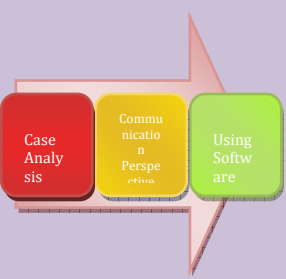



Master of Business Management (MBA) SVKM'S NMIMS – School of Business Management First Year (2013-2014) : Building Integrated Perspective of Management for Leadership							
Programme Preparation	Orientation	Trim I		Trim II		Trim III	
		<ul style="list-style-type: none"> Financial Accounting and Analysis (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) 		<ul style="list-style-type: none"> 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) Information Systems for Management (1.5) Ethics (1.5) Environment Management (1.5) 		<ul style="list-style-type: none"> Corporate Finance (3) Managing Business Operations (3) Strategy Formulation (3) Globalization and Indian Economy (1.5) Enterprise Systems (3) Human Resource Management (3) Written Analysis and Communication (1.5) Legal Environment of Business (3) 	
Compulsory workshops		<ul style="list-style-type: none"> Business Etiquettes Business Research Methods 					
Interest based workshops (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 An Introduction to SAS 					
Preparation: 15 sessions		Sessions : 140		Sessions : 140		Sessions: 140	
Orientation: 15 sessions		Courses: 7		Courses: 9		Courses: 8	
Integration : 10 sessions							
Total No. of credits 63		No. of credits: 21		No. of credits: 21		No. of credits: 21	

WE CARE (3 WEEKS)

Integration (15 hrs) during Trim III

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

