

The logo for Shiv Nadar University, featuring the name in a blue serif font with a decorative flourish above it.

SHIV NADAR UNIVERSITY

SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

AND

**SCHOOL OF EXTENDED EDUCATION AND
PROFESSIONAL DEVELOPMENT**

Master of Business Administration (EXECUTIVE)

PROSPECTUS

2018-2019

Contents

PROGRAMME PHILOSOPHY AND OBJECTIVES	3
ACADEMIC CALENDAR.....	3
CURRICULUM	3
Course Workload.....	3
First Year Programme	4
Summer Internship	4
Second Year Programme	4
Elective Curriculum.....	4
Advanced Specializations (Minors).....	4
• Entrepreneurial Leadership.....	4
• Quantitative Finance	5
• E-commerce, Digital Marketing and Customer Experience Management	5
• Big Data, Data Visualization and Analytics	6
• Sustainability and Environmental Management	6
Workshop and Practicum.....	6
TABLE 1: LIST OF COMPULSORY CORE COURSES IN THE EMBA PROGRAM.....	7
TABLE 2: LIST OF YEAR 2 COURSES.....	8
APPENDIX 1: LIST OF ELECTIVE COURSES.....	9

PROGRAMME PHILOSOPHY AND OBJECTIVES

The School of Management and Entrepreneurship and SEEPD have been created to usher in a paradigm shift in business education in India. At a time of global uncertainty, volatility and rapid technological disruption, SME aims to develop leaders who are ready to be successful globally.... ..in India; for India and the world. SME also strongly believes in a balance between knowledge and career skills at one end and self-awareness, values driven leadership development at the other. Accordingly, there is an important emphasis on experiential learning, strategic thinking and creativity, overseas exposure and personalized coaching. The program encourages diversity of ideas, people and exposure leads to enable innovative thinking and breakthrough solutions to transform society.

ACADEMIC CALENDAR

The first year course work, which is fully compulsory, is spread over four quarters. The second year course work is also scheduled over four quarters.

*A draft curricula for the first year and the second year of the EMBA program are given in **tables 1 and 2** (at the end of the prospectus).*

CURRICULUM

Course Workload

A two credit course consists of about 30 hours of class. Class hours for courses of under two credits are correspondingly determined in direct proportion to their credit units. A two credit course requires approximately 100 hours of work, both in and outside the classroom, from the student.

First Year Programme

All first year courses are compulsory. Some additional credits may be allotted for Workshop and Practicum such as industry visits, skill development workshops, rural experiential program, etc.

Summer Internship

Every first year student will be required to work on an assignment with a company or an organization for a period of eight weeks in the last quarter of the first year of the programme. Summer internship is of 2 credits.

Second Year Programme

The EMBA program Chair will announce the elective courses to be offered in the second year. A student must take at least 34 credits from courses offered by the SME, over four quarters of the second year subject to the condition that a minimum 6 or a maximum of 10 credits in each quarter have to be taken.

Elective Curriculum

SME offers a broad range of electives from Information Systems, Finance, Marketing, Operations, HR, Entrepreneurship and Strategy. As mentioned earlier, students can take up to 34 credits of courses, including elective courses, in the second year. **Appendix 1** lists out the electives currently offered by the school.

Advanced Specializations (Minors)

SME and SEEPD offer a number of minor (advanced) specializations that permit students to study a focused area of specialization in some depth. Presently SME offers advanced minors in the following fields:

- **Entrepreneurial Leadership:** Entrepreneurship education is in the DNA of Shiv Nadar University. Students are offered core courses on Design Thinking and Innovation, Starting and Managing New Ventures. Elective courses that are offered on creating and launching New Ventures focus on giving an entrepreneurial orientation to everyone and nurturing the entrepreneurial DNA.

Courses offered under this track include:

- Emerging Business Models and Social Entrepreneurship
 - Negotiations for Business Success
 - Creating and launching Entrepreneurial Ventures
 - Executing Winning Moves
 - Marketplace Simulation
- **Quantitative Finance:** Students are trained in the area of Quantitative Finance and can deepen their learning with Elective courses such as Business Valuation, Mergers & Acquisitions, Corporate Restructuring, Options and Derivatives and Raising Capital.

Courses offered under this track include:

- Financial Engineering and Risk Management
 - Options, Futures and Other Derivatives
 - Fixed Income Securities
 - Measuring and Managing Credit Risk
- **E-commerce, Digital Marketing and Customer Experience Management:** Few businesses can flourish today without an active digital presence. E-commerce and digital marketing have become all pervasive and managing the customer "experience" comprehensively has become the new standard for success. Understanding customers deeply, exceeding their expectations and providing life-time value is a necessity to be a preferred brand SME offers various courses and workshops to develop comprehensive 'experience mapping', deploy the best digital tools & platforms and orchestrate integrated campaigns.

Courses offered under this track include:

- Contemporary E-Commerce
- Digital Marketing Strategy
- Competitive Strategy in the Digital Age
- Customer Experience Management

- **Big Data, Data Visualization and Analytics:** Predictive Analytics and Data Mining are a significant key to competitive advantage. With elective courses on Big Data, Data Visualization, Predictive Business Analytics and Decision Theory, students can build skill sets that will make them highly sought-after in the market.

Courses offered under this track include:

- Business Intelligence
 - HRIS and Analytics Workshop
 - Marketing Analytics Workshop
 - Data Visualization
- **Sustainability and Environmental Management:** Sustainability and environmental management are going to be the cornerstones of tomorrow's successful businesses. Course offered under this track includes:

Business and the Environment

Workshop and Practicum

In addition to the academic course work, the EMBA program consists of several workshops and practicums. All the practicums are supervised by faculty and some of them are graded. These workshops are announced during the year depending on need and demand from students. A partial list of workshops and experiential learning practicums/trips conducted during the last 4 years is given below.

- Microsoft Excel Modeling
- Industry Trip (Short)
- Thinking Social Seminar
- Industry Trip (Long)
- Rural Experiential Practicum
- Oral Communication and Presentation Skills
- Social Network Analysis

TABLE 1: LIST OF COMPULSORY CORE COURSES IN THE EMBA PROGRAM

		Year 1			
			Credits	Hours	Remark
Semester 1	Quarter 1	Leadership and Organizational Behavior	2	30	
		Financial Reporting and Control	2	30	
		Organization and the Economic Environment	2	30	
	Quarter 2	Management Communication	2	30	
		Operations Management	2	30	
		Marketing Management	2	30	
		Corporate Finance	2	30	
		Quantitative Methods	2	30	
Semester 2	Quarter 3	Managing Human Capital	2	30	
		Management Information systems	2	30	
		Legal and Tax factors in Business	2	30	
		TBD	2	30	
	Quarter 4	Competition and Strategy	2	30	
		Ethical Leadership	2	30	
		Competing in the digital age	2	30	Online Course
		Business Simulation	2	30	
		Internship	2	30	
TOTAL			34	510	

TABLE 2: LIST OF YEAR 2 COURSES

	Year 2			
		Credits	Hours	Remark
Quarter 5	Entrepreneurial Management	2	30	
	Design Thinking and Innovation	2	30	
	Spreadsheet Modelling	2	30	Online
	Predictive Analytics	2	30	Online
Quarter 6	Business and the Environment	2	30	
	International Business Environment and global Strategy	2	30	Online
	Elective 1	2	30	
	Elective 2	2	30	
Quarter 7	Elective 3	2	30	
	Elective 4	2	30	
	Course of Independent Study	2	30	
	Elective 5	2	30	
Quarter 8	Elective 6	2	30	
	Elective 7	2	30	
	Elective 8	2	30	
	Internship	2	30	
	TBD	2	30	
	Total	34	510	

APPENDIX 1: LIST OF ELECTIVE COURSES

SME and SEEPD offer more than 50 electives across disciplines. Given below is a partial list of elective courses offered by SME.

1. Contemporary Banking
2. Financial Services
3. Mergers, Acquisitions and Corporate Restructuring
4. Investment Management
5. Valuation
6. International Finance
7. Raising Capital
8. Derivatives
9. Management Control Systems
10. IT Consulting
11. ERP
12. E Commerce
13. Web and social media analytics
14. Business Intelligence
15. Business Transformation and Emerging Technologies
16. Managing Businesses on Cloud
17. HRIS and Analytics
18. IT Strategy
19. B2B marketing
20. Sales and Distribution
21. Consumer Behavior
22. Brand Management
23. Retailing
24. Performance Management
25. Organizational Design
26. Change Management
27. Strategic HRM
28. Market Research
29. Integrated Marketing Communication
30. International Business
31. Corporate Governance

