Management Program for Executives (MPE)

20 Month Weekend Post Graduate Diploma Program for Graduates with over 3 years of work experience
PROGRAM OBJECTIVES

USPs

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

DESIGN PHILOSOPHY

The program is designed keeping in view the future roles or career paths that the participants would intend to pursue. The program has been designed keeping the following objectives in view:

❖ To enable participants think holistically and in an integrated manner
❖ To imbibbe sound concepts in all functional areas
❖ To understand the relevance and application of 'Business Analytics' in the decision-making process
❖ To impart Leadership and Change Management Skills
❖ To enable participants to get exposure through electives in horizontal functional and domain / industry verticals.

CURRICULUM - MANDATORY COURSES

<table>
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<tr>
<th>TRIM 1</th>
<th>CREDIT</th>
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<tbody>
<tr>
<td>Understanding Management</td>
<td>1.5</td>
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<tr>
<td>Business &amp; Organization</td>
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<tr>
<td>Microeconomics</td>
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<td>Quantitative Techniques</td>
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<td>Financial Accounting</td>
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<td>IT for Managers</td>
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<tr>
<td>Business Environment</td>
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<th>TRIM 2</th>
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<tbody>
<tr>
<td>Marketing Management - I</td>
<td>3.0</td>
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<tr>
<td>Operations Management</td>
<td>3.0</td>
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<tr>
<td>Financial Management</td>
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<td>Business Strategy Formulation</td>
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<td>Managerial Accounting</td>
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<th>TRIM 3</th>
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<tbody>
<tr>
<td>Marketing Management - II</td>
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<tr>
<td>Project Management</td>
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<td>People &amp; Organization Capability</td>
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<td>Business Strategy Implementation</td>
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<td>Strategic International Finance</td>
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<tr>
<td>Business Analytics</td>
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<td>Negotiation Skills</td>
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<td>Business Simulation</td>
<td>3.0</td>
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<tr>
<td>Corporate Governance &amp; Business Laws</td>
<td>3.0</td>
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<tr>
<td>Leadership &amp; Change Management</td>
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PROJECT - INDUSTRY ANALYSIS  (CREDIT : 6.0)

The Project Work will start from Trim 3 and will continue through Trim 5. Participants will be divided in groups of 2 to 3. Each group will take up one industry with few firms for analysis. 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.
A participant is required to choose any four from the following seven elective groups. Each of the groups will be of 3.0 credits.

**Marketing**
- Customer Relationship Management
- Strategic Brand Management

**Operations**
- Advanced Supply Chain Management
- Six Sigma

**Finance**
- Financial Dimension of Corporate Restructuring
- Entrepreneurial Finance

**Human Resources**
- High Performance Organisation (HPO)
- Talent Management

**Management of IT Services**

**Retail Management**

**Entrepreneurship**

**TOTAL NUMBER OF COURSES AND DURATION**

The participant would have to successfully complete the 25 courses and the Project work to receive the Post Graduate Diploma in Business Management (PGDBM). The on-campus course work is over 750 hours plus about 150 hours of project work. Participants are expected to put in equivalent time in preparation, assignments etc.

**FACULTY**

A pool of faculty comprising of Full-time, Adjunct and Visiting Professors handle the various courses. Faculty selected have excellent Academic credentials being graduates from IITs, IIMs, Ivy League Schools in USA etc. The faculty team in Bangalore has a rich blend of industry and academic experience, 80% of full time faculty have a PhD.

Individual faculty members are proficient in Finance, Operations, Marketing, IT, Quantitative Techniques, Economics, HR and Strategy. Their corporate experience covers diverse sectors ranging from Metals and Engineering to Retail and Consulting. The faculty team is actively involved in creating intellectual capital and have published papers in reputed international journals and presented papers in International Conferences as well as written cases to facilitate teaching.

**ADMISSION & ADMINISTRATIVE INFORMATION**

**Eligibility Criteria**

The eligibility criteria for the MPE is as follows-

- Graduates with consistently good academic record - Minimum 50% in graduation.
- Minimum three years of work experience after graduation

**Selection Process**

Candidates will have to go through

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

Due weightage will be given to length and quality of experience.

**Duration of Program**

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.

**Application Form**

Application form can be downloaded from www.nnims.edu and can be submitted, along with Rs. 1100/- payable by DD favoring ‘SVKM's NMIMS University’ or by Cash, at NMIMS Bangalore, 80 Feet Road, 7th Main, 3rd Block, Koramangala, Bangalore - 560 034 between 10 A.M. to 5 P. M. on all working days (Monday to Saturday).

**Certification**

Post Graduate Diploma in Business Management (Management Programme For Executives)
I signed up for the MPE programme with the intent of getting an overall understanding of how a business works. I got that and a lot more!! The faculty, facilities & curriculum of the MPE programme are tailor-made for working executives. The learning which comes from the class itself is hugely relevant & useful. I am now able to do my job in a better manner & am looking at other internal job opportunities in different domains. My confidence levels in speaking about strategic issues in a large forum has improved significantly. In addition to all of this it was a fun filled 20 months! Thank you NMIMS!!!

- Rajesh Rajan, Vodafone

MPE program gave me good insights into business management and helped me see the bigger picture of my career by giving more opportunity in business. It helped me understand the various aspects of a business and its assorted functions and will hopefully help me in my career.

- Abhishek Sarkar, Target Corporation

MPE Program is great for getting deeper knowledge into various domains (e.g. Marketing, Strategy) and overall working of an organization. The opportunity to network with people from other industries and the clarification of your perspective.

- Prabham Kini, Volvo India

Once I made a conscious decision to join MPE at NMIMS from day one the professors and the Management has supported us and made a very collaborative culture to learn Management concepts. This curriculum has helped me to crack the role which I always wanted and also the management has guided to realise my ambition. I will recommend this Program to all.

- Mayank Jain, Samsung India Electronics

MPE program at NMIMS is a very well designed, structured & suited for working executives. The best part is the interaction with highly experienced classmates from various industries sharing their perspective. The program is designed to take care of current industry trends and requirements. It was a great learning experience and added value to my career moreover it gave me another chance to enjoy college life.

- Nickson Dicson, Microsoft

Excellent Program to learn management fundamentals, relate to you and your organization and thereby become a true management professional. The experience brought into class by your own fellow students from various industries was a revelation.

- Sai Babu E V S, Wipro Technologies

I would say it was one of the best decisions to join the MPE program at NMIMS. NMIMS lived up to its expectation of delivering quality education. It was a great learning experience at NMIMS, you get to learn not only from the faculty but also from your batch-mates. The case study based approach helped me to grasp the fundamental concepts of the program is also apt for aspiring Entrepreneurs.

- Chinmoy Nanda, Hewlett-Packard

It's a comprehensive and well designed program. The major highlight of the program is the spectrum be it branding, marketing, retail, operations research, Negotiation skills, Finance and much more. Since being in this Program. Its more of an awareness of all concepts that the industry uses and that is really helpful. This Program empowers you to understand what one is talking about events, take informed decisions as you have a basic knowledge.

- Venkatraman Jayasankar, TCS