluating its past successes and providing insights for improving its future performance	1.5	
	OR		
	Business plan for establishing a new social enterprise.	1.5	

SVKM'S NMIMS - School of Business Management
MANAGEMENT PROGRAMME FOR EXECUTIVE –MPE (2014 -2016)
POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)

Second Year (2015-2016)

Trimester	Foundation	Trimester IV	Trimester V
Courses	Research Methodology Introduction of Capstone Project	<ul style="list-style-type: none"> • Strategic Management II(3) • Business law IPR & WTO(3) • International Finance (3) • Service Marketing (3) • Information System(3) 	<ul style="list-style-type: none"> • Strategic Marketing Management (3) • International Business(3) • Supply Chain Management(3) • Corporate Social Responsibility (3) • Capstone Project (1)
		Workshop on World Class Quality Initiatives	
	Courses: 9 plus Capstone Project	Session : 100 Workshop: 6 Hours Credit : 15	Sessions : 80 Credit : 13

Figures in bracket represent number of credits. Each 3 credit will be of 30 hrs classroom teaching

- Capstone Project – 20 hrs

Specialization:

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Marketing Specialisation

Courses	<ul style="list-style-type: none"> • Consumer Behaviour (3) • B2B Marketing (3) • International Marketing (3) • Integrated Marketing Communication (3) 	
	Courses: 4	Sessions : 80 Credit : 12

**SVKM'sNMIMS – School of Business
Management**

Course Structure

Executive MBA Batch 2015-17

Total Courses : 37 = 58 Credits

Compulsory : 24 (36 Credits)

Elective : 12 (18 Credits)

Dissertation : 1 (4 Credits)

* Each Course is of 17 Hours

Compulsory Courses				
S.N	Code	Name	Area	Pre Requisite
1	CS0001	Strategy Formulation	BES	
2	CS0002	Legal Environment of Business	BES	
3	CS1003	Strategy Implementation	BES	CS0001
4	CS2004	Business Research Methods	BES	CO0022 & CO1023
5	CC0005	Business Communication	COMM	
6	CC0006	Negotiations Skills	COMM	
7	CE0007	Global & Macroeconomic Environment	ECO	
8	CE1008	Economics of Strategy	ECO	CS0001
9	CF0009	Financial Accounting	FIN	
10	CF1010	Analysis of Financial Statements	FIN	CF0009
11	CF1011	Management Accounting & Control	FIN	CF0009
12	CF2012	Corporate Finance I	FIN	CF0009 & CF1010
13	CF3013	Corporate Finance II	FIN	CF0009 , CF1010 & CF2012
14	CH0014	Individual Dynamics & Organization	HRBS	
15	CH0015	Group & Organization Dynamics	HRBS	
16	CH0016	Human Resource Management	HRBS	
17	CH0017	Leadership & Corporate Accountability	HRBS	
18	CI0018	Information Systems for Management	INS	
19	CM0019	Customer Acquisition & Retention	MKT	
20	CM1020	Marketing Planning	MKT	CM0019
21	CM1021	International Marketing	MKT	CM0019
22	CO0022	Statistical Analysis for Business Decisions	OPS	
23	CO1023	Decision Analysis and Modeling	OPS	CO0022
24	CO1024	Managing Business Operations	OPS	CO0022

Finance				
1	EF4051	International Finance	FIN	CF0009 , CF1010 , CF2012 & CF3013
2	EF4052	Investment Analysis and Portfolio Management	FIN	CF0009 , CF1010 , CF2012 & CF3013
3	EF2053	Strategic Cost Management	FIN	CF0009 & CF1011
4	EF5054	Fixed Income Securities and Debt Markets	FIN	CF0009 , CF1010 , CF2012 , CF3013 & EF4052
5	EF5055	Futures Options & Risk Management	FIN	CF0009 , CF1010 , CF2012 , CF3013 & EF4052
6	EF4056	Mergers, Acquisitions and Corporate Restructuring	FIN	CF0009 , CF1010 , CF2012 & CF3013
7	EF4057	Financial Institutions & Markets	FIN	CF0009 , CF1010 , CF2012 & CF3013
8	EF4058	Commercial Bank Management	FIN	CF0009 , CF1010 , CF2012 & CF3013
9	EF4059	Project Finance	FIN	CF0009 , CF1010 , CF2012 & CF3013
HRBS				
1	EH1071	Employee Relations & Labor Laws	HRBS	CH0016
2	EH1072	Talent Management	HRBS	CH0016
3	EH1073	Performance Management	HRBS	CH0016
4	EH2074	Organization Theory, Structure & Design	HRBS	CH0014 & CH0015
5	EH1075	Compensation & Benefits	HRBS	CH0016
6	EH1076	Strategic HRM	HRBS	CH0016
7	EH1077	Change Management & Development	HRBS	CH0016
8	EH1078	Emotional Intelligence-Developing Abilities for Superior Performance	HRBS	CH0014
9	EH1079	Learning & Development	HRBS	CH0016
Information System				
1	EI1091	Business Intelligence using Data Mining Tools	INS	CI0018
2	EI1092	ERP Systems: Technology Planning and Implementation	INS	CI0018
3	EI1093	IT Entrepreneurship	INS	CI0018
4	EI1096	Generating Business Values Through IT	INS	CI0018
5	EI1097	Solutions for Business Analysis	INS	CI0018
6	EI1098	Managing IT Project	INS	CI0018
7	EI1099	Business Dynamics of Information & Communication Technology Industry	INS	CI0018
8	EI1100	E-Business	INS	CI0018
9	EI1101	Managing Innovation	INS	CI0018
Marketing				
1	EM2111	Consumer Based Marketing Strategy	MKT	CM0019 & CM1020
2	EM5112	Marketing Research	MKT	CS2004, CM0019, CM1020, CO0022 & CO1023
3	EM2113	Sales & Distribution Management	MKT	CM0019 & CM1020
4	EM2114	B2B Marketing	MKT	CM0019 & CM1020
5	EM2115	Service Marketing	MKT	CM0019 & CM1020
6	EM2116	Customer Relationship Management	MKT	CM0019 & CM1020
7	EM2117	Marketing Strategy	MKT	CM0019 & CM1020
8	EM2118	Brand Management	MKT	CM0019 & CM1020
9	EM2119	Marketing Analytics	MKT	CM0019 & CM1020

		Operations		
1	EO3131	Advanced Method of Data Analysis	OPS	CO0022 , CO1023 & CO1024
2	EO2132	Service Operation Management	OPS	CO0022 & CO1024
3	EO2133	Logistics Management	OPS	CO0022 & CO1024
4	EO2134	Production, Planning & Control	OPS	CO0022 & CO1024
5	EO3135	Modeling for Decision Making	OPS	CO0022 , CO1023 & CO1024
6	EO2136	Supply Chain Management	OPS	CO0022 & CO1024
7	EO2137	Total Quality Management	OPS	CO0022 & CO1024
8	EO2138	Project Management	OPS	CO0022 & CO1024
9	EO2139	Manufacturing Strategy	OPS	CO0022 & CO1024