

SVKM'S NMIMS
School of Business Management

Proposed structure of : Master of Business Administration (Digital Transformation) First Year (2023-2024)

Trimester - I			Trimester - II			Trimester - III		
Sr. No.	Course Name	Credits	Sr.No.	Course Name	Credits	Sr.No.	Course Name	Credits
1	Business Environment	1.5	1	Ethical Issues in Management	1.5	1	Strategic Management	3
2	Managerial Communication - I	1.5	2	Managerial Communication - II	1.5	2	Design Thinking for Process Transformation	3
3	Principles of Economics	3	3	Corporate Finance	3	3	Project Management	3
4	Financial Accounting and Analysis	3	4	Human Resource Management	1.5	4	Artificial Intelligence for Business	1.5
5	Organization Behaviour	3	5	Digital Capability Model	3	5	Data Exploration & Visualization	1.5
6	Programming for Analytics	3	6	Optimization Modeling for Business Decisions	3	6	Operations and Supply Chain Management	3
7	Statistical Inference for Decision Making	3	7	Industry 4.0	3		Electives (Any 2) *	
8	Marketing Management - I	3	8	Marketing Management - II	1.5	1	Data Engineering	1.5
						2	Applications of IoT in Business	1.5
						3	Fintech	1.5
						4	Digital Marketing	1.5
	Total	21		Total	18		Total	18
Total Subjects in first year = 24			Total credits in first year = 57					