

**SVKM's NMIMS Anil Surendra Modi School of Commerce**

**MMS Course Structure 2018 - 20**

<b>Year 1</b>	<b>Semester I</b>	<b>Year 1</b>	<b>Semester II</b>
1.1	Communication for Managers	2.1	World Class Manufacturing Strategies
1.2	Behavioral Processes in Organizations	2.2	Leadership and Organizational Change
1.3	Applied Economics for Managers	2.3	Advanced Quantitative Techniques for Business Decisions
1.4	Innovation and Design Studies	2.4	Structural Transformation of Indian Economy
1.5	Contemporary Management Practices	2.5	Strategic Brand Management (Including Luxury Brands)
1.6	Integrated Marketing Communications	2.6	Product Design and Development
1.7	Strategic Corporate Finance	2.7	Fixed Income Markets
1.8	Consumer Laws and IPR	2.8	Alternate Investment Funds
<b>Year 2</b>	<b>Semester III</b>	<b>Year 2</b>	<b>Semester IV</b>
3.1	Corporate Governance	4.1	Business and Society
3.2	Changing Business Environment - Challenges & Issues	4.2	Logistics and Supply Chain management
3.3	Digital Marketing and E-Business	4.3	Urban Retail Studies and Services Marketing
3.4	Marketing Analytics	4.4	B2B Marketing, Advertising and Media
3.5	Neuromarketing and Consumer Psychology	4.5	Marketing Strategy and Innovation
3.6	Financial Reporting and Analysis	4.6	Contemporary Fund Management
3.7	Banking, Insurance and Financial Services	4.7	Fundamental and Technical Analysis Applied to Equity Research
3.8	Valuation	4.8	Behavioral Finance, Mergers and Acquisitions
	Dissertation - Part 1		Dissertation - Part 2

**Note: Dissertation or Project Work begins in semester III after the internship and it is submitted at the end of semester IV.**