



**SCHOOL OF
BUSINESS MANAGEMENT**

www.nmims.edu



Executive MBA

About NMIMS School of Business Management

The School of Business Management (SBM) is the torchbearer of NMIMS, Mumbai.

SVKM's Narsee Monjee Institute of Management Studies (NMIMS) has, ever since its inception in 1981, been a leader in management education in the country. It offers more than 50 programs across various disciplines, such as Management, Technology, Science, Pharmacy, Architecture and Commerce.

The NMIMS Deemed-to-be University has over 12000 students and more than 350 faculty members who represent an eclectic mix of rich industry and academic experience.

Global Reach

NMIMS has well-developed international linkages with reputed universities, leading to international assignments for teaching, research & consultancy and faculty and students' exchange programs with:

- ESSCA (Ecole Superieure des Sciences Commerciales d'Angers), Budapest campus, Hungary / Angers campus, France
- Euromed Marseille, Ecole de Management, Marseille, France
- ESC ROUEN France
- Athens University, Greece
- Grenoble Ecole de Management
- Royal Melbourne Institute
- HHL- Leipzig Graduate School of Management (Handelshochschule Leipzig, Germany)
- The IAE AIX Graduate School of Management, Paul Cezanne University, France
- Macquarie University, Australia
- Prudential Foundation Global Citizens Program - Advanced Leadership Program- the Washington Centre
- Hogesschool Utrecht University Of Applied Sciences
- IESEG School of Management- Lille- Paris
- University of Chester, UK
- CETYS University, Mexico

Honours - School of Business Management

NMIMS has successfully carved a niche for itself among the country's premier educational institutions, a fact borne out by the many prestigious awards and honours to its credit:

- NBA Accreditation to Full Time & Part Time MBA programs of School of Business Management.
- NMIMS is ranked among India's Top "Ivy League" Schools: on the basis of recruiter perception conducted by the Economic Times and IMRB, NMIMS - Ranked 6th Best Business School in the country (2011)
- NMIMS Full-Time MBA Program (Mumbai Campus) earned a CRISIL A*** Rating (Highest Ranking) both at national and state levels (2011).
- MBA Programme has obtained highest ranking both at State level and National level ICRA (Eb1 In¹)
- In 2012, NMIMS has been ranked 3rd overall best B-School by Competition Success Review, 7th overall best B-School by Business Today and 5th Best Private B-School by Outlook Magazine.
- NMIMS is the only institute to be recognized in the McKinsey & Company Report for taking initiatives to help grow the Entrepreneurs and Family Business (2011).
- NMIMS' School of Business Management has been inducted into the prestigious Graduate Management Admission Council (GMAC) as a member, and is currently listed in the Global list of Business Schools.
- Consistent winner of Bombay Management Association's "Outstanding Management Institute Award".
- Consistent winner of "Best Management Teacher Award" & "Best Management Student Award" of the Bombay Management Association.
- Recipient of 'Golden Peacock National Training Award 2004/2010' in the category of Large Training Provided by the Institute of Directors (IOD).
- Re-accredited with highest grade by NAAC.
- Won the Gold Award at the 4th Indian Management Conclave 2013 for the Modular Credit based Executive MBA Program



Program Introduction

The E-MBA program offers an opportunity to combine the participant's professional aspirations with a meaningful pursuit in learning. The program provides expertise in the field of management education through rigorous in-class sessions with some of the best faculty culled from the industry and the academia. Sitting amongst peers of a common ilk, the participants will also benefit immensely from the peer networking and group learning processes with true-value insights of practitioners in myriad interactions.

This unique credit-based executive program is highly flexible that enable the students to complete in a fast-track mode within 15 – 24 months. The maximum duration for completion of the program is four years. On completion, the participants will be awarded Executive Masters of Business Administration.

The program offers specialization in Finance, Marketing, HR, Information Systems, & Operations and provides to choose either dual specialization in the areas mentioned or General Management.



Program Objectives

The programme objective is to provide a strategic tactical & operational Decision making capability for world class performance excellence in today's highly competitive dynamic Business environment for Business Executives who have spent some quality time in the Industry & have adequate exposure to managerial roles & responsibilities.

Pedagogy

The pedagogy will include lectures, case study, quizzes, business games, role-plays, simulations, group work and films to ensure interactive learning sessions in each class. This is a clear departure from 'Chalk and talk' approach and will surely include lot of pre-reading work on the part of the participant to ensure that every session is a real-value exercise. Participants should expect surprise tests and quizzes to stimulate their imagination and also to encourage pre-class preparation for the participant so that each session is a mutually rewarding experience.

The participant will give 3 hours of in-class time for 4 days and 5 hours of in-class time on a Sunday.

There is a special provision for group work in each course in order to ensure that there is adequate peer-learning. Participants will be divided into smaller study groups so that they can work in groups and later submit assignments, presentations or projects as an outcome of their team work. The group synergy will foster networking with like-minded business associates who will be of immense value in terms of an ever-lasting contact and a professional leverage.

A Dissertation, which is equivalent of 4 credits, is a compulsory feature of this program, and this will have to be submitted at the end of the program. Adequate time will be given to the student to complete the dissertation with the help of a guide who will be assigned for this purpose. The dissertation will not just reinforce the learning acquired in the area of specialization but will also help the student in developing a perspective on research. This will later help the participant in bringing a more research inclined approach to solving his own real business problems.

Curriculum

The participant is required to complete 58 credit courses for this program. This includes 24 core courses and 12 electives, along with a dissertation which is equivalent of 4 full credit courses. The courses are chosen in such a fashion that it is ensured that pre-requisite courses wherever recommended are completed sequentially. The program aims at a multi-disciplinary approach and offers a blend of courses in the area of Finance, Economics, Statistics, Operations, Marketing, Organizational Behavior and other areas of management. There is a cogent attempt to bring the best in each of these disciplines to acquaint the participant with the problems faced in the real-world.

E-MBA program has been designed with a view to offer the participants the strategic insight into key business issues by adopting a problem-solving approach to imparting the course inputs. There is an overwhelming need to excite the working managers to this awareness that all business management decisions are often made in extremely fluid and volatile business conditions with many unknown variables impacting the business outcomes. In order to work effectively, such a manager will need exposure to several management inputs along with an ability to analyze the underlying issues impacting their business. There is a pre-requisite course-work within the program which will ensure that participant understands, analyzes and finally implements his own decision in the organization.

The program provides an opportunity to specialize in Finance, Marketing, Information Systems, HR and Operations. The working manager gets a unique opportunity to upgrade his skill sets in his area of specialization through a careful choice of available options. A participant needs to register for 12 electives to opt for a specialization in the area. The elective is offered only if minimum fifteen students opt for the same.

The option to get a dual specialization is available. For dual specialization, the participant will have to offer 7 courses from the major and 4 courses from the minor area of specialization and one course from any of the other area of specialization offered. The student can also choose to opt for general management program instead of specializing in any area.

The program offers workshops on contemporary themes in different disciplines, covering sector specific insights.

Compulsary Courses

- Strategy Formulation
- Legal Environment of Business
- Strategy Implementation
- Business Research Methods
- Business Communication
- Negotiations Skills
- Global & Macroeconomic Environment
- Economics of Strategy
- Financial Accounting
- Analysis of Financial Statements
- Management Accounting & Control
- Corporate Finance I
- Corporate Finance II
- Individual Dynamics & Organization
- Group & Organization Dynamics
- Human Resource Management
- Leadership & Corporate Accountability
- Information Systems for Management
- Customer Acquisition & Retention
- Marketing Planning
- International Marketing
- Statistical Analysis for Business Decisions
- Decision Analysis and Modeling
- Managing Business Operations

Electives

Finance

- International Finance
- Investment Analysis and Portfolio Management
- Strategic Cost Management
- Fixed Income Securities and Debt Markets
- Futures Options & Risk Management
- Mergers Acquisitions and Corporate Restructuring
- Financial Institutions & Markets
- Commercial Bank Management
- Project Finance

Human Resource Management

- Employee Relations & Labor Laws
- Talent Management
- Performance Management
- Organization Theory Structure & Design
- Compensation & Benefits
- Strategic HRM
- Change Management & Development
- Emotional Intelligence-Developing Abilities for Superior Performance
- Learning & Development.

Information System

- Business Intelligence using Data Mining Tools
- ERP Systems: Technology Planning and Implementation
- IT Entrepreneurship
- E-Business
- Managing Innovations
- Generating Business Values Through IT
- Solutions for Business Analysis
- Managing IT Project
- Business Dynamics of Information & Communication Technology Industry

Marketing

- Consumer Based Marketing Strategy
- Marketing Research
- Sales & Distribution Management
- B2B Marketing
- Service Marketing
- Customer Relationship Management
- Marketing Strategy
- Brand Management
- Marketing Analytics

Operations

- Advanced Method of Data Analysis
- Service Operation Management
- Logistics Management
- Production Planning & Control
- Modeling for Decision Making
- Supply Chain Management
- Total Quality Management
- Project Management
- Manufacturing Strategy

Eligibility

This program is for working executives with 5 years or more of work experience, either in a managerial or a supervisory capacity. Candidates should have a graduation degree in any discipline from a recognized university.

Admission Process

Candidates will be selected based on their educational qualifications, academic record, work experience, a written test and a personal interview.



“ You can take what you learn on the weekend and immediately apply it on Monday in your workplace. There was a clear gap in my skills as I progressed up the corporate ladder and EMBA has contributed to fill the gap ”

Gurjit Singh,
Griffin Travels Ltd.

“ EMBA programme of NMIMS is very innovative. Being the first batch we will become brand ambassadors of the program in outside world. ”

Sameer S. Mayekar,
Reliance Infrastructure.



“ The caliber of education received within the first month of EMBA proved to me that I had made the right decision joining this program at NMIMS. The professors are very experienced, the material is current and the cases are realistic. ”

Vaibhav Agarwal
JP Morgan Chase

“ NMIMS EMBA -World class professionals with a winning edge ”

Ravi Gupta
Essar group



SVKM'S

Narsee Monjee Institute of Management Studies

(Declared as Deemed to be University under Section 3 of the UGC Act, 1956)

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