

EMBA **ELECTIVES**

The S P Jain MBA (Executive) in-depth learning also offers electives in diverse subjects. Depending on professional aspirations, one can have in-depth learning in any one of the fields - Marketing, Finance or Operations for a well-rounded and strategic understanding of business.

Choosing the right emphasis can influence one's career growth in the future. These electives have been designed keeping in mind requirements of each focus area. Rich in content and quality, these cutting-edge electives are ideal for executives desirous of gaining an edge in today's competitive economy.

FINANCE

FINANCIAL MARKETS

This subject facilitates the participants to gain insights into the structure, operation and regulation governing global financial systems. Participants are exposed to the basic macroeconomic environment of various financial markets comprising equity, bond, mortgage, currencies and the banking system. Finally, the subject critically examines the profound influence of governmental intervention on financial markets and its impact on overall development.

PORTFOLIO MANAGEMENT

The subject enables participants to appreciate key portfolio theories and their application in securities analysis and management of portfolios. The course covers concepts namely; risk diversification, Asset Pricing Models, mean-variance analysis, market efficiency hypothesis, portfolio optimisation. The course also aims at making participants learn the application of techniques of performance evaluation of portfolios.

PROJECT FINANCE

Project finance makes use of finance structuring and risk mitigation to fund capital-intensive projects. The purpose of the course is to expose participants to the fundamentals of projects comprising of contractual agreements, technology, sponsors, risk identification and mitigation, sources of capital, financial structuring, the use of financial modelling, SPV and JV structure in an organisation.

CORPORATE VALUATION

This subject exposes participants to forecast performance and calculation for the intrinsic value of business using various assumptions and tools. The participants will be able to use and adopt core valuation methods, including DCF, Multiples, APV and Capital CF in their business. The subject will facilitate participants to conduct business research and apply business analysis knowledge.

EMBA **ELECTIVES**

MARKETING

STRATEGIC BRAND MANAGEMENT

This subject explores the concept of brand equity and how it is built, measured and managed. It gives insights about the financial aspect of branding global branding and brand extensions. Students will explore strengths and weaknesses of brands and the important decisions in the process of developing a brand strategy.

SALES AND CHANNEL MANAGEMENT

This subject emphasises the importance of sales management efforts in achieving volume and profitability targets through sales people and distribution channels. It explores the sales force design for enhanced employee productivity, helping participants to understand the role of logistics in the firm, channel designs, channel relationships and channel conflicts.

DIGITAL MARKETING

This subject looks at integrating new age media channels in the marketing mix for expanding market segments. The digital age brings with it an increased reach through the Internet, social media networking and immediate pro-active and reactive strategies. Participants will gain insights into frameworks of digital marketing assisting them in developing an effective digital marketing strategy.

MARKETING AUDIT & EVALUATION

This module covers the process for measuring, evaluating, enhancing and monitoring the performance of marketing activities. It also includes the aspects of preparing a marketing audit of an organisation, systematic assessment of a company's marketing operations and the environment in which it operates.

OPERATIONS

SUPPLY CHAIN MANAGEMENT

This subject explores the concept of brand equity and how it is built, measured and managed. It gives insights about the financial aspect of branding global branding and brand extensions. Students will explore strengths and weaknesses of brands and the important decisions in the process of developing a brand strategy.

QUALITY MANAGEMENT

Quality has been a buzzword associated with operations over the last few decades. But what is quality? Are there frameworks that assure quality? How important is it to organisations? How do they implement quality assurance? These are the questions that are answered in this subject. The approaches to quality that are covered include six-sigma and Total Quality Management.

PROJECT MANAGEMENT

Managing projects has become as complex as have the projects themselves. We see project environments not only in the construction/ infrastructure industry but also in the services sector. Project Management thus becomes a useful tool (or rather a tool-kit) to help conceive, plan and execute effectively on time, within resource constraints.

OPERATIONS EXCELLENCE IN MANUFACTURING

Push based systems have given way to pull based and hybrid systems with different levels of success. While "World class" and "Continuous Improvement" have had their share of the support, the world has moved on to International Supply Chain Management with better reverse logistics to handle disruptions and meet environmental goals.