SVKM's NMIMS

School Name: School of Business Management Campus: Bangalore, Hyderabad, Navi Mumbai & Indore

Teaching Scheme for Academic Year: 2024-25

(As approved in the Academic Council dated (59th ACM April 2024)

Name of the Programme: MASTER OF BUSINESS ADMINISTRATION

Year of the Programme: Second

Trimester: IV

| Sr. No. | Module / Subject Code | Name of the Module | Area / | Theor | Practi | | Total | Credi | | tion of | Mode of | | | | | | | Exami | nation S | cheme (V | Veightag | ge) | | | | | | Templat | Categor | GR | Remar | |
|------------|-----------------------|---|------------|---------------|--------|--------------|--------------------|-------|------------------------------------|-----------------|---|---|---------------|-------------|-------------|-------------------------------|-------------------|----------------|---------------|--|----------|-----|-------------|----------------------------------|-------------------------|-----|--------------------|---------|---------|---------------------|-------|--------------------------------------|
| INO. | | | Discipline | Hour | | ials Hour | no. of hours | t/s | | ination Irs) | Exam | | | | | Dist | ributior | of ICA | Marks | | | | | Т | EE | To | tal | e Codes | у | applica ble (Yes | k | mic counc |
| | | | e e | s per week | | | for the subject | | Term End Exam inatio n | Only ICA | Written / OffLine/ On line/Com puter based / Practical/ Viva | Class Partici pation/ Class Activit | Test/ Quiz | Mid term | ase Anal | gnm ent/ Refle ction | t Work /Cap | Assign ment | dual Assig | Simul atiom based Perfor mance | ntatio | | to (Mark | Marks (Quest ion Paper) | Scaled to (Marks) | (| Weig htage % | | | / No) | | il date and page numb er |
| | Compulsory Course | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 803BE0C132 | CAPSTONE Business Simulation | BES | 3 | 0 | 0 | 30 | 3 | 0 | YES | | 10 | 50 | | | 10 | 30 | | | | | 100 | 100 | 0 | 0 | 100 | 100 | 7032 | COMP | NO | | |
| | Elective - Strategy | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | 803BE0E039 | Games of Strategy | BES | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | | 20 | | 20 | | 20. | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 3 | 803BE0E012 | Global Strategic Management | BES | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | | 10 | | 25 | | 25 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 4 | 803BE0E004 | International Business | BES | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | | 10 | | 25 | | 25 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 5 | 803BE0E001 | Management Consulting | BES | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | 20 | | | 20 | | 20 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| | Elective - Finance | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | 803FI0E065 | Advanced Financial Statement Analysis | FIN | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Comp | | 30 | | 15 | | 15 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 7 | 803FI0E002 | Business Valuation | FIN | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Comp | | 20+ 20 | C | | | 20 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 8 | 803FI0E007 | Commercial Bank Management | FIN | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Comp | 10 | 10 | | | | 20 | 20 | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 9 | 803FI0E003 | Financial Derivatives | FIN | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Comp | 10 | 20 | | | | 30 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 10 | 803FI1E001 | Financial Econometrics | FIN | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Comp | 10 | 10 | | | 20 | 20 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 11 | | Investment Analysis and Portfolio Management | FIN | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Comp | | 20 | | 20 | | 20 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |

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Year of the Programme: Second

Trimester: IV

| Sr. No. | Module / Subject Code | Name of the Module | Area / Discipline | | Practi | | | Credi | | tion of | Mode of | | | | | | | | | cheme (V | Veightag | ge) | | | | | | | Categor | GR | Remar | |
|------------|-----------------------|--|----------------------|---------------|--------------|---------------|--------------------|-------|------------------------------------|-----------------|---|--|------|-------------|-------------|-------------------------------|-----------|----------------|---------------|--|------------------|-----|-----------------------------|--------|-------------------------|-----|--------------------|---------|---------|---------------------|-------|--------------------------------------|
| 100. | | | Discipline | | cals Hour | | | l/s | | ination Irs) | Exam | | | | | Dist | ribution | of ICA! | Marks | | | | | T | EE | Tot | tal | e Codes | у | applica ble (Yes | | counc |
| | | | | s per week | | s per week | for the subject | | Term End Exam inatio n | Only ICA | Written / OffLine/ On line/Com puter based / Practical/ Viva | Class Partici pation/ Class Activit y | Quiz | Mid term | Stud y/C | gnm ent/ Refle ction | t Work | Assign ment | dual Assig | Simul atiom based Perfor mance | | | Scaled to (Mark s) | (Quest | Scaled to (Marks) | | Weig htage % | | | / No) | | il date and page numb er |
| | Elective -Human Re | sources | | | | | | | | | | | | | Part - | | | | | | | | | | | | | | | | | - |
| 12 | 803HR0E001 | Learning & Development | HRBS | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | 20 | | | | | 30 | | 10 | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 13 | 803HR0E002 | Legal Framework of Industrial Relations | HRBS | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | | | 20 | | | | 20 | 20 | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 14 | 803HR1E001 | Recruitment and Selection | HRBS | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | 10 | | | 10 | | | 25 | 15 | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 15 | 803HR0E034 | Total Rewards | HRBS | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | 10 | | | | | 30 | | 20 | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| NE. | Elective -IT/Analyti | cs | | | | | | | | | The last | | | THE | | | | T. | - 8 | | | | | | | | | | | j | | |
| 16 | 803IT0E002 | Business Process Modelling and Management | ITS | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | 10 | | | | 20 | 30 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 17 | 803FI1E001 | Financial Econometrics | FIN | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Comp | 10 | 10 | | | 20 | 20 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 18 | 803AN0E030 | Multivariate Data Analysis | ANA | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Comp | | | | 20 | 20 | 20 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 19 | 803AN1E001 | Story Telling with Data | ANA | 3 | 0 | 0 | 30 | 3 | 0 | YES | 0 | 20 | | | 20 | | 40 | | 20 | | | 100 | 100 | 0 | 0 | 100 | 100 | 7032 | ELEC | NO | | |
| | Elective -Marketing | | | | | | but | | | | | | | | | | | | | | | | | | | mi | | | | | | |
| 20 | 803MK0E003 | Consumer Behaviour | MKT | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | | 10 | | 20 | | 20 | 10 | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 21 | 803MK0E002 | Digital Marketing | MKT | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | 10 | 10 | | 20 | | 20 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 22 | 803MK0E020 | Integrated Marketing Communication | MKT | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | 10 | | | 10 | | | | | | 10+ 15+ 15 | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 23 | 803MK1E001 | Pricing Strategies | MKT | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | | | 20 | 20 | | | | | | 20 | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 24 | 803MK0E048 | Product Strategy | MKT | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | 20 | | | | 20 | 20 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |

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Trimester: IV

| Sr. | Module / Subject Code | Name of the Module | Area / | Theor | | Tutor | Total | Credi | | tion of | Mode of | | les d | Examination Scheme (Weightage) Templat | | | | | | | | | | | | | | | Remar | | | |
|-----|-----------------------|--------------------------|------------|-------|------|-------|--------------------|-------|------------------------------------|-----------------|-------------------------------|-------------------------------------|-------|--|----------------------------|-------------------------------|----|--------|---------------|--|--------------|----|----|--------|-------------------------|-------|---------------------|------|-------|-------|--|--------------------------------------|
| No. | | | Discipline | | Hour | Hour | no. of hours | t/s | | ination Irs) | Exam | Distribution of ICA Marks TEE Total | | | | | | | | | | | | tal | e Codes | у | applica ble (Yes | | counc | | | |
| | | | | | | | for the subject | | Term End Exam inatio n | ICÁ | OffLine/ Particle On Inne/Com | pation/ | Quiz | | Stud y/C ase Anal | gnm ent/ Refle ction | t | Assign | dual Assig | Simul atiom based Perfor mance | ntatio ns | | | (Quest | Scaled to (Marks) | (| htage | | | / No) | | il date and page numb er |
| | Elective -Operation | s | | | | | | | | lle E | | | | | | | | | DV: | L. | | | | | | إيطار | | N II | | | | |
| 25 | 803OP0E001 | Operations Strategy | OPS | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | | 15 | | | 20 | 25 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 26 | 803OP0E004 | Project Management | OPS | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | | 15 | | | 20 | 25 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 27 | 803OP0E002 | Supply Chain Management | OPS | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | | 15 | | 20 | | 25 | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |
| 28 | 803OP0E005 | Total Quality Management | OPS | 3 | 0 | 0 | 30 | 3 | 2 | 0 | Written | 20 | 20 | 20 | | | | | | | | 60 | 60 | 40 | 40 | 100 | 100 | 7035 | ELEC | Yes | | |

Note 1: Student can select any 5 elective (totaling to 15 credits) courses from the list of electives offered above (i.e. 1 comp + 5 Ele: 3+15=18 Credits)

Note 2: Students who have opted for 'Financial Econometrics' from the Finance stream, cannot opt for 'Financial Econometrics' from the IT/ Analytics stream and vice versa.

Justification only ICA: Story Telling with Data

The learning outcomes of teh course cannot be effectively assessed in a time-bound 2-hour exam, leading to a necessity for a shift towards continuous assessment methods. Visual analytics, particularly the creation of dashboards, requires sufficient time for understanding, cleaning data, and storytelling, best simulated in the capstone project rather than a constrained exam setting. The complexity of dashboard creation and the limitations of exam conditions make it impractical to thoroughly assess proficiency within a short time frame, further emphasizing the need for a continuous assessment approach.

Justification only ICA: CAPSTONE Business Simulation

CBS course is 100% ICA because of its structure. The final exam is held from within the online mode itself.

Bakalavati Babaleshwar

Course Coordinator Date: 18 May 2024

Assistant Registrar

Date:

Dr. Mallika Srivastava

PGP Chairperson

Date:

Mr. Vishnu Bhat Deputy Registrar

Date:

Mr. Chandramohan Shahabad

Joint Registrar

Date:

Dr. Narayani Ramachandran

Director

Date: