

Bachelor of Business Management and Marketing

SVKM's NMIMS, Pravin Dalal School of Entrepreneurship and Family Business Management (SBM's Initiative) Bachelor Of Business Management & Marketing - FIRST YEAR (2021-2022)			
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) Management through Films (3)
Communication	Written Communication (1.5)	Oral Communication (1.5)	Marketing Pitch (1.5)
Economics	Micro Economics (3)	Macro Economics(3)	
Marketing	Marketing Management (3)	Marketing Strategy & Planning (3)	Marketing Research (1.5) (Digital Marketing)
Finance	Financial Accounting (3)	Management Accounting (3)	Corporate Finance (3)
Operations and Decision Sciences		Statistics for Data Analytics (3)	
Psychology	Introduction to Psychology(3)		
Value added modules with Internal Assessment			
Seminar Courses/Workshops	<ol style="list-style-type: none"> 1. Understanding Self (1.5) 2. Basic Business Etiquettes (1.5) 3. ASCI and its Role (1.5) 	<ol style="list-style-type: none"> 1. Foreign Language (3) 2. Business of Films and New Age Content (3) 3. Rules and Regulations Governing Media (1.5) 	<ol style="list-style-type: none"> 1. Luxury Branding (1.5) 2. Successful Campaigns (3) 3. Socially Responsible Advertising (1.5)

Courses: 6+ 6+ 6

No of Credits: 16.5 +16.5+12 (with exams)

Total Course = 18. Total Credits: 45 + Non Credit 18 = 63

**Value added modules will be flexible in nature and can be shifted across the terms.*

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Bachelor Of Business Management & Marketing - SECOND YEAR (2022-2023)

Area	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	Start-up Foundation (1.5)	Story Telling (3)	Digital Business Models (3) Marketing Ethos (1.5)
Communication	Audio Visual Communication (1.5)		Organizational Communication (3)
Law		Legal Aspects of Marketing (3)	
Economics			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) Predictive Analytics in Marketing (3)	Consumer Data Mining & Management (3) Social Media Marketing (3) Integrated Media Planning (1.5)	Advertising & Brand Management (3) Neuro Marketing (3)
Operations and Decision Sciences	Statistics (1.5)	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 Methodology (1.5)	Business Events (1.5) Business of Gaming (1.5)
Project – During Term * End Term#	Project (3)	#Summer Internship -In Company of your Choice /Sector	To be Identified by Student and approved by Mentor Duration 6 weeks

Courses: 7+7+7

No of Credits:15 + 18 + 18 =51

Total Courses = 21. Total Credits 51 + Non-Credit 09 = 60

***Value added modules will be flexible in nature and can be shifted across the terms.**

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Bachelor Of Business Management & Marketing – THIRD YEAR (2023-2024)

Area	Trimester VII	Trimester VIII	Trimester IX
Business Environment and Strategy	Preparation of Business Plan (1.5)	Design Thinking and Creative Marketing (3)	Technology Marketing (3) CSR (1.5)
Communication	Brand Management (3)	Negotiation Skills (1.5)	Persuasion Skills(1.5)
Law			
Finance		Marketing of Financial Services (1.5)	
Human Resource and Behavioral Sciences	Managing Teams (1.5)		Understanding HR Functions (3)
Marketing	Managing Franchisee (1.5) Omni Channel Management (1.5) Web Designing and Technologies (1.5)	B2B Marketing (3) Sales Management (1.5) Global Marketing (1.5) AI-Powered Marketing (3) Luxury Branding (1.5)	Integrated Marketing Communication (3) Marketing of Private Label Products (1.5) Pricing Strategies (1.5)
Operations and Decision Sciences	Total Quality Management (3)		Capstone Project (3)
Value added modules with Internal Assessment			
Seminar Courses/ Workshops			
Project – During Term* End Term	Project to be Announced		6 weeks during term end
Facilitated Courses of Independent Studies			

Courses: 7+ 8 + 8 No. of Credits: 13.5+16.5+18

Total Course = 23. Total Credits = 48

Total credits in three years = 174

Total Subjects – 21+21+21=63

*Value added modules will be flexible in nature and can be shifted across the terms.