



# ISME

## THREE YEAR UNDERGRADUATE PROGRAM IN BUSINESS MANAGEMENT & ENTREPRENEURSHIP (BME)



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## YEAR 1

### CORE SUBJECTS

- Principles of Management
  - Introduction to Marketing
  - Principles of Finance
  - Foundations of Entrepreneurship
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- Business Ethics
  - Marketing Management
  - Business Finance
  - Technology & Entrepreneurship

### ACADEMIC STUDIOS

- Portfolio Management
- 360° Communication
- Design Thinking
- Startup Incubation
- Research Methods
- Culture and Contemporary Issues
- School Social Responsibility

## YEAR 2

### CORE SUBJECTS

- Organisational Behaviour
  - Marketing Strategy and Consumer Behaviour
  - Operational Finance - I
  - MVP Management
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- Business Strategy
  - Competitive Marketing and Consumer Insights
  - Operational Finance - II
  - Enterprise Beyond Profit

### ACADEMIC STUDIOS

- Entrepreneurial Foundry
- Data Analytics
- MS Excel
- Design Thinking
- School Social Responsibility
- Research Methods
- Liberal Arts

## DICE ELECTIVES

Interdisciplinary electives in the field of Design, Innovation, Creativity and Entrepreneurship including:

- Fun With Research
- Business Model Innovation
- Creating Magic with Events
- Strategy Through Gaming
- The Art of Selling
- Swimming with Sharks
- Taleweavers
- Science Fiction
- Introduction to Calligraphy and Typography
- Bakes and Bites
- Building Strength and Confidence through Dance
- Reimagining Cars of the Future
- Fundamentals of Financial Markets
- Game Theory | Introduction to Business Strategy

## GOING BEYOND THE CURRICULUM

- Work - Readiness Program
- Rural Immersion
- 2+1 Study Abroad Pathways
- Global Immersions
- Student Led Organisations

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School Social Responsibility



Global Immersion to USA



Work Readiness Program



Rural Immersion

## YEAR 3

### CORE SUBJECTS

(Compulsory)

- Financial Management
- Business Economics

### ANCILLARY GROUP

- Market Research
- Export Marketing
- Direct and Indirect Taxation

### MAJOR GROUP

MAJOR Group will include ANY ONE Specialisation

#### FINANCE

Corporate Finance | International Finance | Investment Analysis & Portfolio Management | Corporate Valuation

#### MARKETING

Customer Experience Management | Retail Marketing | Intercultural Marketing  
Marketing in a Digital World

#### ECONOMICS

Economics in Action | Economic Analysis & Public Policy | Applied Statistics for Business  
International Economics

#### MANAGEMENT

International Business | Family Managed Business | Supply Chain Management  
Project Management

#### ENTREPRENEURSHIP

Game Theory for Entrepreneurs | Blockchain and Startups | Art and Science of  
Negotiation | Startup Product Management

### MINOR GROUP

ONE paper from the MAJOR Group which you have NOT opted for  
OR  
ONE paper on online digital learning platform

**EXPERIENTIAL LEARNING: Practicum - CAPSTONE Projects**



# STUDY ABROAD OPPORTUNITIES

STUDY TWO YEARS AT ISME AND THE FINAL YEAR AT A UNIVERSITY ABROAD



## BA (Hons) - International Business Management

The benefits of this program include Membership of the York St John University Alumni Network, becoming a Student Ambassador at the University and opportunity to pursue an Internship.



## BA (Hons) - International Business and Management



## BSc (Hons) in Business & Management

Fully integrated undergraduate studies focusing on regional and global business environment. Students gain a global exposure studying subjects such as Business, Strategic Management, Creativity and Innovation



## LSE General Course

One Year of fully integrated undergraduate study with an option to choose from more than 300 courses from the General Course at LSE.

# GLOBAL IMMERSION



BATCH OF 2020 AT LSE

### Academic Visits:

- Kings College London
- LSE
- Imperial College London
- University of Bath
- London Business School
- Oxford Said Business School
- Oxford Brookes University
- Regents Business School

### Experiential Visits:

- BMW - Mini Cooper Plant
- Tech City Silicon Roundabout

### Academic Visits:

- Harvard Business School
- Columbia University
- Pace University
- MIT Media Labs
- NJCU
- New York Film Academy



BATCH OF 2019 AT HARVARD BUSINESS SCHOOL

### Academic & Cultural Immersions:

- NY Financial District
- UN Headquarters
- Google Office
- Bloomberg office
- Red Fuse



BATCH OF 2020 AT RIT DUBAI

### Academic Visits:

- Session on Smart Cities
- Pitch to Project Company CEO
- Intel's Ignition Lab
- Dubai Technology Entrepreneurship Centre
- Session on Dubai's Entrepreneurial Landscape
- Session with Dubai Entrepreneurs
- Startup CEO Session
- US Incubator '1776'

### Cultural Immersions:

- Edu Gaming session
- Visit to Dubai Govt. Youth Hub
- Visit the WETEX 2017
- Happiness Talk at RIT

## VISITING INTERNATIONAL FACULTY



**Dr. Zubin Sethna**  
Associate Professor



**Viren Lal**  
Executive Educator



**Dr. Ravi Vaidyanathan**  
Senior Lecturer  
Biomechanics



**Dr. Malcolm Kirkup**  
Dean  
Westminster Business School



**Prof. Anindya Ghose**  
Director Masters of Business  
Analytics Program

Instructors and guest lecturers include distinguished professors and corporate leaders whose business experience and research set the global standard in multiple industries. Our visiting professors include subject matter experts from universities such as Babson College, NYU Stern, University of East London, and Rutgers University.

## CORPORATE VISITORS



**Deepak Parekh**  
Chairman HDFC Ltd.



**N Chandrasekharan**  
Chairman Tata Sons Ltd.



**Ronnie Screwvala**  
Serial Entrepreneur & Former Head UTV



**Arun Kumar**  
Chairman & CEO KPMG India

ISME has tie-ups with over 300 leading corporations for Live Consultation Projects, Industry Engagements, Boardrooms to Classrooms Programs, Observerships and much more. Recent participants in the Corporate Connect program include Eureka Forbes, KPMG, Clariant, Deloitte, PwC, Everstone Capital, Morgan Stanley, Colgate and Microsoft Ventures.

## SCHOOL SOCIAL RESPONSIBILITY



**Advocacy of clean and healthy drinking water in urban slum**



**Road to Safety**














**Anti - Tobacco Campaign**



**Teaching STEM in Municipal Schools**

# STUDENT STARTUPS



				
<b>Transcend Inclusive Workplaces</b>	<b>Plateful Health &amp; Wellbeing</b>	<b>Alpha Urbane Project Leadership Development</b>	<b>Kneff Fashion Technology</b>	<b>Wedding Boosters Adtech</b>
				
<b>Toro Churro Food &amp; Beverage</b>	<b>Trill Sharing Economy</b>	<b>Itour Travel Technology</b>	<b>MEZ Tourism</b>	<b>CryptoUnified BlockChain</b>
				<b>The Pabulum Food &amp; Beverage</b>

# INTERNSHIPS WITH MARQUEE COMPANIES

**ISME - SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP**  
(Not Affiliated to University of Mumbai)

ISME Tower, 4th Floor One Indiabulls Centre Lower Parel, Mumbai - 400013

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