



# Legacy of NMIMS

In 1981, Shri Vile Parle Kelavani Mandal (SVKM) established Narsee Monjee Institute of Management Studies (NMIMS) to meet the growing demand for management education.

The consistent academic quality, research focus, faculty from top national & global institutes and strong industry linkages at NMIMS have placed it amongst the nation's prime centers of educational excellence & research. In 2003, NMIMS was declared a deemed-to-be university under section 3 of the UGC Act 1956 and Category-I in Graded Autonomy Regulation, 2018 by UGC/MHRD. With the legacy of 41 years, NMIMS has grown to being not only one of the top-10 B-schools in India but also emerged as a multi disciplinary University with eight campuses at Mumbai, Navi Mumbai, Indore, Shirpur, Dhule, Bengaluru, Hyderabad & Chandigarh.

Today more than 17000 students and 750 full time faculty members are part of India's most sought after academic community i.e. NMIMS.

## School of Business Management

School of Business Management's (SBM) goal is to provide a life changing experience to all those who join its programs. This is sought to be done through a relevant management curriculum and development of skill sets required by an individual to serve the industry and society as managers, business leaders or as entrepreneurs. It believes in developing leadership and decision-making capabilities of its graduates and hence the emphasis is on simulating the real life situations that participants are expected to face once they graduate from the business school. Today SBM is one of the top 10 AACSB accredited business schools in India. NMIMS School of Business management has been ranked amongst Top-100 Global B-School by FT MIM 2022.

### Vision

To be a management school of academic and research excellence that develops transformational leaders for an inclusive and sustainable world.

### Mission

The NMIMS School of Business Management nurtures transformational leaders who can responsibly create stakeholder value with integrity by navigating the ever-changing world of business using critical thinking skills, analytical skills, entrepreneurial mindset, people proficiency and, technology orientation. The school enables a research environment to develop tools and concepts for the advancement of management theory and practice.

### Goals

- To develop an understanding of dynamics shaping global business
- To develop critical thinking skills
- An integrative approach to decision making and problem solving
- To develop technological orientation and digital fluency
- Effective communication skills
- To sharpen leadership & interpersonal skills
- An understanding of ESG challenges impacting business

### Institutional Values

- Excellence
- Innovation
- Academic Integrity
- Collegiality
- Autonomy
- Discipline and Commitment
- Inclusivity

# MBA (Part Time)

The two-year MBA (Part Time) program offered at the Mumbai Campus of SBM, NMIMS (Deemed to be University) caters to executives with 3 or more years of experience in the executive, supervisory or managerial cadre in medium or large-size organisations.

The program offers an opportunity to working executives to acquire a high-end coveted management education. It is achieved through rigorous and qualitative in-class learning with practical exposure to contemporary industry requirements facilitated by NMIMS faculty. This program is a must for executives who are seeking to upgrade their business acumen by acquiring a widely acclaimed MBA degree.

## Features

- Full Contract & Hybrid Options Available
- AACSB accredited program for working executives
- World Class Pedagogy
- Best in Class Faculty
- Bloomberg Certification Program
- Business Simulation
- Lectures only on Saturday & Sundays
- Specialization in Finance, Marketing & Operations



## Program Objectives

The MBA (Part Time) program is meant for executives who have spent quality time in the industry and have adequate exposure to managerial roles and responsibilities. The two year MBA (Part Time) program will offer an opportunity to participants to hone their managerial skills and enable them to in growing their business.

The program covers several managerial functioning that are critical to a manger’s effectiveness. It also focuses on decision-making situations that enable the participants to understand the nature of management situation on frameworks to analyze these situations, generate and choose an appropriate action based on available information. Developing a strategic perspective & critical thinking is an important focus of the program. This helps the participants to develop competencies to analyse the linkages within the business and with the external business environment. Further the participants are able to formulate comprehensive and internally consistent strategies for the business unit.

The cases reflecting global management experiences will provide participants an opportunity to discuss issues and challenges in their context. The program offers an enriching interaction and academic orientation to the executives who seeks to achieve a work-study balance and seeks to boost his or her career through an industry-recognized MBA.

## Eligibility Criteria

- Atleast 50% in Graduation from a recognized University in any discipline. (Distance/Part-time/Full time)
- Minimum 3 years of work experience in executive or supervisory capacity or self-employed after completion of graduation & up to the date of written test / personal interview.

# Course Structure | First Year

## Trimester I

S.No.	Course Name	Credits
1	Managerial Economics	3
2	Marketing Management – I	3
3	Financial Accounting and Analysis	3
4	Statistics for Business	3
5	Organization Behaviour – I	1.5
6	Business Communication I	1.5
	Audit Workshop – Human Values in Business	0
	<b>Total</b>	<b>15</b>

## Trimester II

S.No.	Course Name	Credits
1	Optimization Modelling For Business Decision	3
2	Marketing Management – II	3
3	Management Accounting for Decision Making	3
4	Macroeconomics	3
5	Organization Behaviour – II	3
	Audit Workshop - Bloomberg	0
	<b>Total</b>	<b>15</b>

## Trimester III

S.No.	Course Name	Credits
1	Strategic Management	3
2	Human Resource Management	3
3	Corporate Finance	3
4	Business Communication II	3
5	Enterprise Systems in the Digital Age	3
	Audit Workshop – Block Chain	0
	<b>Total</b>	<b>15</b>

## Summer Term

S.No.	Course Name	Credits
1	Competition Law & IPR	1.5
2	Corporate Social Responsibility	1.5
3	Ethical issues in Management	1.5
4	Business Simulation	1.5
5	Operations Management	3
6	Strategic Human Resource Management	3
	<b>Total</b>	<b>12</b>

Total Credit courses - 22

Total Credits - 57

Total Non credit workshops - 3

## Course Structure | Second Year

### Trimester - IV (Electives)

1	Investment and Portfolio Management	3
2	Commercial Bank Management	3
3	Futures and Options	3
4	Organisation Theory Structure and Design	3
5	Recruitment and Selection	3
6	Logistics Management	3
7	Digital Strategy for Transforming Business	3
8	Total Quality Management	3
9	Data Exploration & Visualization	3
10	Sales and Distribution Management	3
11	Consumer Behaviour	3
12	Brand Management	3
	<b>Total</b>	<b>15</b>

### Trimester - V (Electives)

1	Mergers, Acquisitions and Corporate Restructuring	3
2	Fixed Income Securities and Debt Market	3
3	Strategic Financial Management	3
4	Performance Management Systems	3
5	Change Management and Organisational Development	3
6	Supply Chain Management	3
7	Project Management	3
8	Modelling for Decision Making	3
9	Data Analytics for Business	3
10	Services Marketing	3
11	B2B Marketing	3
12	Digital Marketing	3
	<b>Total</b>	<b>15</b>

### Trimester - VI (Electives)

1	Financial Risk Management	3
2	Private Equity and Venture Finance	3
3	Diversity and Inclusion	3
4	Service Operations Management	3
5	Operations Strategy	3
6	Rural Marketing	3
7	Customer Relationship Management	3
8	Marketing Strategy	3
9	Marketing Analytics	3
10	Multivariate Data Analysis	3
	<b>Total</b>	<b>15</b>

Total Credit courses - 22

Total Credits - 57

Total Non credit workshops - 3



SVKM'S  
**NMIMS**<sup>®</sup>  
Deemed to be UNIVERSITY

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