

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))
Year of the Programme: Second

Name of the Programme: MASTER OF BUSINESS ADMINISTRATION

Trimester: IV

Sr. No.	Module / Subject Code	Name of the Module	Area / Discipline	Theory Hours per week	Practicals Hours per week	Tutorials Hours per week	Total no. of hours for the subject	Credits	Duration of Examination (Hrs)		Mode of Exam	Examination Scheme (Weightage)														Template Codes	Category	GR applicable (Yes / No)	Remarks	Academic council date and page number						
									Term End Examination	Only ICA		Distribution of ICA Marks											TEE		Total											
												Written / OffLine / On line / Computer based / Practical / Viva	Class Participation / Class Activity	Test / Quiz	Mid term	Case Study / Case Analysis	Assignment / Reflection Paper	Project / Capstone Project	Group Assignment	Individual Assignment	Simulation based Performance	Presentations	Total Marks	Scaled to (Marks)	Marks (Question Paper)						Scaled to (Marks)	Marks (ICA+ TEE)	Weightage %			
Elective -Human Resources																																				
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					
Elective -IT/Analytics																																				
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																																				
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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											Distribution of ICA Marks										TEE		Total											
											Term End Examination	Only ICA	Written / Offline / Online / Computer based / Practical / Viva	Class Participation / Class Activity	Test / Quiz	Mid term	Case Study / Case Analysis	Assignment / Reflection Paper	Project / Work / Capstone Project	Group Assignment	Individual Assignment	Simulation based Performance	Presentations	Total Marks						Scaled to (Marks)	Marks (Question Paper)	Scaled to (Marks)	Marks (ICA+ TEE)	Weightage %
Elective - Operations																																		
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 the 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

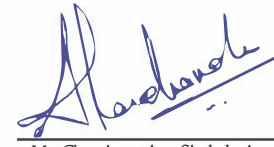


Kalashri K N
 Assistant Registrar
 Date:



Dr. Mallika Srivastava
 PGP Chairperson
 Date:

Mr. Vishnu Bhat
 Deputy Registrar
 Date:



Mr. Chandramohan Shahab
 Joint Registrar
 Date:



Dr. Narayani Ramachandran
 Director
 Date: