



## **CIML BUSINESS SCHOOL**

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### **Master of Business Administration (MBA) – Detailed Syllabus**

Core Modules (Mandatory for All Students)

1. Strategic Management & Leadership

- Topics: Corporate strategy, competitive advantage, leadership theories, organizational transformation.

- Learning Outcomes:

- Apply strategic frameworks to solve complex business problems.
- Demonstrate leadership in diverse organizational contexts.

- Recommended Texts:

- Strategic Management: Concepts and Cases by Fred R. David & Forest R. David
- Leadership by Peter G. Northouse

2. Global Business Environment

- Topics: International trade, globalization, emerging markets, cross-cultural management.

- Learning Outcomes:

- Analyze global economic trends and their impact on business.

- Manage cross-cultural teams effectively.
  - Recommended Texts:
  - International Business: Competing in the Global Marketplace by Charles W.L. Hill
3. Corporate Finance & Financial Strategy
- Topics: Capital budgeting, risk management, mergers & acquisitions, valuation.
  - Learning Outcomes:
  - Evaluate investment decisions using financial models.
  - Develop strategies for corporate financial sustainability.
  - Recommended Texts:
  - Corporate Finance by Jonathan Berk & Peter DeMarzo
4. Marketing Strategy & Consumer Behavior
- Topics: Market segmentation, branding, digital marketing, customer analytics.
  - Learning Outcomes:
  - Design marketing strategies aligned with consumer insights.
  - Apply digital tools to enhance customer engagement.
  - Recommended Texts:
  - Marketing Management by Philip Kotler & Kevin Lane Keller
5. Human Resource & Organizational Leadership
- Topics: Talent management, organizational culture, performance systems.
  - Learning Outcomes:
  - Implement HR strategies that align with organizational goals.
  - Lead organizational change initiatives.
  - Recommended Texts:
  - Human Resource Management by Gary Dessler
6. Business Ethics & Corporate Governance
- Topics: Ethical decision-making, corporate responsibility, governance frameworks.

- Learning Outcomes:
- Apply ethical principles in managerial decision-making.
- Evaluate governance structures for accountability.
- Recommended Texts:
- Business Ethics: Ethical Decision Making & Cases by O.C. Ferrell, John Fraedrich, Linda Ferrell

## 7. Capstone Project / Thesis

- Applied research project addressing a real-world business challenge.
- Learning Outcomes:
- Integrate knowledge across disciplines to solve complex problems.
- Demonstrate advanced research and analytical skills.

## SPECIALIZATIONS

### Business & Corporate

#### 1. Business Management

- Topics: Organizational structures, managerial decision-making, operations management.
- Learning Outcomes:
  - Apply management principles to optimize organizational performance.
  - Demonstrate effective leadership in diverse business contexts.
- Recommended Texts:
- *Management* by Stephen P. Robbins & Mary Coulter

#### 2. Strategic Management and Leadership

- Topics: Competitive strategy, leadership in crisis, organizational transformation.
- Learning Outcomes:
  - Formulate strategies for sustainable competitive advantage.
  - Lead organizations through change and uncertainty.
- Recommended Texts:

- *Exploring Strategy* by Gerry Johnson, Richard Whittington, Kevan Scholes

### **3. Strategic & Corporate Management**

- Topics: Corporate governance, mergers & acquisitions, portfolio management.
- Learning Outcomes:
  - Evaluate corporate-level strategies for growth and diversification.
  - Assess governance structures for accountability.
- Recommended Texts:
- *Corporate Strategy* by Richard Lynch

### **4. International Business & Global Leadership**

- Topics: Globalization, international trade, cross-cultural leadership.
- Learning Outcomes:
  - Analyze global markets and international business strategies.
  - Lead multicultural teams effectively.
- Recommended Texts:
- *International Business* by Charles W.L. Hill

### **5. Project & Innovation Management**

- Topics: Project planning, innovation frameworks, agile methodologies.
- Learning Outcomes:
  - Manage complex projects using modern methodologies.
  - Foster innovation within organizations.
- Recommended Texts:
- *Project Management: A Systems Approach* by Harold Kerzner

### **6. Technology & Innovation Leadership**

- Topics: Digital transformation, disruptive innovation, IT governance.
- Learning Outcomes:
  - Lead technology-driven organizational change.

- Apply innovation strategies to gain competitive advantage.
- Recommended Texts:
- *Leading Digital* by George Westerman

## 7. Boardroom & Governance Leadership

- Topics: Corporate boards, governance frameworks, ethical leadership.
- Learning Outcomes:
  - Evaluate board structures and governance practices.
  - Apply ethical leadership in corporate decision-making.
- Recommended Texts:
- *Corporate Governance* by Kenneth A. Kim

## 8. Public Administration & Policy Leadership

- Topics: Public sector management, policy analysis, governance.
- Learning Outcomes:
  - Manage public institutions effectively.
  - Analyze and implement policy frameworks.
- Recommended Texts:
- *Public Administration: Understanding Management, Politics, and Law* by David H. Rosenbloom

## Finance & Accounting

- **Accounting** – *Financial Accounting* by Jerry J. Weygandt
- **Financial Management** – *Financial Management: Theory & Practice* by Eugene F. Brigham
- **Finance, Accounting & Risk Management** – *Risk Management and Financial Institutions* by John C. Hull
- **Banking & Financial Services Management** – *Bank Management* by Timothy W. Koch
- **Insurance & Risk Management** – *Principles of Risk Management and Insurance* by George E. Rejda

## Human Resource & People

- **Human Resource & Organizational Leadership** – *Human Resource Management* by Gary Dessler
- **Talent & Succession Planning** – *Effective Succession Planning* by William J. Rothwell
- **Community & Social Impact Leadership** – *Social Entrepreneurship* by David Bornstein
- **Women in Leadership & Gender Equity** – *Women and Leadership* by Deborah L. Rhode

## Marketing & Customer

- **Marketing, Sales & Consumer Strategy** – *Marketing Management* by Philip Kotler
- **Customer Relationship Management (CRM)** – *Customer Relationship Management: Concepts and Tools* by Francis Buttle
- **Media, Entertainment & Communication Leadership** – *Media Management* by C. Ann Hollifield
- **Fashion & Luxury Brand Management** – *Luxury Brand Management* by Michel Chevalier

## Healthcare & Hospitality

- **Healthcare Management & Hospital Administration** – *Healthcare Management* by W. Jack Duncan
- **Hospitality, Tourism & Event Leadership** – *Hospitality Management and Organisational Behaviour* by Laurie J. Mullins

## Industry-Specific

- **Oil & Gas Management** – *Oil and Gas Company Analysis* by Alope Mukherjee
- **Energy & Sustainability Management** – *Energy Management Handbook* by Wayne C. Turner
- **Mining & Natural Resource Management** – *Mining Economics and Strategy* by Ian C. Runge
- **Construction & Infrastructure Management** – *Construction Management* by Daniel W. Halpin
- **Real Estate & Property Development** – *Real Estate Development* by Mike E. Miles
- **Maritime & Port Management** – *Port Management and Operations* by Patrick Alderton

- **Aviation & Transport Management** – *Airline Operations and Management* by Gerald N. Cook
- **Pharmaceutical & Biotechnology Management** – *Pharmaceutical Management* by Arthur A. Daemmrich
- **Agribusiness & Food Industry Management** – *Agribusiness Management* by Freddie L. Barnard

#### Emerging & Specialized Leadership

- **Cybersecurity & Digital Business Leadership** – *Cybersecurity and Cyberwar* by P.W. Singer
- **Ethical & Sustainable Leadership** – *Sustainability by Design* by John R. Ehrenfeld
- **Crisis & Emergency Management** – *Crisis Management: Planning for the Inevitable* by Steven Fink
- **Environmental & Sustainability Management** – *Environmental Management* by B.W. Beavis
- **Sports Management & Recreation Leadership** – *Principles and Practice of Sport Management* by Lisa P. Masteralexis