

**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)**

<b>Trimester</b>	<b>Foundation</b>	<b>Trimester III</b>	<b>Trimester IV</b>
<b>Courses</b>	Research Methodology Session & Commencement of Capstone Project	<ul style="list-style-type: none"> <li>• Macroeconomics and the Global Economy (3)</li> <li>• Corporate Finance (3)</li> <li>• Brand Management (3)</li> <li>• Managing Business Operations (3)</li> <li>• Corporate Social Responsibility (3)</li> <li>• Strategic Marketing Management (3)</li> </ul>	<ul style="list-style-type: none"> <li>• Supply Chain Management (3)</li> <li>• Business Law, IPR and WTO (3)</li> <li>• International Business (3)</li> <li>• Strategic Management – II (3)</li> <li>• Services Marketing (3)</li> <li>• International Finance (3)</li> <li>• * <b>Capstone Project (1)</b></li> </ul>
<b>Compulsory Workshops</b>		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.