

Course Structure 2024-2025

SVKM's NMIMS, Pravin Dalal School of Entrepreneurship and Family Business Management (SBM's Initiative) Bachelor of Business Administration (Management & Marketing) First Year (2024-25)			
Area	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	Principles of Management (3)	Business in Emerging Markets (3)	Indian Polity (1.5) Business Environment (1.5)
Communication	Written Communication (1.5)	Oral Communication (1.5)	Marketing Pitch (1.5)
Economics	Micro Economics (3)	Macro Economics (3)	
Finance	Financial Accounting (3)	Management Accounting (3)	Corporate Finance (3)
Marketing	Marketing Management (3)	Marketing Strategy & Planning (3)	Marketing Research (1.5)
Operations and Decision Sciences		Statistics (3)	Statistics for Data Analysis (3)
Human Resource and Behavioral Sciences	Introduction to Psychology (3)		Learning Management through Films (1.5)
Value-added modules with Internal Assessment			
Seminar Courses/Workshops	Basic Business Etiquettes (1.5) ASCI and its Role (Workshop)	Rules and Regulations Governing Media (1.5) Business of Films and New Age Content (Workshop) Successful Campaigns (Workshop)	Foreign Language (3) Socially Responsible Advertising (1.5)
	Courses: 7 No of Credits: 18	Courses: 7 No of Credits: 18	Courses: 9 No of Credits: 18

Total credits -54
Total Subjects - 23

**SVKM's NMIMS, Pravin Dalal School of Entrepreneurship and Family Business Management (SBM's Initiative)
Bachelor of Business Administration (Management & Marketing) Second Year (2024-25)**

Area	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	Start-up Foundation (1.5)	Story Telling (3) Legal Aspects of Business (3)	Digital Business Models (3) Design Thinking and Innovation (3)
Communication	Audio Visual Communication (1.5)		Organizational Communication (1.5)
Economics			Qualitative Forecasting for Marketing (3)
Finance	Marketing Finance (3)	Working Capital Management(1.5)	
Human Resource and Behavioral Sciences	Understanding Self and Individual Dynamics (1.5)		
Marketing	Media Research and Consumer Behavior (3)	Data Analytics for Consumer Behaviour (1.5) Digital Marketing (3) Integrated Media Planning (1.5)	Fundamentals of Advertising & PR (3) Marketing Ethos (1.5)
Operations and Data Sciences	Predictive Analytics in Marketing (3)	Operations Management (3)	Project Management (1.5)
Value added modules with Internal Assessment			
Seminar Courses/ Workshops	Business Dilemmas and Ethics (1.5)	Learnings from Case Study Research (Workshop)	Business Events (Workshop) Business of Gaming (Workshop)

**Courses: 7
No of Credits: 15**

**Courses: 8
No of Credits: 16.5**

**Courses: 9
No of Credits: 16.5**

**Total credits -48
Total Subjects – 24**

**SVKM's NMIMS, Pravin Dalal School of Entrepreneurship and Family Business Management (SBM's Initiative)
Bachelor of Business Administration (Management & Marketing) Third Year (2024-2025)**

Area	Trimester VII	Trimester VIII	Trimester IX
Business Environment and Strategy	Preparation of Business Plan (1.5)		CSR (1.5) Capstone Project (3) Negotiation & Persuasion (1.5)
Human Resource and Behavioral Sciences	Managing Teams (1.5)		Understanding HR Functions (1.5)
Economics			Pricing Strategies (1.5)
Marketing	Managing Franchisee (1.5) Omni Channel Management (1.5) Brand Management (3) Services Management & Marketing (1.5)	B2B Marketing (3) Sales Management (1.5) Global Marketing (1.5) AI-Powered Marketing (3) Luxury Branding (1.5) Marketing of Financial Services (1.5)	Integrated Marketing Communication (3) Marketing of Private Label Products (1.5) Technology Marketing (3)
Operations and Data Sciences	Total Quality Management (3) Web Designing and Technologies (1.5)		

**Courses: 8
No of Credits: 15**

**Courses: 6
No of Credits: 12**

**Courses: 8
No of Credits: 16.5**

**Total credits -43.5
Total Subjects - 21**