



S P Jain  
School of Global  
Management

DUBAI • MUMBAI • SINGAPORE • SYDNEY

# POSTGRADUATE PROSPECTUS

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## GLOBAL MBA | MASTER OF GLOBAL BUSINESS

CRICOS Provider Code: 03335G  
CRICOS Course (GMBA) Code: 077571F | CRICOS Course (MGB) Code: 077572E

# S P JAIN AT A GLANCE

S P Jain School of Global Management is a leading Australian business school with campuses in Dubai, Mumbai, Singapore, and Sydney. We relentlessly strive to reimagine business education and offer innovative courses in dynamic, world-class cities. Our efforts have been recognised by highly regarded global rankings that include:

## TOP 15

### IN THE WORLD

Forbes  
Best International 1-year MBAs  
(2019-21)

## TOP 100

### IN THE WORLD

The Economist  
Full-time MBA Rankings  
(2015)

## #1

### IN DUBAI

Global Brands  
UK  
(2015)

## #4

### IN THE WORLD

Times Higher Education – Wall Street Journal  
1-Year MBA Rankings  
(2018-19)

## TOP 50

### IN THE WORLD

Poets & Quants  
Best International MBAs  
(2015)

## TOP 100

### IN THE WORLD

Financial Times  
Global MBA Programs  
(2011 & 2012)

### Our Global Campuses

**2004**

Launch of S P Jain in Dubai

**2006**

Launch of the Singapore Campus

**2012**

Launch of S P Jain in Sydney

**2015**

Launch of the Mumbai Campus



# MESSAGE FROM THE DEAN

New geopolitical forces, re-globalisation, economic volatility, digitisation, and changing customer needs are testing the nerves of those occupying corporate board rooms. Market quakes, akin to earthquakes, are causing tremors and cracks in the marketplace. In this era of turbulence, companies face a unique challenge of constantly innovating to stay profitable and customer-focused. This is where S P Jain's postgraduate programs come in.

Whether you decide to enrol in our Global MBA or Master of Global Business programs, our objective is to equip you to become a 'value-added' business manager. Our pedagogy places emphasis on global intelligence, creativity & innovation, decision-making, effective communication, team orientation and leadership. In addition, a key focus is on how to harness the power of emerging technologies to enhance your ability to create value.

Our unique programs offer a multi-city learning model, helping you immerse in three vibrant cities – Dubai, Singapore and Sydney. You will be exposed to regional business practices, interact with senior practitioners and immerse in intense industry projects. Cutting-edge learning tools such as Student Board Rooms, Case Method of Learning, and Business Simulations are at the core of your everyday experience at S P Jain. World-class faculty impart learning by fusing contemporary academic frameworks with real-world perspectives for addressing industry challenges.

If you wish to make an impact as a change-maker in the dynamic world of business, you're looking at the right institution. S P Jain School of Global Management will empower you to realise your professional goals and set yourself apart from the rest.

I look forward to welcoming you soon at one of our campuses!



**DR. BALAKRISHNA GRANDHI**

Dean – Global MBA & Master of Global Business

Professor of Marketing & Strategy

MMS, MBA & PhD (USA) and FCIM (UK)



# EMBARK ON A GLOBAL CAREER WITH OUR POSTGRADUATE PROGRAMS



As global businesses evolve, and business challenges become increasingly complex and pervasive, postgraduate education must act as the academic version of professional training – moving beyond simply acquiring knowledge to empowering you with the skills and confidence to drive decisions in a global context. Your postgraduate education is an investment in your own potential, transforming you from students and professionals to leaders and experts who bring with them holistic global perspectives to tackle challenges while maintaining business momentum.

We offer you a choice of two postgraduate courses:

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#### Global MBA

12-month full-time MBA  
Study on-campus in Singapore, Sydney and Dubai  
For graduates with 3+ years of full-time work experience

#### Master of Global Business

16-month full-time Master's (including a 4-month internship)  
Study on-campus in Singapore, Sydney and Dubai  
For candidates with an undergraduate degree

# GLOBAL MBA

CRICOS Course (GMBA) Code: 077571F

Top management positions increasingly go to global citizens – people who have lived overseas and, therefore, understand many business cultures. Get this edge with our Global MBA program, where every student lives in Asia, Australia and the Middle East – each a regional capital and a great backdrop for business education. Designed exclusively for business professionals with 3+ years of work experience, the Global MBA is an internationally recognised program with a reputation that is built on superior standards of learning engagement, research, innovation, and graduate outcomes.

Decision-making in a global context is at the heart of the Global MBA program. While the program is rooted deeply in business fundamentals, a lot of emphasis is placed on practice and application. The classroom itself transforms into a corporate boardroom and from day one, students participate in Student Board Rooms and Simulations where business case studies are examined and a tried-and-tested approach to decision-making is developed.

We believe that understanding the global business environment is key to good decision-making and as a result, our students study in Singapore, Sydney and Dubai. While the classroom is dedicated to the study of various tools of business and the development of critical thinking and decision-making skills, out-of-classroom and global immersion activities in diverse, dynamic business hubs help students understand the global nature of business and the influence of culture, traditions and technological advancements on business decisions. Apart from the knowledge gained, students learn to be adaptable, multicultural and globally agile.

## Program Architecture

To fulfil the requirements of the Global MBA program, students must complete 36 credits.

SUBJECTS	CREDITS
Core Courses	23
Specialisations	7
Applied Research Project / Industry Projects	6
<b>TOTAL</b>	<b>36</b>



## Program Overview



12-month full-time MBA



Study on-campus in  
Singapore, Sydney and Dubai



For graduates with 3+ years  
of work experience



Graduate with an  
Australian degree

## Specialisations

- Contemporary Marketing Management
- Technology Management
- Global Finance
- Global Logistics & Supply Chain Management
- Consulting Management

You can customise your MBA by:

- choosing electives across these specialisations or
- completing electives within one specialisation

A professional photograph of a young woman with long brown hair, wearing a black blazer over a white top. She is seated at a desk, looking towards the camera with a slight smile while working on a silver laptop. In the background, there's a teal chair and another person partially visible.

# COURSE LEARNING OUTCOMES

<b>Knowledge of Business, Management and Digital Literacy</b>	Be prepared with latest disciplinary and interdisciplinary business and management knowledge with support of digital and technology literacy to aid planning and control in a volatile global environment.
<b>Knowledge of Research Principles and Methods</b>	Be equipped with the principles and methods of research for the purpose of responsible investigation from an applied perspective in the field of management and business.
<b>Global Adaptability</b>	Understand business issues to acquire disciplinary and interdisciplinary skills to solve problems in the respective local, regional and global environments.
<b>Ethical Decision-Making</b>	Develop skills and judgement to make ethical decisions in complex business situations, by understanding and demonstrating the sound business principles, needs and goals of different stakeholders in diverse cultures.
<b>Critical Thinking</b>	Acquire critical thinking skills by observation, analysis, interpretation, reflection, evaluation, inference, and explanation in order to draw conclusions.
<b>Effective Communication</b>	Attain professional skills in written, verbal and nonverbal communication tailor-made to the needs of different stakeholders consistent with mindful listening, empathy, and reliability.
<b>Leadership</b>	Acquire intrapersonal and interpersonal skills and cognitive abilities to work effectively with others in diverse environments.
<b>Innovation and Entrepreneurship</b>	Develop an innovative and entrepreneurial approach to analyse problems in new ways and identify disruptive solutions to create sustainable growth and value.
<b>Application and Research Competencies</b>	Demonstrate application of learning outcomes 1-8 by planning and executing research/application-based assignments and projects within their respective areas of expertise and specialisation with a high level of personal autonomy and accountability.

# GLOBAL MBA

## CURRICULUM

### CORE SUBJECTS

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MBAG ECO 104	Business and Global Economy	1	1	Nil
MBAG QTT 105	Applied Statistics for Decision Making	1	1	Nil
MBAG MKT 116	Marketing Management	1	1	Nil
MBAG QTT 106	Research Methods	1	1	Applied Statistics for Decision Making
MBAG OPS 102	Operations Management	1	1	Nil
MBAG ACC 112	Financial Accounting for Decision Making	1	1	Nil
MBAG LSC 113	Supply Chain Management	1	1	Operations Management
MBAG MGT 102	Design Thinking	1	1	Nil
MBAG FIN 114	Corporate Finance	2	1	Financial Accounting for Decision Making
MBAG MGT 103	Business Models and Disruption	1	1	Nil
MBAG COM 102	Effective Business Communication	1	1	Nil
MBAG PRO 107	Applied Research Project	1	1	Research Methods
MBAG ACC 213	Financial Statement Analysis	1	2	Financial Accounting for Decision Making
MBAG QTT 207	Data Analytics for Insights and Decision Making	1	2	Applied Statistics for Decision Making
MBAG ITM 210	Emerging Platforms and Services for Disruption	1	2	Nil
MBAG ACC 214	Management Accounting and Control	1	2	Financial Accounting for Decision Making
MBAG HRM 201	Team Work and Leadership	1	2	Nil
MBAG PRO 208	Industry Project 1	2	2	Applied Research Project
MBAG MGT 304	Blue Ocean Strategy	1	3	Marketing Management
MBAG MGT 305	Change Management	1	3	Nil
MBAG ENT 301	Entrepreneurship for a Disruptive Launch	1	3	Business Models and Disruption and Emerging Platforms and Services
MBAG BUS 301	Business Ethics and Sustainability	1	3	Nil
MBAG ORG 302	Strategy Focused Organisation	1	3	Nil
MBAG MGT 306	Competitive Dynamics and Strategy	1	3	Nil
MBAG PRO 309	Industry Project 2	3	3	Industry Project 1
<b>TOTAL CREDITS</b>		<b>29</b>		

### ELECTIVES\*

YOU NEED TO COMPLETE 7 ELECTIVE CREDITS IN ONE OF THE FOLLOWING TWO WAYS:

1. Choose any 7 elective credits across different areas and develop a cross-functional perspective; or
2. Choose 7 elective credits within one area and gain in-depth expertise

### GLOBAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MBAG LSC 214	Transportation Management	1	2	Operations Management and Supply Chain Management
MBAG LSC 215	Technology and Digitisation of Supply Chains	1	2	Operations Management and Supply Chain Management
MBAG LSC 216	Logistics Operations	1	2	Operations Management and Supply Chain Management
MBAG LSC 217	Lean Manufacturing and Supply Chain	1	2	Operations Management and Supply Chain Management
MBAG LSC 218	Project Management	1	2	Operations Management and Supply Chain Management
MBAG LSC 319	Strategic Sourcing	1	3	Operations Management and Supply Chain Management
MBAG LSC 320	Demand Management	1	3	Operations Management and Supply Chain Management
<b>TOTAL CREDITS</b>		<b>7</b>		

## GLOBAL FINANCE

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MBAG FIN 215	Corporate Valuation **	1	2	Corporate Finance
MBAG FIN 216	International Finance	1	2	Corporate Finance
MBAG FIN 217	Equity Analysis and Portfolio Management	1	2	Corporate Finance
MBAG FIN 218	Mergers and Acquisitions	1	2	Corporate Finance
MBAG FIN 219	Financial Derivatives	1	2	Corporate Finance
MBAG FIN 320	Risk Management	1	3	Corporate Finance
MBAG FTC 301	FinTech and Technology Innovations **	1	3	Corporate Finance
<b>TOTAL CREDITS</b>		<b>7</b>		

## CONTEMPORARY MARKETING MANAGEMENT

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MBAG MKT 217	Research for Customer Insights	1	2	Research Methods and Marketing Management
MBAG MKT 218	Customer Value Management	1	2	Marketing Management
MBAG MKT 219	Brand Management and Marketing Communications	1	2	Marketing Management
MBAG MKT 220	Digital Marketing and Analytics	1	2	Marketing Management and Emerging Platforms and Services for Disruption
MBAG MKT 221	Sales and Channel Management in Digital Economy	1	2	Marketing Management
MBAG MKT 322	Retail Strategy	1	3	Marketing Management
MBAG MKT 323	Business to Business (B2B) Marketing	1	3	Marketing Management
<b>TOTAL CREDITS</b>		<b>7</b>		

## TECHNOLOGY MANAGEMENT

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MBAG ITM 211	IT Strategic Planning	1	2	Nil
MBAG ITM 212	Enterprise Innovation and Digital Transformation	1	2	IT Strategic Planning and Emerging Platforms and Services for Disruption
MBAG ITM 213	Managing Technology Projects and Outsourcing	2	2	Nil
MBAG ITM 214	E-Business Strategies	1	2	Nil
MBAG ITM 315	Technology Consulting and Advisory Practice	1	3	IT Strategic Planning
MBAG FTC 301	FinTech and Technology Innovations **	1	3	Corporate Finance
<b>TOTAL CREDITS</b>		<b>7</b>		

## CONSULTING MANAGEMENT

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MBAG FIN 215	Corporate Valuation **	1	2	Corporate Finance
MBAG CON 206	Managing Consulting Process and Client Relations	1	2	Nil
MBAG CON 207	Consulting Capabilities and Skills	1	2	Nil
MBAG CON 208	Game Theory and Decision Making	1	2	Applied Statistics for Decision Making
MBAG CON 209	Consulting for Digital Transformation	1	2	Emerging Platforms and Services for Disruption
MBAG CON 310	New Venture Consulting	1	3	Business Model and Disruptions
MBAG CON 311	Post-Merger Integration	1	3	Nil
<b>TOTAL CREDITS</b>		<b>7</b>		

\*An elective will be offered subject to a minimum of 10 students enrolling

\*\*Common Specialisation Units

To understand the Unit Learning Outcomes, please visit: [spjain.edu.au/kdnjs](http://spjain.edu.au/kdnjs)

# HOW TO JOIN

1

## ELIGIBILITY

All applicants (domestic and international) must have:

- An undergraduate degree from a recognised university or other approved tertiary institution.
- Evidence of having worked after graduation on a full-time basis in a role which has been assessed by S P Jain as relevant to the course of study for a minimum period of 3 years.

## ENGLISH LANGUAGE ENTRY REQUIREMENTS

▪ Applicants who have not completed their most recent education qualifications in English are required to take any of the following recognised formal English language tests and obtain currently valid minimum scores as below:

- IELTS score of 6.5
- TOEFL iBT score of 70
- PTE score of 60

Only test scores obtained in the last 2 years will be considered valid.

▪ International applicants (including those who have completed their most recent education qualifications in English) who are undertaking study at our Sydney campus may need to meet the English language test requirements detailed by the Australian government to obtain their student visas. For more information, please visit: <https://immi.homeaffairs.gov.au/visas/getting-a-visa/visa-listing/student-500#Eligibility>

2

## APPLICATION

The application can be submitted online at no cost.

3

## ENTRANCE TEST

Applicants must appear for GMAT, GRE, CAT (Common Admission Test - offered in India) or SPJAT (S P Jain Aptitude Test) and achieve an acceptable score as listed in the Postgraduate Admission and Selection Policy.

Candidates may apply even if they have not yet taken the aptitude test, or if their scores are pending. However, candidates will not be shortlisted for an evaluation interview until they submit their final test scores. S P Jain accepts the best score from the stated tests.

Candidates who do not meet the aptitude test score requirements may be considered for interview subject to the decision of the Director of Admission/Registrar.

4

## EVALUATION

▪ The School establishes a shortlist of potential applicants based on the following:

- Past academic performance and other achievements
- Past work experience
- English language proficiency to ensure successful participation
- Outcomes and scores of aptitude tests

All shortlisted applicants will be notified of their application status by the School in writing.

▪ As part of the final stage of applicant evaluation, all shortlisted candidates will be required to undertake:

- An Essay and Case Analysis Discussion Paper
- S P Jain "Business Creativity Test"
- A personal interview with the School's academic staff at one of the School's campuses or online. The interview is designed to assess the applicant's communication skills, analytical skills, aptitude, and subject knowledge.

Candidates are required to pay a non-refundable evaluation fee to take part in the evaluation process.

5

## RESULTS

Applicants are emailed an admission decision within 14 days after the evaluation interviews.



## SCHOLARSHIPS

We offer scholarships to meritorious students. Students receiving scholarships must maintain a required GPA and abide by the School's Code of Conduct throughout the duration of study.

To view the annual Academic Calendars with details about the term and holiday breaks, please visit: [spjain.org/kdjn](http://spjain.org/kdjn)

For more details about the admission process, please visit: [spjain.org/nhgkd](http://spjain.org/nhgkd)

To learn more about the fee and other applicable charges, please visit: [spjain.org/knsjf](http://spjain.org/knsjf)

To view our detailed Admissions Policy, please visit: [spjain.org/ijfud](http://spjain.org/ijfud)

# MASTER OF GLOBAL BUSINESS

CRICOS Course (MGB) Code: 077572E

Immerse in new cultures, step out of your comfort zone, develop cross-cultural understanding, gain real-world experience and engage some of the world's top companies with the Master of Global Business (MGB) program. The program trains students to appreciate and adapt to different business environments, cultures and markets, preparing them for a lifetime of decision-making and leadership.

Students of the program study in Singapore, Sydney and Dubai, and this multicity learning model is the most striking feature of the MGB program. Exposure to different countries, cultures and business centres makes this program, and in turn, our students truly global. In addition to the social, political, and economic benefits of studying in three countries, locating the program in major regional hubs encourages students to broaden their horizons and think innovatively.

The program structure includes 12 months of academic study followed by a mandatory 4-month internship. The internship is very important as it offers students, with very little or no experience, the opportunity to address their skills gap, supplement academic accomplishments with actual real-life experience, make meaningful contributions to companies, build strong professional contacts and explore full-time career opportunities.

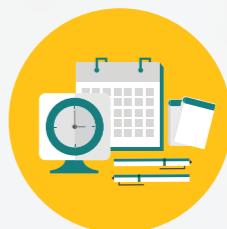
## Program Architecture

To fulfil the requirements of the MGB program, students must complete 36 credits.

SUBJECTS	CREDITS
Core Courses	22
Specialisations	9
International Business Research/Industry Projects	5
<b>TOTAL</b>	<b>36</b>



## Program Overview



16-month full-time  
Master's (including a  
4-month internship)



Study on-campus in  
Dubai, Sydney, and  
Singapore



Eligibility:  
Undergraduate  
Degree



Graduate with an  
Australian degree

## Specialisations

- Global Marketing Management
- Global Finance
- Global Logistics & Supply Chain Management
- Digital Business Management



# COURSE LEARNING OUTCOMES

<b>Knowledge of Business and Digital Literacy</b>	Be prepared with the latest disciplinary and interdisciplinary business and management knowledge with support of digital and technology literacy to aid planning and control in a volatile global environment.
<b>Knowledge of Research Principles and Methods</b>	Be equipped with the principles and methods of research for the purpose of responsible investigation from an applied perspective in the field of management and business.
<b>Global Adaptability</b>	Understand business issues to acquire disciplinary and interdisciplinary skills to solve problems in the respective local, regional and global environments.
<b>Ethics and Integrity</b>	Develop skills and judgement to make ethical decisions in complex business situations, by understanding and demonstrating the sound business principles, needs and goals of different stakeholders in diverse cultures.
<b>Problem-Solving</b>	Acquire critical thinking skills by observation, analysis, interpretation, reflection, evaluation, inference, and explanation in order to draw conclusions.
<b>Effective Communication</b>	Attain professional skills in written, verbal and nonverbal communication tailor-made to the needs of different stakeholders consistent with mindful listening, empathy, and reliability.
<b>Teamwork</b>	Acquire intrapersonal and interpersonal skills and cognitive abilities to work effectively with others in diverse environments.
<b>Creativity and Innovation</b>	Develop an innovative and entrepreneurial approach to analyse problems in new ways and identify disruptive solutions to create sustainable growth and value.

# MASTER OF GLOBAL BUSINESS

## CURRICULUM

### CORE SUBJECTS

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB ECO 104	Business and Global Economy	1	1	Nil
MGB QTT 104	Applied Statistics for Decision Making	1	1	Nil
MGB MKT 114	Global Marketing Management	1	1	Nil
MGB OPS 102	Operations Management	1	1	Nil
MGB LSC 114	Supply Chain Management	1	1	Operations Management
MGB QTT 105	Research Methods	1	1	Applied Statistics for Decision Making
MGB ACC 104	Financial Accounting	1	1	NII
MGB MGT 102	Design Thinking	1	1	Nil
MGB FIN 115	Corporate Finance	2	1	Financial Accounting
MGB COM 101	Effective Business Communication	1	1	Nil
MGB BUS 102	Global Adaptability 1	1	1	Nil
MGB PRO 107	International Business Research 1	1	1	Research Methods
MGB QTT 206	Data Analytics	1	2	Applied Statistics for Decision Making
MGB ITM 209	Emerging Platforms & Services for Disruption	1	2	Nil
MGB HRM 202	Teamwork & Leadership	1	2	Nil
MGB BUS 203	Global Adaptability 2	1	2	Nil
MGB PRO 208	International Business Research 2	1	2	Research Methods
MGB MGT 303	Blue Ocean Strategy	1	3	Global Marketing Management
MGB HRM 303	International Human Resource Management	1	3	Nil
MGB ENT 301	Entrepreneurship for a Disruptive Launch	1	3	Nil
MGB BUS 304	Business Ethics	1	3	Nil
MGB MGT 304	International Business Negotiations	1	3	Nil
MGB MGT 305	International Business Strategy	1	3	Business and Global Economy
MGB PRO 309	Industry Project	3	3	International Business Research 1 and 2
<b>TOTAL CREDITS</b>		<b>27</b>		

### SPECIALISATIONS

#### GLOBAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB LSC 215	Warehouse Management	1	2	Operations Management and Supply Chain Management
MGB ITM 211	E-Commerce Fundamentals, Technologies & Payments Models **	1	2	Nil
MGB LSC 216	Global Transportation Management	1	2	Operations Management and Supply Chain Management
MGB LSC 217	Sustainable Supply Chains	1	2	Operations Management and Supply Chain Management
MGB LSC 218	Technology & Digitisation of Supply Chains	1	2	Operations Management and Supply Chain Management
MGB LSC 219	Logistics Operations	1	2	Operations Management and Supply Chain Management
MGB LSC 220	Lean Manufacturing and Supply Chain	1	2	Operations Management and Supply Chain Management
MGB LSC 321	Demand Management	1	3	Operations Management and Supply Chain Management
MGB LSC 322	Supply Chain Simulation	1	3	Operations Management and Supply Chain Management
<b>TOTAL CREDITS</b>		<b>9</b>		

## GLOBAL FINANCE

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB ACC 205	Financial Statement Analysis	1	2	Financial Accounting
MGB FIN 216	Financial System & Markets	1	2	Corporate Finance
MGB FIN 217	Equity Analysis & Portfolio Management	1	2	Corporate Finance
MGB FIN 218	Business Valuation	1	2	Corporate Finance
MGB FIN 219	Derivatives & Structured Products	1	2	Corporate Finance
MGB FIN 220	Financial Risk Management	1	2	Corporate Finance
MGB FIN 221	Mergers and Acquisitions	1	2	Corporate Finance
MGB FTC 301	FinTech & Technology Innovations **	1	3	Nil
MGB FIN 322	Project Finance	1	3	Corporate Finance
<b>TOTAL CREDITS</b>		<b>9</b>		

## GLOBAL MARKETING MANAGEMENT

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB MKT 215	Research for Customer Insights	1	2	Research Methods and Global Marketing Management
MGB MKT 216	Omnichannel Buyer Behaviour	1	2	Global Marketing Management
MGB ITM 212	Customer Experience Design for Digital Business **	2	2	Nil
MGB MKT 217	Brand Management & Integrated Marketing Communications	1	2	Global Marketing Management
MGB MKT 218	Digital Marketing **	1	2	Global Marketing Management , Design Thinking, Data Analytics
MGB MKT 219	Customer Value Management	1	2	Global Marketing Management and Design Thinking
MGB MKT 320	Sales & Channel Management	1	3	Global Marketing Management, Supply Chain Management, Omnichannel Buyer Behaviour
MGB MKT 321	B2B Marketing	1	3	Global Marketing Management
<b>TOTAL CREDITS</b>		<b>9</b>		

## DIGITAL BUSINESS MANAGEMENT

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB ITM 210	Enterprise Digital Business Applications	1	2	Nil
MGB ITM 211	E-Commerce Fundamentals, Technologies & Payments Models *	1	2	Nil
MGB ITM 212	Customer Experience Design for Digital Business	2	2	Nil
MGB ITM 213	Managing Digital Projects	1	2	Enterprise Digital Business Applications
MGB MKT 218	Digital Marketing *	1	2	Global Marketing Management , Design Thinking, Data Analytics
MGB ITM 214	E-Business Strategies	1	2	E-Commerce Fundamentals, Technologies and Payments Models
MGB FTC 301	FinTech & Technology Innovations	1	3	Nil
MGB ITM 315	Digital Governance	1	3	Emerging Platforms & Services for Disruption, E-Commerce Fundamentals, Technologies and Payments Models
<b>TOTAL CREDITS</b>		<b>9</b>		

## MGB INTERNSHIP

MGB INT 402	Internship	Pass/Fail	4	Completion of the first three terms of the MGB course work
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Note: \*\*Common Specialisation Units

To understand the Unit Learning Outcomes, please visit: [spjain.edu.au/nsjsk](http://spjain.edu.au/nsjsk)

# HOW TO JOIN

1

## ELIGIBILITY

All applicants (domestic and international) must have an undergraduate degree from a recognised university or other approved tertiary institution.

### ENGLISH LANGUAGE ENTRY REQUIREMENTS

- Applicants who have not completed their most recent education qualifications in English are required to take any of the following recognised formal English language tests and obtain currently valid minimum scores as below:
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2

## APPLICATION

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5

## RESULTS

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## SCHOLARSHIPS

We offer scholarships to meritorious students. Students receiving scholarships must maintain a required GPA and abide by the School's Code of Conduct throughout the duration of study.

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For more details about the admission process, please visit: [spjain.org/hfjdn](http://spjain.org/hfjdn)

To learn more about the fee and other applicable charges, please visit: [spjain.org/hfgdn](http://spjain.org/hfgdn)

To view our detailed Admissions Policy, please visit: [spjain.org/ijfud](http://spjain.org/ijfud)

# GLOBAL MBA VS MGB

## A COMPARATIVE SUMMARY

GLOBAL MBA (GMBA)		MASTER OF GLOBAL BUSINESS (MGB)
FOCUS	<ul style="list-style-type: none"> <li>▪ Primary focus: Leveraging technology for disruptive innovation / entrepreneurship</li> <li>▪ Secondary focus: Global intelligence and business</li> </ul>	<ul style="list-style-type: none"> <li>▪ Primary focus: Global intelligence and business</li> <li>▪ Secondary focus: Leveraging technology for disruptive innovation / entrepreneurship</li> </ul>
STUDY MODEL	Tri-city model: Singapore – Sydney – Dubai	Tri-city model: Singapore – Sydney – Dubai
TOTAL CREDITS & NUMBER OF SPECIALISATIONS	36 credits	36 credits
SPECIALISATIONS**	<ul style="list-style-type: none"> <li>▪ Global Finance</li> <li>▪ Contemporary Marketing Management</li> <li>▪ Global Logistics &amp; Supply Chain Management</li> <li>▪ Technology Management</li> <li>▪ Consulting Management</li> </ul> <p>You can customise your MBA by: choosing electives across these specialisations or completing electives within one specialisation</p>	<ul style="list-style-type: none"> <li>▪ Global Finance</li> <li>▪ Global Marketing Management</li> <li>▪ Global Logistics &amp; Supply Chain Management</li> <li>▪ Digital Business Management</li> </ul>
WORK EXPERIENCE PRE-REQUIREMENT	3 years or above	Not applicable
OVERALL CAREER POSITIONING	Mid-management level	Entry-management level
GRADUATE SKILLS DIFFERENTIATORS	<ul style="list-style-type: none"> <li>▪ Ethical decision making</li> <li>▪ Critical thinking</li> <li>▪ Leadership</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ethics &amp; Integrity</li> <li>▪ Problem solving</li> <li>▪ Teamwork</li> </ul>
SOFT SKILLS EMPHASIS	<p>Primary focus:</p> <ul style="list-style-type: none"> <li>▪ Leadership</li> <li>▪ Critical / Strategic thinking</li> </ul>	<p>Primary focus:</p> <ul style="list-style-type: none"> <li>▪ Teamwork</li> <li>▪ Operational / Problem solving</li> </ul>
CORE MODULE DIFFERENTIATORS	<ul style="list-style-type: none"> <li>▪ Business Models &amp; Disruption</li> <li>▪ Change Management</li> <li>▪ Strategy Focussed Organisation</li> <li>▪ Competitive Dynamics &amp; Strategy</li> </ul>	<ul style="list-style-type: none"> <li>▪ Global Adaptability</li> <li>▪ International Business Negotiation</li> <li>▪ International Business Strategy</li> <li>▪ International HRM</li> </ul>
PROJECTS	<p>Three projects:</p> <ul style="list-style-type: none"> <li>▪ Term 1: Applied research project (individual)</li> <li>▪ Term 2: Specialisation specific (group based) industry project</li> <li>▪ Term 3: Cross-functional (group based) industry project</li> </ul>	<p>Two projects:</p> <ul style="list-style-type: none"> <li>▪ Terms 1 &amp; 2: International business research (individual/cross-city)</li> <li>▪ Term 3: Industry Project (group-based)</li> </ul>
INTERNSHIP	Not applicable	Four-month internship
ASSESSMENT METHODS	S P Jain uses a system of continuous student evaluation, rather than a single end-of-term final examination. To learn about our assessment methods for the GMBA program, refer to the Student Handbook.	S P Jain uses a system of continuous student evaluation, rather than a single end-of-term final examination. To learn about our assessment methods for the MGB program, refer to the Student Handbook.

\*\*Each intake may offer a few or all of these specialisations. Please visit the website for more information.

## **GRADUATE ATTRIBUTES**

- Knowledge of Business, Management and Emerging Technologies
- Research and Business Intelligence
- Problem-Solving and Decision-Making
- Creativity and Innovation
- Intercultural Competence/Communication
- Teamwork
- Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts)



# GLOBAL IMMERSION PROJECTS

The Applied / International Business Research / Industry Projects undertaken in each of the three terms of the Global MBA and MGB programs are directed towards creating a higher degree of exposure to the real corporate environment, and enhancing the employability and corporate readiness of students.

## Global MBA

### TERM 01 Applied Research Project

Students undertake a self-directed individual research project related to their area of specialisation. It intends to encourage the student to develop a good foundational understanding of how to conduct a research project. Students will identify suitable frameworks, business models and a research approach to address business challenges within the contemporary global/regional dynamic environment.

### TERMS 02 & 03 Industry Projects

Students have an opportunity to work in a stream-specific team on a real-life industry project to develop a deep understanding of the global business environment in the area of their specialisation in Term 02 and in cross-functional teams in Term 03. Under this industry interface initiative, students will be provided a business problem for which they will propose relevant recommendations. The intention of this initiative is to equip and enable students to make business decisions in an unstructured business environment, and hone their skills to think and work like a consultant.

## MGB

### TERMS 01 & 02 International Business Research

Students undertake an individual research project related to their area of specialisation. It intends to give the students a parallel experience of identifying an actual business challenge faced by an industry/organisation. Further to the identification, students are expected to apply relevant research methods/techniques learnt through their coursework and propose effective solution/recommendations in relation to the identified business problem.

### TERM 03 Industry Project

Students have an opportunity to work in a team on a real-life industry project and develop a deep understanding and insight of the global business environment in a disciplinary or inter-disciplinary setup. Students will be provided with a live business problem for which they will apply their knowledge of concepts and frameworks to propose appropriate solutions/recommendations to the corporate client.



**Here's a Sampling of Companies That Have Hosted Our Students in the Past:**

7Cs Group  
African + Eastern  
AKM Foodstuff Trading LLC  
AlphaMD Analytics  
Aramex  
Banana Me  
Bloomberg  
Camelicious  
Canon  
Cybercom MEA  
Dabur  
Danzas  
Desert Group  
DGCX  
DIAC  
Dubai Outlet Mall  
DuMedia  
Ehrhardt+Partner  
Ebryx  
EMC  
ENOC  
Finalytix  
GE  
Grand Fortune  
Gulf Petrochem  
Henkel  
Huawei Technologies  
Iconication  
iCUBE  
Inchcape Shipping Services  
Integra  
JECL  
Johnson Controls  
Jumbo Electronics  
Kanoo Group  
Kapital Boost  
Kintetsu World Express  
KN Software  
Kwality Foods  
L&T Electricals and Automation  
Landmark Group  
Lulu Group  
Makemymeal  
NAVO Inc  
Oracle  
Phillip Futures  
Protiviti Inc  
Quest Marine LLC  
Redington Group  
Richcomm Global Services  
DMCC  
Sapor International FZC  
Symphony Summit  
Tata Motors  
TruKKer  
Unilever Group  
Value3-advisory  
Vinculum Technologies

# THE S P JAIN ADVANTAGE

We don't believe in a 'one-size-fits-all' approach. That's why, as a postgraduate student at S P Jain, you will be engaged and motivated using a wide variety of teaching tools, such as our multi-city learning model that allows students to live, study and work in not one, but three global cities, or our advanced multimedia Simulation Centres that provide actual decision-making experience.

Our postgraduate classes often witness a fusion of technology, innovation and global business, resulting in an impactful and real-world learning experience. Here are some examples.



## MULTI-CITY LEARNING MODEL

Business schools until now have been operating in a single campus model with very little importance given to understanding the dynamic global business environment. Doing business across borders requires critical skills, each dependent on the location where they operate. After all, how you do business in China is different from how you do business in Australia or the United States. Western companies doing business in the East require appreciation and careful navigation of the cultural differences between the East and the West.

At S P Jain, full-time postgraduate students have the opportunity to live, study and work in three of our four international campuses in Dubai, Mumbai, Singapore and Sydney. This multi-campus experience provides unique exposure to the multinational business environments and cultures of the Middle East, Asia and the West. Each city is a regional hub, offering students many opportunities to experience diverse cultures, study international business practices, network with business executives and community leaders, conduct real-time projects, and pursue internships and full-time career opportunities. Students, in addition to the global knowledge gained, learn to be adaptable, multicultural and globally relevant to companies of the 21st century.



## STUDENT BOARDROOMS

SBRs, as they are commonly known, are student teams that meet every day before every class. Using decision-making techniques that they learn in class, students are required to critically analyse their reading material and case studies and arrive at conclusions that are submitted in the form of a report. This report is a kick-off point for classroom discussion – student teams are picked by faculty to explain their findings and decision-making process to the rest of the class. Over the duration of the program, students learn to use scientific methods, logical reasoning and analysis to address organisational problems, and develop the critical thinking and decision-making skills that are readily applied on the job.



## BUSINESS SIMULATIONS

Before venturing into the real world, pilots, F1 drivers and disaster response teams use advanced simulations to learn how to respond to high-intensity situations. This learning methodology has been validated by cutting-edge research in neuroscience through the "Practice School of Excellence" – the more you practice and train on a particular aspect, the more your brain becomes prepared for any eventuality.

Today, as businesses also operate under similar conditions of high risk, complexity and unpredictability, it is important for business leaders to understand the many intricacies of the business world and prepare for them in a focused manner. At S P Jain, computer-aided business simulations are used extensively in our state-of-the-art Simulation Centres to enable postgraduate students to practice and sharpen their real world and decision-making skills in an innovative, risk-free environment.



# STUDENT LIFE & GLOBAL IMMERSION ACTIVITIES

S P Jain's postgraduate students are always encouraged to engage in a higher degree of interaction outside of their classroom with corporate centres and cultural hubs of the cities they live in – experience Arab-style dining, visit the Parliament House in Singapore, learn to use chopsticks, go for a desert safari, sail past Sydney's famous Opera House, interview CEOs and business leaders, learn a new language, visit the Stock Exchange in Sydney, slide down a desert sand dune, surf the waves of Bondi Beach, participate in international business competitions, and make deep and lasting connections with peers and faculty from all over the world.



# FACULTY

Be influenced by our community of researchers, academicians, industry experts and leaders.

Faculty forms the backbone of any educational institution. At S P Jain, we are particularly proud of our faculty's dedication to research, teaching and academic excellence. They come from all around the world, bringing with them a wealth of research and teaching experience. Their multinational backgrounds, academic strengths and social presence have helped us create a learning environment that is rich, stimulating and challenging.

## BALAKRISHNA GRANDHI

**Indian**

Professor (Marketing & Strategy) and Dean – Global MBA & Master of Global Business  
PhD in Marketing, Carlson School of Management, USA

**Area of Specialisation:**  
Marketing

## BHANU RANJAN

**Singaporean**

Associate Professor – Communications and Assistant Dean – Executive MBA (Singapore)

**Areas of Specialisation:**  
Communication & Leadership

## PREMAN CHANDRANATHAN

**Singaporean**

Assistant Professor and Deputy Director – Global MBA and Master of Global Business  
PhD in Leadership and Management, University of Lancaster, England

**Areas of Specialisation:**  
Leadership and Management Management

## BOMAN MORADIAN

**Indian**

Adjunct Faculty  
Master of Management Studies in Operations, Jamnalal Bajaj Institute of Management Studies, India

**Areas of Specialisation:**  
Logistics & Supply Chain Management

## JOHANNES DE KLERKE

**South African**

Adjunct Faculty  
DBA in International Psychology,  
Swiss Management University, Switzerland

**Areas of Specialisation:**  
Economics, Marketing & Strategy

## CHRISTOPHER ABRAHAM

**Indian**

Professor and Head of Campus (Dubai)  
PhD, Business Administration, UK

**Areas of Specialisation:**  
HR & Organisation Behavior



**C J MEADOWS**

**American**  
Professor, Director – i2e Innovations & Insight Centre  
Doctorate in Business Administration (International Management & IT), Harvard Business School, USA

**Area of Specialisation:** Consulting

## MARKO SELAKOVIC

**Serbian**

Head – Student Recruitment & Faculty  
Doctor of Business Administration in Communication,  
S P Jain School of Global Management

**Areas of Specialisation:** Marketing Business

## HAICO HEBBERS

**Nederlandse**

Adjunct Faculty  
PhD, Nyenrode Business University, The Netherlands

**Areas of Specialisation:** Economics & International Business



**NICOLAS HAMELIN**

**French**  
Associate Professor - Marketing and Director - Neuroscience Lab  
PhD (DPhil) in Physics, Sussex University, United Kingdom

**Area of Specialisation:** Marketing

## KARIPPUR NANDA KUMAR

**Singaporean**

Professor  
PhD in Computing, Indian Institute of Technology, India

**Area of Specialisation:** Information Technology

## PIETER NAGEL

**Australian**

Adjunct Faculty  
Philosophiae Doctor (Mathematical Statistics), University of the Free State, South Africa

**Areas of Specialisation:** Logistics & Supply Chain Management



## JOHN LODEWIJKS

**Australian**  
 Professor - Economics and Vice President - Academic  
 PhD in Economics, Duke University, USA  
**Area of Specialisation:** Economics

## NAWAZISH MIRZA

**Pakistani**  
 Associate Professor – Finance, Area Head – Finance  
 PhD in Financial Markets, University of Paris Dauphine, France

**Areas of Specialisation:** Accounting & Finance

## KUMAIL RIZVI

**Pakistani**  
 Adjunct Faculty  
 PhD in Financial Economics, University of Paris 1 (Pantheon Sorbonne), France

**Areas of Specialisations:**  
 Finance & Accounting

## ARUMUGAM SEETHARAMAN

**Indian**  
 Professor & Dean – Research  
 PhD in Accounting & Finance, University of Madras, India  
**Areas of Specialisation:** Accounting & Finance

## ALAN PILKINGTON

**BRITISH**  
 Adjunct Faculty  
 PhD, University of Aston, UK

**Areas of Specialisation:** Logistics, Supply Chain & Operations

## THEODORE TOLIAS

**Canadian**  
 Adjunct Faculty  
 MA Economics, University of Toronto, Canada

**Areas of Specialisation:**  
 Economics & International Business

## RICHARD COLLER

**Australian**  
 Assistant Professor – General Management  
 Master of Business Administration, Australian Institute of Business, Australia

**Areas of Specialisation:** Marketing & Strategy

## KOK WAH FRANKIE

**Canadian**  
 Adjunct Faculty  
 Master of Business Administration, University of Birmingham, UK

**Areas of Specialisations:**  
 Marketing & Strategy, Innovation, Decision Making, Leadership



## VEENA JADHAV

**Indian**  
 Associate Professor - Leadership & HRM and Assistant Dean – Global MBA & Master of Global Business  
 Doctor of Philosophy, University of Canberra, Australia

**Area of Specialisation:** Human Resource Management

## NADA SAYARH

**Moroccan**  
 Assistant Dean - Executive MBA & Associate Professor - Marketing, MBA, Binghamton University, USA

**Area of Specialisation:** Marketing Management

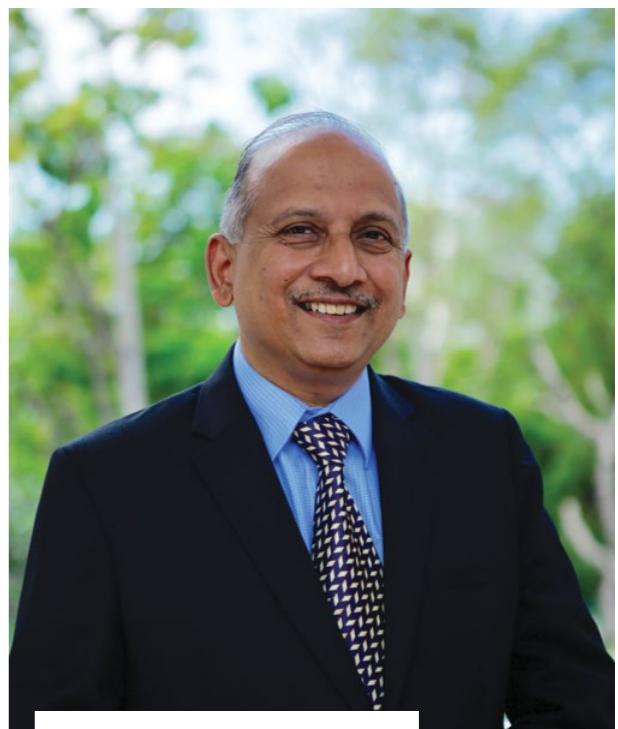
## SMITHA SARMA RANGANATHAN

**Indian**  
 Assistant Professor  
 PhD in Management, Jain University, India  
**Area of Specialisation:** Marketing

## TARUN PASRICHA

**Indian**  
 Associate Professor - Marketing & Strategy, and Assistant Dean.- Undergraduate Programs  
 PhD in Management, Indore University, India

**Area of Specialisation:** Marketing



## RAJIV ASERKAR

**Indian**  
 Professor – Logistics & SCM, Director – DAMCO Int' Graduate Program, Area Head – Logistics and Supply Chain Management  
 PhD in Economics, Devi Ahilya University, India

**Areas of Specialisation:**  
 Logistics, Supply Chain & Operations

**MOUTAZ HADDARA****Egyptian**Adjunct Faculty  
PhD, University of Agder, Norway**Area of Specialisation:** IT/E-business**DANIEL BIRO****Israeli**Adjunct Faculty  
Master of Business Administration,  
Tel-Aviv University, Israel**Area of Specialisation:** Marketing**DHRUPAD MATHUR****Indian**Associate Professor – IT Management, Deputy Director –  
Faculty Management  
PhD in Management: The Challenges of e-Business,  
Jai Narain Vyas University, India**Area of Specialisation:** Information Technology**WANDRILLE GAULTIER****French**Adjunct Faculty  
Master's in Financial Engineering, Bordeaux Business  
School (KEDGE), France**Area of Specialisation:** Finance & Accounting**DEMETRIS VRONTIS****Cypriot**Adjunct Faculty  
PhD in Strategic Marketing-International and  
Postgraduate Certificate in Education (HE),  
Manchester Metropolitan University, UK**Area of Specialisation:** Marketing**ANSHUL GUPTA****Indian**Assistant Professor – Data Science, Area Head –  
Information Technology  
Master of Technology in IT, School of Information  
Technology (UTD), Rajiv Gandhi Technical University,  
India**Area of Specialisation:** IT**TRISTAN CHONG****Malaysian**Associate Professor and Area Head of Marketing  
PhD in Marketing, University of Bolton, UK**Area of Specialisation:** Marketing**RENZO ATILIO BRAVO-OLAVARRÍA****Chilean**Adjunct Faculty  
Doctor of Philosophy, Queensland University of  
Technology (QUT), Australia**Area of Specialisation:** Marketing**SEYED MEHDI ZAHRAEI****Singaporean**Adjunct Faculty  
PhD in Logistics and Supply Chain Management,  
Nanyang Technological University, Singapore**Area of Specialisation:** Logistics & Operations**OMAR AZIZ****Pakistani**Adjunct Faculty  
PhD in Finance, University of Western Sydney, Australia**Area of Specialisation:** Finance**HICHAM KABBAGE****Moroccan**Adjunct Faculty  
Master in Strategic Marketing,  
University of Wollongong, UAE & Australia**Area of Specialisation:** Marketing**BOUCHRA HADER****French**Assistant Professor - Marketing  
MBA in Finance (Specialisation in Financial Markets),  
University of Paris Dauphine, France**Area of Specialisation:** Marketing**WINNIE WONG****Canadian**Adjunct Faculty  
Master of Business Administration, INSEAD,  
France & Singapore**Areas of Specialisation:** Marketing, Innovation,  
Decision-Making & Leadership, World Cultures &  
Communication, E-Commerce & Technology**ARINDAM BANERJEE****Indian**Associate Professor and Assistant Dean – Global MBA & Master of  
Global Business  
Doctor of Education, UK**Areas of Specialisation:** Accounting & Finance

# CAREER SERVICES

As a postgraduate student at S P Jain, you will benefit from the wide range of placement services and career readiness programs we provide. Whether you are looking to join a new organisation, explore a new career trajectory or start your own business, our Career Advancement Services and a powerful network of corporate contacts will help you leverage your experience and develop your potential as a world-class business leader.

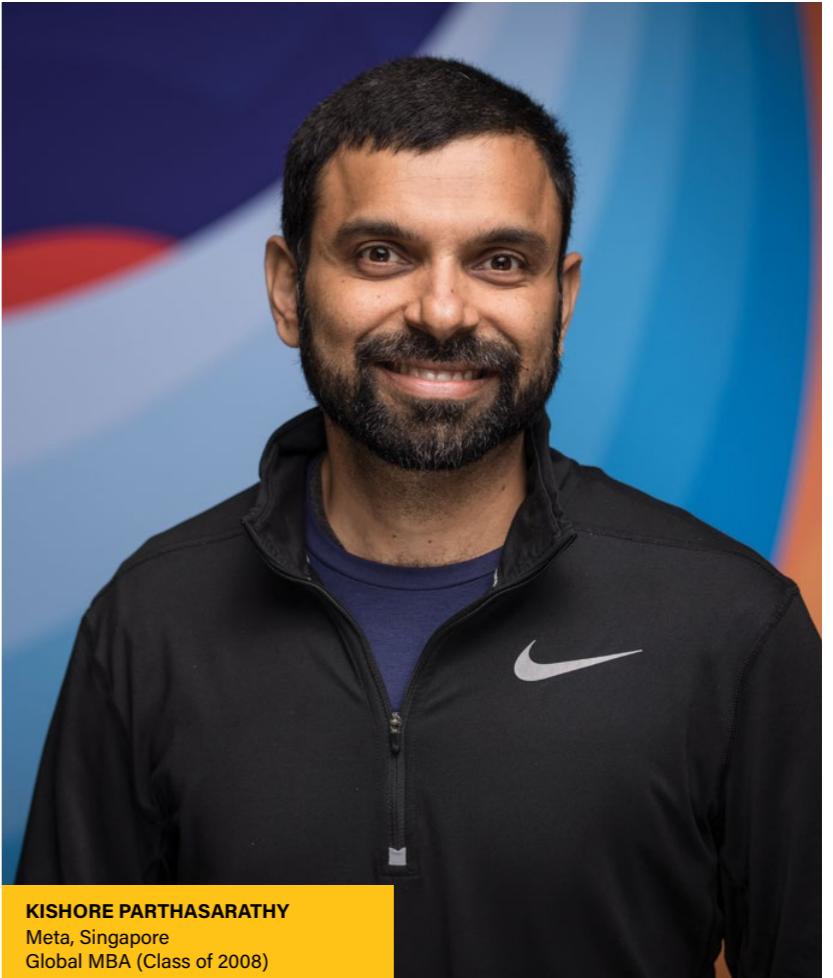
## PROFESSIONAL READINESS PROGRAM

We take great pride in ensuring that each student gets a good job at the end of their postgraduate program and is well placed for a successful career. Our Professional Readiness Program, or PRP, prepares students for this comprehensively. Our work with students as part of the PRP program involves pairing them with their individual career objectives, work experience, educational background and more importantly, positioning them for growth in their careers. PRP also covers leadership and communication training, professional presentation, voice and body language, and how students present themselves in a job interview. For students who wish to change their careers, PRP offers special assistance by training and educating them on their new primary industry of interest. This "soft knowledge" helps students have successful job interviews and adapt better to a new work environment.

## MULTINATIONAL CAREER SERVICES OFFICES

Our multinational Career Services Teams in Dubai, India, Singapore and Sydney play a very important role in helping students achieve their career goals. In the initial terms of the program, the teams expose students to corporate centres, business leaders and entrepreneurs through guest lectures, industry visits and projects in the three cities. In the final term of the program, the teams help students build a strong career strategy and identify suitable internships and full-time roles for them to apply to.





# ALUMNI SUCCESS

At S P Jain, we believe that our success is measured by the impact of our graduates in the business world. Today, our alumni are leading cross-cultural teams, growing family businesses, developing digital initiatives, incubating new ideas, working with local governments, participating in community initiatives, consulting at Fortune 500 companies, and travelling across the globe.

No matter what career they choose or where they decide to travel next, the global experiences they have had at S P Jain have prepared them to succeed. Here are a few examples.



# CONTACT US

## SYDNEY

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## DUBAI

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## MUMBAI

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Premier Rd, Kurla, Mumbai 400070.  
Tel: 1800 200 0827  
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[www.spjain.org](http://www.spjain.org)

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CRICOS Course (GMBA) Code: 077571F | CRICOS Course (MGB) Code: 077572E



S P Jain School of Global Management Pty. Ltd. Provider Category: Institute of Higher Education. TEQSA Provider Identification: PRV12041. CRICOS Provider Code: 03335G. Name of PEI (Private Education Institution): S P Jain School of Global Management. Committee for Private Education (CPE) is part of SkillsFuture Singapore (SSG) Registration Number of PEI: 200516544Z | Period of Registration: 09 May 2017 to 08 May 2023. Permitted by the Knowledge and Human Development Authority. The academic qualifications granted by this institution and certified by KHDA shall be recognised in the Emirate of Dubai by all public and private entities for all purposes.