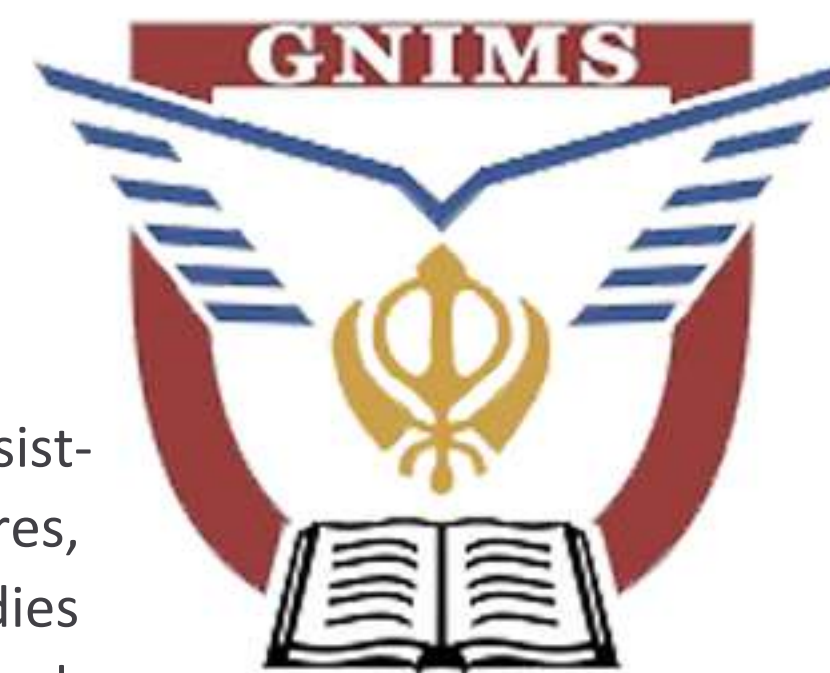


18 Months E-MBA from GNIMS



PROGRAM OVERVIEW:

Executive MBA program is redesigned with the help of a specially constituted Board of Studies consisting of experienced and seasoned industry champions. The pedagogy of the program includes lectures, workshops seminars, brain storming sessions and group discussions which foster collaborative studies with peers who come from various industries and diverse functional areas. The accent is laid on developing leadership in the lecture halls and beyond. The program gives the students an excellent opportunity to develop network. Students are offered mentoring from industry leaders.

PROGRAM CURRICULUM :

Semester I (Essentials of Management - 21 Credits)

- Financial Decision Making
- Marketing Management
- Human Resource Management
- Operations Management
- Business Statistics
- Personal Effectiveness
- Business Computing using MS-Excel

Semester II (Practice of Management - 18 Credits)

Core Subjects

- Strategy and Innovation
- Entrepreneurship
- Business Analytics

Electives

Operations

- Operations Research & Analytics
- Service Operations Management
- Business Process Management

Finance

- Derivatives & Risk Management
- Corporate Valuation
- Security Analysis & Portfolio Management

Digital Marketing

- Website Planning & Creation
- Customer Relationship Management
- Search Engine Optimization & Social Media Marketing

IT & Systems

- Customer Relationship Management
- Agile Project Management
- Business Process Management

Semester III (Functional Management - 16 Credits)

Cross Functional Core

- Start-up Management
- ***Choice based Course (international Business / Leadership / Research
- Capstone Project (4 Credits) - Compulsory

Electives

Operations

- Supply Chain Management
- Quality Management

IT & Systems

- ERP
- Digital Security

Digital Marketing

- Mobile Web Marketing
- Marketing Analytics

Finance

- Financial Modelling
- Behavioural Finance

Fees Structure

One Time Payment : 1,50,000/-

EMI Pattern.

Sem I	Sem II	Sem III
50000	50000	50000