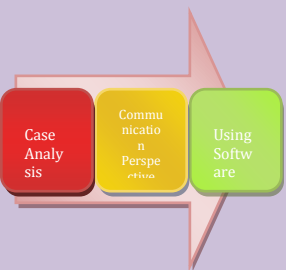



Master of Business Management (MBA)

SVKM'S NMIMS – School of Business Management

First Year (2017 - 2018) : Building Integrated Perspective of Management for Leadership

Programme Preparation	Orientation	Trim I	Trim II	Trim III	WE CARE (3 WEEKS)	Integration (15 hrs) during Trim III
		<ul style="list-style-type: none"> Financial Accounting and Analysis (3) Marketing Management (3) Microeconomics (3) Individual Dynamics and Leadership (3) Statistical Analysis (3) Corporate Social Responsibility (3) Oral Communication (3) 	<ul style="list-style-type: none"> Cost And Management Accounting (3) Marketing Planning (3) Macroeconomics (3) Group and Organization Dynamics (3) Operations Management (3) Information Systems for Management (1.5) Ethical Issues in Management (1.5) Environment Management (1.5) Written Communication (1.5) 	<ul style="list-style-type: none"> Financial Management (3) Globalization and Indian Economy (1.5) Human Resource Management (3) Decision Analysis and Modeling (3) Enterprise Systems (3) Strategic Management (3) Legal Environment of Organizations (3) Written Analysis and Communication (1.5) 		
Compulsory workshops		<ul style="list-style-type: none"> Business Etiquettes Business Research Methods 				
Indicative List of Workshop (All students have to take at least one)		<ul style="list-style-type: none"> Management learning through Films and Literature Management learning through Arts and History Change Management & IT Creative Thinking Family Businesses in India Creative Problem Solving Career Planning History of management thought Consulting Skills Introductory workshop on SAS Designing and Managing Information Security Marketing Analytics Advanced SPSS Leadership Labs Business History Finance Workshop Indian Philosophy Any other value added workshop New models in business Foreign language (30 hours) Workshop on Budget 				
Preparation: 15 sessions	Orientation: 15 sessions	Sessions : 140 Courses: 7	Sessions : 140 Courses: 9	Sessions: 140 Courses: 8		

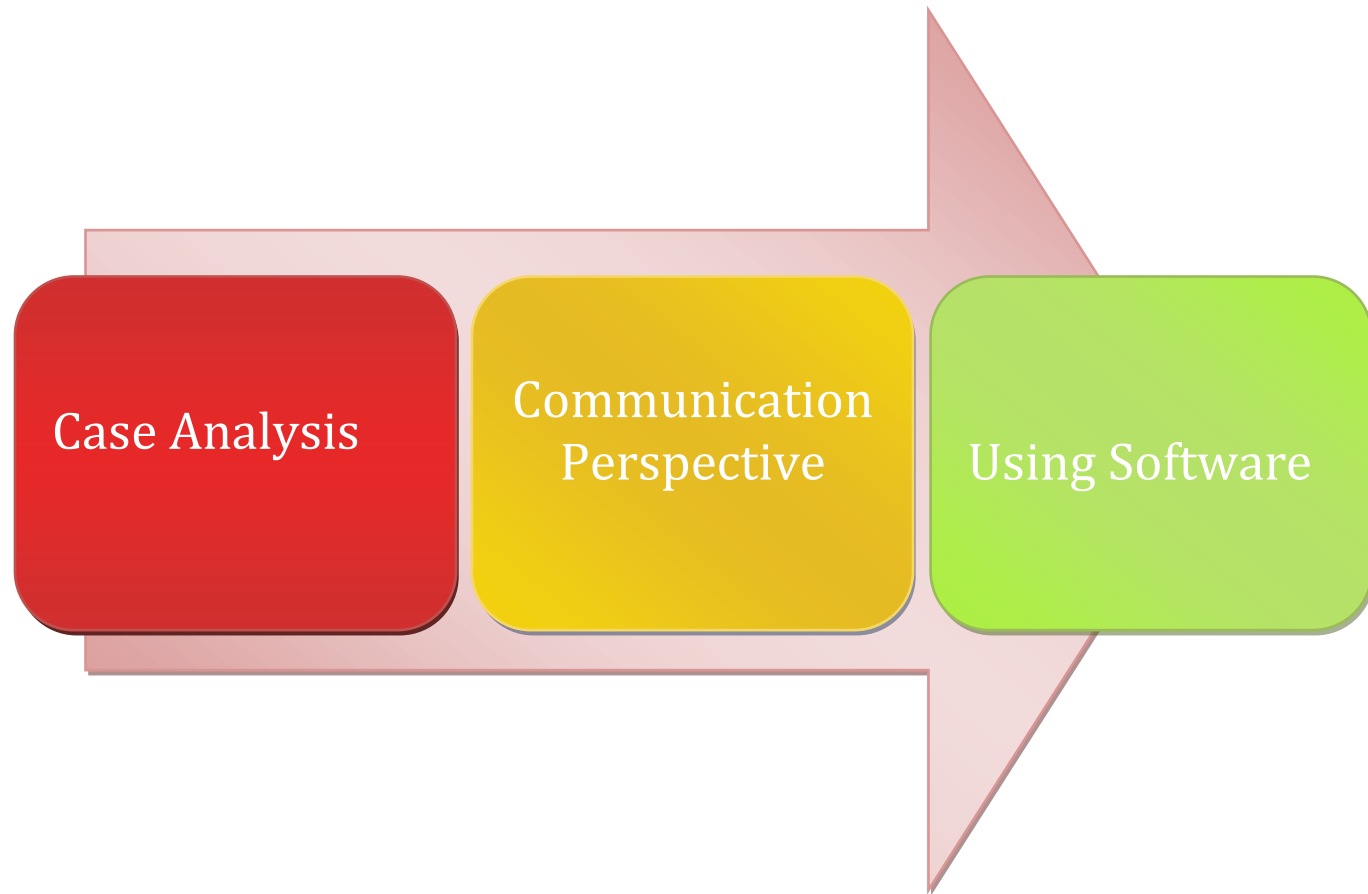
Total No. of credits 63

No. of credits: 21

No. of credits: 21

No. of credits: 21

(Figures in bracket represent number of credits. Each 3 credit will be of 20 sessions of 1 hr & 30 mins)



Case Analysis

Communication
Perspective

Using Software



**SVKM's NMIMS , School of Business Management
Master of Business Administration (MBA): Second Year (2017-2018)**

	Trimester IV	Trimester V	Trimester VI
Compulsory Courses	<ul style="list-style-type: none"> • Summer Internship ** • Strategy Implementation (3) 		
Business Environment and Strategy	<ul style="list-style-type: none"> • Infrastructure Consulting and Management(3) • Innovation Management (3) • Managing Turnaround Strategies (3) 	<ul style="list-style-type: none"> • Risk and Advisory Consulting (3) • Business Strategy Simulation (3) • Strategic Alliance (3) • Management Consulting (3) • Strategies for Transformation in a Digital World (3) • Public Policy (3) 	<ul style="list-style-type: none"> • Entrepreneurship and Venture Capital Management (3) • Intellectual Property Rights (3)
Communication	<ul style="list-style-type: none"> • Negotiation Skills (3) 	<ul style="list-style-type: none"> • Intercultural and Strategic Communication(3) 	
Economics	<ul style="list-style-type: none"> • Emerging Market Economies (3) 	<ul style="list-style-type: none"> • Econometric Methods for Decision Making (3)* 	<ul style="list-style-type: none"> • Game theory and its application (3) • Economics of Infrastructure Development and Management (3)
Finance Area	<ul style="list-style-type: none"> • International Finance (3) • Investment Analysis and Portfolio Management (3) • Quantitative Finance (3) • Strategic Cost Management (3) • Advance Financial Accounting and Reporting (3) • Strategic Financial Management(3) • Commercial Bank Management (3) • Financial Analytics (3) * 	<ul style="list-style-type: none"> • Futures and Options (3) • Financial Risk Management (3) • Mergers and Acquisitions (3) • Project Finance (3) • Private Equity and Venture Finance (3) • Investment Analysis and Portfolio Management (3) • Strategic Financial Management(3) • Financial Consulting(3) 	<ul style="list-style-type: none"> • Behavioral Finance (3) • Commodity Markets (3) • Mergers and Acquisitions (3) • Fixed Income Securities (3) • Management Planning & Control(3) • Wholesale and Retail Financing(3) • Wealth Management(3)
Human Resource and Behavioral Sciences	<ul style="list-style-type: none"> • Personal Effectiveness and Leadership (3) • HR Planning, Selection & Recruitment (3) • Performance Management (3) • Employment Laws for Managers (3). 	<ul style="list-style-type: none"> • Learning and Development (3) • Compensation & Benefits and Rewards Management (3) • Managing Change (3) • Human Resource Information System(3) • Employee Relations (3) 	<ul style="list-style-type: none"> • Strategic HRM (3) • Talent Management (3) • Organization Structure & Design(3) • Emotional Intelligence-Developing Abilities for Superior Performance (3) • HR Audit (1.5) • HR Metrics(1.5)

Information System	<ul style="list-style-type: none"> E Business(3) Business Dynamics of the IT Industry (3) Business Intelligence (3) Business Analysis(3) SMAC and Beyond For Business (3) Social Media and Web Analytics (3)* 	<ul style="list-style-type: none"> Generating Business Value Through IT (3). IT Product Management (1.5) Cloud Computing (1.5) 	<ul style="list-style-type: none"> IT Service Management(3) Technology Ventures (3) Business Process Management(3) Cyber Security (3) Digital Government(1.5) Digital Platforms and Data Monetization (3)
Marketing Area	<ul style="list-style-type: none"> Consumer Behaviour (3) Marketing Research (3)* Sales Management (3) Integrated Marketing Communication (3) Services Marketing (3) Brand Management (3) Distribution (3) Digital Marketing (3) 	<ul style="list-style-type: none"> International Marketing (3) Sales Management (3) Marketing of Financial Services (3) B2B Marketing (3) Marketing Strategy (1.5) Media Planning and Buying (1.5) Brand Management (3) Retail Marketing ((3) 	<ul style="list-style-type: none"> Marketing Analytics (3)* Rural Marketing (3) Innovations in Marketing (3) Customer Relationship Management (3) Sales Promotion (3) Marketing for Entrepreneurs (3) Pricing Strategy (1.5) Social marketing (3) B2B Marketing (3) Finance for Developing Marketing Strategies(1.5)
Operations and Decision Sciences	<ul style="list-style-type: none"> Advanced Data Analysis(3)* Service Operation Management (3) Logistics Management(3) Production, Planning & Control (3) Supply Chain Management (3) 	<ul style="list-style-type: none"> Supply Chain Management (3) Modeling for Decision Making (3) Total Quality Management (3) Project Management (3) Predictive Analytics (3)* Forecasting Analytics (3)* 	<ul style="list-style-type: none"> Manufacturing Strategy (3) World Class Manufacturing (3) Managing Technology(3) Advance Supply Chain management (3)# Text Analytics(3)* Visual Analytics (3)* <p>#Supply Chain Management is prerequisite for Advance Supply Chain management.</p>
Interest based Electives	<ul style="list-style-type: none"> Consumer Anthropology (1.5) 		<ul style="list-style-type: none"> Indian Philosophy & Business History (1.5)
	No. of full Credits to be chosen:15	No. of Credits to be chosen:15	No. of Credits to be chosen: 15

*** **The Courses which are marked with (*) will be considered for Analytics concentration**

2017-18

Total No. of Credits: 18

Total No. of Credits: 15

Total No. of Credits : 15

Total No. of Credits: 48

** Summer Internship: Non-credit compulsory course.

However the candidate needs to satisfactorily complete the project as an essential partial fulfillment of the requirements for award of MBA degree

Figures in bracket represent number of credits. Each full credit will be of 20 sessions. Each session of (1) hr & 30 min. Areas may have essential workshop which will be compulsory for students concentrating in those areas.