

upGrad



LIVERPOOL
BUSINESS
SCHOOL



Institute of
Management Technology
Ghaziabad, Delhi NCR


Master of Business Administration

Liverpool Business School, UK

MBA from the UK for Next-Gen leaders | 18 months

Liverpool John Moores University Redmonds Building

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MBA at Liverpool Business School

Welcome to the MBA program from Liverpool Business School. We are delighted to have you as an addition to our 200+ 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.

Based on our market research and conversation with the industry, we have identified Finance & Banking as one of the sectors with critical demand supply imbalance in terms of quality professionals. Our vision is to design and deliver the best in class MBA with specialization in Finance Program to empower the learners to take up the next generation highly skilled roles in banking and finance domain. If you are reading this, you may wish to accelerate your career in this field. 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



Why Pursue an MBA?



80%

80% increase in their salaries upon MBA graduation, based on a recent survey by Bloomberg Businessweek survey.

1 out of 3

Approximately 1 in 3 prospective MBA students use their management education to pursue opportunities in new industries or job functions they have not worked in.

In today's society there is a massive choice of career fields to choose from, and an abundance of well educated people to compete with for those careers! With so many career choices, finding the right postgraduate educational program to enrol in can be a challenge – but if it's business that you want to go into then it's a good idea to enrol in a program that will provide you with the requisite knowledge, skills and ethics to fit right into the business community – and an MBA program is the perfect choice.

An MBA is a great way to prepare for a changing business environment. The abilities you develop are also the best tools you have to adapt to the unavoidable change of industries, the marketplace, and the ways people do business.

Source:

<https://www.princetonreview.com/business-school-advice/mba-facts-and-statistics>

Source:

<https://www.mastersportal.com/articles/340/10-very-good-reasons-to-do-an-mba-degree.html>

Why Pursue an Online Global MBA?



INTERNATIONAL BUSINESS EXPOSURE

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



1/10TH THE COST

A full-time MBA in any of the foreign university would cost an average of 60,000 USD. Compared to this, an online MBA will cost you nearly 1/10th the price.



GLOBAL NETWORK THROUGH ALUMNI BASE

Connect with a vast alumni network and gain access to global job opportunities.



ONE STEP TOWARDS MOVING ABROAD

An MBA degree from an international university increases your chances of getting selected in an overseas job. Further, the MBA Degree from LJMU is WES recognised as well.



PRACTICAL LEARNING EXPERIENCE

There is a strong focus on application of theoretical concepts of management to real-life business problems. This is done through industry relevant projects and case studies.



SPECIALISATION TRACKS

Develop expertise in any of the functional domains - Marketing, Finance, Operations, HR, Strategy and Analytics through more than 6 months of specialised content delivered through lectures, industry projects, case studies and live lectures by experts.

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 and 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) Dive deep: Research for a Project



5) Beyond the Basics: Relationship marketing, marketing channels



10) Practical Application: Industry 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 and wish to make a shift into the operations & supply chains 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) Dive deep: Research for a project



5) Project Evaluation



11) Practical Application: Industry project



6) Beyond the Basics:
Growth strategy and economics



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.
- Learn how to make informed decisions by analyzing data correctly.

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) High - level Application: Hands-on
Project using visualization tool



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



8) Practical Application:
Industry project

Operations Specialisation

Who is this program for?

- Highly driven and ambitious operations 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 operational financial sector.

Learning path



1) Introduction to Management Basics



7) New Learnings: Logistics and distribution planning and optimisation



2) Concept Understanding: Operations and supply chain



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



3) Integrated Supply Chain Management



9) Innovative Learning: Information technology in operations and supply chain management



4) Sustainable Supply Chain Management



10) Dive Deep: Urban last-mile distribution systems



5) Global supply chain management



11) Practical Application: Industry project



6) Mastering concepts: 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-finance 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 and wish to make a shift into the HR sector.

Learning path



1) Introduction to Management Basics



5) Practical learning - Simulations from Harvard Business Publishing (HBP)



2) Concept Understanding: Business Strategy



6) Analyzing real situations and applying HRM techniques via HBP case studies on Amazon and Honda



3) Business Law and Ethics



10) Practical Application: Industry project



4) Advanced topics - Workforce Planning and Recruitment, Training and Development, Employee Engagement and Retention



Strategy and 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



1) Introduction to Management Basics



6) Decision making models



2) Concept Understanding:
Business Strategy



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



3) Beyond the Basics: Leadership
frameworks (trait theory, action
plan, etc.)



8) New learnings:
Digital Business Innovations



4) Mastering concepts:
Leadership styles



9) Dive deep:
Reearch for project



5) Art of influencing



10) Practical Application:
Industry project



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



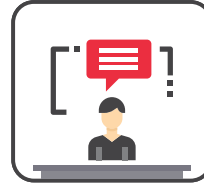
Blended learning

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...

360-Degree Career Support by upGrad

Profile Builder (AI Powered)

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

Process Involved:

- 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.

High Performance Coaching (1:1)

Working with you to identify best suited career opportunities and coach you build your profile with access to AI Powered Profile Builder

Process Involved:

- Help you define your value proposition
- Helps you understand your strengths & improvement areas to overcome obstacles and boost your career efforts.
- The coach helps you declutter thoughts, prioritize goals and break them down into actionable tasks
- Help you with interview preparations, finding jobs in the market, salary negotiations and other preparation as required

Career Mentorship Sessions (1:1)

Get personalised career guidance through 1-1 sessions with industry experts

Process Involved:

- Determine strengths and weaknesses of a student
- Goal setting for better employment results

Skill Profiling



Industry oriented tests which are prepared and validated by domain experts.

Process Involved:


- Detailed reports
- Industry readiness score
- Identifying strengths and helping aid in self-improvement plan for key skills.

Program Structure

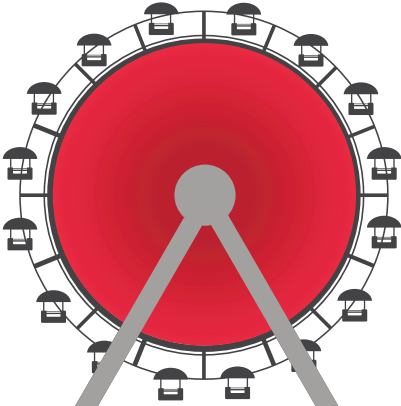
MBA DEGREE | LIVERPOOL BUSINESS SCHOOL


Advanced General Management Program
11 months
 **Institute of Management Technology**
Ghaziabad, Delhi NCR

After successful completion of Advanced General Management Program by IMT Ghaziabad

RESEARCH METHODOLOGY
2 months
 **LIVERPOOL JOHN MOORES UNIVERSITY** | **LIVERPOOL BUSINESS SCHOOL**

INDUSTRY PROJECT
4 months
 **LIVERPOOL JOHN MOORES UNIVERSITY** | **LIVERPOOL BUSINESS SCHOOL**



Learn from Academics & Industry Experts



Prof. Paulo Lisboa
Professor, LJMU



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



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



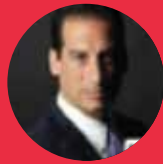
Dr Gabriela has worked as a Lecturer at University of Liverpool, Post-doctoral Research Fellow at University of Warwick, University of Oxford and Harvard Medical School. Her research focus is advanced statistics for decision support.



Prof Dhiya Al-Jumeily
Professor, LJMU



Dhiya Al-Jumeily has published over three hundred peer reviewed scientific international publications.



Dave Poritzky
Director, Emeritus



Dave advises and invests in early-stage companies. He has a 20-year track record of commercializing research-based products & leading firms.



Prof. Puja Aggarwal Gulati
Professor, Finance



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



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.



Prashant Kapur
National Sales Head, Vodafone



Prashant is a sales distribution and retail specialist with more than two decades of experience in strategic thinking, mobile wallet, E-Commerce



Prof. Abhishek
Associate Professor, IMT Ghaziabad



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



Vishal Shrimankar
VP and Business Change Manager HSBC



Vishal helps people and organisations to lead and manage change. In his 17 years of change management experience, he has worked on engagements involving organisational strategy, innovation, and process design to global implementations, product launches, and capability building



Denis Oakley
Chief Marketing Officer



He has worked with various organisations such as Growth Mentor, 500 Startups, and MaGIC to help them grow their business.



Frank Strenk
President



He assists businesses with bridging the gap between conventional risk management and enterprise risk management by devising risk strategies.



Ronnie Screwvala
Chairperson and Co-founder upGrad



He is a serial entrepreneur and has founded companies across media, online education etc. He was listed amongst 25 Asia's Most Powerful people.

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. ”

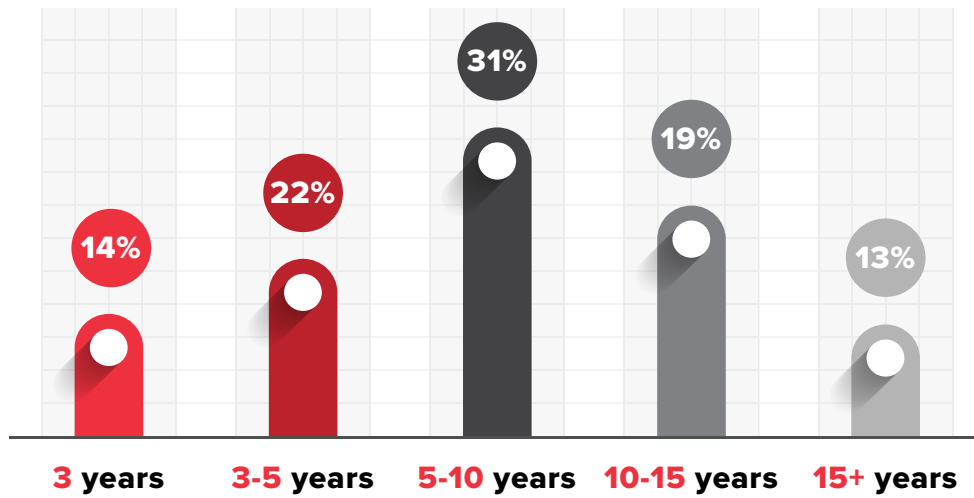


“ “ **Akshay Mathur**
Business Head,
Aujas Networks Pvt Ltd

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. ”

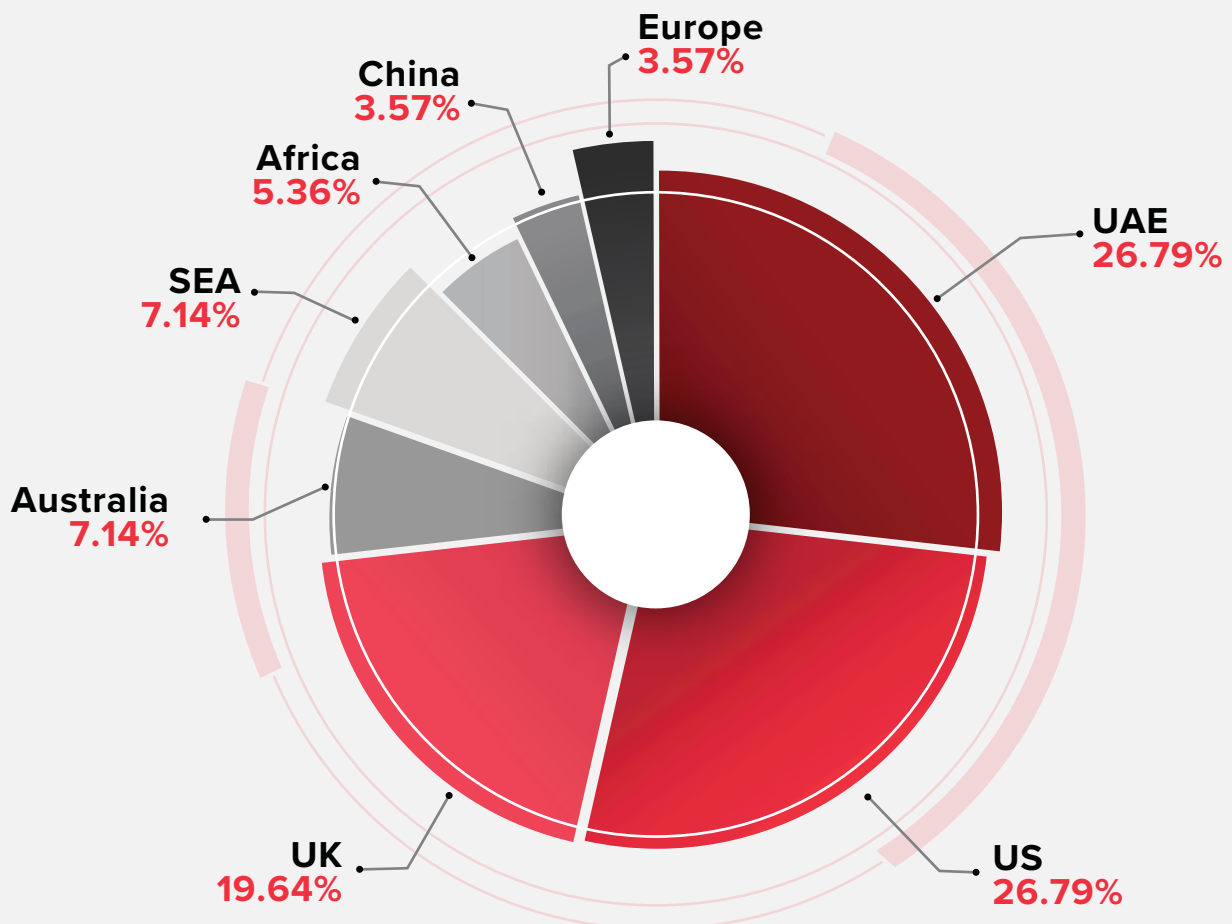
Meet the Class

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



OPERATIONS

- Amazon
- Pricewaterhouse Cooper
- Cisco Systems
- Salesforce
- Holisol Logistics



MARKETING

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



STRATEGY & LEADERSHIP

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



Analytics

ANALYTICS

- Dell Technologies India
- Cygnet Infotech Pvt. Ltd
- Hitachi Solutions
- IBM India Pvt. Ltd.
- Accenture



Program Curriculum

***Note: This curriculum is subject to change based on inputs from university and Industry.**

COURSES DELIVERED BY IMT GHAZIABAD

COURSE : MARKETING MANAGEMENT

- **FUNDAMENTALS OF MARKETING**
Create the marketing strategy for a product using the STP and the 4P frameworks.
- **MARKETING CHANNELS**
Understand the various promotional channels available to a marketer.
- **RELATIONSHIP MARKETING**
Create the marketing strategy for a service or a B2B product.
- **SIMULATION OR PROJECT (HBP)**
Play as the CEO of a motion sensor company and build a marketing strategy to maximise profitability. Alternatively, we may use a project on building a marketing plan for a product or a service

COURSE : BUSINESS COMMUNICATION

- **COMMUNICATION SKILLS**
Introduction to Leadership, Non-verbal Communication and Body Language, Emotional Intelligence (Plus Organizational Intelligence and Cultural Intelligence), Verbal Communications and Speeches, Managerial Writing
- **BUILD A PERSONAL BRAND**
Personal Brand Vision & Defining of Target Audience, Building of Assets for Personal Branding, Monitoring your Brand

COURSE: FINANCIAL ACCOUNTING

- **ACCOUNTING STATEMENT**
Understand the three basic financial statements
- **WORKING CAPITAL MANAGEMENT**
Learn how to effectively manage working capital
- **WORKING CAPITAL SIMULATION**
Decide whether to invest in cash-flow improvement opportunities as the CEO of a small company

COURSE: DECISION SCIENCES

- **BUSINESS ANALYTICS FUNDAMENTALS**

Work on qualitative and quantitative data to get insights using mathematical models

- **HYPOTHESIS TESTING**

Build hypotheses and test their validity using data

- **REGRESSION ANALYSIS**

Predict future trends using data models

- **GOOGLE MERCHANDISE STORE PROJECT**

Derive the correlation between variables to derive business insights.

COURSE: BUSINESS ECONOMICS

- **MICRO ECONOMICS**

Consumer Theory, Demand and Supply, Pricing, Market Equilibrium, Introduction to Game Theory.

- **MACRO ECONOMICS**

Aggregate Demand and Supply, Business Cycles, Unemployment and Inflation, Capital Markets, International Trade and Strategic Trade Theories

COURSE: OB, HR, AND BUSINESS LAW

- **ORGANIZATIONAL BEHAVIOUR**

Build strong teams and organisations by leveraging the knowledge of individual behaviour, group dynamics and organisational culture to influence attitudes, motivation and productivity

- **HR FOR NON-HR MANAGERS**

Use effective human resource management techniques to build and maintain effective teams as a line manager

- **BUSINESS LAW AND ETHICS**

Identify and apply the various laws and best practices for setting up and running a business

COURSE: SALES AND DISTRIBUTION MANAGEMENT

- **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

COURSE: OPERATIONS & SUPPLY CHAIN MANAGEMENT - I

- **SCM AND STRATEGIC PLANNING**

Appreciate strategic importance of planning in Supply Chain

- **SOURCE, MAKE AND MOVE**

Maximise Supply Chain Performance using Simulation and Analytical Tools

- **GLOBAL SUPPLY CHAIN SIMULATION (HBP)**

Understand how to balance competing priorities while remaining profitable

COURSE: BUSINESS STRATEGY

- **FUNDAMENTALS OF STRATEGY**

Understand the importance of Strategy, Market Position, and Deciding a Focus Area

- **DRIVING GROWTH**

Understand the Risks and Rewards associated with different Growth Strategies

- **STRATEGIC EXECUTION AND EXCELLENCE**

Understand the components of Sustainable Competitive Advantage

COURSE: LEADERSHIP, ENGAGEMENT AND PEOPLE PERFORMANCE

- **WHAT DEFINES A LEADER**

Identify your own Personal and Professional Leadership Development Goals and Reflect on Leadership in relation to Personal identity, others and the Social Context of Leading

- **LEADING TEAMS EFFECTIVELY**

Assess the impact of Business or Organisational Context on Leadership Practice and enable yourself to engage and manage performance in your own Business Environment

- **LEADERSHIP AS A WAY OF LIFE**

Learn Strategy and Innovation in the context of Disruption, and Processes required to bring about Organisational Change. Explain the role of Innovation in Organisations and Identify Opportunities for Change in Strategies, Processes and other Organisational Activities

COURSE: LEADING CHANGE FOR SUSTAINABLE FUTURES

- **CHANGE MANAGEMENT FROM AN ORGANISATIONAL PERSPECTIVE**

Learn how to initiate and lead change in your Organisation, with a focus on Sustainable Change at both a Personal and Organisational Level.

- **REIMAGINING CHANGE**

Critically evaluate the role of Leaders and Managers in the Change Process, and Reflect on your own capabilities for leading change efforts.

COURSE: ENTERPRISE AND RISK MANAGEMENT

- **UNDERSTANDING RISK IN AN ORGANISATION**

Learning skills and ability to contribute to Enterprise Risk Planning and Execution.

- **TACKLING RISK**

Understand the necessary tools and concepts to plan, prevent and, when needed, successfully respond to disruptions in complex business operations.

COURSE: DIGITAL BUSINESS INNOVATION

- **DIGITAL BUSINESSES**

Understand digital business - how digital technology is reshaping traditional business models

- **DIGITAL INNOVATION**

Focus on innovation and the development of strategic priorities to deliver business at speed in a digital environment.

COURSE: SPECIALIZATION 1

MARKETING

COURSE : MARKETING RESEARCH

- **CONSUMER BEHAVIOUR**
Understanding the Consumer's Purchasing Process and Decision Making Influencers
- **MARKET RESEARCH**
Understand how to perform a Market Research to fulfill a specific Research Objective
- **MARKET RESEARCH PROJECT**
Conduct a Market Research for a Small Business

Live sessions for case study discussions, industry experts sessions in marketing like Ankur Warikoo and Kiran Khalap.

FINANCE

COURSE : CORPORATE FINANCE

- **RISK**
Understand the concept of financial risk and how it affects the cost of capital
- **PROJECT EVALUATION**
Learn various techniques of evaluating the financial aspects of a project
- **NHDC SIMULATION (HBP)**
Decide which project to fund on various project evaluation techniques

Live sessions by experts on topics like Stock evaluation, Personal finance management, Mergers and Acquisitions, risk Management, Private Equity, Taxation etc.

STRATEGY & LEADERSHIP

COURSE : BUSINESS LEADERSHIP

- **LEADERSHIP FRAMEWORKS**
Understand leadership frameworks such as trait theory and action plans
- **LEADERSHIP STYLES**
Understand the different types of leadership
- **EVEREST SIMULATION**
Build, participate in, and lead effective teams

Live sessions by experts on topics like Designing business strategy for a startup, How to expand a business beyond its country's borders, How to achieve a sustainable competitive advantage

OPERATIONS & CHAIN MANAGEMENT

COURSE : OPERATIONS & SUPPLY CHAIN MANAGEMENT - II

- **DEMAND PLANNING AND FORECASTING**
Use a mix of Analytics Techniques such as Regression and Simulation for forecasting
- **ADVANCED SOURCING STRATEGIES**
Understand Buy vs Make Decisions in sourcing
- **LOGISTICS AND DISTRIBUTION OPTIMISATION**
Construct a framework to compare costs associated with transportation decisions


HR

COURSE : HUMAN RESOURCE MANAGEMENT

- **WORKFORCE PLANNING AND RECRUITMENT**
Recruit the best talent through Job Analysis, Workforce Forecasting, and Efficient Employee Sourcing and Selection
- **TRAINING AND DEVELOPMENT**
Train and develop employees through Structured Training, Appraisal Systems and Systematic Employee Development Plans
- **EMPLOYEE ENGAGEMENT AND RETENTION**
Engage and retain employees by managing their Health and Safety, Reward Structures and Retention Plans

BUSINESS ANALYTICS

COURSE : BUSINESS ANALYTICS

- **DATA VISUALISATION AND INTERPRETATION**
Learn advanced Data Visualisation and Interpretation
 - **HYPOTHESIS TESTING - BUSINESS APPLICATIONS**
Understand Hypothesis Testing for real life Business Applications
 - **TIME SERIES ANALYSIS**
Understand Quantitative Demand Analysis and Pricing Decisions using Time Series Analysis
- 

COURSE : RESEARCH METHODOLOGY

WHAT IS RESEARCH?

FAMILIARISE WITH DIFFERENT ASPECTS OF RESEARCH

- Intro to research
- Importance of research
- Criticism in research and its importance
- Peer reviews in research and its importance

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
- 

COURSE: SPECIALIZATION 2

Choose from any one of the specializations

COURSE: SPECIALIZATION 3

Choose from any one of the specializations

COURSE: PROJECT

(Duration: 4 months)

Specialise in any of the key functional domains through a 4-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

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

OPERATIONS AND 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

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



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