

## Course Structure 2017-2019

### 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 Hrs.**

Sessions: 120  
Courses: 9  
No of Credits: 18

Sessions: 130  
Courses: 8  
No of Credits: 19.5

Sessions: 120  
Courses: 7  
No of Credits: 18