

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

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**Second Year (2014-2015)**

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