SVKM'S NMIMS - School of Business Management

MANAGEMENT PROGRAMME FOR EXECUTIVES –MPE (2012 -2014)

POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)

Second Year (2013-2014)

Trimester	Foundation	Trimester III	Trimester IV
Courses	Research Methodology Session & Commencement of Capstone Project	• Macroeconomics and the Global Economy (1) • Corporate Finance (1) • Brand Management (1) • Managing Business Operations (1) • Corporate Social Responsibility (1) • Strategic Marketing Management (1)	• Supply Chain Management (1) • Business Law, IPR and WTO (1) • International Business (1) • Strategic Management – II (1) • Services Marketing (1) • International Finance (1) • *** Capstone Project (1)**
Compulsory Workshops		WORKSHOP on CRM	WORKSHOP on World Class Quality Initiatives
	Courses: 4-6 Sessions	Courses: 90 Sessions Workshop: 6 Hours	Courses: 90 Sessions Workshop: 6 Hours
	Total No. of credits: 37	**No. of credits: 18**	**No. of credits: 19**

Figures in bracket represent number of credits. Each 3 credit will be of 15 sessions of 2 hours each.

- **Capstone Project – 20 hrs**

Specialization:

Specialization in selected areas based on participant strength and the Institute's discretion will also be offered after completion of Trimester IV.