

SVKM'S NMIMS - School of Business Management
MANAGEMENT PROGRAMME FOR EXECUTIVES –MPE (2013 -2015)
POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)
First Year (2013-2014)

Trimester	Foundation	Trimester I	Trimester II	Trimester III
Courses	<ul style="list-style-type: none"> Data Analysis using Excel Case Study Analysis 	<ul style="list-style-type: none"> Managerial Economics (3) Financial Accounting (3) Organizational Behaviour (3) Marketing Management (3) Statistics For Business Decisions (3) 	<ul style="list-style-type: none"> Communication, Presentation & Negotiations Skills (3) Costing & Management Control (3) Human Resource Management (3) Sales Management (3) Decision Analysis & Modelling(3) 	<ul style="list-style-type: none"> Strategic Management I(3) Macroeconomics & global economy(3) Corporate Finance(3) Brand Management (3) Managing Business Operations(3)
Compulsory Workshops	Workshop – HR/OB Area Workshop – Finance Area Workshop on CRM			
	Courses: 15	Sessions : 100 Workshop: 6 Hours Credit : 15	Sessions : 100 Workshop: 6 Hours Credit : 15	Sessions: 100 Workshop: 6 Hours Credit : 15

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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)
Compulsory Workshops	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:

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