

**SVKM's NMIMS School of Business Management-
Navi Mumbai Campus**

Development of Holistic Management Skills

COURSE STRUCTURE & PEDAGOGY

1. The pedagogy will consist of class room teaching consisting of lectures, case discussions, industry examples, simulations and problem solving sessions.
2. Each full credit subject will consist of 30 hours of teaching and of 3 credits. The half credit subjects will consist of 15 hours of teaching and of 1.5 credits. The workshops will be minimum 6 hrs. Session (one day) to maximum 18 hrs. (Three days).
3. Evaluation criteria will consist of 50 % of internal evaluation consisting of minimum three criteria out of the following :
 - a. Quiz
 - b. Continuous Evaluation
 - c. Mid-Term test
 - d. Group Projects and Presentations50% evaluation will consist of End-Term Written examination.
4. For full credit subject the evaluation will be of 100 marks and for half credit 50 marks.
5. Orientation : Since the students from PGDBA program are from diverse background to bring them certain minimum required level of knowledge to enable them to absorb the knowledge and apply the same during the course and orientation programme of 30 hrs. (6 hrs. x 5 days) will be conducted as per details given below:
 - 1) Basic Mathematics and Statistics
 - 2) Power of Excel (MS Excel)
 - 3) Communication Skills (written, spoken)
 - 4) Foundations of Accounting
 - 5) Case Method Learning
6. **Integration** – 10 hrs. (5 hrs x 2 days). At the end of the first year the integration of various functional knowledge in the domain of Marketing, Finance, Operation, Human Resource, Economics, Strategy

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etc. will be combined to give a holistic view of the business operation with the help of some business cases.

7. Field Work : Students for the Management Courses must inculcate application orientated knowledge and skills to put theory in to practice. For this certain specific field work will be organized as per details given below:

- a. Ist Term : Industry Visit (1 week)
- b. IInd Term: Working with NGO (1 week /10 days)
- c. IIIrd Term : Rural Exposure (1 week)

This will be over and above the field visits necessitated by the faculties during course of teaching a subject like Port visit, warehouse visit, market place visit, Mandi visit, Financial Industry visit etc.

8. Summer Internship (1 ½ months): Non-credit compulsory course. However the candidate needs to satisfactorily complete the project as an essential partial fulfillment of the requirements for award of MBA degree.

9. Compulsory Workshops - Non-credit compulsory course. However the candidate needs to satisfactorily complete at least four workshops as an essential partial fulfillment of the requirements for award of MBA degree.

- Basic and Advance Excel (18 hours).
- Oral Communication and Presentation (18 hours).
- Research Methodology (18 Hours)
- Vedic Management (6 hours)
- Entrepreneurship Skill Development (6 hours).
- E-Commerce(6 hours).
- Digital marketing (6 hours).
- Starting a Global Operation Unit.

The list of these workshops are tentatively given. It will be reviewed from time to time by the academic council depending on the need / feedback from the students, faculties and recruiters and subject to alterations depending on contemporary business environment.

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Guidelines for Selection of Courses for Full Time PGDM – Second Year (2018–19)

- I. During first year all the courses were compulsory, however in Second year students can choose credit choices from the list of electives offered (trimester wise) and on the basis of their selection of courses, student will be placed in one of the following categories :
 1. PGDM General Management
 2. PGDM
- II. The degree awarded will be PGDM, however, the concentration, if any, will be reflected only on the grade sheet/ mark sheet. Students must adhere to the nomenclature given from SVKM's School of Business Management and use the same in all the communications with the outside world.
- III. The students have option of choosing the area of specialization in following areas:
 - a. General Management.
 - b. Major Specialization – In Marketing, Finance, Operations cum Supply Chain Management.
 - c. Dual Specialization in the above three areas.
- IV. The students have to do total 15 full credit subjects in the Second Year. Out of which one subject is compulsory in IVth trimester.
The balance 14 subjects will be chosen from the areas in proportion per trimester as mentioned below:
 - a. For General Management Specialization – Out of the balance 14 subjects the students has to choose four subjects each from the Marketing, Finance and Operations cum Supply Chain Management and balance two subjects one from other balance areas.
 - b. For major specialization – The students has to choose eight subjects in the area of specialization and balance six subject from other balance areas .
 - c. For Dual specialization – The students has to choose six subjects from major specialization area and 4 subjects from the minor specialization area and balance four subjects from the other areas.

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- V. The Course/s will not be offered if less than 10 students opt for it.
- VI. The maximum enrolment for an elective is 60. However in special cases this can be altered with the approval of the Dean – SBM.
- VII. 1) The student will have to fill his elective choice for all the Trimester (IV, V & VI) together at the beginning of the year itself (as per schedule)
- 2) Students will be allowed to change elective choices for three courses in a year, maximum two at a time (over Trim IV,V & VI)
- 3) A student will not be allowed to move out of the course where the registration is only 10.
- VIII. **Compulsory Workshop-** Non-credit compulsory course. However the candidate needs to satisfactorily complete at least three workshops as an essential partial fulfillment of the requirements for award of MBA degree.
- Disruptive Technologies.
 - Lean Management.
 - Big Data & Cloud.
 - Six Sigma.
 - Supply Chain Analytics.
 - Indian Management System
 - Theory of Knowledge (Self Study)

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Subject Details- Year and trimester wise.
Ist Year.

I year - Trimester I

Sr.No.	Area	Course Name	Credit
1	Finance	Financial Accounting & Analysis	3.0
2	Marketing	Marketing management - I	3.0
3	Economics	Managerial Economics	3.0
4	Human Resource	Individual and Group Dynamics in Organization	3.0
5	Decision Science	Statistical Analysis for Business Decisions	3.0
6	Communication	Managerial Communication	3.0
		Total	18.0

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I Year - Trimester II

Sr.No.	Area	Course Name	Credit
1	Marketing	Marketing Management-II	3.0
2	Operations	Managing Business Operations	3.0
3	Economics	Macroeconomics.	3.0
4	Human Resource	Design Organization Systems	3.0
5	Finance	Management Accounting and Control	3.0
6	Business Environment & Strategy	CSR, Ethics and Governance	3.0
		Total	18.0

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I Year – Trimester III

Sr.No.	Area	Course Name	Credit
1	Finance	Corporate Finance	3.0
2	Decision Science	Decision Analysis and Modelling	3.0
3	Law	Business Law	3.0
4	Economics	Globalization and Indian Economy	1.5
5	Information Systems	Information Systems for Management	3.0
6	Human Resource	Essentials of Human Resource Management	3.0
7	General Management	International Business	1.5
8.	General Management	Theory of Knowledge (self-Study Course)	3.0
		Total	21

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Subject Details- Year and trimester wise.

IInd Year.

IInd Year -Trimester IV

Compulsory Courses

- Strategy Formulation and Implementation

Finance Area

- International Finance
- Investment Analysis and Portfolio Management
- Quantitative Technique in Finance
- Strategic Cost Management
- Commercial Bank Management

Human Resource and Behavioral Sciences

- Strategic HRM

Marketing Area

- Consumer Behavior
- Pricing Strategy
- Marketing Research
- Sales Distribution Management
- Services Marketing
- Brand Management

Operations and Decision Sciences

- Modeling for Decision making
- Total Quality Management (TQM)
- Managing Technology
- Bench Marking & Business Process Engineers
- Logistics Management

Human Resource Management

- Negotiation Skill

Business Strategy Environment – Management

- Essentials of Management Consulting

Information System

- Business Analytics.

General Management

- Indian Management System.

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Subject Details- Year and trimester wise.

IInd Year.

IInd Year -Trimester V

Finance Area

- Management of Financial Institution
- Strategic Financial Management
- Fixed Income Securities
- Risk – Management and Derivatives
- Project Appraisal and Financing
- Mergers & Acquisitions, Corporate Restructuring and Valuation

Human Resource and Behavioral Sciences

- Compensation and Benefits

Marketing Area

- International Marketing
- Internet Marketing
- Retail Marketing
- Media Planning
- Marketing and Financial Products
- Marketing Strategy
- B-2-B Marketing

Operations and Supply Chain Management

- Service Operation Management
- Project Management
- Supply Chain Management
- Production Planning & Control

Information Technology

- Business Intelligence and DSS

General Management

- Innovation Management

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Subject Details- Year and trimester wise.

IInd Year.

IInd Year -Trimester VI

General Management

- Entrepreneurship Management

Finance Area

- Forensic Accounting
- Commodity Markets
- Behavioral Finance
- Private Equity and Venture Finance
- Insurance Management

Human Resource and Behavioral Sciences

- Emotional Intelligence – Developing Abilities for Superior Performance (1)

Marketing Area

- Consumer Marketing (B2) and (C2)
- Rural Marketing
- Customer Relationship Management
- Marketing Engineering and Models
- Advertising and Sales Promotion
- Innovation in Marketing

Operations and Decision Sciences

- Advance Supply Chain Management
- Manufacturing Strategy
- Materials and Inventory Management
- Strategic Operation Management

Information Management

- E-Business.