

# Master of Business Administration

Liverpool Business School, UK

MBA from the UK for next-gen leaders | 18 months



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# MBA from Liverpool Business School

Welcome to the MBA program from Liverpool Business School. We are delighted to have you as an addition to our 100+ year legacy. Our MBA program aims to respond to the evidence-based need for trained senior managers by developing confident, competent, forward-thinking leaders who can balance strategic thinking with excellent operational focus.

This is a distinctive MBA Program, which is intellectually-challenging, insightful and focused on improving practice in the workplace across all areas of management, leadership, and the functions of business. The program also offers specialisations so learners can deep dive into a functional area of their choice.

With upGrad, we promise to equip you with the perfect mix of business acumen and technical capabilities to help you achieve your career goals. I look forward to welcoming you to Liverpool Business School and the progressive learning and development experiences of our MBA.

**“With extensive experience delivering clinical business practice and high quality work-based manager and leader development programmes, Liverpool Business School is well regarded for its wide range of expertise from finance and strategy to marketing, consumer behaviour and operations management.”**



**Prof. Anthony Sturgess**

Head of MBA Programs



# About upGrad

upGrad is an online education provider that helps individuals to develop their professional potential in the most engaging learning environment. Online education is a fundamental and much needed disruption that will have a far-reaching impact. At upGrad, we are working towards transforming this online education wave into a tsunami! We are taking a full-stack approach of leveraging content, technology, marketing and services to offer quality education at scale in partnership with corporates and academics to offer a rigorous and industry relevant program.

Based on our market research and conversation with the industry, we have identified that quality professional MBA education has critical supply demand imbalance. Our vision is to design and deliver the best in class MBA Program to empower the next generation of global leaders with leadership skills, global awareness, and critical and analytical thinking for accelerated career enhancement. Through the MBA Program, upGrad in association with Liverpool will help working professionals exercise effective leadership at senior levels along with the understanding of the nature of global issues impacting them.

With upGrad, we promise to equip you with the perfect mix of business acumen and technical capabilities to help you achieve your career goals.

**Our aim is simple:  
We strive to create high-impact,  
hands-on experiences that prepare  
students for meaningful and  
productive careers.**

**Ronnie Screwvala**  
Co-founder & Executive Chairman

**upGrad**



# Program Highlights



## DUAL CREDENTIALS & ALUMNI STATUS

- Get an MBA from Liverpool Business School and an Advanced General Management certification from IMT Ghaziabad
- Get alumni status from Liverpool Business School and an associate alumni status from IMT Ghaziabad.



## SPECIALISATION MBA

- Gain a specialisation in any one of 6 domains: Marketing, Finance, Strategy & Leadership, Analytics, Supply Chain and HR
- Get access to content of other specialisations after program completion for extra learning



## PRACTICAL LEARNING AND EXPERIENCE

- Strong focus on industry applications of business frameworks and concepts taught
- Industry experts, senior management from top companies teach part of every course to impart relevant and practical knowledge and tools
- Industry projects and case studies are given throughout the program



## 1/10<sup>TH</sup> THE COST

- An online MBA would cost you 1/10th the price of any full-time MBA from a foreign university
- Save your time and money by doing an online MBA without leaving your job



## INTERNATIONAL BUSINESS EXPOSURE

The MBA curriculum covers various aspects of business through a global lens. The projects are also based on international business scenarios



## UPGRAD CAREER SUPPORT

- Get 360 degree career support including industry mentorship calls, career coaching, career portal access
- Attend offline job fairs and networking events conducted every few months in key cities

# On-Campus Immersion



## Day 1

**Arrive in London** and rest for the night at a hotel.

## Day 2

Head to the **university** for an introductory session with the **Dean** and **faculty**, followed by some ice-breaking activities and a complete campus tour.



## Day 3

Attend a special session where the **LJMU faculty** outline their current research, followed by a **problem-solving activity**.

## Day 4

Begin the day with an interesting seminar on '**Responding to Global Issues**'. Sit-in on some more lectures and seminars. End your day with a special dinner with the faculty.



## Day 5 & 6

Enjoy two whole days of **relaxation** and **leisure activities**. Go around and explore the different tourist attractions of the city!

## Day 7

**Bid adieu** with fond memories as you take your **flight back home**.



# Marketing Specialisation

## Who is this for?

- Highly driven and ambitious marketing professionals working as Marketing Managers, Experience Managers, Brand Managers, etc. across various industries and who wish to acquire expertise in areas such as Marketing Analytics, Digital Marketing, and Marketing Strategies.
- Professionals working in sales profiles and who wish to make a shift into marketing profiles.
- Non-marketing professionals working in industries such as IT/ ITES, Consulting, FMCG, Pharma, Manufacturing and Services at senior levels, and who need marketing skills and cross-functional knowledge to elevate to a CXO role.
- Professionals working in generic management fields who wish to make a shift into the marketing sector.

## Learning path



**1) Introduction to Management Basics**



**6) Practical Learning:**  
Case studies and simulations from Harvard Business Publishing



**2) Building sales and marketing concepts - Frameworks**



**7) Mastering concepts: Brand building and marketing channels**



**3) Concept Understanding: Consumer behavior**



**8) Innovative Learning:** Live sessions by industry experts like Ankur Warikoo and Kiran Khalap



**4) Market Research**



**9) Deep dive into Marketing with specialisation coursework on Digital Marketing and Integrated Marketing Strategy**



**5) Beyond the Basics: Relationship marketing, marketing channels**



**10) Practical Application:** Thesis project

# Finance Specialisation

## Who is this for?

- Highly driven and ambitious finance professionals working as Finance Analysts, Finance Managers, Controllers, etc. across various industries and who wish to acquire expertise in areas such as Advanced Corporate Finance and Risk Management.
- Finance professionals working in the banking sector and who wish to acquire advanced knowledge and skills in areas such as Investment Banking and Commercial Banking.
- Non-finance professionals working in industries such as IT/ ITES, Consulting, Manufacturing and Services at senior levels, and who need financial skills and cross-functional knowledge to elevate to a CXO role.
- Professionals working in generic management fields who wish to make a shift to the finance sector.

## Learning path



1) Introduction to Management Basics



7) Mastering concepts:  
Risk management



2) Concept Understanding:  
Accounting and finance



8) Practical Learning:  
Case studies and simulations from  
Harvard Business Publishing



3) Ratio Analysis



9) New learnings: Stock evaluation,  
Personal finance management,  
Mergers and Acquisitions,  
Risk Management, Private Equity, Taxation



4) Working Capital Management



10) Deep dive into Finance with  
specialisation coursework on Capital Markets  
and Emerging trends in finance -Fintech



5) Project Evaluation



11) Research phase: Thesis project



6) Beyond the Basics:  
Growth strategy and economics



# Business Analytics Specialisation

## Who is this for?

- Employed professionals working in diverse business functions who wish to build a strong foundation in modern business practices using advanced analytical approach.
- Management and technology professionals looking to transition into roles that involve extensive use of analytics to make critical business decisions or recommendations, in order to deliver enhanced value to business teams and the organization.
- Professionals working in generic management fields and wish to make a shift into techno-management role.

## Learning path



1) Introduction to Management Basics



5) Practical Learning:  
Case studies and simulations from  
Harvard Business Publishing



2) Concept Understanding:  
Introduction to Analytics and  
its applications



6) Learn with Applications: Demand forecasting  
using Analytics



3) Beyond the Basics:  
EDA and sampling



7) Deep dive into Business Analytics with  
specialisation coursework on Python,  
Data Mining and Dashboarding



4) Mastering concepts:  
Hypothesis testing,  
Regression, Time Series Analysis



8) Research phase: Thesis project

# Supply Chain Specialisation

## Who is this program for?

- Highly driven and ambitious supply chain professionals working as Operational Analysts, Operations Managers, Delivery Managers, etc. across various industries and who wish to acquire expertise in areas such as Operations, Supply Chain, Logistics etc.
- Non-operations professionals working in industries such as IT/ ITES, Consulting, Manufacturing and Services at senior levels, and who need operational skills and cross-functional knowledge to elevate to a CXO role.
- Professionals working in generic management fields and wish to make a shift into the operations and supply chain domain

## Learning path

	<b>1) Introduction to Management Basics</b>		<b>7) New learnings: Logistics and distribution planning and optimisation</b>
	<b>2) Concept Understanding: Operations and supply chain</b>		<b>8) Practical Learning:</b> Case studies and simulations from Harvard Business Publishing
	<b>3) Integrated Supply Chain Management</b>		<b>9) Innovative Learning:</b> Information technology in operations and supply chain management
	<b>4) Sustainable Supply Chain Management</b>		<b>10) Deep dive into Supply Chain Management</b> with specialisation coursework on Distribution Channels and Supply Chain Analytics
	<b>5) Global supply chain management</b>		<b>11) Research phase:</b> Thesis project
	<b>6) Mastering concepts:</b> Advanced sourcing strategies		

# HR Specialisation

## Who is this for?

- Highly driven and ambitious HR professionals working as HR Managers and Directors in areas like Talent Acquisition, Employee Engagement etc. across various industries and who wish to acquire expertise in areas such as Workforce planning, Recruitment, Training and Development, Employee retention etc.
- Non-HR professionals working in industries such as IT/ ITES, Consulting, Manufacturing and Services at senior levels, and who need HR skills and cross-functional knowledge to elevate to a CXO role.
- Professionals working in generic management fields who wish to make a shift into the HR domain.

## Learning path



# Leadership Specialisation

## Who is this for?

- Highly driven and ambitious professionals working across various industries and who wish to acquire expertise in areas such of Strategy and Leadership.
- Professionals working in industries such as IT/ ITES, Consulting, Manufacturing and Services at senior levels, and who need leadership skills and cross-functional knowledge to elevate to a CXO role

## Learning path



# Learning Format and Experience



## Industry-relevant curriculum

Designed and taught by best in class industry experts and faculty of Liverpool Business School and IMT Ghaziabad



## Blended learning

Learn with the ease and flexibility of recorded sessions as well as live sessions, designed to ensure a wholesome learning experience



## Discussion Forums

Learn from your peers and teaching assistants, and for timely doubt resolution



## Well structured learning format

Practical learning of concepts with Harvard Business Publication simulations and 15+ hands on industry projects



## Global Exposure

Get insight into international business through lectures by instructors like Alex Cambell, Dave Poritzky, Marie-Lys and case studies from global companies like IKEA etc.



## Re-learn the concepts

Get program access for upto 3 years to refresh your concepts

**By the industry, for the industry...**

# upGrad Advantage

## INDUSTRY-LEADING COURSE CURRICULUM & CONTENT

### Case-based Pedagogy

- 15+ Harvard Cases and Simulations, and 50+ Caselets overall
- Learn from industry cases for practical application

### Courses taught by Industry Experts

- Industry Experts teach sessions in every course to keep it industry-relevant

### Blended Learning

- Mix of Live Classes & Recorded lectures for your convenience

## EXTENSIVE LEARNING SUPPORT

### Expert Feedbacks & Supervisors

- Personalised expert feedback on assignments and projects
- Additional live classes by experts to clarify concept-related doubts
- A dedicated thesis supervisor for one-on-one supervision on your research project.

### Doubt Resolution & Feedbacks

- **24\*7** Student Support, dedicated "**Talk to Us**" option and email ID
- Quick doubt resolution by industry experts & peers on forums

# upGrad Advantage

## JOB FAIRS & NETWORKING EVENTS

### Maximize career transitions through Job Fairs

- Held across 2-3 key cities every few months
- Interview with our hiring partners and connect with them

### Network with hiring partners and fellow MBA learners

- Network with your MBA program peers, juniors and seniors
- Meet other upGrad MBA learners for cross-learning
- Meet industry experts, upGrad teams and alumni in fun-filled Networking Basecamps!

## UNPARALLELED CAREER SERVICES

### Personalised Mentorship & Coaching

- Mentorship by industry experts to help you determine your Career Path & Options
- One-on-one coaching to help you get the best career transition

### Mock Interviews, Resume Building, Communication Workshops

- Get on-demand mock interviews for when you have to prepare for interviews
- Use our AI-driven Top Resume Building tools to impress recruiters
- Personalised Communication workshops based on your proficiency level to help you get on par

## CAMPUS IMMERSION AT LIVERPOOL, UK

### Experience the campus life at Liverpool

- Experience the campus life, on campus
- Interact with faculty members on-campus
- Gain real-world exposure by learning in an authentic setting
- Engage with a vibrant community of professionals \*Included in the program fee with Immersion

# Elements of Career Services

## JOB ON CAREER CENTRE

Career Centre offering upGrad jobs across experience levels and CTC ranges.

- Easy apply feature for upGrad hiring partner vacancies.
- Create resume at profile builder and with one click to apply for various jobs.

## PERSONALISED INDUSTRY SESSION

90-minute sessions over the weekend by leading industry experts

- Session categories: Career, Technical and Communications.
- Doubt resolution
- Develop proof of concepts and apply theoretical concepts in the real world
- Assess skill levels
- Peer Networking
- Classroom element
- Business communication sessions and much more

## PROFILE BUILDER (AI-POWERED)

An easy to use Resume, LinkedIn and Cover letter preparation tool.

- Resume Score: AI-Driven Resume Score
- Realtime recommendations to improve.
- Match your resume to the JD and check fitment.
- LinkedIn Profile Review.
- Cover Letter creation.

## JUST-IN-TIME INTERVIEW PREP (JIT)

For upcoming job interviews JITs are conducted within 48 hours for eligible programs.

- Tailored to job role and target domain.
- Real time feedback and tips for improvement

## HIGH PERFORMANCE COACHING

Dedicated coaches working with you to identify best suited career opportunities

- Help you define your value proposition
- Lay out a Career Path and help you adhere to your timelines and goals
- Help you with interview preparations, finding jobs in the market, salary negotiations and other preparation as required

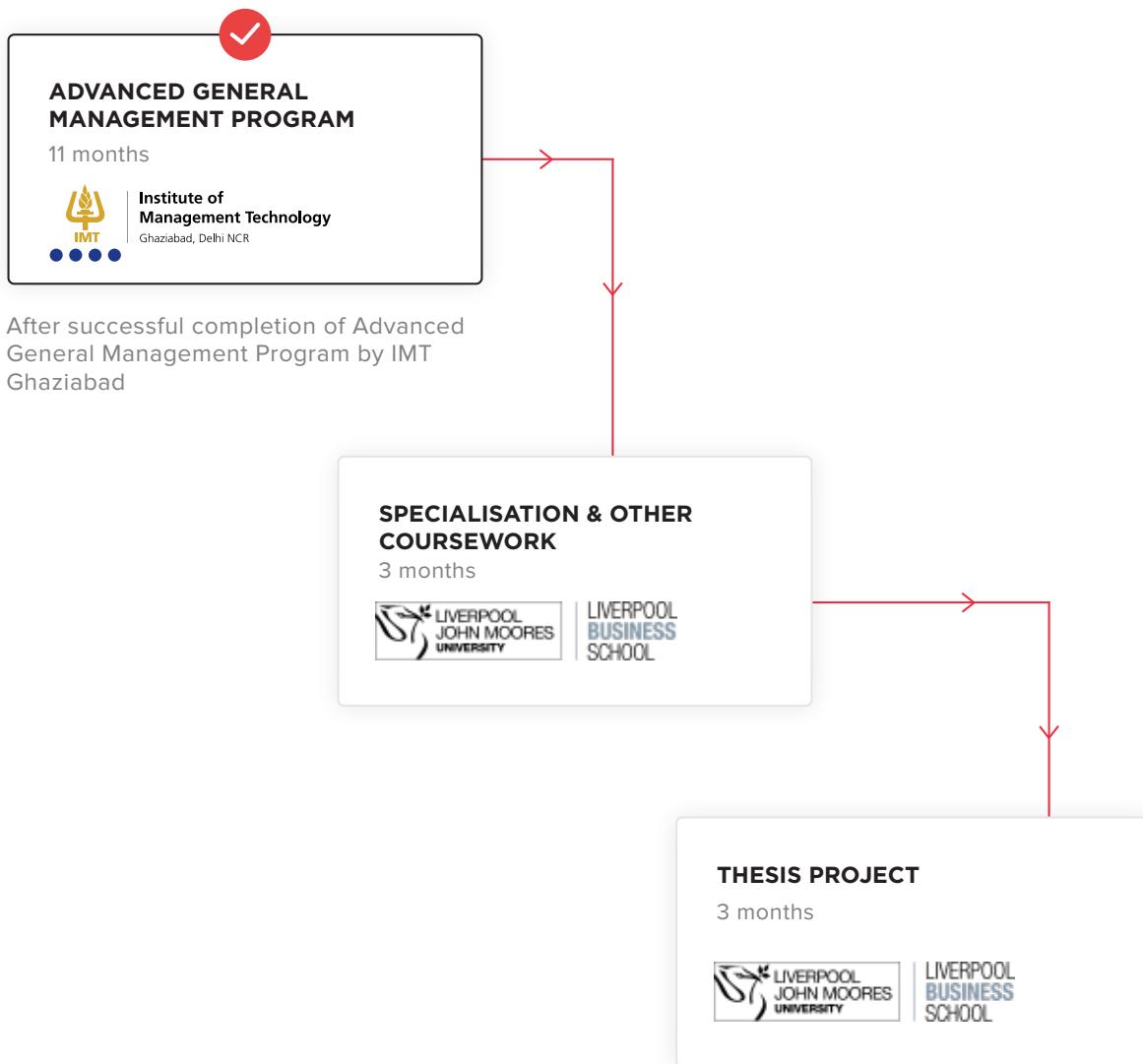
## OFFLINE JOB FAIRS & NETWORKING EVENTS

Job Fairs and Networking Events are conducted every few months in key cities where you get a chance to:

- Interview with top companies for roles across functions
- Network with your peers across MBA programs offered by upGrad - meet your program seniors and juniors
- Meet your upGrad student buddies, career coaches, industry experts, upGrad senior management and more

# Program Structure

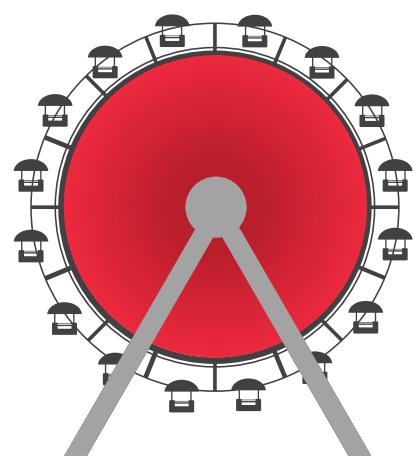
## MBA DEGREE | LIVERPOOL BUSINESS SCHOOL



## IMMERSION PROGRAM

As part of the MBA program, you will experience a 1-week long immersion program in the UK. This includes on-campus interaction with LBS faculty, campus tours, academic and non-academic sessions on campus and opportunities for global networking.

Optional - Included in the program fee with Immersion



# Learn from Academics & Industry Experts



**Dr Olatunde Durowoju**

**Professor, LJMU**

Dr Olatunde has a PhD in Management Research and his research interests are in operations, supply chain management and quality management. He has published his work in several research outlets such as conferences, academic journals and edited several books.



**Dr H M Belal**

**Designation: Professor, LJMU**

Dr Belal is lecturer of Operations/Quality Management. He is a Certified Management & Business Educator (CMBE). His principal research focuses on business operations management and service innovation.



**Prof. Paulo Lisboa**

**Professor, LJMU**

Paulo Lisboa is Professor at LJMU with over 250 peer-reviewed publications. He edited the first worldwide book on applications of neural networks.



**Chris Oates**

**Adjunct Faculty, upGrad**

Chris has a PhD in International Relations from the University of Oxford and a BA from Brown University and lectures at a university in the United States. He founded Two Lanterns Advisory, a political risk consultancy.



**Dr Gabriela Czanner**

**Faculty, LJMU**

She has worked as a Lecturer at the University of Liverpool, Postdoctoral Research Fellow at the University of Warwick, University of Oxford.



**Prof Dhiya Al-Jumeily**

**Professor, LJMU**

Prof Dhiya has published over three hundred peer-reviewed scientific international publications over the course of his illustrious career.

**Prof. Abhishek****Associate Professor, IMT Ghaziabad**

Prof. Abhishek has 15+ years of experience working, researching and teaching in the marketing domain with IIM Ahmedabad and IMT Ghaziabad.

**Prof. Puja Aggarwal Gulati****Professor, Finance**

Prof. Puja has experience of working, researching and teaching in the finance domain with IMT Ghaziabad with her core interests being IFRS & Stocks.

**Shibani Belwalkar****Leadership Coach and Visiting Faculty**

Dr. Shibani Belwalkar, Author, Faculty at NMIMS is a leading Organizational Culture Transformation Expert and a Behavioral coach.

**Sunil Bharadwaj****Deputy General Manager-  
Strategy and Supply Chain**

Mr. Sunil is a Supply Chain and Operations Excellence professional with close to 18 years of experience across Industries.

**Denis Oakley****Growth Mentor, Denis Oakley & Co**

Denis has worked with various organizations such as Growth Mentor, 500 Startups, and MaGIC to help them grow their business based on various ideas these firms want to incorporate. He has helped over 200 technology startups grow by refining their strategy and helping them deliver it.

**Frank Strenk****President, Cypress Risk Advisors LLC**

Frank assists businesses with bridging the gap between conventional risk management and enterprise risk management by devising risk strategies that are inclusive of and consistent with the community, ideology and business imperatives of the company.



**Rajiv Bagayetkar**

**Director - Product Specialist,  
The Nielsen Company**

Rajiv Bagayetkar is a product specialist with more than two decades of experience in providing brand & communication strategic inputs to both B2B (industrial) & B2C (Consumer) clients. He also provides appropriate marketing research & account planning solutions. Currently, he is working with Nielsen, as a Brand Health & Communication expert across all key clients in the India Region. Prior to this, he has worked with IMRB- MB, Mudra Communications and Reliance.



**Prof. Harvinder Singh**

**Professor, IMT Ghaziabad**

He has 20+ years of experience in the business domain and was awarded the Best Professor in Marketing Management by the World Education Congress.



# **Program Curriculum**

## **COURSE: MARKETING MANAGEMENT - I.....(4 WEEKS)**

- MARKETING STRATEGY**

Introduction to Marketing, STP, Marketing Mix or 4P's

- CONSUMER BEHAVIOUR**

Introduction to the Study of Consumer Behavior & Models, Consumer Decision Making Process, Psychological Influences on Consumer Decision Making, Motivation, Perception, Learning, Attitude & Beliefs

- MARKETING CHANNELS**

Introduction to Advertising, Offline and Online Advertising

- PROJECT/ ASSIGNMENT**

## **COURSE: BUSINESS COMMUNICATION.....(4 WEEKS)**

- EFFECTIVE COMMUNICATION**

Introduction to Communication, Non verbal communication and body language, Emotional Intelligence (Plus organizational intelligence and cultural intelligence), Verbal Communications and Speeches, Managerial Writing

- BUILDING A PERSONAL BRAND**

Personal Brand Vision & Defining of target audience, Building of assets for personal branding, Monitoring your brand

- PROJECT/ ASSIGNMENT**



## COURSE: ACCOUNTING AND FINANCE.....(4 WEEKS)

- **ACCOUNTING FUNDAMENTALS - I**

Basics of Finance, Financial Statements, Ratio Analysis

- **ACCOUNTING FUNDAMENTALS - II**

Time Value of Money, Project Evaluation Techniques

- **PROJECT EVALUATION**

Working Capital, Components of Working Capital

- **NEW HERITAGE DOLL COMPANY SIMULATION**

Students evaluate a diverse set of competing investment proposals and make decisions regarding 27 separate proposals over a five-year period. Students confront a range of project types including replacement investments, expansion investments investments in mutually exclusive projects, interdependent projects, and projects with growth options.

## COURSE: DECISION SCIENCES.....(4 WEEKS)

- **BUSINESS ANALYTICS FUNDAMENTALS**

Data visualisation, Univariate analysis, Distribution Plots, Probability and probability distribution, Sampling, Central limit theorem

- **HYPOTHESIS TESTING**

Formulating hypotheses, Hypothesis tests, A/B testing

- **REGRESSION ANALYSIS**

Covariance, Correlation and Simple linear Regression, Multiple Linear Regression

- **PROJECT/ ASSIGNMENT**

Use hypothesis testing and regression analysis to help random motors take crucial production decisions.

## **COURSE: BUSINESS ECONOMICS.....(4 WEEKS)**

- **MICROECONOMICS**

Consumer Theory, Demand and Supply, Pricing, Market Equilibrium

- **MACROECONOMICS**

Aggregate Demand and Supply, Business Cycles, unemployment and inflation, Capital Markets, International trade

- **PROJECT/ ASSIGNMENT**

- **MID COURSE EXAM.....(1 WEEK)**

- **TERM BREAK.....(1 WEEK)**

## **COURSE: BEHAVIORAL SCIENCE, HR, BUSINESS LAW.....(4 WEEKS)**

- **INDIVIDUAL, GROUP AND ORGANISATIONAL BEHAVIOUR**

Understanding an organisation - vision, mission, structure, hierarchy, roles and stakeholders, Organisational Design in the Digital Age, Organisational Culture and Change, Conflict and Stress Management, Planning and Decision Making, MotivationPerception, Power and Influence at Work

- **HUMAN RESOURCE MANAGEMENT**

Talent Management: Manpower planning, Recruitment and selection, Job design and job description, Performance Management: Systems and Processes, HRM as abusiness driver and integrating it with business

- **BUSINESS LAW**

Contract act and company law, Important tender clauses (such as pricing, indemnification), Business Ethics and Corporate social responsibility

- **PROJECT/ ASSIGNMENT**

## COURSE: MARKETING MANAGEMENT 2

- **QUALITATIVE MARKET RESEARCH**

Introduction to Research, Research Design & Data Collection, Data Collection using Primary Research (Qualitative), Analysis and Reporting (Qualitative Research)

- **QUANTITATIVE MARKET RESEARCH**

Quantitative research and Data Collection, Measurement of data, Questionnaire Design, Research Analysis and Reporting

- **RELATIONSHIP MARKETING**

Service Marketing, B2B Marketing

- **PROJECT/ ASSIGNMENT**

## COURSE: SALES AND DISTRIBUTION MANAGEMENT.....(4 WEEKS)

- **FUNDAMENTALS OF SALES**

Sales Process, Sales Strategies, Impact of Digitalization on Sales

- **TERRITORY MANAGEMENT**

Territory Objective and Decisions, Coverage Metrics, Territory Management Strategy

- **CHANNEL MANAGEMENT**

Objective of Channel Intermediaries, Types of Channels, Channel Design Strategy

- **TEAM AND CUSTOMER MANAGEMENT**

Recruitment and Training, Motivation and Rewards, Conflict Management

- **PROJECT/ ASSIGNMENT**

## **COURSE: OPERATIONS & SUPPLY CHAIN MANAGEMENT.....(4 WEEKS)**

- OPERATIONS MANAGEMENT**

Demand Forecasting, Demand Planning, Demand Management, Inventory Planning, Inventory Management, Inventory Control

- SUPPLY CHAIN MANAGEMENT**

Transportation Planning, Transportation Management, Transportation Execution

- PROJECT/ ASSIGNMENT**

## **COURSE: BUSINESS STRATEGY.....(4 WEEKS)**

- FUNDAMENTALS OF STRATEGY**

Business-level Frameworks: SWOT, BCG, Business Model Canvas, Product and Portfolio Decisions, Go to Market Strategy, Mergers, acquisitions and JVs, Mixed Frameworks: PESTLE, McKinsey Matrix

- GROWTH STRATEGY**

Competitive Rivalry, Analyzing industry and competition, Industry-level Frameworks: Porter's 5 Forces, Strategies for a competitive environment

- PROJECT/ ASSIGNMENT**

## **END COURSE EXAM.....(1 WEEK)**

# COURSE: RESEARCH METHODOLOGY

(Duration: 1 month)

## TYPES OF RESEARCH

**Develop an understanding of various research design and techniques**

- Descriptive vs Analytical
- Applied vs Fundamental
- Quantitative vs Qualitative
- Bayesian vs Frequentist Approach

## RESEARCH PROCESS

**Learn about the different steps in the research process and how to evaluate a literature**

- Research question
- Hypothesis and aims
- Formulating a Problem
- Literature review

## RESEARCH PROJECT MANAGEMENT

**Learn how to plan the project timelines and arrange for data & software**

- Understand the different steps involved in a project cycle
- Project Requirements on Data
- Identifying the milestones in a research project
- Learn how to track the progress using Gantt Chart

## REPORT WRITING AND PRESENTATION

**Master good scientific writing and proper presentation skills**

- Art of writing papers
- Parts of a paper
- Tools to write papers
- Publishing papers: Journals + Seminars



# THESIS PROJECT

(Duration: 3 months)

Specialise in any of the key functional domains through a 3-month long industry project. Refer to the sample list of projects below for your reference.

## STRATEGY

### BFSI

Design a digital expansion strategy for a traditional bank

### FMCG

Facilitate an FMCG company's entry into a new market

### IT

Create a digital transformation strategy for small-business clients of an IT firm

### AUTOMOTIVE & MANUFACTURING

Increase the efficiency of a manufacturing unit by analysing process flows

## MARKETING

### BFSI

Introduce loyalty programs to increase the adoption of an online banking app

### FMCG

Design a marketing campaign for a new sub-brand of an FMCG giant

### AUTOMOTIVE & MANUFACTURING

Manage a digital campaign for a new motorcycle

### E-COMMERCE

Conduct market research to identify the USP for an e-commerce company

# SPECIALISATION COURSEWORK

SPECIALISATION	COURSE NAME
<b>MARKETING</b>	Digital Marketing Channels Deepdive
	Integrated Marketing Strategy for B2B and B2C
<b>LEADERSHIP</b>	Leadership in the new age
	Taking the next LEAP: Leading-Excelling-Acing-Planning
<b>BUSINESS ANALYTICS</b>	Introduction to Python
	Data Mining and Dashboarding
<b>FINANCE</b>	Capital Markets
	Emerging trends in finance -Fintech
<b>SUPPLY CHAIN MANAGEMENT</b>	Designing and Managing Distribution Channels
	Supply Chain Analytics
<b>HR</b>	HR as a Business Partner
	HRM for the 21st Century

## FINANCE

### BFSI

Analyse and develop strategies to reduce NPAs

### FMCG

Evaluate capital investment proposals in an FMCG company

### IT

Create a budget for an IT engagement

### E-COMMERCE

Evaluate the acquisition of a small e-commerce player

### AUTOMOTIVE & MANUFACTURING

Evaluate the assets of an airline company

## SUPPLY CHAIN

### BFSI

Carry out KYC operations at grassroot levels

### FMCG

Develop a supply-chain model for the distribution of products to new geographies

### IT

Create a plan for acquisition and maintenance of IT assets for a client

### E-COMMERCE

Achieve faster delivery times for an Indian ecommerce company

### AUTOMOTIVE & MANUFACTURING

Develop a production plan to meet demand forecasts for a new product line

### PHARMA/HEALTHCARE

Develop a plan of action to prevent the distribution of counterfeit drugs in the market



## HUMAN RESOURCES

### BFSI

Reduce attrition levels in credit-card sales personnel

### FMCG

Create an engagement plan to increase brand recognition in top business schools

### E-COMMERCE

Improve engagement and retention of delivery personnel

### AUTOMOTIVE & MANUFACTURING

Design a strategy for intermediation between companies and unions

## BUSINESS ANALYTICS

### BFSI

Develop a model for real-time CLI approvals

### FMCG

Develop an algorithm to monitor stock levels in stores and place automatic orders

### IT

Generate coherent business performance insights from unorganised datasets

### E-COMMERCE

Design a recommendation algorithm to maximise cross-selling

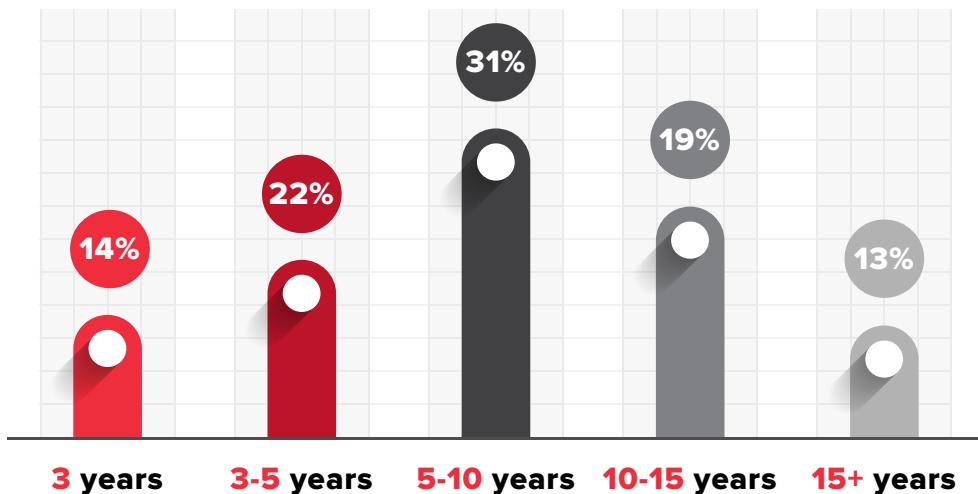
### MEDIA/TELECOM

Develop an algorithm to predict customer churn

Disclaimer: Program curriculum is subject to change basis inputs from the institute and experts. Please refer to the website for update details, or speak to our Admission Counsellors.

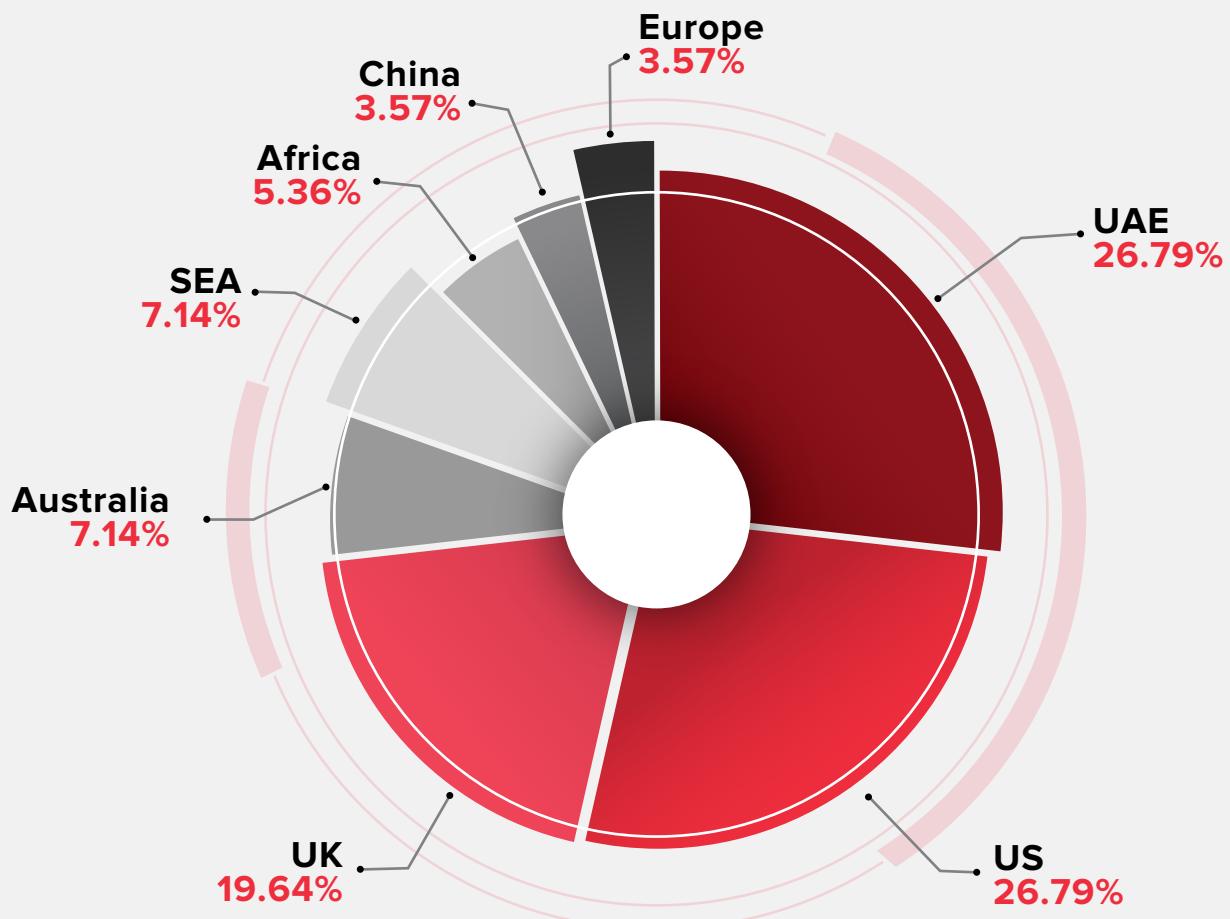
# Meet the Class

## Years of work experience



## Opportunity to network with our international learners

Our international learners of the Global MBA programs



# Our Learners Work At



## Finance

- Bank Of America
- Barclays
- Genpact India Pvt. LTD
- Goldman Sachs Bank
- JP Morgan Chase & Co



## Marketing

- L'Oreal India Pvt Ltd
- Britannia Industries Limited
- Johnson and Johnson
- Vodafone India Services
- ET NOW



## Business Analytics

- Dell Technologies India
- Cygnet Infotech Pvt. Ltd.
- Hitachi Solutions
- IBM India Pvt. Ltd.
- Infosys Limited, USA



## Supply Chain

- Amazon
- PricewaterhouseCooper
- Cisco Systems
- Salesforce
- Holisol Logistics



## Strategy and Leadership

- Tech Mahindra Limited
- KPMG
- Oracle India Pvt. Ltd.
- Tata Consultancy Services
- Accenture



# What Our Learners Have To Say



“ **Aravind Vorungati**

Vice President - Products,  
Zoreum Blockchain Labs

I joined the program couple of months back and the course content and experience so far is meaningful and insightful. Live sessions with industry leaders are organized every weekend to enable us to correlate concepts learned to real world and Harvard Business School simulation projects for practice.”



“ **Shaifali Aggarwal**

Senior Software Engineer,  
Qwiksilver Solutions Pvt Ltd

For me, the program is a perfect fit as it allows me to continue my current job and complete MBA at the same time. For me more than a job, learning is important. Also, content is suitable for me considering I already have 5+ years of experience.”



“ **Akshay Mathur**

Business Head,  
Aujas Networks Pvt Ltd

Absolutely, go for it If you are a working professional and who can devote minimum 5–6 hrs a week towards online learning. The beauty of this program is its practical learning aspect with various case studies, simulations and live lectures on weekends. Apply these learnings your professional world and you would see the difference. ”



“ **Anupam Mishra**

Senior Software Engineer,  
Lowe's Services India Pvt. Ltd.

I decided to go with upGrad's Global MBA program considering the price point I was getting an MBA and the same rigour of classroom program. Great LMS platform, mentor assistance and industry session are some of the features I like about this program.”

# Program Details

## PROGRAM START DATE

Please visit our website  
for more details

## DURATION

18 months

## TIME COMMITMENT

12+ hours / week

## PROGRAM FEES

Refer to the program webpage for updated pricing details

Flexible Payment Options Available

Disclaimer - Tickets + Visa Charges are not inclusive in Program fees.

\*Terms and conditions apply

## ELIGIBILITY

- Bachelor's degree with a minimum of 50% marks.
- At least 2 years of full-time work experience by the second year of the course.

## ADMISSION PROCESS



**STEP-1**



**STEP-2**



**STEP-3**

### Complete Application

Fill the Global MBA  
application form.

### Get shortlisted and receive the offer letter

The candidates will be evaluated based  
on their profile, i.e. professional experience  
and academic scores.

### Block your seat and Complete the Payment

Upon receiving the offer letter,  
block your seat by paying a caution  
amount and pay the balance fee.

## FOR FURTHER DETAILS, CONTACT:

1800 210 2020

We are available 24\*7

Disclaimer: Program fee and payment options are subject to change. Please refer to the website for updated details or speak to our admission counsellor.



**upGrad**

**COMPANY INFORMATION**

**upGrad Education Private Limited**  
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Worli, Mumbai - 400018

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