

Course Structure 2023-2024

SVKM's NMIMS , Pravin Dalal School of Entrepreneurship & Family Business Management Bachelor of Business Management & Marketing – First Year (2023-2024)			
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) Learning Management through Films (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 Analytics (3)
Psychology	Introduction to Psychology(3)		
Value-added modules with Internal Assessment			
Seminar Courses/Workshops	Basic Business Etiquettes (1.5) ASCI and its Role	Business of Films and New Age Content (Workshop) Rules and Regulations Governing Media (1.5) Successful Campaigns	Foreign Language (3) Socially Responsible Advertising (1.5)
	Courses: 8 No of Credits: 18	Courses: 9 No of Credits: 18	Courses: 9 No of Credits: 18

Total credits -54
Total Subjects - 26

**SVKM's NMIMS, Pravin Dalal School of Entrepreneurship and Family Business Management (SBM's Initiative)
Bachelor of Business Management & Marketing – Second Year (2023-24)**

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) Design Thinking and Innovation (3)
Communication	Audio Visual Communication (1.5)		Organizational Communication (1.5)
Law		Legal Aspects of Business (3)	
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) Predictive Analytics in Marketing (3)	Data Analytics for Consumer Behaviour (1.5) Digital Marketing (3) Integrated Media Planning (1.5)	Fundamentals of Advertising & PR (3)
Operations and Data Sciences		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	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 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 & Innovation (3)	Technology Marketing (3) CSR (1.5)
Communication	Brand Management (3)		Negotiation & Persuasion (1.5)
Law			
Finance		Marketing of Financial Services (1.5)	
Human Resource and Behavioral Sciences	Managing Teams (1.5)		Understanding HR Functions (1.5)
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 Data Sciences	Total Quality Management (3)		Capstone Project (3)

**Courses: 7
No of Credits: 13.5**

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

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

**Total credits -45
Total Subjects - 22**