

SVKM's NMIMS , School of Business Management
Master of Business Administration (MBA Entrepreneurship & Family Business): First Year (2013-2014)

Area	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	<ul style="list-style-type: none"> Management Practice for Entrepreneurs(3) 	<ul style="list-style-type: none"> Legal Aspects of Business(3) Managing and Growing Business(1.5) 	<ul style="list-style-type: none"> Understanding Global Business Environment (3) Introduction to a Business Plan (3) Research Methodology (3) Growing Business in Changing Global Environment (3) Corporate Social Responsibility (3)
Communication	<ul style="list-style-type: none"> Oral Communication (1.5) 	<ul style="list-style-type: none"> Written Communication(1.5) 	
Economics	<ul style="list-style-type: none"> Microeconomics for Managers (3) 		
Finance	<ul style="list-style-type: none"> Financial Accounting and Analysis (3) 	<ul style="list-style-type: none"> Banking Activity in Business (3) 	<ul style="list-style-type: none"> Cost and Management Accounting (3)
Human Resource and Behavioral Sciences	<ul style="list-style-type: none"> Individual and Group Behavior in Organizations (3) 	<ul style="list-style-type: none"> Essentials of HRM (3) Negotiation and Dispute Resolution (1.5) 	
Information System	<ul style="list-style-type: none"> Information Systems for Management(3) 	<ul style="list-style-type: none"> E-Business (3) 	
Marketing	<ul style="list-style-type: none"> Marketing I (Concepts and Environment) (3) 	<ul style="list-style-type: none"> Marketing II (Marketing Mix, Planning and Strategy) (3) 	<ul style="list-style-type: none"> Distribution & Logistics (3)
Operations and Decision Sciences	<ul style="list-style-type: none"> Statistical Analysis for Business Decisions (3) 		
Value added Modules	Business Challenges and Competitive Analysis Management of Family Owned Businesses Macro Economic Analysis and Public Policy Assessing Business Opportunities Leading Change and growth in Family Business New product development Corporate Etiquette- Workshop with Organized meal. OBT International Tour		

1 Credit= 10 Hrs

Sessions: 150
 Courses: 8
 No of Credits: 22 .5

Sessions: 130
 Courses: 8
 No of Credits: 19.5

Sessions: 140
 Courses: 7
 No of Credits: 21

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Area	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	<ul style="list-style-type: none"> Competitive and Global Strategic Management (3) Implementation of Business Plan (3) 	<ul style="list-style-type: none"> Auditing a Business Plan (3) Innovation, Change and Entrepreneur (3) Succession Planning models (3) 	
Finance	<ul style="list-style-type: none"> Corporate Finance I (3) 	<ul style="list-style-type: none"> Managing Insurance (1.5) Tax Management (3) 	
Human Resource and Behavioral Sciences	<ul style="list-style-type: none"> Management of people at work (3) 		<ul style="list-style-type: none"> Compensation & Benefits (3)
Information System	<ul style="list-style-type: none"> Enterprise Resource Planning (3) 		
Marketing	<ul style="list-style-type: none"> Managing Franchises (1.5) PR and Advertising for Business (1.5) 	<ul style="list-style-type: none"> Rural Marketing (3) 	<ul style="list-style-type: none"> Consumer Behavior (3) B2B marketing (1.5) Digital marketing (1.5) Market Analysis and value Creation(3)
Operations and Decision Sciences	<ul style="list-style-type: none"> Supply Chain management (1.5) 	<ul style="list-style-type: none"> Total Quality Management (3) 	<ul style="list-style-type: none"> Project Management (3)
Value added Modules	Portfolio Management in Family Run Businesses Corporate Valuation Venture growth strategies		

1 Credit = 30 Hrs

Sessions:130
 Courses: 8
 No of Credits:19.5

Sessions: 130
 Courses: 7
 No of Credits: 19.5

Sessions:100
 Courses: 6
 No of Credits: 15