



SVKM's
NMIMS
Transcending Horizons



Management Program for Executives (MPE)

(Weekend 20 Months)

for middle-level executives with 3+ years of experience.



SVKM's

Narsee Monjee Institute of Management Studies

(Declared as Deemed-to-be University under Section 3 of the UGC Act, 1956)



PROGRAM ARCHITECTURE

Post Graduate Diploma in Business Management -Management Program for Executive (MPE)
: 20-month Weekend Program

Program objectives

To prepare managers who are in the process of assuming higher level responsibilities to think holistically and develop an integrated and strategic perspective on managerial challenges faced in real life. The program will equip participants with sound concepts, analytics, leadership and change management skills. After completion of the program, participants can aspire to take up general management positions and leadership roles.

The program will offer subjects for deeper study horizontally across functional areas and vertically across domains such as IT, Telecom, Retail & Entrepreneurship.

USPs of the Program

1. Exposure to Business Analytics currently considered as one of the hottest subjects in term of career opportunities.
2. The program offers opportunities to deepen participants understanding both horizontally in functional area subjects as well as vertically in some of the sunrise sectors.
3. A judicious blend of pedagogy involving interactive class sessions, case analysis and simulations and project work ensure effective absorption and application of concepts.

Curriculum – Mandatory courses

In keeping with the key objectives the subjects that will be offered are as under:

Key objective	Themes
Holistic approach & Integrated and strategic perspective	Understanding Management Business & Organization <ul style="list-style-type: none">◆ Business Strategy Formulation◆ Strategy Implementation◆ Business simulation
Sound concepts	Financial Accounting Quantitative Techniques Marketing Management (2 courses) Management Accounting Individual & Group Dynamics Microeconomics Business Environment Operations Management Financial Management IT For Managers
Business Analytics	Financial Analytics Operations Analytics Market research & Marketing Analytics
Leadership and Change Management skills	Leadership and Change Management Corporate Governance & Ethics Negotiation skills Managing growth Cross cultural issues

Delivery schedule per module

TRIM 1

Overview of Management, Business and Understanding Organizations

Micro-economics and Business Environment: Demand and Supply, Elasticity, Firm Behavior and Pricing; National Income Accounting

Financial Accounting: Understanding P & L statement and Balance Sheet

Quantitative Techniques: Probability and Distributions, Linear Programming, Regression and Decision Analysis

IT for Managers: Basics of MIS, IS Project Management and LC, IT services; IT Strategy for Business: Design and delivery models, sourcing strategies, IT Value for Business - ABR, Val IT

TRIM 2

Financial Statement Analysis, Working Capital Management and Capital Budgeting

Marketing Management I : Consumer Behavior, Segmenting, Targeting and Positioning

Operations and Services management: Process Flow, Capacity Planning and Supply Chain Management, Service Design, Delivery and Quality

Managerial Accounting: understanding costs- fixed and variable costs, concepts of marginal costing, standard costing, and Activity-Based Costing

Business Strategy Formulation

TRIM 3

Business Strategy Implementation

Marketing management II: Marketing Mix, Strategy and Integration

Strategic Finance and International Finance

Human Resource Management: Relevance of HRM, Understanding Organizational Roles, Teams, Human Resource Planning, Performance Management Systems

Project Management

TRIM 4

Negotiation Skills: Getting to a Win-Win Situation and tools for negotiations

Business Analytics

Leadership and Change Management; Managing Growth, diversity, cross-cultural issues; Ethics, Corporate Governance

Business Simulation

Project work

TRIM 5

4 Electives + Project Completion

Project

The Project Work will start from Trim 4 and will continue through Trim 5. The participants will be required to meet the faculty guide at least once in 15 days, for discussion and reporting of progress. Assessment of the project will be against pre-determined milestones and deliverables such as data collection and analysis, draft report presentation, viva-voce, and final project report.

Electives on offer

Functional areas (Horizontal)	Domain (Vertical)
Marketing Customer Relationship Management Strategic Brand Management	Retail Management
Finance Entrepreneurial Finance Financial Dimension of Corporate Restructuring	Management of IT Services
Operations Advanced Supply Chain Management Quality Management through Six Sigma	Management of Telecom Enterprises
Human Resource Management High Performance Organisation Talent Management	Entrepreneurship

A participant may choose any two courses from the 4 horizontal areas and any two courses from the 4 vertical areas. Classes will be held for electives only if a minimum of 8 participants have opted for the same. In case the number of participants opting for an elective is less than 8, Course of Independent Study (CIS) is an option subject to the discretion of the concerned faculty.

Total number of courses

In order to get the PGDBM a participant has to successfully complete 25 courses as given below

Mandatory courses		Electives / Project	
Trimester 1	5	Trimester 5	
Trimester 2	5	Horizontal	2
Trimester 3	5	Vertical	2
Trimester 4	5	Project	1

ADMINISTRATIVE PARTICULARS

Eligibility Criteria

The eligibility criteria for the MPE is as follows-

- ⊙ Graduates with consistently good academic and work record
- ⊙ Minimum three years of work experience after graduation

Selection Process

Candidates will be subject to

- ⊙ Group discussion(GD) and
- ⊙ Personal interview (PI)

Due weightage will be given to length and value-added experience.

Duration of Course

The total program duration is 20 months. The program will be conducted on all Saturdays from 9.00 am to 6.20 pm (with break for lunch / tea) and at least one Sunday per month.

Certification

Post Graduate Diploma in Business Management (Management Programme For Executives)

Application Form

Application form can be downloaded from www.nmims.edu and can be submitted, along with Rs. 1100/- payable by DD favoring 'SVKM's NMIMS University' or by Cash, at NMIMS Bangalore (Kaveri Regent Coronet, 80 Feet Road, 7th Main, 3rd Block, Koramangala, Bangalore 560034) between 10 am to 5 pm on all working days.

TESTIMONIALS

The MPE program is absolutely a must for any executive who has spent his or her time doing management in one or two areas. When we work for a while we think that we understand management as have been doing this over the years, but we forget that we have learned management only in the area where we are experienced. This program is helping me better understand how different fields of management are inter-linked and how important it is to understand all the aspects of business. The Course structure is excellent and uses lot of case studies which makes it more practical than theoretical. Thanks to NMIMS and the faculty for all efforts.

Amit Saluja - GE

The program content in general covers the management subjects very well. It definitely helps us to see the BIG picture while providing solutions to problems. The extensive use of case studies and real time problems is a very good approach. I feel that now there is notable difference in my perspectives vis-a-vis analyzing a problem. All the classroom interactions that we have had were extremely interesting. Overall I feel I took the right decision in being part of NMIMS university.

Rajashankar - Mindtree

In the MPE program in NMIMS I am learning the cause and effect relationship of different business and management concepts. Some of them I might have applied while making a professional decision without knowing the well knitted science behind it. In NMIMS I am learning how every single case has got a hidden pattern and how to analyze what can be a possible outcome. The practical approach of the curriculum and the faculties with industry experience are helping me to sharpen the way I analyze and learn how to impact business decision.

Uddepta Bandyopadhyay - Business Intelligence Tech



SVKM's

Narsee Monjee Institute of Management Studies

(Declared as Deemed-to-be University under Section 3 of the UGC Act, 1956)

11, Kaveri Regent Coronet, 80 feet Road, 7th Main, 3rd Block,
Near Raheja Residency, Koramangala, Bangalore - 560 034

Phone : 080-40855555, 40855500 ; email : bangalore@nmims.edu ; Website : www.nmimsbangalore.org

