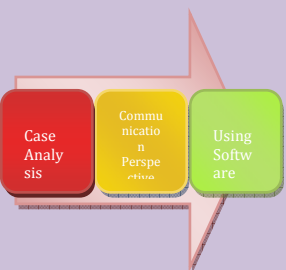



Master of Business Management (MBA)
SVKM'S NMIMS - School of Business Management,
First Year (2011-2012) : Building Integrated Perspective of Management for Leadership

Programme Preparation	Orientation	Term I	Term II	Term III
		<ul style="list-style-type: none"> Financial Accounting and Analysis (1) Customer Acquisition and Retention (1) Microeconomics: Firms, Markets and Behavior (1) Individual Dynamics and Leadership (1) Statistical Analysis for Business Decisions (1) Corporate Social Responsibility (1) Personal (1) Communication 	<ul style="list-style-type: none"> Marketing Planning (1) Decision Analysis and Modeling (1) Macroeconomic Analysis and Policies (1) Group and Organization Dynamics (1) Management Accounting and Control (1) Written Business Communication (0.5) Business Research Methods (0.5) Legal Environment of Business (1.0) 	<ul style="list-style-type: none"> Corporate Finance (1) Managing Business Operations (1) Strategy Formulation (1) Globalization and Indian Economy (0.5) Information Systems for Management (1) Human Resource Management (1) Written Analysis and (0.5) Communication
Compulsory workshops		<ul style="list-style-type: none"> Ethics compulsory workshop (15 Hours) 	<ul style="list-style-type: none"> Workshop on Business Etiquettes (5 Hours) 	
Interest based workshops (All students have to take atleast one)		<ul style="list-style-type: none"> Indian Values and Management Philosophy* (Trimester III) Management learning through films and literature *(Trimester II) Family Businesses in India* (Trimester III) Management learning through arts and history* (Trimester II) Transformational Leadership **(3 Sessions each trimester I /II/III) 		
Preparation: 15 sessions	Orientation: 15 sessions	Sessions : Courses: 140 Workshops: 10	Sessions : Courses: 140 Workshops: 15	Sessions Courses: 120 Workshops: 15

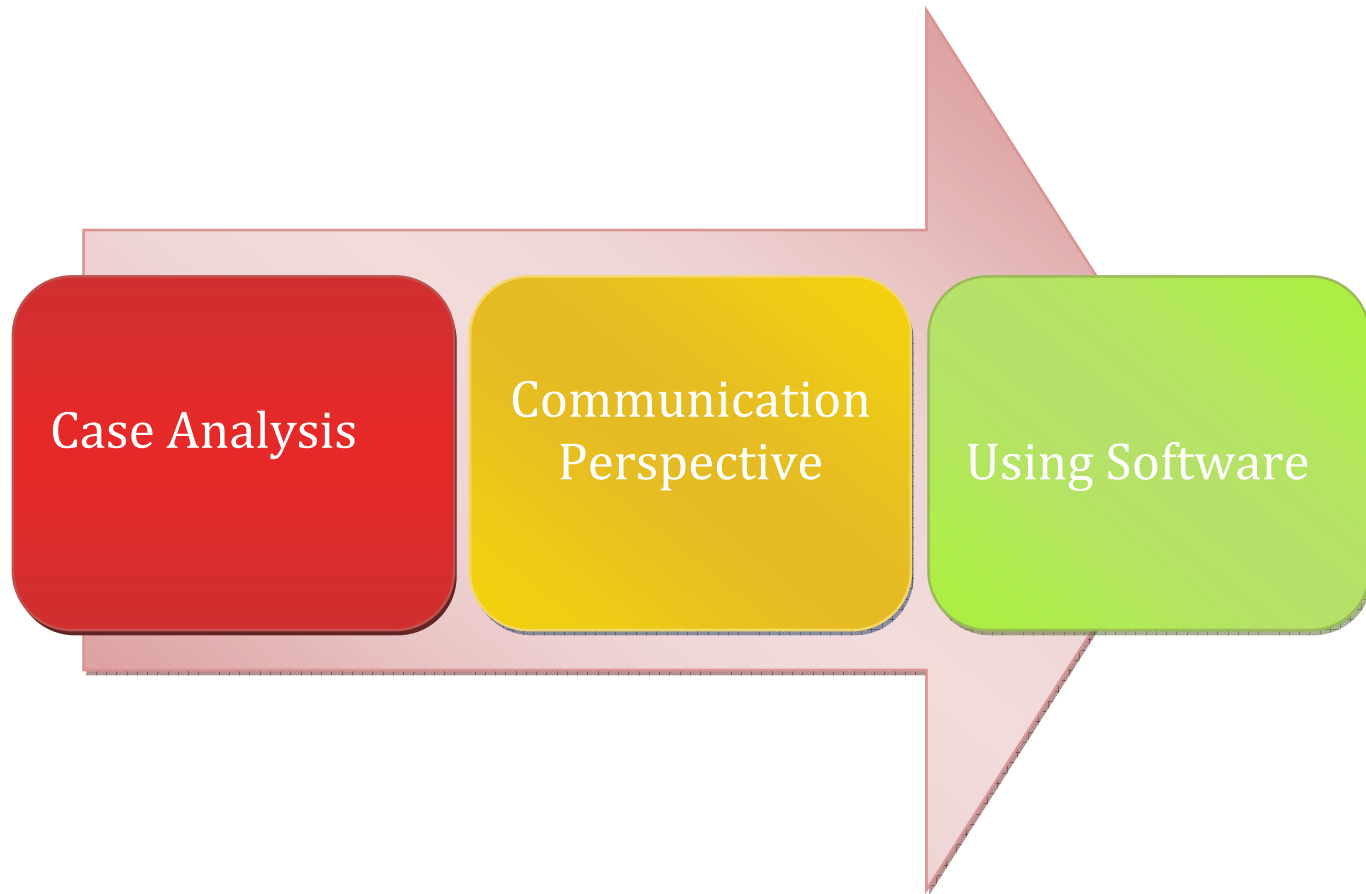
No. of credits: 7

No. of credits: 7

No. of credits: 6

Total No. of credits 20

(Figures in bracket represent number of credits. Each 1 credit will be of 20 sessions of 1 hr & 30 mins)



Case Analysis

Communication
Perspective

Using Software

