Master of Business Management (MBA)
SVKM'S NMIMS – School of Business Management
First Year (2012-2013) : Building Integrated Perspective of Management for Leadership

Programme Preparation	Orientation	Term I	Term II	Term III	WE CARE (3 WEEKS)	INTEGRATION (15 Hrs) (After completion of Final Exams)
		• Financial Accounting and Analysis (3) • Customer Acquisition and Retention (3) • Microeconomics: Firms, Markets and Behavior (3) • Individual Dynamics and Leadership (3) • Statistical Analysis for Business Decisions (3) • Corporate Social Responsibility (3) • Personal Communication (3)	• Marketing Planning (3) • Decision Analysis and Modeling (3) • Macroeconomic Analysis and Policies (3) • Group and Organization Dynamics (3) • Management Accounting and Control (3) • Written Business Communication (1.5) • Business Research Methods (1.5) • Ethics (1.5) • Environment Management (1.5)	• Corporate Finance (3) • Managing Business Operations (3) • Strategy Formulation (3) • Globalization and Indian Economy (1.5) • Information Systems for Management (3) • Human Resource Management (3) • Written Analysis and Communication (1.5) • Legal Environment of Business (3)		
Compulsory workshops		• Business Etiquettes				
Interest based workshops (All students have to take atleast one)		• Management learning through Films and Literature • Management learning through Arts and History • Change Management & IT • Creative Thinking • Business Analytics using MS Access • Indian Values and Management Philosophy • Family Businesses in India • Creative Problem Solving • Career Planning		• Basic SPSS • Marketing Analytics • Advanced SPSS • Leadership Labs • Business History • Finance Workshop • Indian Philosophy • Any other value added workshop		
Preparation: 15 sessions Orientation: 15 sessions Integration : 15 sessions		Sessions : 140 Courses: 7	Sessions : 140 Courses: 9	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)

Case Analysis
Communication Perspective
Using Software

Integration
Strategic Thinking
Analytic Problem Solving
Working in Teams
Communica tion
Leader ship