

Name of the School: SVKM's NMIMS Anil Surendra Modi School of Commerce

Proposed Program Structure of **Integrated (Bachelor of Business Administration) - (Master of Business Administration)**  
Batch **2026 - 2031**

| Semester - I |  |           |                  | Semester - II |                                       |           |                  |
|--------------|--|-----------|------------------|---------------|---------------------------------------|-----------|------------------|
| S.No.        | Course Name                            | Credits   | Nature of Course | S.No.         | Course Name                           | Credits   | Nature of Course |
| 1.1          | Financial Accounting                   | 4         | MAJ              | 2.1           | Cost Accounting                       | 2         | MAJ              |
| 1.2          | Business Mathematics with Spreadsheets | 3         | MAJ              | 2.2           | Business Statistics with Spreadsheets | 3         | MAJ              |
| 1.3          | Microeconomics                         | 3         | MIN              | 2.3           | Macroeconomics                        | 3         | MIN              |
| 1.4          | Introduction to Psychology             | 2         | OE               | 2.4           | Marketing Management                  | 3         | MAJ              |
| 1.5          | Logical and Critical Thinking          | 2         | SEC              | 2.5           | Organization Behaviour                | 2         | AEC              |
| 1.6          | Principles and Practices of Management | 2         | VSC              | 2.6           | AI and Prompt Engineering             | 2         | SEC              |
| 1.7          | Management Books Discussion            | 1         | AEC              | 2.7           | Sociology of Work                     | 2         | VEC              |
| 1.8          | Presentation and Public Speaking       | 2         | AEC              | 2.8           | Written and Analytical Writing        | 2         | AEC              |
| 1.9          | Business and Trade in Ancient India    | 1         | IKS              | 2.9           | Management Wisdom from Ancient India  | 1         | IKS              |
| 1.10         | Behavioural Skills - Workshop          | 0         | EXEX             | 2.10          | Yoga - Workshop                       | 0         | CC               |
| 1.11         | Capstone Case                          | 0         | RP /EXEX         | 2.11          | Capstone Case                         | 0         | RP /EXEX         |
| <b>Total</b> |  | <b>20</b> |                  | <b>Total</b>  |                                       | <b>20</b> |                  |

| Semester - III |                                 |           |                  | Semester - IV |                                   |           |                  |
|----------------|---------------------------------|-----------|------------------|---------------|-----------------------------------|-----------|------------------|
| S.No.          | Course Name                     | Credits   | Nature of Course | S.No.         | Course Name                       | Credits   | Nature of Course |
| 3.1            | Management Accounting           | 3         | MAJ              | 4.1           | Financial Management              | 3         | MAJ              |
| 3.2            | Consumer Behaviour              | 3         | MAJ              | 4.2           | Sales and Distribution Management | 3         | MAJ              |
| 3.3            | Human Resource Management       | 3         | MAJ              | 4.3           | Ethical Issues in Organisations   | 2         | VAC              |
| 3.4            | Research Methodology            | 4         | MAJ              | 4.4           | Business Communication            | 2         | AEC              |
| 3.5            | Operations Research             | 3         | MAJ              | 4.5           | Business Analytics                | 4         | MAJ              |
| 3.6            | Direct Tax                      | 2         | MAJ              | 4.6           | Indirect Tax                      | 2         | MAJ              |
| 3.7            | Bloomberg Lab                   | 1         | VSC              | 4.7           | Emotional Intelligence            | 1         | AEC              |
| 3.8            | Community Engagement Internship | 1         | CEP              | 4.8           | Business Law                      | 3         | MAJ              |
| 3.9            | Capstone case                   | 0         | RP /EXEX         | 4.9           | Capstone Case                     | 0         | RP /EXEX         |
| <b>Total</b>   |                                 | <b>20</b> |                  | <b>Total</b>  |                                   | <b>20</b> |                  |

| Semester - V |   |           |                  | Semester - VI |                                     |           |                  |
|--------------|---|-----------|------------------|---------------|-------------------------------------|-----------|------------------|
| S.No.        | Course Name   | Credits   | Nature of Course | S.No.         | Course Name                         | Credits   | Nature of Course |
| 5.1          | Operations and Supply Chain Management                        | 4         | MAJ              | 6.1           | Strategic Management                | 4         | MAJ              |
| 5.2          | MarkStrat Simulation/ Hubro Simulation / Operation Simulation | 3         | VSC              | 6.2           | Entrepreneurship and Business Plan  | 2         | MAJ              |
| 5.3          | Innovation and Design Thinking                                | 3         | AEC              | 6.3           | Econometrics                        | 3         | MAJ              |
| 5.4          | Financial Statement Analysis                                  | 3         | MAJ              | 6.4           | Digital Marketing                   | 3         | MAJ              |
| 5.5          | Brand Management  | 3         | MAJ              | 6.5           | Financial Markets and Institutions  | 3         | MAJ              |
| 5.6          | Multivariate Data Analysis                                    | 2         | MAJ              | 6.6           | Environment, Society and Governance | 2         | VAC              |
| 5.7          | Critical Analysis of Business News                            | 0         | CC               | 6.7           | Negotiation Skills                  | 2         | AEC              |
| 5.8          | Capstone case   | 0         | RP               | 6.8           | Family Managed Business             | 1         | MAJ              |
| 5.9          | Summer Internship   | 2         | OJT              | 6.9           | Capstone case                       | 0         | RP /EXEX         |
| <b>Total</b> |   | <b>20</b> |                  | <b>Total</b>  |                                     | <b>20</b> |                  |

| Semester - VII                 |                                       |           |                  | Semester - VIII                |  |           |                  |
|--------------------------------|---------------------------------------|-----------|------------------|--------------------------------|--|-----------|------------------|
| S.No.                          | Course Name                           | Credits   | Nature of Course | S.No.                          | Course Name                              | Credits   | Nature of Course |
| 7.1                            | Capstone Simulation                   | 3         | VSC              | 8.1                            | Capstone Simulation                      | 3         | VSC              |
| 7.2                            | Storytelling with Data                | 2         | AEC              | 8.2                            | Blockchain and Emerging Technologies     | 2         | MAJ              |
| 7.3                            | Industry Leadership Series            | 1         | AEC              | 8.3                            | Corporate Readiness Skills               | 2         | AEC              |
| 7.4                            | Workshops and Dissertation            | 1         | AEC              | 8.4                            | Boardroom Masterclass                    | 1         | AEC              |
| 7.5                            | Corporate Internship I                | 4         | OJT              | 8.5                            | Company Law                              | 3         | MAJ              |
| <b>Concentration Electives</b> |                                       |           |                  | <b>Concentration Electives</b> |  |           |                  |
| Sr. No                         | Finance                               | Credits   | Nature of Course | Sr. No                         | Finance                                  | Credits   | Nature of Course |
| 7.6                            | Financial Regulations and Markets     | 3         | MAJ              | 8.5                            | Fixed Income Markets                     | 4         | MAJ              |
| 7.7                            | Alternate Investments and Hedge funds | 4         | MAJ              | 8.6                            | Risk Management                          | 2         | MAJ              |
| 7.8                            | Options, Futures and Forwards         | 2         | MAJ              | 8.7                            | Business Valuation and Modelling         | 3         | MAJ              |
| Sr. No                         | Marketing                             | Credits   | Nature of Course | Sr. No                         | Marketing                                | Credits   | Nature of Course |
| 7.6                            | Luxury and Lifestyle Marketing        | 3         | MAJ              | 8.5                            | International Marketing                  | 3         | MAJ              |
| 7.7                            | Advertising                           | 3         | MAJ              | 8.6                            | Media Planning                           | 3         | MAJ              |
| 7.8                            | Retail Management                     | 3         | MAJ              | 8.7                            | Services Marketing                       | 3         | MAJ              |
| Sr. No                         | Operations and Data Science           | Credits   | Nature of Course | Sr. No                         | Operations and Data Science              | Credits   | Nature of Course |
| 7.6                            | Logistics and Warehousing             | 3         | MAJ              | 8.5                            | Industry 5.0                             | 3         | MAJ              |
| 7.7                            | Production Planning and Control       | 3         | MAJ              | 8.6                            | Platform Operations & Digital Ecosystems | 3         | MAJ              |
| 7.8                            | Total Quality Management              | 3         | MAJ              | 8.7                            | Agile Manufacturing                      | 3         | MAJ              |
| <b>Total Credits</b>           |                                       | <b>20</b> |                  | <b>Total Credits</b>           |  | <b>20</b> |                  |

| Semester - IX |                                      |           |                  | Semester - X |  |           |                  |
|---------------|--------------------------------------|-----------|------------------|--------------|--|-----------|------------------|
| S.No.         | Course Name                          | Credits   | Nature of Course | S.No.        | Course Name                                    | Credits   | Nature of Course |
| 9.1           | International Business               | 2         | MAJ              | 10.1         | Banking and Insurance                          | 3         | MAJ              |
| 9.2           | Management of Change                 | 2         | MAJ              | 10.2         | Corporate Governance                           | 3         | VAC              |
| 9.3           | Art Appreciation / Film and Theatre  | 1         | CC               | 10.3         | Leadership Models                              | 2         | AEC              |
| 9.4           | Corporate Internship II              | 4         | OJT              | 10.4         | Dissertation                                   | 3         | RP               |
|               |                                      |           |                  |              |  |           |                  |
|               | <b>Concentration Electives</b>       |           |                  |              | <b>Concentration Electives</b>                 |           |                  |
|               |                                      |           |                  |              |  |           |                  |
| Sr. No        | Finance                              | Credits   | Nature of Course | Sr. No       | Finance  | Credits   | Nature of Course |
| 9.5           | Financial Analytics                  | 4         | MAJ              | 10.5         | Financial Planning and Wealth Management       | 3         | MAJ              |
| 9.6           | Mergers and Acquisitions             | 3         | MAJ              | 10.6         | Financial Strategy                             | 3         | MAJ              |
| 9.7           | Portfolio Management                 | 4         | MAJ              | 10.7         | Private Equity and Venture Capital             | 3         | MAJ              |
|               |                                      |           |                  |              |  |           |                  |
| Sr. No        | Marketing                            | Credits   | Nature of Course | Sr. No       | Marketing                                      | Credits   | Nature of Course |
| 9.5           | Rural Marketing                      | 3         | MAJ              | 10.5         | B2B Marketing                                  | 3         | MAJ              |
| 9.6           | Semiotics and Symbolism in Marketing | 2         | MAJ              | 10.6         | Virtual and Augmented Reality in Marketing     | 3         | MAJ              |
| 9.6           | Pricing Strategies and Models        | 3         | MAJ              | 10.7         | Customer Experience and Relationship Marketing | 3         | MAJ              |
| 9.7           | Q-Commerce and Last Mile Delivery    | 3         | MAJ              |              |  |           |                  |
|               |                                      |           |                  |              |  |           |                  |
| Sr. No        | Operations and Data Science          | Credits   | Nature of Course | Sr. No       | Operations and Data Science                    | Credits   | Nature of Course |
| 9.5           | Game Theory                          | 3         | MAJ              | 10.5         | Product Design and Development                 | 3         | MAJ              |
| 9.6           | Sustainability in Operations         | 2         | MAJ              | 10.6         | Service Operations Management                  | 3         | MAJ              |
| 9.7           | Fintech and Platform Economy         | 3         | MAJ              | 10.7         | Strategic Application of IOT and Big data      | 3         | MAJ              |
| 9.8           | Business Process Improvement         | 3         | MAJ              |              |  |           |                  |
|               |                                      |           |                  |              |  |           |                  |
|               | <b>Total Credits</b>                 | <b>20</b> |                  |              | <b>Total Credits</b>                           | <b>20</b> |                  |

Total Program credits = 200

**Nature of Course**

| <b>Program structureBatch</b> | <b>Classification</b>       | <b>Credits</b> |
|-------------------------------|-----------------------------|----------------|
| A                             | Major                       | 126            |
| B                             | Minor                       | 6              |
| OE                            | Open Electives              | 2              |
| VSC                           | Vocational Skill Courses    | 12             |
| SEC                           | Skill Enhancement Courses   | 4              |
| AEC                           | Ability Enhancement Courses | 24             |
| IKS                           | Indian Knowledge System     | 2              |
| VEC                           | Value Education Courses     | 2              |
| OJT                           | On the Job Training         | 10             |
| FP                            | Field Project               | 0              |
| CC                            | Co-Curricular Activities    | 1              |
| RP                            | Research Project            | 3              |
| CEP                           | Community EngagementService | 1              |
| VAC                           |                             | 7              |
|                               | <b>Total</b>                | <b>200</b>     |