Bharatiya Vidya Bhavan's
SPJIMR

SPJIMR
Post Graduate Programme in Family Managed Business
Course Architecture

PHASE I C1-C5

S. No.	Course	Credits
1	Understanding the Business Environment I	1
2	Acquiring & Managing Customers	1.5
3	Introduction to Finance	1.5
4	Interpersonal Skills for Business Leaders -I	1
5	Spreadsheet for Decision Making	1
6	Managing Self	1
7	Managing Teams	0.5
8	Family Dynamics-I	1
9	Leadership Lab	2
10	Business & Society (Conducted across phases)	0
11	Leveraging IT for Business	0.5
12	Business Improvement Project (Conducted across phases)	0
TOTAL CREDITS		**11**

PHASE II C6-C10

S.No.	Course	Credits
1	Managing Sales Force and Reseller Network	0.5
2	B2B Sales	0.5
3	Financial Management	1.5
4	Cost Management	0.5
5	Harnessing Human Resources in FMBs	0.5
6	Competitive Strategy	1.5
7	Business Improvement Project (conducted across phases)	4
8	Interpersonal Skills for Business Leaders II	0.5
9	Strategic Negotiation	1
10	Family Dynamics-II	1
11	Leadership in Action	0.5
12	Business & Society (Conducted over phases)	1
13	Elective -Minor (Incl visit)	
	Manufacturing	1.5
	Service	1.5
	Retail	1.5
	Real Estate & Infrastructure	1.5
14	Understanding the Business Environment II	0.5
TOTAL CREDITS		**15**

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PHASE III C11-C14

S. No.	COMPULSORY COURSES (3+5)	Credits
1	Legal Aspects of Business	0.5
2	Digital in Business	0.5
3	Brand Management	0.5
4	Business and Role Plan (including B-Plan mentoring)	5
5	Organizational Development & Change	0.5
6	Family Dynamics-III	0.5
7	Financial Planning & Wealth Management	0.5
	GENERAL ELECTIVES (2 Credits)	**2**
8	International Business	1
9	Private Equity & Venture Capital	1
10	International Finance	0.5
11	Taxation	0.5
12	E-commerce	0.5
13	Doing business in emerging economies	0.5
14	Behavioural Decision Theory	0.5
	CUSTOM ELECTIVE (4 Credits including 12 sessions of DIV)	4
15	Manufacturing	4
16	Service	4
17	Retail	4
18	Real Estate & Infrastructure	4
TOTAL CREDITS		14