

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 | <ul style="list-style-type: none"> • Macroeconomics and the Global Economy (3) • Corporate Finance (3) • Brand Management (3) • Managing Business Operations (3) • Corporate Social Responsibility (3) • Strategic Marketing Management (3) | <ul style="list-style-type: none"> • Supply Chain Management (3) • Business Law, IPR and WTO (3) • International Business (3) • Strategic Management – II (3) • Services Marketing (3) • International Finance (3) • * 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.