WHY EXECUTIVE MBA?

Corporate leaders today need to be more multi-faceted than their peers in earlier years. Over and above in-depth knowledge of the functional areas of business - a core foundation of all MBA programs, they are increasingly required to possess a strategic and 'design' thinking capability; a ‘technology lens’ on the Digital transformation of every industry sector; a global, systems thinking perspective and an ability to manage diverse, cross-cultural teams. Faced with developing such new capabilities and accepting higher levels of responsibility, managers need to keep pace with trending management practices and simultaneously develop greater self-awareness and effective leadership practices.

To enable this transformation, the Schools of Management & Entrepreneurship [SME] and Extended Education and Professional Development [SEEPD], Shiv Nadar University are delighted to jointly offer an exciting new Executive MBA Degree program for practicing managers designed to fast-track the careers of high potential executives and transition them to general management.

QUICK FACTS ABOUT THE PROGRAM

- 2 years Part Time
- Classes on Alternate Weekends
- Work Life Balance
- 5 years - Avg. Class Work Experience
- Small Batch Size
- 720 Hours of Classroom teaching
- Extensive Practical Learning
- Exec MBA degree - A UGC approved degree shall be awarded on successful completion of the program
- Shiv Nadar University Alumnus Status
Shiv Nadar University is an initiative of the Shiv Nadar Foundation set up by Mr. Shiv Nadar, founder of the HCL group of companies. HCL is a global enterprise with over 103,696 professionals from 100 diverse nationalities operating in 32 countries across the Americas, Europe, Asia-Pacific, Middle East and Africa. Shiv Nadar University is a multidisciplinary, research oriented and student centric University located on a state of the art 286 acre campus in Greater Noida, UP. Through its innovative curriculum and interdisciplinary focus, the University is bringing a paradigm shift to higher education in India. Enabling students to pursue excellence in their Major while simultaneously pursuing other academic interests through various options for a Minor, the University inculcates critical thinking and problem solving skills. It prepares students to become leaders and decision-makers in the academic, research, industry, business and policy arenas.

About the Schools

The School of Management & Entrepreneurship and School of Extended Education & Professional Development, Shiv Nadar University are jointly offering the Exec MBA program.

The School of Management and Entrepreneurship (SME) at Shiv Nadar University was established in 2014 with the vision to be a globally recognized institution... located in India but serving the world. The School has been recruiting both established and high potential faculty from top educational institutions across the globe. SME has also invested in educational technology and infrastructure to establish a student-centric foundation for experiential learning -- including design thinking, innovation prototyping and start-up incubation for entrepreneurship. In addition to the Executive MBA, SME currently offers an i-Global MBA and Undergraduate program in Business Studies. Given a special focus on entrepreneurship in both the programs, SME is a proud partner of the NITI Aayog which has selected it for the prestigious Atal Innovation Mission. It is also associated with multiple prestigious universities in the US, Europe and Asia in the world-providing opportunities for students who wish to spend time overseas during their program.

The School of Extended Education and Professional Development [SEEPD] mission is anchored in the twin ideas of enabling 'lifetime learning' and harnessing the very best of Shiv Nadar University’s rich intellectual resources. A university’s long-term impact on society comes from the generation of advanced knowledge as well as disseminating this learning in a contextual and relevant fashion. SEEPD seeks to be such a gateway to high value education and to serve an ecosystem of learners and leaders in India and around the world.
DIRECTOR’S MESSAGE

Dear Student, Thank you for your interest in Shiv Nadar University and our new Executive MBA program.

The eXMBA is an exciting two year journey specifically architected to create well rounded ‘next-gen’ corporate leaders. Designed by distinguished faculty from Shiv Nadar University, Harvard Business School, The Haas School of Business, U.C. Berkeley, Boston College and leading IIM’s, it is benchmarked against the very best executive programs in the world. With the benefit of outstanding faculty and an extensive curriculum, graduates will be equipped with the knowledge and competencies they need to flourish in the Digital Age anywhere they choose to live and work in the world.

The eXMBA is centered on success in a technology disrupted, rapidly changing global business environment and the many exciting placement options available to those with the requisite training. There is a strong focus on technology preparedness and digital strategy throughout the program. It also emphasizes individual development, creativity and entrepreneurial leadership. The curriculum includes personalized strength assessments, faculty mentoring as well as the flexibility to develop specializations and possible career tracks in high demand areas. Our goal is to enhance career progression while empowering each individual to chart their preferred path to success.

If you dream of making your mark in life; if you aspire to compete with the best in the world and WIN; if you want the personalized attention of an exclusive program; then the SME Executive MBA will prove to be a decisive step on your journey to leadership success.

I look forward to welcoming you into the Executive MBA class of 2018!

Wishing you every success.

Dr. Shubhro Sen
Director, School of Management and Entrepreneurship
Founding Director, School of Extended Education and Professional Development
This focuses on the ‘use cases of new age technology such as IoT, 3D printing, nanotechnology, blockchain, AI/Virtual Reality etc. while encouraging students to conceive of projects that re-imagine how every sector and activity in the light of new transformative opportunities.

Design Thinking:
An ‘end to end mindset’ that enables solutions to be conceived with customer experience and sustainability as twin pillars, is mandatory for all students and embedded in every course.

Digital Strategy Development and Maturity Assessment:
This focuses on assessing the digital transformation state of an organization and identifying a roadmap for strategies that refine and boost the competitiveness of the organization in the new economy.

Creativity and Innovation:
The wellsprings of unleashing natural creativity in yourself and as importantly, your teams and organizations as well as practices for fostering innovation are systematically addressed by one of the top minds in this field.

Entrepreneurial thinking:
Whether you work for a corporation, the govt. or in civic organizations, there is a premium today on “Leading like an Entrepreneur”. This theme is emphasized recurrently throughout the program.

Diversity and Cross cultural leadership:
Diverse organizations and inclusive cultures outperform more homogenous teams through their rich variety of skills, perspectives and creativity. Turning our natural diversity into a competitive advantage is another consistent theme of the eX MBA program.

Sustainability Leadership:
Sustainability today is not just a requirement for all stakeholders but a strategic opportunity for competitive advantage. The program examines global best practices and focuses on translating them into actionable frameworks.

Self Awareness Deep Dive:
This dimension of the program focuses on nurturing the core leadership strengths and highlighting possible derailers through psychometrics, behavioral assessments, introspection and self-mastery practices.

NINE DRIVERS OF EXCELLENCE

Analytics:
With “Data” now a pervasive reality, analytics - Business Analytics, Cognitive Analytics, Behavioral Analytics as well as Data Visualization for Predictive Analytics and root cause analysis are a key skill focus area for the eX MBA.
FROM A SUBJECT MATTER AND CAPACITY DEVELOPMENT PERSPECTIVE, THE SNU eX MBA FOCUSES ON THE FOLLOWING KEY ELEMENTS:

- Establishing an understanding of Accounting and Finance
- Unleashing the power of Marketing and Customer Experience Management
- Leading in an International / cross-cultural Environment
- Fostering innovation and creativity in teams
- Designing Competitive and Corporate Strategy in the Digital age
- Managing Innovation and Creativity in their teams
- Leading from an Entrepreneurial Perspective including a sophisticated Global Entrepreneurship simulation
- Future Proofing The Business: Diversity and inclusion, Stakeholder Capitalism and Leadership of Sustainability
WHO THIS PROGRAM IS IDEAL FOR

This program has been designed to provide broad exposure to all key aspects of modern businesses for those executives who do not have a formal degree in management. It will accelerate your career prospects and offer significant value to your organization and of course, yourself! Applicants are welcome in both their individual capacities and via organizational sponsorship.

CUSTOMIZED LEARNING OPTIONS

The program design is to offer a personalized curriculum with a focus on developing each individual. Both core and comprehensive Psychometric assessments will be available as part of a program customization option.

BENEFITS TO THE SPONSORING ORGANIZATION

Participants are required to work on practical projects and internship during the program. These projects could result in useful problem solving research by the participant specific to their own context. The project report would be shared with the sponsoring organization. Such projects could be of immense value to the participating organization in sensitizing its high potential executives to the issues faced by the company as well as in co-discovering solutions to problems.

PROGRAM CURRICULUM

The school follows a quad-mester system, wherein each year is divided into four modules. The modules in the first year are compulsory for all the participants. In the second year, participants are offered electives to deepen their understanding of a chosen field of management before they undertake a field research project for themselves or their sponsoring organization during the last two modules.

PROGRAM STRUCTURE

All core courses in Years 1 and 2 carry 2 credits each (20 sessions of 90 minutes duration each). The internship in Term 4 carries 6 credits.
## YEAR 1

### TERM 1
- **Online Tutorial:**
  - HBS Accounting Tutorial, HBS Economics for Strategists tutorial
  - Leadership and organizational behavior
  - Financial Reporting and Control
  - Organizations and the Economic Environment

### TERM 2
- **Online Tutorial:**
  - Harvard Business School Statistics Tutorial, HBS Communications Tutorial
  - Operations Management and Technology
  - Marketing Management including Digital Marketing
  - Corporate Finance

### TERM 3
- Managing Human Capital
- Management Information Systems
- Legal and Tax Factors in Business decisions

### TERM 4
- Competition and Strategy
- Ethical Leadership
- Full Business Simulation
- Internship

## YEAR 2

### TERM 5
- Competing in the Digital age
- Design thinking and innovation
- Entrepreneurial Management

### TERM 6: ELECTIVE COURSES
- Core course: Business and the Environment
- Core Course: Managing for Creativity and innovation

### TERM 7: ELECTIVE COURSES
- Electives

### TERM 8: ELECTIVE COURSES
- Electives

*In the last three modules, participants can take up to 5 elective courses in their chosen field of interest. This portion of the program enables participants to integrate the functional skills learned in the prior months into an understanding of the firm as a total enterprise.*
INTERNSHIP
All participants will be trained on applied learning with critical thinking, such that they are able to take learning out of the classroom and into the workplace in a faculty-supervised field-based learning environment. These field study and Individual Participant Research projects are designed to help participants deepen their knowledge in a particular area of interest. Field-based learning is typically conducted by teams of three or more participants, who work closely with a sponsoring organization and a faculty advisor. Projects may involve a product launch, new business development, or research aimed at solving a real-world problem. The field research culminates in a project report that would be graded by the faculty advisor and subsequently shared with the sponsoring organization.

LOCATION
Classes will be conducted on alternate weekends (fortnightly basis) at Shiv Nadar University campus.

FACULTY
SNU prides itself on the quality of faculty it attracts from all over India and the world. The university has full time faculty who are involved in the design and delivery of management programs. Visiting faculty comprising professors and seasoned executives from both India based and global institutions complement the efforts of full time faculty. The faculty at SME will work closely with the program advisors to ensure that the participants have a world class academic experience.
THE PROFILES OF SOME OF THE PROGRAM FACULTY:

SHUBHRO SEN,
PhD (University of California, Berkeley)

Dr. Shubhro Sen is the Director of SME and the School of Extended Education and Professional Development (SEEPD). He has a Ph.D. in Marketing and Strategic Management from the Haas School of Business, University of California, Berkeley. He has been a highly rated professor of Strategic Management, Global Strategy, International Marketing and Marketing Management in a 12 year academic career at multiple institutions in the US. He taught undergraduates and MBA’s at the University of Illinois, Urbana - Champaign, Santa Clara University; The Haas School of Business, UC Berkeley; Northeastern University, Bentley University and the Carroll School of Management, Boston College before returning to India to join the Tata group as Director, Tata Management Training Centre.

Dr. Sen has conducted numerous seminars and Executive Education workshops on Outsourcing Management, M&A Valuation and Global Leadership for organizations in the US, Europe, India and Singapore. He is an Accredited Coach for Hogan Assessments as well as Executive Coach with Level 1 of an ICF certification requirement.

As an entrepreneur, Dr. Sen Co-founded and led multiple US and India based start-ups through commercialization and/or market exits. These include eCredit.com [Acquisition by NASD:ICGE]; g8Wave [IPO on Nasdaq]; FSO [Acquisition by TBAS] and multiple Indian restaurants in the US. He has a strong track record in organizational building, business development, marketing and global alliance management including the negotiation of worldwide agreements with major multinationals.

VISHWANATH S R,
PhD (National Law University)

Vishwanath S R is a Professor of Finance in the School of Management and Entrepreneurship at Shiv Nadar University. He is the author of two volumes of 80 Case Studies and Teaching Notes published by McGraw Hill (India) and four books published by Springer Verlag, Sage Publications, and PHI Learning (formerly Prentice Hall of India) and several cases published by Asian Case Research Journal, The CASE Journal, U.S and Richard Ivey School of Business, Canada.

His research papers examine the role of certification and anchor investors in Initial Public Offerings, performance of family firms, valuation effects of changes in dividend taxes, IPO price stabilization through call auctions, book building in private placements, performance of conglomerates, the impact of stock market reforms on capital allocation in financial markets and off shore dollar denominated convertibles issued by Indian firms.
PROF. MOHAN SUBRAMANIAM,  
(Carroll School, Boston College)

Dr. Mohan Subramaniam is an Associate Professor of Strategic Management at the Carroll School of Management in Boston College. Dr. Subramaniam’s current research focuses on the Digital Transformation of Incumbent Industrial Firms and new sources of Competitive Advantage in the Digital Age. He has also extensively studied Global Competitive Strategy and the Strategic Management of Knowledge & Innovation.

His research appears in several leading management journals including the Academy of Management Journal and Harvard Business Review. Dr. Subramaniam’s research has won awards from the Strategic Management Society, McKinsey Corporation, Academy of Management, Academy of International Business, and the Decision Sciences Institute. His research has also received grants from the National Science Foundation and the Carnegie Bosch Institute.

PROF. ALAN HOFFMAN,  
(Bentley University)

Dr. Hoffman is a Professor at Bentley University. He currently serves on the MBA Advisory Board of The New England College of Business and Finance. His major areas of interest include strategic management, global strategy, investment management and technology. He frequently gets invited globally to speak on these areas. His publications have appeared in the Academy of Management Journal, Human Relations, the Journal of Business Ethics, the Journal of Business Research, and Business Horizons. He has authored forty strategic management cases. Four of his cases were used for the SAM National Case Competition. Recipient of the 2004 Bentley College Teaching Innovation award for MG755: The Organizational Life Cycle - The Boston Beer Company Brewers of Samuel Adams Lager Beer.

DR. MAKARAND CHIPALKATI,  
(Dr. Chips Consulting LLC, Massachusetts)

Dr. Makarand Chipalkatti is the Managing Director, Dr. Chips Consulting LLC, Massachusetts. His consultancy works with companies dealing in lighting, energy efficiency and environmental verticals – focusing on complete technology to business launch cycle, global market and product launch strategies. He has been a leader and pioneer in bringing solid state lighting (SSL) innovations to market as the original “intra-preneur” for the LED Lighting business for OSRAM. He has been Chairman, Solid State Lighting section, National Electrical Manufacturers Association and Founding Member, Next Generation Lighting Initiative. He is a senior advisor at TSG Equity partners.
HIMANSHU SAXENA,
(Center of Strategic Mindset)

Himanshu is the Founder & CEO of Center of Strategic Mindset (COSM TM), a C-Level Thought Leadership & Consulting organization, focused on managing strategy, driving execution; developing top leadership and executive coaching. He headed Strategy Alignment, Balanced Scorecard and Leadership Development at TCS. He successfully implemented Balanced Scorecard and won TCS the Hall of Fame Award, for strategy execution. He was also recognized as BSC Professional of the year 2012 by Dr. Robert Kaplan & David Norton. He has also been appointed as Senior Fellow at Tuck Business School, Dartmouth University, to teach an elective on ‘Building Strategic Mindsets’.

PRADEEP MEHRA,
B Tech (IIT Delhi), PGDM (IIM Kolkata)

Pradeep has been a CEO and has board level experience across finance and accounts, strategy formulation and implementation, joint ventures, managing turnaround of business, managing growth and competition, new business planning.

SIMANTI BANDYOPADHYAY,
PhD (JNU)

Simanti holds a PhD from Jawaharlal Nehru University. She has been a senior Economist at National Institute of Public Finance and Policy, New Delhi, India and a Senior Fellow at Indian Council for Research On International Economic Relations (ICRIER), New Delhi, India. She was a visiting scholar at the Institute of Municipal Finance and Governance MUNK School Of Global Affairs, University of Toronto, Canada, (Spring, 2012), the Institute of Development Studies at University of Sussex, Brighton, UK (June 2011) and Andrew Young School of Policy Studies, Georgia State University, Atlanta, USA (May, 2011).

Her research has appeared in top tier journals such as the European Journal of Operational Research and Journal of Operational Research Society.
JAIDEEP GHOSH,  
PhD (Pittsburgh)

He specializes in quantitative modeling of business and management systems, econometric studies of large-scale social systems, and social network analysis. He spent two decades in the U.S as an analyst at Lockheed Martin, Inc., Verizon Communications, Inc., and Automatic Data Processing, Inc. At SNU, he teaches courses in operations and information systems.

PAROMITA GOSWAMI,  
PhD (BITS)

She has taught marketing for close to a decade at XIM Bhubaneshwar, ICFAI and SNU. She was a post-doctoral International Fellow and Center Associate at the University Center for International Studies, University of Pittsburgh, USA during 2011-12. Her research and teaching interests are in the field of advanced consumer behavior.

In addition, a large number of faculty visit us from premier institutes such as MDI Gurgaon, FMS Delhi, IMT, IMI, TAPMI and IIT Delhi.

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APPLICATION AND SELECTION PROCESS

The program is open to executives with at least 5 years of work experience and a minimum of 60% of marks in their graduation. However, strong applicants with less than 5 years of experience are encouraged to apply.

The candidate needs to submit a detailed online application on www.snu.edu.in. Please ensure the information provided is accurate and verifiable.

Selections will be based on a comprehensive evaluation. This includes the nature and quality of the work experience and the performance of the candidate in the SNU admission test and personal interview.

FEES

The total fee for the program is ₹600,000 plus applicable taxes.

The fees is to be paid in eight installments over two years. The fee includes tuition, study materials, books, online courses, videos and Harvard Business School and other cases used during the program.
CONTACT INFORMATION
Interested participants and organizations may contact:

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