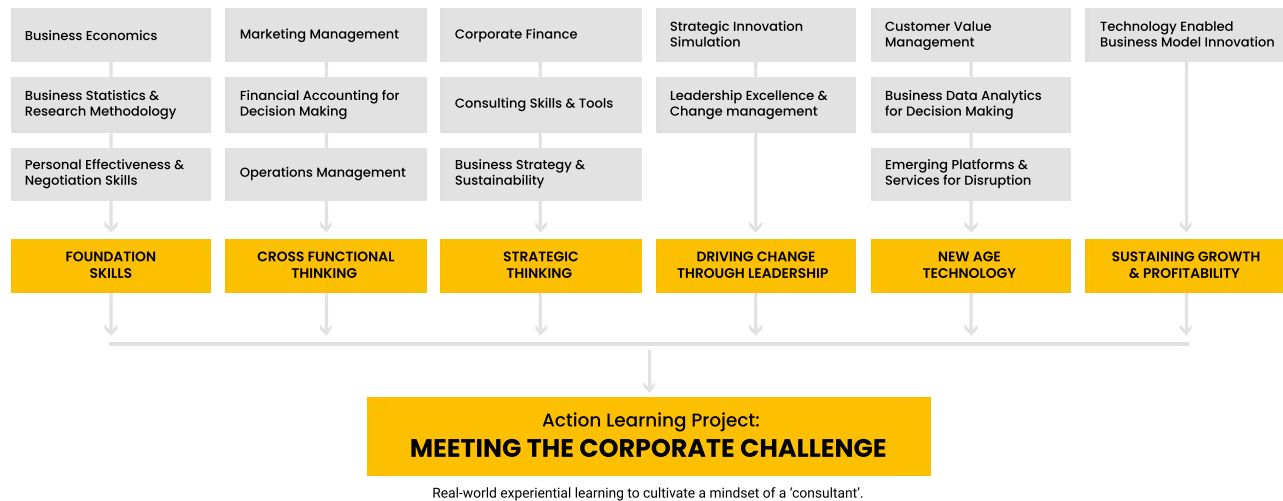


ACCELERATED MANAGEMENT PROGRAM

Curating New Age Leaders



COURSES OFFERED & LEARNING OUTCOMES

MODULE 1 Learn Foundational Skills

Business Economics

Addresses external factors that affect business and internal factors which influence business decisions. Students will be able to understand complex dynamics and uncertainties of the global business environment, evaluate differences across nations and their accompanying challenges, and evolve an agile managerial approach to adapt to emerging realities.

Business Statistics and Research Methodology

Introduces students to the application of statistical methods in analysing data for business decisions. This will also include gaining an insight on primary and secondary research methods with applications to specific problems and using qualitative and quantitative research for investigation. One will also learn how to scope a problem and prepare a professional research proposal.

Personal Effectiveness and Negotiation Skills

Helps students hone their communication skills: choose the style appropriate to the audience and the situation (debate vs negotiation vs presentation); articulate analyses and recommendations; effectively lead and contribute to group discussions; communicate as a leader and negotiator; and, finally, build one's personal brand on social media.

MODULE 2 Engage in Cross Functional Thinking

Marketing Management

Focusses on the understanding and application of marketing tools and techniques for evolving customer centric organisations through value creation for customers. The ultimate objective is to get the right customers and keeping them for growing Customer Lifetime Value.

Financial Accounting for Decision Making

Learn to understand and analyse financial transactions pertaining to business for taking decisions. The unit also offers an understanding of Profit and Loss statements and Balance Sheets. One will be able to analyse financial statements and interpret the nuances of different companies/sectors.

Operations Management

Students will learn how business operations in the production of goods and services work. They will understand how different processes need to be re-engineered for being customer-centric and enhancing operational efficiencies in an ever-changing business environment. Project Management related topics are also included.

MODULE 3 Analyse Complexity and Ideate Strategic Thinking

Corporate Finance

This subject of finance deals with key managerial decisions with respect to capital structuring, capital budgeting and investment decisions, working capital, cashflows, etc. The key objective is to maximize shareholder value through short and long-term financial planning and the implementation of key decisions.

Consulting Skills and Tools

Students will review, learn and practice an array of tools and techniques designed for various phases of the consulting project life cycle, explore management consulting industry and learn how to use appropriate frameworks to analyse and interpret data, draw insights and generate recommendations.

Business Strategy and Sustainability

Gain a strong understanding on importance of business ethics and stakeholder management from a managerial perspective. Students are exposed as to how business strategies can balance interests of various stake holders for ensuring sustainability.

MODULE 4 Drive Change through Leadership and Innovation

Strategic Innovation

Students will get an overview of frameworks and processes for 'value innovation' necessary for implementing a Blue Ocean Strategy. With a cutting-edge simulation, one will learn to practice continuous innovation to re-invent business and drive growth while making existing competition irrelevant.

Leadership Excellence and Change Management

This unit focusses on the challenges in managing an organisation and the practice of leadership for implementing 'change' in an ethical decision-making context. Students will be able to recognise and address resistance to change. They will also get an in-depth understanding of some of the key traits necessary for leadership excellence.

MODULE 5 Embrace New Age Technologies for Value Creation

Customer Value Management

Enable students to learn through a cutting-edge simulation, the critical decisions involved in marketing planning at a strategic level including segmentation, targeting and positioning; product development, new market entry and deploy the marketing budget in an omni channel environment. Covers specifics of both B2B and B2C.

Business Data Analytics for Decision Making

Understanding various concepts, methods, tools and techniques in data analytics for decision-making in business. Students will learn to analyse the business problem, craft and evaluate alternate scenarios, apply a range of analytics, and use data visualisation techniques for articulating a recommendation.

Emerging Platforms and Services for Disruption

Provides an overview of emerging platforms and services for leveraging digital technologies and understand its business implications. Students will be able to critically assess of global technology trends and possibilities of leveraging new technologies for business disruption.

MODULE 6 Resilient Mindset for Sustaining Growth and Profitability

Technology Enabled Business Model Innovation

Provides students with a practical understanding of challenges of entrepreneurship, processes involved in starting a new venture, awareness of current issues in business and market disruptions, as well as an opportunity to hone a range of entrepreneurial skills necessary for technology led innovations.

Action Learning Project – Meeting the Corporate Challenge

Students apply the skills and concepts learnt throughout the program in developing a strategy for ensuring sustainability. They develop an entrepreneurial or intrapreneurial action plan in a global context for driving business innovation leveraging new-age technology