

## Course Structure 2018-2019

### SVKM's NMIMS , Pravin Dalal School of Entrepreneurship & Family Business Management Master of Business Administration (E&FB)/ First Year (2018-2019)

Area	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	Management Practice for Entrepreneurs (3)	Legal Environment of organizations (3) Corporate Social Responsibility (1.5)	Introduction to a Business Plan (3) Strategic Management (3) Ethical Issues in Management (1.5)
Communication	Oral Communication (1.5)	Written Communication(1.5)	
Economics	Microeconomics (3)		Macroeconomics (3)
Finance	Financial Accounting and Analysis (3)	Banking Activity in Business (3) Cost and Management Accounting (3)	Financial Management (3)
Human Resource and Behavioral Sciences	Individual Dynamics and Leadership (1.5)	Group and Organization Dynamics (1.5)	Human Resource Management (3)
Information System	Information Systems for Management (1.5)		
Marketing	Marketing Management (3)	Marketing Planning (3)	Distribution & Logistics Management (1.5)
Operations and Decision Sciences	Statistical Analysis (3)	Operation Management(3)	
<b>Focused learnings</b>			
Inter-disciplinary learnings			
Seminar Courses/Workshops	Business Etiquettes Essential and Existing Practices in family Family Business and I	Board of Directors and Family Business Leading Change and growth in Family Business Getting the family to work together	Building and Leading Sales Team The CEO Research Methodology for Entrepreneurs
Project – During Term* End Term#	*Leading Change	#Peer group learning Program 6 weeks during summer break	WE CARE
Case Writing Projects	Introduction to Cases	How to Analyze a case	Identifying key areas of your respective sector/ organization-case writing
Courses of Independent Studies	Business Dilemmas and Ethics	Driving growth thru Innovation	Sustainable Innovations
Term End Integration	Role of Directors in family Business	Getting the Family to work together	Selection of Directors & Board Members

Courses: 8  
No of Credits: 19.5

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No of Credits: 19.5

Courses: 7  
No of Credits: 18

**Total credits -57**  
**3 Credit= 30 Hrs.**

**SVKM's NMIMS, School of Business Management**  
**Master of Business Administration(E&FB) / Second Year (2019-2020)**

Area	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	Competitive and Global Strategic Management (3) Implementation of Business Plan (3) Managing and Growing Business(1.5)	Auditing a Business Plan (3) Succession Planning models (1.5)	Innovation, Change and Entrepreneur (3)
Finance	Wealth Management(1.5)	Assessing Business Opportunities (1.5) Tax Management (3)	Valuation & Business Expansion (3)
Human Resource and Behavioral Sciences	Management of people at Work (1.5)	Negotiation and Dispute Resolution (1.5)	Compensation & Benefits (1.5)
Information System	Enterprise Resource Planning (3)		
Marketing	Managing Franchises (1.5) PR and Advertising for Business (1.5)	Rural Marketing (3)	Consumer Behavior (1.5) B2B marketing (1.5) Digital marketing (3)
Operations and Decision Sciences	Supply Chain management (1.5)	Total Quality Management (3)	Project Management (3)
<b>Focused learnings</b>			
Inter-disciplinary learnings	Learning from failures		Market Analysis and value Creation
Seminar Courses/Workshops	Entrepreneur & Opportunity Influence and Negotiation Start-Up Foundations	Incentive Designs Entrepreneurial Wealth Pitching and Fund-raising	Building Social capital Venture growth strategies Government Policies and SME's
Project - During Term* End Term	Project to be announced	Integrated Term End Project execution	Integrated Term End Project presentations and submissions
Case Writing Projects	Case writing –individual Companies	Case writing –individual Companies	Case writing –individual Companies submissions
Courses of Independent Studies	Sustaining Competitive Advantage Learning the right to Lead	Family council role -workshop	Family relations during transition
Term End Integration			

Courses: 9  
No of Credits: 18

Courses: 7  
No of Credits: 16.5

Courses: 7  
No of Credits: 16.5

**Total Credits -51**  
**3 Credit = 30 Hrs.**