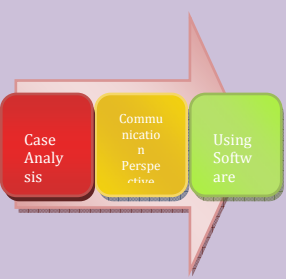



Master of Business Management (MBA)

SVKM'S NMIMS – School of Business Management

First Year (2012-2013) : Building Integrated Perspective of Management for Leadership

Programme Preparation	Orientation	Term I	Term II	Term III		
		<ul style="list-style-type: none"> Financial Accounting and Analysis (3) Customer Acquisition and Retention (3) Microeconomics: Firms, Markets and Behavior (3) Individual Dynamics and Leadership (3) Statistical Analysis for Business Decisions (3) Corporate Social Responsibility (3) Personal Communication (3) 	<ul style="list-style-type: none"> Marketing Planning (3) Decision Analysis and Modeling (3) Macroeconomic Analysis and Policies (3) Group and Organization Dynamics (3) Management Accounting and Control (3) Written Business Communication (1.5) Business Research Methods (1.5) Ethics (1.5) Environment Management (1.5) 	<ul style="list-style-type: none"> Corporate Finance (3) Managing Business Operations (3) Strategy Formulation (3) Globalization and Indian Economy (1.5) Information Systems for Management (3) Human Resource Management (3) Written Analysis and Communication (1.5) Legal Environment of Business (3) 		
Compulsory workshops		<ul style="list-style-type: none"> Business Etiquettes 				
Interest based workshops (All students have to take atleast one)		<ul style="list-style-type: none"> Management learning through Films and Literature Management learning through Arts and History Change Management & IT Creative Thinking Business Analytics using MS Access Indian Values and Management Philosophy Family Businesses in India Creative Problem Solving Career Planning 			<ul style="list-style-type: none"> Basic SPSS Marketing Analytics Advanced SPSS Leadership Labs Business History Finance Workshop Indian Philosophy Any other value added workshop 	
Preparation:	15 sessions	Sessions : 140	Sessions : 140	Sessions: 140		
Orientation:	15 sessions	Courses: 7	Courses: 9	Courses: 8		
Integration :	15 sessions					

WE CARE (3 WEEKS)

INTEGRATION (15 Hrs)
(After completion of Final Exams)

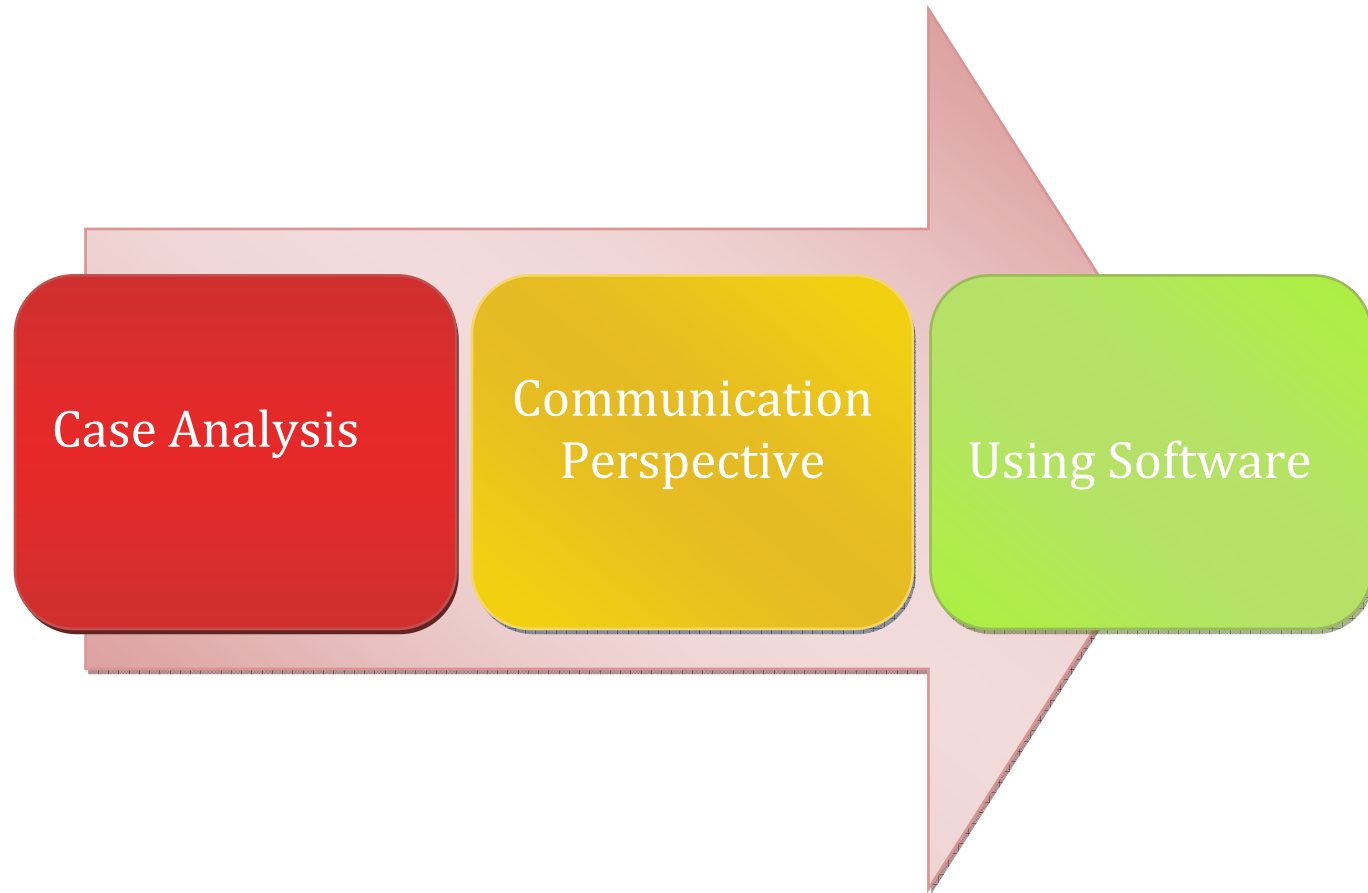
Total No. of credits 63

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)



Case Analysis

Communication
Perspective

Using Software

