

EMBA CORE COURSES

MANAGERIAL ECONOMICS (ONLINE)

The subject enables participants to understand various macroeconomic concepts and their impact on the development of an economy. The primary focus is to identify the drivers of market behaviour by estimating the demand and supply of products and services. The subject also deals with analysing the factors affecting firm behaviour in the context of perfect and imperfect competition.

MACRO ECONOMICS (ONLINE)

The subject enables participants to understand the factors affecting policy decisions by government and its effect on various economic indicators like interest rates, inflation and exchange rate. The student will be able to relate national and international events, macroeconomic policies and other issues to decision making for business success.

BUSINESS ECONOMICS

The subject enables participants to estimate customer behaviour in the context of demand and supply inputs. The subject emphasises resource allocation, cost minimisation, pricing and competition for improving the bottom line of the business. Finally, it provides a framework for analysing the impact of macroeconomic policies like monetary policy and fiscal policy on effective business decision-making.

GLOBAL IMMERSION PROJECT

This research-based project will help participants to demonstrate global intelligence by understanding the business environment in reference to a chosen industry. The project will help participants to think critically and creatively, to identify problems or research issues, define scope and set objectives. Participants will be able to analyse industry insights and complex business environments.

FINANCIAL ACCOUNTING FOR DECISION MAKING (ONLINE)

The subject focuses on the accurate recording of business transactions for better decision-making and to eradicate financial fraud and negligence. Participants are exposed to the major financial statements, such as; Profit and Loss account, Balance Sheet and Cash Flow Statements. The subject provides critical inputs to analyse the effectiveness of business operations in generating positive cash flows.

FINANCIAL STATEMENT ANALYSIS

This subject enables participants to apply theoretical knowledge to analyse companies' financial statements using various techniques such as; ratio analysis, horizontal and vertical analysis. Participants will appreciate; analyse different components of balance sheet and income statement in order to establish relationships between the cash flow and profit.

MANAGEMENT ACCOUNTING

This subject exposes participants to the optimal use of cost and other critical success factors in management planning and decision-making. The basics of strategic cost management, manufacturing cost flows, Product Life Cycle-Target Costing, Standard Costing are all covered.

CORPORATE FINANCE 1 (ONLINE)

This subject acquaints the participants with basic concepts of corporate finance. It includes conceptual understanding of various valuation techniques used for business decision-making. The participants will be exposed to time value of money, sensitivity analysis, capital budgeting techniques, optimal mix of capital investment and its impact on the value of the firm.

CORPORATE FINANCE 2

This subject derives the primary inputs from Corporate Finance 1 and deals with strategic areas like cost of Equity, Debt and Dividend Policy and the impact on stakeholders. Participants will gain deep insights into risk-return correlation governing the capital structure together with working capital and cash management challenges.

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MARKETING MANAGEMENT 1 (ONLINE)

This subject will give participants an understanding of the marketing environment, identify the customer needs, design value proposition and understanding the difference in consumer, business and service markets. The subject will explore the product development stages, pricing strategy and promotion strategy. A feature of this unit is the insights around developing an effective sales and channel plan.

MARKETING MANAGEMENT 2

This subject will allow participants to have an understanding on how to evolve a marketing strategy through segmentation, targeting and positioning and implement it by ensuring awareness, affordability, acceptability and accessibility of the offering. The unit will introduce marketing research, buyer behaviour and frameworks for building lifetime relationships with customers.

HUMAN RESOURCE MANAGEMENT (ONLINE)

This subject provides an understanding of the strategic importance of managing Human Resources (HR) within an organisation. It provides an overview of the various functions of the HR department and a range of practices employed by HR professionals around the world for building a competitive advantage.

PERSONAL EFFECTIVENESS

This subject focuses on enhancing the personal effectiveness of a participant. It builds the skills necessary for effective business communications and presentations, whether it be to an individual or a larger audience.

OPERATIONS MANAGEMENT (ONLINE)

This subject enables students to integrate resources to effectively deliver the firm's objective of creating value for its stakeholders. Participants will learn how to set the strategic direction of the company from an operations perspective. It will also help participants to learn the importance of operations strategy, which includes inventory planning, capacity planning, product and service design, facility location and layout decision, and how they improve cost leadership and operational excellence.

OPERATIONS RESEARCH

This subject focuses on operations research techniques such as optimisation modelling, linear programming, production scheduling and sensitivity testing. It provides participants the skills to use excel spread sheet and similar tools to solve business problems with analysis and interpretation of results.

BUSINESS STATISTICS (ONLINE)

This subject enables the participant to analyse real world scenarios and determine the appropriate technique to solve problems using statistical software and packages. It covers descriptive statistics, types of distribution, hypothesis testing, non-parametric methods and Bayesian statistics.

RESEARCH METHODOLOGY

This subject enables participants to appreciate the conceptual and methodological issues research and its application in real world business. Participants will learn to develop a research proposal by identifying a research problem, defining objectives and creating the research design that has to be executed.

BUSINESS STRATEGY AND SUSTAINABILITY

This subject's focus is the different tools and frameworks for formulating business strategy. This will give participants an understanding on analysing industry, competition, external and internal environments and a thorough diagnosis of current situations, setting vision, mission and objectives for the organisation. It also involves application of concepts learnt for enhancing the performance of an organisation on a sustainable basis.

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NEGOTIATION AND CONFLICT RESOLUTION MANAGEMENT

This subject will help participants understand various concepts of negotiation and conflict. Allowing students to effectively diffuse emotional situations maintain positive negotiation climates and manage the process. The unit explores the role of collaborative negotiations and communications in today's business relationships.

BUSINESS ANALYTICS

This subject exposes the participants to several data analysis and interpretation techniques required to solve business problems. The primary focus of the subject is to understand patterns in data using techniques such as; need gap analysis, correlation and other multivariate techniques, including multiple regression, factor analysis and conjoint analysis.

STRATEGIC INNOVATION

This subject deals with the role of innovation in organisational strategy, presenting insights on structured and unstructured innovation and its effect on an organisation. The subject will help participants to assess opportunities and constraints for gathering insights as well as percolating a creative thinking and innovation culture in an organisation.

COST LEADERSHIP (SIMULATION-BASED SUBJECT)

Participants will learn to interpret critical parameters that improve manufacturing performance. The multiple rounds will have the students make decisions pertaining to purchase of capacity, sequencing, lot sizing, inventory management and contract choice. Multiple scenarios with built in ambiguity will help students better understand the complexities of managing irreversible capital expenditure. Finally, participants will be able to appreciate the requirement of cost leadership and the need to build on operational excellence in a competitive simulated environment.

CUSTOMER VALUE MANAGEMENT (SIMULATION-BASED SUBJECT)

This subject will provide an understanding of how to efficiently allocate marketing resources for growing the lifetime value of customers. The concepts used in this subject will help enable participants design marketing research, interpret market intelligence reports and develop marketing initiatives for growing existing and new markets.

ENHANCING STAKEHOLDER VALUE (SIMULATION-BASED SUBJECT)

The primary focus of this subject is to provide in-depth inputs on various techniques essential to enhance shareholder value. Participants are exposed to several strategic and operational approaches in value chain enhancement through multi round simulations.

LEADING TEAMS AND ORGANISATION (SIMULATION-BASED SUBJECT)

This subject deals with theories and concepts governing group dynamics models and team processes. The sessions will cover issues relating to group identity, individual and group difference, conflict management. Participants will learn the theoretical and experimental concepts as well as the skills required for successful leadership in modern organisational settings.

INTEGRATIVE DECISION-MAKING (SIMULATION-BASED SUBJECT)

This subject is designed to enable the participants to gain cross-functional knowledge of doing business in a turbulent global business environment, to ensure sustainable growth. Topics include overview of industry, market research and internal organisation reports (Marketing, Financial, Human Resource and Operation), which are essential for long term planning and enhancing value for all stakeholders.