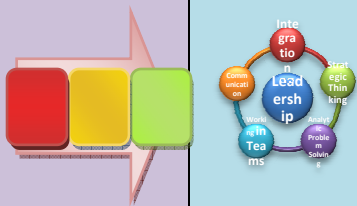



SVKM'S NMIMS – School of Business Management						
Master of Business Management (MBA)						
First Year (2014-2015) : Building Integrated Perspective of Management for Leadership						
Programme Preparation	Orientation	Trim I	Trim II	Trim III	WE CARE (3 WEEKS)	Integration (15 hrs) during Trim III
		<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">Marketing Planning (3)Decision Analysis and Modeling (3)Macroeconomics (3)Group and Organization Dynamics (3)Cost and Management Accounting (3)Written Communication(1.5)Information Systems for Management (1.5)Ethical Issues in Management (1.5)Environment Management (1.5)	<ul style="list-style-type: none">Financial Management (3)Operations Management (3)(3)Strategic Management (3)Globalization and Indian Economy (1.5)Enterprise Systems (3)Human Resource Management (3)Written Analysis and Communication (1.5)Legal Environment of Organizations (3)		
		Compulsory workshops <ul style="list-style-type: none">Business EtiquettesBusiness Research Methods				
Interest based workshops (All students have to take at least two)		<ul style="list-style-type: none">Management learning through Films and LiteratureManagement learning through Arts and HistoryChange Management & ITCreative ThinkingFamily Businesses in IndiaCreative Problem SolvingCareer PlanningHistory of management thoughtConsulting SkillsIntroductory workshop on SAS		<ul style="list-style-type: none">Marketing AnalyticsAdvanced SPSSLeadership LabsBusiness HistoryFinance WorkshopIndian PhilosophyAny other value added workshopNew models in businessForeign language (30 hours)Workshop on Budget		
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)

