



# **Course Structure**

<b>Master of Business Management (MBA)</b> <b>SVKM'S NMIMS – School of Business Management</b> <b>First Year (2017 - 2018) : Building Integrated Perspective of Management for Leadership</b>							
Programme Preparation	Orientation	Trim I		Trim II		Trim III	
 		<ul style="list-style-type: none"> <li>Financial Accounting and Analysis (3)</li> <li>Marketing Management (3)</li> <li>Microeconomics (3)</li> <li>Individual Dynamics and Leadership (3)</li> <li>Statistical Analysis (3)</li> <li>Corporate Social Responsibility (3)</li> <li>Oral Communication (3)</li> </ul>		<ul style="list-style-type: none"> <li>Cost And Management Accounting ( 3 )</li> <li>Marketing Planning (3)</li> <li>Macroeconomics (3)</li> <li>Group and Organization Dynamics (3)</li> <li>Operations Management (3)</li> <li>Information Systems for Management (1.5)</li> <li>Ethical Issues in Management (1.5)</li> <li>Environment Management (1.5)</li> <li>Written Communication (1.5)</li> </ul>		<ul style="list-style-type: none"> <li>Financial Management (3)</li> <li>Globalization and Indian Economy (1.5)</li> <li>Human Resource Management (3)</li> <li>Decision Analysis and Modeling (3)</li> <li>Enterprise Systems (3)</li> <li>Strategic Management (3)</li> <li>Legal Environment of Organizations (3)</li> <li>Written Analysis and Communication (1.5)</li> </ul>	<b>WE CARE (3 WEEKS)</b> <b>Integration (15 hrs) during Trim III</b>
	<b>Compulsory workshops</b>		<ul style="list-style-type: none"> <li>Business Etiquettes</li> <li>Business Research Methods</li> </ul>				
<b>Indicative List of Workshop (All students have to take at least one)</b>		<ul style="list-style-type: none"> <li>Management learning through Films and Literature</li> <li>Management learning through Arts and History</li> <li>Change Management &amp; IT</li> <li>Creative Thinking</li> <li>Family Businesses in India</li> <li>Creative Problem Solving</li> <li>Career Planning</li> <li>History of management thought</li> <li>Consulting Skills</li> <li>Introductory workshop on SAS</li> <li>Designing and Managing Information Security</li> <li>Marketing Analytics</li> <li>Advanced SPSS</li> <li>Leadership Labs</li> <li>Business History</li> <li>Finance Workshop</li> <li>Indian Philosophy</li> <li>Any other value added workshop</li> <li>New models in business</li> <li>Foreign language (30 hours )</li> <li>Workshop on Budget</li> </ul>					
Preparation:	15 sessions	Sessions : 140		Sessions : 140		Sessions: 140	
Orientation:	15 sessions	Courses: 7		Courses: 9		Courses: 8	
Integration :	10 sessions						

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)

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

	Managers (3)	Information System(3) • Employee Relations (3)	• HR Audit (1.5) • HR Metrics(1.5)
Information System	• 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)*	• Generating Business Value Through IT (3). • IT Product Management (1.5) • Cloud Computing (1.5)	• 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	• Consumer Behaviour (3) • Marketing Research (3)* • Sales Management (3) • Integrated Marketing Communication (3) • Services Marketing (3) • Brand Management (3) • Distribution (3) • Digital Marketing (3)	• 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)	• 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	• Advanced Data Analysis(3)* • Service Operation Management (3) • Logistics Management(3) • Production, Planning & Control (3) • Supply Chain Management (3)	• Supply Chain Management (3) • Modeling for Decision Making (3) • Total Quality Management (3) • Project Management (3) • Predictive Analytics (3)* • Forecasting Analytics (3)*	• Manufacturing Strategy (3) • World Class Manufacturing (3) • Managing Technology(3) • Advance Supply Chain management (3)# • Text Analytics(3)* • Visual Analytics (3)* #Supply Chain Management is prerequisite for Advance Supply Chain management
Interest based Electives	• Consumer Anthropology (1.5)		• 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.

<b>SVKM's NMIMS , School of Business Management</b>			
<b>Master of Business Administration (Pharmaceutical Management) : First Year (2017-2018)</b>			
	<b>Trimester I</b>	<b>Trimester II</b>	<b>Trimester III</b>
<b>Business Environment and Strategy</b>	<ul style="list-style-type: none"> <li>Pharma Business Environment(1.5)</li> <li>Principles and Practices of Management in Pharma Industry(3)</li> </ul>	<ul style="list-style-type: none"> <li>Research Methodology(1.5)</li> <li>Ethical Issues in Management(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Legal Environment of Organizations(1.5)</li> <li>Strategic Management (1.5)</li> <li>Corporate Social Responsibility(1.5)</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>Written Communication(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Oral Communication (1.5)</li> <li>Spanish /Mandarin (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Spanish / Mandarin(1.5)</li> </ul>
<b>Economics</b>	<ul style="list-style-type: none"> <li>Microeconomics(3)</li> </ul>	<ul style="list-style-type: none"> <li>Macroeconomics(3)</li> </ul>	
<b>Finance Area</b>	<ul style="list-style-type: none"> <li>Financial Accounting and Analysis(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Cost and Management Accounting(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Financial Management(3)</li> </ul>
<b>Human Resource and Behavioral Sciences</b>	<ul style="list-style-type: none"> <li>Individual Dynamics &amp; Leadership(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Group and Organizational Dynamics(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Human Resource Management(1.5)</li> </ul>
<b>Information System</b>			<ul style="list-style-type: none"> <li>Information System for Management(1.5)</li> </ul>
<b>Marketing Area</b>	<ul style="list-style-type: none"> <li>Marketing Management (1.5)</li> <li>Listening to Customers – I (3)</li> <li>Marketing of Medical Devices(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Principles and Practices of Sales Management(3)</li> <li>Listening to Customers – II(3)</li> <li>Consumer Behavior in Pharma (1.5)</li> <li>Brand Management in Pharma (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Listening to Customers- III(3)</li> <li>Business Development in Pharma(1.5)</li> <li>Pharma Brand Promotion- I (1.5)</li> <li>Marketing Research(1.5)</li> </ul>
<b>Operations and Decision Sciences</b>	<ul style="list-style-type: none"> <li>Statistical Analysis(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Operations Management(1.5)</li> </ul>	

2017-18

Total No. of Credits: 19.5 Total No. of Credits: 22.5

Total No. of Credits: 19.5

Total No. of Credits: 61.5

Total Courses: 33

Value added workshops (non-credit): 1. Taking a Brand OTC 2. Career Planning 3. Corporate Compliance

**SVKM's NMIMS , School of Business Management**

**Master of Business Administration (Pharmaceutical Management) : Second Year (2017-2018)**

	Trimester IV	Trimester V	Trimester VI
<b>Business Environment and Strategy</b>	<ul style="list-style-type: none"> <li>Managing IPR in Pharma(1.5)</li> <li>Strategic Brand Management in Pharma(1.5)</li> <li>Managing the Frontline Manager(3)</li> </ul>		
<b>Communication</b>			
<b>Economics</b>			
<b>Finance Area</b>		<ul style="list-style-type: none"> <li>Strategic Financial Management(3)</li> </ul>	
<b>Human Resource and Behavioral Sciences</b>	<ul style="list-style-type: none"> <li>Managing Innovation in Pharma(3)</li> <li>OB in Pharma(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>People Management(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Managing the Self in Organizational Context(1.5)</li> </ul>
<b>Information System</b>			
<b>Marketing Area</b>	<ul style="list-style-type: none"> <li>Pharma Brand Promotion II(1.5)</li> <li>Marketing Research(LTS)-4 (Weekly Fieldwork, Preparation of Questionnaire, Research design, Review of Field work)(1.5)</li> <li>Launching a New Product(1.5)</li> <li>Marketing Analytics I(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Marketing of API(1.5)</li> <li>Pricing Strategy in Pharma Industry(1.5)</li> <li>Good Marketing Practices(1.5)</li> <li>Marketing Strategy &amp; Implementation(1.5)</li> <li>Strategic Brand Marketing Plan (3)*</li> <li><b><u>Option 1 (Any one)(1.5)</u></b></li> <li>Marketing Practices in International Markets in Pharma</li> <li>Launching a New Division</li> <li>Emotional Branding</li> <li><b><u>Option 2 (Any one)(1.5)</u></b></li> <li>Managing Multinational Companies</li> <li>Promotion of Medical Devices to Hospitals</li> <li>CRM Practices in Pharma</li> </ul>	<ul style="list-style-type: none"> <li>Business Leadership in Pharma(3)</li> <li>Marketing Analytics II(1.5)</li> <li>Strategic Brand Marketing Plan (3)</li> <li>Country Analysis &amp; Pharma Clusters(3)</li> </ul>

<b>Operations and Decision Sciences</b>	<ul style="list-style-type: none"> <li>• Managing Quality &amp; Regulatory Practices in Pharma(1.5)</li> <li>• Managing Distribution Channels in Pharma(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Procurement(1.5)</li> <li>• Good Manufacturing Practices(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>• Supply Chain Management in Pharma(1.5)</li> </ul>
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**2017-18      Total No. of Credits: 19.5      Total No. of Credits: 19.5      Total No. of Credits: 13.5**

**Total No. of Credits: 52.5**

**Total Courses: 28**

\* The course ‘Strategic Brand Marketing Plan’ which is a 6 credit course, commences from Trimester V (3 credit) to be continued and evaluated in Trimester VI (6 credit).



SVKM's NMIMS , School of Business Management			
Master of Business Administration (MBA Entrepreneurship & Family Business): First Year (2017-2018)			
Area	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	<ul style="list-style-type: none"> <li>Management Practice for Entrepreneurs(3)</li> </ul>	<ul style="list-style-type: none"> <li>Legal Environment of organizations (3)</li> <li>Corporate Social Responsibility (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to a Business Plan (3 )</li> <li>Strategic Management (3)</li> <li>Ethical Issues in Management (1.5)</li> </ul>
Communication	<ul style="list-style-type: none"> <li>Oral Communication (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Written Communication(1.5)</li> </ul>	
Economics	<ul style="list-style-type: none"> <li>Microeconomics (3)</li> </ul>	<ul style="list-style-type: none"> <li>Macroeconomics (3)</li> </ul>	
Finance	<ul style="list-style-type: none"> <li>Financial Accounting and Analysis (3 )</li> </ul>	<ul style="list-style-type: none"> <li>Banking Activity in Business(3)</li> <li>Cost and Management Accounting (3)</li> </ul>	<ul style="list-style-type: none"> <li>Financial Management (3 )</li> </ul>
Human Resource and Behavioral Sciences	<ul style="list-style-type: none"> <li>Individual Dynamics and Leadership (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Group and Organization Dynamics (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Human Resource Management (3)</li> </ul>
Information System	<ul style="list-style-type: none"> <li>Information Systems for Management( 1.5 )</li> </ul>		
Marketing	<ul style="list-style-type: none"> <li>Marketing Management (3 )</li> </ul>	<ul style="list-style-type: none"> <li>Marketing Planning (3 )</li> </ul>	<ul style="list-style-type: none"> <li>Distribution &amp; Logistics Management (3 )</li> </ul>
Operations and Decision Sciences	<ul style="list-style-type: none"> <li>Statistical Analysis (3 )</li> </ul>	<ul style="list-style-type: none"> <li>Operation Management(3)</li> </ul>	
Value added Modules	Business Etiquettes Research Methodology Leading Change and growth in Family Business compulsory project during summers OBT International Tour		

**3 Credit= 30 Hrs**

Sessions: 130

Courses: 8

No of Credits: 19.5

Sessions: 150

Courses: 9

No of Credits: 22.5

Sessions: 110

Courses: 6

No of Credits: 16.5

**SVKM's NMIMS , School of Business Management**

**Master of Business Administration (MBA Entrepreneurship & Family Business): Second Year (2017-2018)**

Area	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	<ul style="list-style-type: none"> <li>Competitive and Global Strategic Management (3)</li> <li>Implementation of Business Plan ( 3 )</li> <li>Managing and Growing Business(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Auditing a Business Plan (3)</li> <li>Innovation, Change and Entrepreneur (3)</li> <li>Succession Planning models (1.5)</li> </ul>	
Finance	<ul style="list-style-type: none"> <li>Wealth Management(1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Assessing Business Opportunities (1.5)</li> <li>Tax Management (3)</li> </ul>	<ul style="list-style-type: none"> <li>Valuation &amp; Business Expansion (3)</li> </ul>
Human Resource and Behavioral Sciences	<ul style="list-style-type: none"> <li>Management of people at Work (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Negotiation and Dispute Resolution(1.5 )</li> </ul>	<ul style="list-style-type: none"> <li>Compensation &amp; Benefits (3)</li> </ul>
Information System	<ul style="list-style-type: none"> <li>Enterprise Resource Planning (3)</li> </ul>		
Marketing	<ul style="list-style-type: none"> <li>Managing Franchises (1.5)</li> <li>PR and Advertising for Business (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Rural Marketing (3)</li> </ul>	<ul style="list-style-type: none"> <li>Consumer Behavior ( 3 )</li> <li>B2B marketing (1.5)</li> <li>Digital marketing (3)</li> <li>Market Analysis and value Creation(1.5 )</li> </ul>
Operations and Decision Sciences	<ul style="list-style-type: none"> <li>Supply Chain management (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>Total Quality Management (3 )</li> </ul>	<ul style="list-style-type: none"> <li>Project Management (3)</li> </ul>
Value added Modules	Portfolio Management in Family Run Businesses Corporate Valuation Venture growth strategies Managing Insurance Business analytics & intelligence Understanding start up's(identification & implementation)		

**3 Credit = 30 Hr**

Sessions:120

Sessions: 130

Sessions:120

Courses: 9

Courses: 8



Courses: 7

No of Credits:18

No of Credits: 19.5

No of Credits: 18

**SVKM'S NMIMS - School of Business Management**  
**Master of Business Administration in Human Resource - MBA(HR)**  
**First Year (2017-2018)**

Preparation	Orientation	Trim I	Trim II	Trim III	<b>WE CARE (3 WEEKS)</b>
		<ul style="list-style-type: none"> <li>• Corporate Social Responsibility (1.5)</li> <li>• Microeconomics (3)</li> <li>• Financial Accounting and Analysis (3)</li> <li>• Marketing Management (3)</li> <li>• Human Resource Management (3)</li> <li>• Individual Dynamics and Leadership (3)</li> <li>• Statistical Analysis (3)</li> <li>• Oral Communication (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>• Macroeconomics (3)</li> <li>• Cost &amp; Management Accounting (3)</li> <li>• Groups and Organizational Dynamics (3)</li> <li>• Industrial Jurisprudence and Labor Laws (3)</li> <li>• Organizational Research (3)</li> <li>• Decision Analysis and Modeling (3)</li> <li>• Written Communication (1.5)</li> <li>• Human Resource Practices-Industry Led Module (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>• Ethical Issues in Management (1.5)</li> <li>• Legal Environment of Organizations (3)</li> <li>• Strategic Management (3)</li> <li>• Financial Management (3)</li> <li>• Industrial Relations (3)</li> <li>• Information Systems for Management (1.5)</li> <li>• Competency Mapping and Psychometric Assessments (3)</li> <li>• Operations Management (3)</li> </ul>	
<b>Value Added Workshops*</b>		<ul style="list-style-type: none"> <li>• Personal Growth Lab I</li> <li>• Personal Growth Lab II</li> <li>• SPSS</li> </ul>	<ul style="list-style-type: none"> <li>• Negotiation Skills</li> <li>• Leadership Development Program through OBT</li> <li>• Consulting in HR</li> </ul>		
		Sessions: 140 Courses: 8	Sessions: 140 Courses: 8	Sessions: 140 Courses: 8	

**Total No. of credits 63      No. of credits: 21      No. of credits: 21      No. of credits: 21**  
 (Figures in brackets represent number of credits. Each 3 credit will be of 20 sessions of 1 hr & 30 mins.)

**Value Added Workshops\*:** Non-Credit Compulsory Evaluation based Workshops. The student is required to compulsorily attend and satisfactorily complete the evaluative assignments as an essential partial fulfillment of the requirements for award of MBA HR degree

**SVKM'S NMIMS - School of Business Management**  
**Master of Business Administration in Human Resource - MBA(HR)**  
**Second year (2017-2018)**

Term	Trim IV	Trim V	Trim VI
<b>Courses</b>	<ul style="list-style-type: none"> <li>• Summer Internship**</li> <li>• Managing Change and OD (3)</li> <li>• Competency Mapping and Assessment Centres (1.5)</li> <li>• Performance Management (3)</li> <li>• H R Planning, Recruitment and Selection (3)</li> <li>• Compensation and Benefits (1.5)</li> <li>• Learning and Development (3)</li> <li>• Organization Structures &amp; Design (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>• Globalization &amp; The Indian Economy (1.5)</li> <li>• Emotional Intelligence (3)</li> <li>• HR Analytics (3)</li> <li>• Advanced Compensation (3)</li> <li>• Talent Management (1.5)</li> <li>• Globalization &amp; HR (3)</li> <li>• Elective (3) (Any One)</li> </ul> <p style="text-align: center;">Marketing-Strategic Marketing Management</p> <p style="text-align: center;">BES-Sustainability Reporting Practices</p> <p style="text-align: center;">OPDS–Advanced Data Analysis</p> <p style="text-align: center;">Finance-Management Planning and Control</p>	<ul style="list-style-type: none"> <li>• Building Learning Organizations and Knowledge Management (1.5)</li> <li>• Fostering Innovation (3)</li> <li>• Appreciative Inquiry (1.5)</li> <li>• Strategic HRM (3)</li> <li>• HR Issues in Mergers &amp; Acquisitions (1.5)</li> <li>• Dissertation (3)</li> </ul>
<b>Value Added Workshops*</b>	<ul style="list-style-type: none"> <li>• Grievance Handling</li> <li>• Economics of Labour</li> <li>• HR Audit</li> <li>Employee Wellbeing</li> <li>Coaching Skills</li> <li>HRIS</li> </ul>		
	Sessions: 110 Courses: 7	Sessions: 120 Courses: 7	Sessions: 90 Courses: 6

**Total No. of credits: 48    No. of credits: 16.5                      No. of credits: 18                      No. of credits: 13.5**

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

**Value Added Workshops\*:** Non-Credit Compulsory Evaluation based Workshops. The student is required to compulsorily attend and satisfactorily complete the evaluative assignments as an essential partial fulfillment of the requirements for award of MBA HR degree

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 HR degree

SVKM's NMIMS , School of Business Management			
Master of Business Administration (LAW) : First Year (2017-2018)			
	Trimester I	Trimester II	Trimester III
<b>Law Courses</b>			
Business Environment and Strategy	<ul style="list-style-type: none"> <li>• Business Contracts(3)</li> <li>• Legal Methods(3)</li> </ul>	<ul style="list-style-type: none"> <li>• Intellectual Property Rights(3)</li> <li>• Corporate Governance and Compliances(3)</li> </ul>	<ul style="list-style-type: none"> <li>• Law on Infrastructure Development including environmental compliances(3)</li> </ul>
Finance			<ul style="list-style-type: none"> <li>• Law of Bankruptcy and Insolvency(3)</li> <li>• Foreign Direct Investment and International Trade(3)</li> <li>• Banking and Insurance Laws(3)</li> <li>• Corporate and International Taxation(3)</li> </ul>
Information System			<ul style="list-style-type: none"> <li>• Internet, e-Commerce and Cyber Laws(3)</li> </ul>
<b>Management Courses</b>			
Business Environment and Strategy &			
Communication	<ul style="list-style-type: none"> <li>• Oral Communication and Soft Skills(3)</li> </ul>	<ul style="list-style-type: none"> <li>• Business Communication(3)</li> </ul>	
Economics	<ul style="list-style-type: none"> <li>• Business Economics(3)</li> </ul>		
Finance	<ul style="list-style-type: none"> <li>• Financial Statement Analysis(3)</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Finance(3)</li> </ul>	
Human Resource and Behavioral Sciences	<ul style="list-style-type: none"> <li>• Individual Dynamics and Leadership(3)</li> </ul>	<ul style="list-style-type: none"> <li>• Group and Organization Dynamics(3)</li> </ul>	
Information System			
Marketing Area		<ul style="list-style-type: none"> <li>• Marketing Management(3)</li> </ul>	
Operations and Decision Sciences	<ul style="list-style-type: none"> <li>• Statistical Analysis(1.5)</li> <li>• Operations Research (1.5)</li> </ul>		

**No. of Credits:**

**21**

**18**

**18**

**Total No. of Credits: 57**

**Total Courses: 20**

**SVKM's NMIMS , School of Business Management**

**Master of Business Administration (LAW) : Second Year ( 2017-2018)**

	(July to August)	Trimester IV	Trimester V	Trimester VI
Compulsory Courses	Summer Internship **			
<b>Law Courses</b>				
Business Environment and Strategy		<ul style="list-style-type: none"> <li>Litigation Management (3)</li> </ul>	<ul style="list-style-type: none"> <li>Competition Law(3)</li> </ul>	<ul style="list-style-type: none"> <li>Alternative Dispute Resolution Mechanisms(3)</li> <li>Economic Offences(3)</li> </ul>
Finance			<ul style="list-style-type: none"> <li>Financial Markets Regulations(3)</li> <li>Merger, Acquisition and Restructuring(3)</li> </ul>	
<b>Management Courses</b>				
Business Environment and Strategy		<ul style="list-style-type: none"> <li>Strategic Management (3)</li> <li>Research Project (6)</li> </ul>	<ul style="list-style-type: none"> <li>Environment Management (3)</li> </ul>	<ul style="list-style-type: none"> <li>Ethical Issues in Management(3)</li> </ul>
Communication			<ul style="list-style-type: none"> <li>Negotiation Skills(3)</li> </ul>	
Economics				
Finance		<ul style="list-style-type: none"> <li>Project Finance(3)</li> <li>International Finance(3)</li> </ul>	<ul style="list-style-type: none"> <li>Operational and Financial Risks Management(3)</li> <li>Merger, Acquisition and Restructuring(3)</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Financial Management(3)</li> <li>Entrepreneurship and Venture Capital management(3)</li> <li>Financial Institutions and Markets(3)</li> </ul>
Human Resource and Behavioral Sciences		<ul style="list-style-type: none"> <li>Human Resource Management(3)</li> </ul>		
Information System				
Marketing Area				<ul style="list-style-type: none"> <li>Customer Relationship Management(3)</li> </ul>
Operations and Decision Sciences				

**No. of Credits:**

**21**

**21**

**21**

**Total No. of Credits: 63**

**Total Courses: 20**

\*\*Summer internship is 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. Figure in the bracket represent number of credits. Each full credit will be of 20 sessions. Each session of 1hr. & 30 min.

## Integrated Course Structure -2017-2018 (Proposed)

SVKM's NMIMS , School of Business Management- P.D Centre for Entrepreneurship and Family Business Management			
Integrated MBA (Entrepreneurship & Family Business): First Year (2017-2018)			
Area	Trimester I	Trimester II	Trimester III
Entrepreneurship & Family Business	Foundation of Management and Entrepreneurship(3)	Entrepreneurship in Developing Economies(1.5) Introduction to Indian Businesses (1.5)	
Business Environment and Strategy	Business Understanding (3)		Introduction to International Business Environment(3)*
Communication		Oral Communication(3)	Written Communication (1.5)
Economics		Micro Economics (3)	Macro Economics(3)
Finance	Fundamentals of Accounting(3)	Financial Reporting and Analysis(3)	Introduction to Banking, Accounting and Functions(3)
Information System			Basic Computing techniques(3)
Operations and Decision Sciences	Basic Mathematics (1.5) Foundation course	Business Mathematics(1.5)	Business Mathematics (1.5)
Value added Modules	Understanding Indian Political System Indian cultural understanding – covering different states India and their growth story. Foreign Language Spanish/ German/ Mandarin		* Basic introduction Leading family businesses in Basic Mathematics-tutorials

Courses: 4

Courses: 6

Courses: 6

Total courses -16

No of Credits: 10.5

No of Credits: 13.5

No of Credits: 15

**Total Credits 39**

**SVKM's NMIMS , School of Business Management- P.D. Centre for Entrepreneurship & Family Business  
Management**

**Integrated MBA (Entrepreneurship & Family Business ): Second Year (2017-2018) (Proposed)**

Area	Trimester IV	Trimester V	Trimester VI
Entrepreneurship & Family Business			
Business Environment and Strategy			Business Continuity Planning (3)
Law		Elements of Company Law (I)(3)	Elements of Company Law(II)(3)
Economics	Macroeconomics(3)		
Finance	Basics of Cost Accounting (3)	Cost Accounting Paper II(3)	
Human Resource and Behavioral Sciences	Understanding Self and Individual Dynamics (3)		Understanding Management Organization and Business(3)
Marketing	Marketing for Entrepreneurs(3)	Understanding Customer and Value Creation(3)	
Operations and Decision Sciences	<b>Managing Operations I (3)</b>	<b>Operation research (1.5)</b>	<b>Managing Operations II (1.5)</b>
Interdisciplinary		<b>Production Planning and control(3)</b> Project Management (3)	<ul style="list-style-type: none"> <li>• <b>Basic Manufacturing Processes (3)</b></li> <li>• <b>Design Thinking (3)</b></li> </ul>
Value added Modules	1. Family focused Business VS Business focused (KA) 2.Business Secrets from India's top Entrepreneurs 3. Network and collaborations 4... Basics of Psychology 4. Understanding of International culture /dances/musical /theatre 5. Language continued.		

Courses: 5

No of Credits:15

Total credits -48

Courses:6

No of Credits: 16.5

Courses: 6

No of Credits: 16.5



## Integrated MBA III year class of 2015 (Proposed)

### SVKM's NMIMS , School of Business Management- Centre of Family Business and Entrepreneurship Management

#### Integrated MBA (Entrepreneurship & Family Business ) : Third Year (2017-2018) (Proposed)

Area	Trimester VII	Trimester VIII	Trimester IX
Entrepreneurship & Family Business			Understanding of Technological Entrepreneurship(3)
Business Environment and Strategy		Business Analysis and Portfolio Management (1.5)	Basic Business Analytics for Decision Making(3)
Finance	Financial Markets and Instruments (3)		
Human Resource and Behavioral Sciences	Understanding HR Functions(3) Negotiations (1.5)		
Information System		Web Designing and Technologies (3)	
Marketing	Managing Franchisee (1.5)	B2B Marketing (3) Managing the Sales Process(1.5)	
Operations and Decision Sciences	Total Quality Management (3)		Research Methods for Entrepreneurs (3)
Interdisciplinary	<b>Value Identification and Audit (3)</b>	<b>Business Geographies- (3)</b> <b>Smart Cities- (3)</b>	<b>Sociology (3)</b> <b>Intellectual Property Rights (3)</b> <b>Implication of Psychology in Business (3)</b>
Value added Modules	<p>The framework to succeed -6 hours –Kiran Ajwani <b>followed by one week project every trimester</b></p> <p>Real world knowledge application- creating projects to see practical applications of what they have learnt ( 2 weeks)</p> <p>Advanced Business Stastics Basic Psychology</p> <p>Online modules –(negotiating)</p>		

Courses: 6

No of Credits: 15

Courses:6

No of Credits: 15

Courses: 6

No of Credits: 18

**SVKM's NMIMS , School of Business Management**

**Part Time MBA: First Year (2017-2018)**

	<b>Trimester I</b>	<b>Trimester II</b>	<b>Trimester III</b>
	<ul style="list-style-type: none"> <li>• <b>Financial Accounting and Analysis (3)</b></li> <li>• <b>Microeconomics (3)</b></li> <li>• <b>Individual Dynamics &amp; Leadership (3)</b></li> <li>• <b>Statistical Analysis (3)</b></li> <li>• <b>Marketing Management (3)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Cost &amp; Management Accounting (3)</b></li> <li>• <b>Information Systems for Management (3)</b></li> <li>• <b>Group &amp; Organization Dynamics (3)</b></li> <li>• <b>Macroeconomics (3)</b></li> <li>• <b>Marketing Management II (3)</b></li> <li>• <b>Environment Management (0 – audit workshop)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Financial Management (3)</b></li> <li>• <b>Human Resources Management (3)</b></li> <li>• <b>Strategic Management (3)</b></li> <li>• <b>Operation Management (3)</b></li> <li>• <b>Oral Communication (3)</b></li> <li>• <b>Emergency Response Management (0 – audit workshop)</b></li> </ul>

2017-18

Total No. of Credits: 15

Total Session: 100

Total No. of Credits: 15

Total Sessions: 100

Total No. of Credits: 15

Total Sessions: 100

Figures in bracket represent number of credits. Each full credit will be of 20 sessions. Each session of 1 hr & 30 min. (1 Credit = 10 Hrs. Classroom Teaching)

**PTMBA: Second Year (2017-2018)**

	<b>Trimester IV</b>		
	<ul style="list-style-type: none"> <li>• Legal Environment of Organization (3)</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Social Responsibility (3)</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprise Planning Systems (3)</li> </ul>
	<ul style="list-style-type: none"> <li>• Ethical Issues in Management (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>• Written Communication (1.5)</li> </ul>	<ul style="list-style-type: none"> <li>• Decision Analysis &amp; Modeling (3)</li> </ul>
	<b>Trimester V</b>	<b>Trimester VI</b>	<b>Trimester VII</b>
Finance Area	<ul style="list-style-type: none"> <li>• International Finance (3)</li> <li>• Fixed Income Securities &amp; Debt Markets (3)</li> <li>• Infrastructure Project Financing (3)</li> <li>• Strategic Financial Management (3)</li> <li>• Merger, Acquisitions &amp; Corporate Restructuring (3)</li> </ul>	<ul style="list-style-type: none"> <li>• Private Equity and Venture Finance (3)</li> <li>• Commercial Bank Management (3)</li> <li>• Investment &amp; Portfolio Management (3)</li> <li>• Insurance &amp; Risk Management (3)</li> </ul>	<ul style="list-style-type: none"> <li>• Hedge Funds &amp; Private Equity Financing (3)</li> <li>• Real Estate Finance (3)</li> <li>• Fundamental &amp; Technical Analysis (3)</li> <li>• Futures Options and Risk Management (3)</li> <li>• Strategic Cost Management (3)</li> </ul>
Human Resource and Behavioural Sciences	<ul style="list-style-type: none"> <li>• Organization Theory Structure &amp; Design (3)</li> <li>• Industrial Relations &amp; Labor laws (3)</li> <li>• Recruitment &amp; Selection (3)</li> <li>• Behavioral Dynamics in Organizations (3)</li> <li>• Learning &amp; Development (3)</li> </ul>	<ul style="list-style-type: none"> <li>• Performance Management Systems (3)</li> <li>• Change Management &amp; Organizational Development (3)</li> <li>• Compensation &amp; Benefits (3)</li> <li>• International HRM (3)</li> <li>• Talent Management &amp; Career Planning (3)</li> </ul>	<ul style="list-style-type: none"> <li>• Organization Culture and Work-life Balance (3)</li> <li>• Strategic HRM (3)</li> <li>• HR Audit (3)</li> <li>• IT in HR (3)</li> </ul>
Information System	<ul style="list-style-type: none"> <li>• Business Intelligence (3)</li> <li>• Software Project Management (3)</li> <li>• Business Analysis (3)</li> <li>• Generating Business value</li> </ul>	<ul style="list-style-type: none"> <li>• IT Service Management: Current Trends (3)</li> <li>• Business Process Management (3)</li> <li>• E-Business (3)</li> <li>• Strategic Planning of Information</li> </ul>	<ul style="list-style-type: none"> <li>• E-Governance (3)</li> <li>• Business Dynamics of the IT Industry (3)</li> <li>• Business Innovation Through IT (3)</li> </ul>

	<ul style="list-style-type: none"> <li>through IT (3)</li> <li>Strategic Business Process Outsourcing (3)</li> </ul>	<ul style="list-style-type: none"> <li>Systems (3)</li> <li>Designing and Managing Information Security (3)</li> </ul>	<ul style="list-style-type: none"> <li>Technology Ventures (3)</li> </ul>
Marketing Area	<ul style="list-style-type: none"> <li>Sales Management (3)</li> <li>Consumer Behavior (3)</li> <li>Market Research (3)</li> <li>Brand Management (3)</li> <li>International Marketing (3)</li> </ul>	<ul style="list-style-type: none"> <li>Marketing Strategy (3)</li> <li>Customer Relationship Management (3)</li> <li>Integrated Marketing Communications (3)</li> <li>Service Marketing (3)</li> <li>Retail Marketing (3)</li> </ul>	<ul style="list-style-type: none"> <li>Rural Marketing (3)</li> <li>B2B Marketing (3)</li> <li>Internet Marketing (3)</li> <li>Sales Promotion (3)</li> </ul>
Operations and Decision Sciences	<ul style="list-style-type: none"> <li>Advanced Method of Data Analysis (3)</li> <li>Logistics Management (3)</li> <li>Production Planning and Control (3)</li> <li>Total Quality Management (3)</li> </ul>	<ul style="list-style-type: none"> <li>Modelling For Decision Making (3)</li> <li>Supply Chain Management (3)</li> <li>Project Management (3)</li> <li>Manufacturing Strategy (3)</li> <li>Materials &amp; Inventory Management (3)</li> </ul>	<ul style="list-style-type: none"> <li>Lean Manufacturing (3)</li> <li>World Class Manufacturing (3)</li> <li>Managing Technology (3)</li> <li>Advance Supply Chain Management (3)</li> <li>Service Operations Management (3)</li> </ul>
Compulsory	<ul style="list-style-type: none"> <li>Research Methodology (3)</li> </ul>	<ul style="list-style-type: none"> <li>Strategy Implementation (3)</li> </ul>	<ul style="list-style-type: none"> <li>Corporate Taxation (3)</li> </ul>

2017-18

Total No. of Credits: 15

Total Session: 100

Total No. of Credits: 15

Total Sessions: 100

Total No. of Credits: 15

Total Sessions: 100

Figures in bracket represent number of credits. Each full credit will be of 20 sessions. Each session of 1 hr & 30 min. (1 Credit = 10 Hrs. Classroom Teaching)

- Student will have an option to choose an “Industry Live Project” equivalent to 2 full credit electives spread over two trims during Trim V – VI or Trim VI – VII.
- Industry Live Project, which is equivalent to 2 full credits, can be in lieu of 2 elective courses from any of the area (area to be determined by Industry Live Project Allotment Committee while allowing enrolment into the project) and would be considered as two eligible courses from the particular area determined by the Committee for the purpose of specialisation

**Course Structure (Batch 2017-19)**  
**Diploma Programme / Part Time MBA (SE) Two year Programme**  
**First year 2017-18**

<b>Sr. No.</b>	<b>Courses</b>	<b>Credit</b>	<b>Area</b>
	<b>Trimester I</b>		
1	Law & Social Work	3	BES
2	Social Development & Introduction to Social Entrepreneurship	3	BES
3	Written Communication	1.5	COMM
4	Oral Communication	1.5	COMM
5	Micro Economics	3	ECO
6	Individual Dynamics & Leadership	1.5	HRBS
7	Group & Organisational Dynamics	1.5	HRBS
	<b>Trimester II</b>		
1	Managing and Organizing the Social Enterprise	3	BES
2	Social Engineering and Project Management (I)	3	BES
3	Macro Economics	3	ECO
4	Financial Accounting & Analysis	3	FIN
5	Human Resource Management	3	HRBS
	<b>Trimester-III</b>		
1	Research Methodology	3	BES
2	Micro-Finance (I)	3	FIN
3	Cost & Management Accounting	3	FIN
4	Corporate Social Responsibility	3	BES
5	Marketing Management	3	MKT

**Course Structure (Batch 2016-18)**  
**Part Time MBA (SE) Two year Programme**  
**Second year 2017-18**

Sr. No.	Courses	Credit	Area
<b>Trimester-IV</b>			
1	Disaster Management	<b>3</b>	BES
2	Legal Environment of Organization	<b>3</b>	BES
3	Micro Finance (II)	<b>3</b>	FIN
4	Financial Management	<b>3</b>	FIN
5	Statistical Analysis	<b>3</b>	OPS
<b>Trimester-V</b>			
1	Governance of Social Enterprises	<b>1.5</b>	BES
2	Management of Livelihood Support Programmes	<b>3</b>	BES
3	Ethical Issues in Management	<b>1.5</b>	BES
4	Strategic Management	<b>3</b>	BES
5	Performance Management of Social Enterprises	<b>3</b>	HRBS
6	Operations Management	<b>3</b>	OPS
<b>Trimester-VI</b>			
1	Seminar on Social Development	<b>3</b>	BES
2	Environment Management	<b>3</b>	BES
3	Information Systems for Management	<b>3</b>	INS
4	Training and Development	<b>3</b>	HRBS
5	Social Engineering & Project Management (II)	<b>3</b>	OPS
<b>Trimester-VII</b>			
1	Understanding Global Cultures and Management of International Social Development Projects	<b>3</b>	BES
2	Stakeholder Management & Social Audit	<b>3</b>	BES
3	Business Plan	<b>3</b>	BES
4	Development Communication	<b>3</b>	COMM
5	Export Management	<b>3</b>	MKT

## Course Structure

### Executive MBA Batch 2017-19

Total Courses : 37 = 58 Credits

Compulsory : 24 (36 Credits)

Elective : 12 (18 Credits)

Dissertation : 1 ( 4 Credits)

\* Each Course is of 17 Hours

<b>Compulsory Courses</b>				
<b>S.N</b>	<b>Code</b>	<b>Name</b>	<b>Area</b>	<b>Pre Requisite</b>
1	CS0001	Strategy Formulation	BES	
2	CS0002	Legal Environment of Business	BES	
3	CS1003	Strategy Implementation	BES	CS0001
4	CS2004	Business Research Methods	BES	CO0022 & CO1023
5	CC0005	Business Communication	COMM	
6	CC0006	Negotiations Skills	COMM	
7	CE0007	Global & Macroeconomic Environment	ECO	
8	CE1008	Economics of Strategy	ECO	CS0001
9	CF0009	Financial Accounting	FIN	
10	CF1010	Analysis of Financial Statements	FIN	CF0009
11	CF1011	Management Accounting & Control	FIN	CF0009
12	CF2012	Corporate Finance I	FIN	CF0009 & CF1010
13	CF3013	Corporate Finance II	FIN	CF0009 , CF1010 & CF2012
14	CH0014	Individual Dynamics & Organization	HRBS	
15	CH0015	Group & Organization Dynamics	HRBS	
16	CH0016	Human Resource Management	HRBS	
17	CH0017	Leadership & Corporate Accountability	HRBS	

18	CI0018	Information Systems for Management	INS	
19	CM0019	Customer Acquisition & Retention	MKT	
20	CM1020	Marketing Planning	MKT	CM0019
21	CM1021	International Marketing	MKT	CM0019
22	CO0022	Statistical Analysis for Business Decisions	OPS	
23	CO1023	Decision Analysis and Modeling	OPS	CO0022
24	CO1024	Managing Business Operations	OPS	CO0022
<b>S.N</b>		<b>Electives</b>	<b>Area</b>	
		<b>Finance</b>		
1	EF4051	International Finance	FIN	CF0009 , CF1010 , CF2012 & CF3013
2	EF4052	Investment Analysis and Portfolio Management	FIN	CF0009 , CF1010 , CF2012 & CF3013
3	EF2053	Strategic Cost Management	FIN	CF0009 & CF1011
4	EF5054	Fixed Income Securities and Debt Markets	FIN	CF0009 , CF1010 , CF2012 , CF3013 & EF4052
5	EF5055	Futures Options & Risk Management	FIN	CF0009 , CF1010 , CF2012 , CF3013 & EF4052
6	EF4056	Mergers, Acquisitions and Corporate Restructuring	FIN	CF0009 , CF1010 , CF2012 & CF3013
7	EF4057	Financial Institutions & Markets	FIN	CF0009 , CF1010 , CF2012 & CF3013
8	EF4058	Commercial Bank Management	FIN	CF0009 , CF1010 , CF2012 & CF3013
9	EF4059	Project Finance	FIN	CF0009 , CF1010 , CF2012 & CF3013
		<b>HRBS</b>		
1	EH1071	Employee Relations & Labor Laws	HRBS	CH0016
2	EH1072	Talent Management	HRBS	CH0016
3	EH1073	Performance Management	HRBS	CH0016

4	EH2074	Organization Theory, Structure & Design	HRBS	CH0014 & CH0015
5	EH1075	Compensation & Benefits	HRBS	CH0016
6	EH1076	Strategic HRM	HRBS	CH0016
7	EH1077	Change Management & Development	HRBS	CH0016
8	EH1078	Emotional Intelligence-Developing Abilities for Superior Performance	HRBS	CH0014
9	EH1079	Learning & Development	HRBS	CH0016
		<b>Information System</b>		
1	EI1091	Business Intelligence using Data Mining Tools	INS	CI0018
2	EI1092	ERP Systems: Technology Planning and Implementation	INS	CI0018
3	EI1093	IT Entrepreneurship	INS	CI0018
4	EI1096	Generating Business Values Through IT	INS	CI0018
5	EI1097	Solutions for Business Analysis	INS	CI0018
6	EI1098	Managing IT Project	INS	CI0018
7	EI1099	Business Dynamics of Information & Communication Technology Industry	INS	CI0018
8	EI1100	E-Business	INS	CI0018
9	EI1101	Managing Innovation	INS	CI0018
		<b>Marketing</b>		
1	EM2111	Consumer Based Marketing Strategy	MKT	CM0019 & CM1020
2	EM5112	Marketing Research	MKT	CS2004, CM0019, CM1020, CO0022 & CO1023
3	EM2113	Sales & Distribution Management	MKT	CM0019 & CM1020
4	EM2114	B2B Marketing	MKT	CM0019 & CM1020
5	EM2115	Service Marketing	MKT	CM0019 & CM1020
6	EM2116	Customer Relationship Management	MKT	CM0019 & CM1020
7	EM2117	Marketing Strategy	MKT	CM0019 & CM1020
8	EM2118	Brand Management	MKT	CM0019 & CM1020



9	EM2119	Marketing Analytics	MKT	CM0019 & CM1020
		<b>Operations</b>		
1	EO3131	Advanced Method of Data Analysis	OPS	CO0022 , CO1023 & CO1024
2	EO2132	Service Operation Management	OPS	CO0022 & CO1024
3	EO2133	Logistics Management	OPS	CO0022 & CO1024
4	EO2134	Production, Planning & Control	OPS	CO0022 & CO1024
5	EO3135	Modeling for Decision Making	OPS	CO0022 , CO1023 & CO1024
6	EO2136	Supply Chain Management	OPS	CO0022 & CO1024
7	EO2137	Total Quality Management	OPS	CO0022 & CO1024
8	EO2138	Project Management	OPS	CO0022 & CO1024
9	EO2139	Manufacturing Strategy	OPS	CO0022 & CO1024