

Program Structure

Post Graduate Certificate Program in Management – SBM, NMIMS

Specialisation Area: Marketing

Foundation Courses	Courses in the Area of Specialisation	
Term I (5 Weeks)	Term II (14 Weeks)	Term III (14 Weeks)
Marketing Management	Sales Management	Integrated Marketing Communications
Finance Management	Brand Management	Customer Relationship Management
Human Resources Management	International Marketing	Retail Marketing
	Digital Marketing	B2B Marketing

Specialisation Area: Finance

Foundation Courses	Courses in the Area of Specialisation	
Term I (5 Weeks)	Term II (14 Weeks)	Term III (14 Weeks)
Marketing Management	International Finance	Strategic Financial Management
Finance Management	Infrastructure Project Financing	Investment and Portfolio Management
Human Resources Management	Fixed Income Securities and Debt Markets	Futures, Options and Risk Management
	Mergers, Acquisitions, Corporate Restructuring	Commercial Bank Management

Specialisation Area: Operations

Foundation Courses	Courses in the Area of Specialisation	
Term I (5 Weeks)	Term II (14 Weeks)	Term III (14 Weeks)
Marketing Management	Advanced Data Analysis	Materials and Inventory Management
Finance Management	Service Operation Management	Project Management
Human Resources Management	Logistics Management	Manufacturing Strategy
	Production Planning and Control	Supply Chain management

Specialisation Area: Human Resource Management

Foundation Courses	Courses in the Area of Specialisation	
Term I (5 Weeks)	Term II (14 Weeks)	Term III (14 Weeks)
Marketing Management	Performance Management Systems	Industrial Relations
Finance Management	H R Planning, Recruitment and Selection	Managing Change and OD
Human Resources Management	Compensation and Benefits	Competency Mapping and Assessment Centres
	Learning and Development	Globalization & HR

Specialisation Area: Information Management

Foundation Courses	Courses in the Area of Specialisation	
Term I (5 Weeks)	Term II (14 Weeks)	Term III (14 Weeks)
Marketing Management	Business Intelligence	IT Service Management, Current Trends
Finance Management	Software Project Management	E-Business
Human Resources Management	Generating Business Value through IT	Designing and Managing Information Security
	E-Governance	Business Innovation through IT