



BML MUNJAL UNIVERSITY™
A HERO GROUP INITIATIVE

BML MUNJAL UNIVERSITY

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**MBA
EXECUTIVE
PROGRAMME**

Vision

BML Munjal University seeks to nurture ethical leaders who are skilled, knowledgeable and have the life skills required for leading their organisations to success.

The University shall seek the advancement and dissemination of practically oriented knowledge, benchmarked with the best global standards.

Mission

BML Munjal University aims to be a leading University for the quality and impact of its teaching, research and linkages with major stakeholders. The focus of the University is to find creative solutions to problems through application of knowledge.

The University aims to create a talented community of students and faculty who excel in teaching, learning and research, in a creative and stimulating environment. The University will collaborate with other institutions for the development of science, technology and arts in the global context.

ABOUT BML MUNJAL UNIVERSITY

BML Munjal University (BMU), founded by 'The Hero Group' and mentored by Imperial College London, seeks to transform higher education in India by creating a world-class and innovative teaching, learning and research environment. BMU is approved by the University Grants Commission.

The Hero Group includes Hero MotoCorp - the world's largest two-wheeler manufacturer. BMU's academic mentor is Imperial College London, the 109-year-old University that is ranked 9th in the QS World University Rankings (2016).

BMU's vision is to enable students to become ethical leaders and entrepreneurs. In line with this, the University emphasises on interdisciplinary, experiential and immersive learning based on the 5i system which encompasses a journey from Information, Inquiry, Inspiration, Implementation to Impact. The curriculum at BMU is focused on experiential learning, with up to 45% of the contact hours (the highest in the world) spent on hands-on learning through projects, practicals, workshops, labs, industry visits and Practice School.

BMU has a strong focus on research and is facilitating advanced R&D through on-campus, state-of-the-art research centres and labs, and partnerships with leading R&D institutes such as Fraunhofer Gesellschaft, Germany, CEERI, Pilani, CSIR-CSIO, Chandigarh, CSIR-CBRI, Roorkee and NPL, Delhi.

BMU has been officially approved by the Department of Science and Industrial Research (DSIR) Govt of India for BMU's potential for conducting research.

The University believes in fostering the growth of industry-academic linkages and is currently collaborating with IBM, KPMG, Axis Bank, Siemens and Hero MotoCorp to provide its students with a holistic learning experience that travels beyond the classroom environment. BMU has also tied up with Singapore Management University and the Robert H. Smith School of Business, University of Maryland, USA.

BMU currently offers B.Tech, B.Com (Hons), BA (Hons) Economics, BA LLB (Hons), BBA LLB (Hons), BBA-MBA Integrated, BSc Computer Science, LLB (Hons), BBA, MBA, PhD and Executive programmes.

INDUSTRY PARTNERS



ACADEMIC PARTNERS





NEED FOR AN MBA PROGRAMME FOR WORKING EXECUTIVES

In current times, corporates are faced with new challenges for growth; it's becoming increasingly difficult to gain and sustain the competitive advantage. To overcome this the corporates need their executives to possess not only in-depth knowledge of the functional areas but also have the ability to think strategically, adopt a global perspective, and exhibit the ability to manage cross-cultural teams. The executives, especially those who are at the middle level supervisory roles, need to acquire strong understanding and practice of the contemporary management concepts. This is essential for the organisations to continuously grow and succeed.

BML Munjal University (BMU) offers two-year MBA (Executive) programme aimed at preparing participants to excel and move forward in their career and be ready to take on roles of increased responsibility in their organisations.



BENEFITS TO THE SPONSORING ORGANIZATION

The programme has been designed to be managerially relevant. We achieve this objective through the case method of instruction. Participants are required to work on practical projects and internship throughout the programme. These projects could result in useful problem-solving research by the participant. The project report would be shared with the sponsoring organisation. 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 discover solutions to problems.

WHO SHOULD CONSIDER JOINING THE PROGRAMME

This programme has been designed to provide specific inputs in management science for those executives who have not had a formal degree in management. It is for those executives who cannot take a break from their work. Executives are required to have at least three years of full time experience. The programme is rigorous and fast paced. Concepts build on each other fairly quickly. Consequently, willingness to devote adequate time for preparation on the part of participants is assumed.

WHAT WE LOOK FOR

In selecting participants for the programme attention is given to a variety of criteria like academic preparation, motivation, academic record and demonstrated leadership potential.

The minimum eligibility for admission to the programme is graduation in any area with at least 50% marks and work experience of minimum 3 years. The interested candidates need to submit application in the prescribed format. The applications are reviewed and shortlisted candidates are invited for personal interview.



PEDAGOGY OF MBA (EXECUTIVE) AT BMU

In this programme, participants progress from mastering functional inputs to thoroughly understanding how modern corporations are structured and how they operate. The programme engages executives with diverse backgrounds to develop an understanding of how modern corporations function in an increasingly global environment.

The curriculum of the programme has been designed to meet the changing needs of the business participants and to address recent trends in management and innovations. The case studies and lectures are intentionally international in focus. Participants get to use best in class simulations to practice their 'decision making' capabilities and hone them. The programme's array of core and elective courses provide strong learning that participants take back to their job and leverage it for higher levels of performance.

The class comprising of participants from different functional domains and different companies provide the required diversity for rich discussion and learning from peer interaction. It also facilitates building of personal networks.

CLASS SCHEDULE

The classes are held at BMU campus over the alternate weekends, allowing participants to balance the demands of study for the programme their work and family commitments.





PROGRAMME THEMES

ESTABLISHING A COMMON UNDERSTANDING OF ACCOUNTING AND FINANCE

To be effective leaders, senior executives must have a solid grounding in financial systems and instruments. EMP begins by immersing participants in finance and accounting, developing an intuitive understanding that will inform many of the key organizational decisions that senior leaders will be called upon to make.

Participants sharpen their skill sets in four essential areas:

- **Global Accounting Principles:** Focusing on the functions of modern capital markets and financial institutions; financial systems and structures; and accounting choices and their impact on external financial reporting.
- **Financial Statements:** Examining the purposes of various financial statements; and the use of financial statements to evaluate the effectiveness of a company's strategy.
- **Financial Planning:** Exploring the types and drivers of financing needs; examination of a company's operating, financing, and investment performance; financial valuation and forecasting; and the levers for enhanced shareholder value.
- **Resource Allocation:** Highlighting how a company finances itself; discounted cash-flow valuation; risk analysis; and the determination of relevant cash flows.

LEVERAGING THE POWER OF MARKETING

A broad, results-oriented view of marketing prepares senior managers to oversee the management of marketing across multiple areas, and to maximize the potential of marketing for greater bottom-line and shareholder value.

- **Customer Management:** Focusing on the successful management of customer acquisition and retention, segmentation, profitability, and lifetime value.
- **Corporate Brand Management:** Examining proven ways to develop, manage, and extract value from a corporate brand and/or subsidiary brands, thereby enhancing business performance.
- **Marketing and the CEO:** Exploring how to develop a set of company-specific matrices that will enable your board to monitor marketing results on an ongoing basis.

LEADING IN THE INTERNATIONAL ECONOMY

Competing in global markets involves competitive and operational pressures, formidable challenges, and new risks. EMP takes a macroeconomic view of the international business environment, providing strategic insights that help senior executives to lead their organizations in the context of convergence and conflict.

- **Policy Issues in Countries Around the world:** Focusing on how different nations perceive the roles and relationships of government and business.
- **Up-to-date global intelligence:** Exploring the economic, political, cultural, and social challenges faced by governments and firms conducting business on a global scale.
- **Executive Decision making:** Analyzing the factors involved in making direct foreign investment decisions.

MASTERING THE ESSENTIALS OF CORPORATE FINANCIAL MANAGEMENT

Whether competing for funding, anticipating financial trends, or evaluating performance in the context of the global marketplace, senior executives must understand how to assess the output of financial systems and to leverage financial resources for competitive advantage. EMP presents finance as it relates to the corporation as a whole, providing participants with the tools to manage financial resources.

- Profitability and growth: Focusing on the executive's role in balancing profit and growth, in addition to addressing value gaps in highly dynamic environments.
- Capital cost and cash flow: Conveying the essentials of capital structure, capital markets, financial institutions, and standard analysis techniques.
- Shareholder Value: Highlighting the levers for enhanced shareholder value and understanding the value-based management concepts that affect it.

SETTING COMPETITIVE AND CORPORATE STRATEGY

Senior executives play an essential role in setting overall strategy—creating a competitive business position that is unique, defensible, and sustainable. Examining both competitive and corporate strategy, EMP imparts concepts and frameworks for thinking analytically about strategy, and offers an enduring logic for setting a sound company strategy.

- Environmental Scanning: Focusing on how to assess the structural attractiveness of an industry, and identify both threats and opportunities to business profitability.
- Competitive Positioning: Emphasizing the art of configuring discrete internal activities to create new sources of competitive advantage.
- Competitive Sustainability: Analyzing the role of senior executives in applying competitive analysis, responding to generic threats, and employing the best alternative strategies.
- Corporate Strategy: Exploring how to use strategic analysis to evaluate market opportunities, firm resources, and the effectiveness of organizational structures, systems, and processes.



MANAGING INNOVATION AND ORGANIZATIONAL EFFECTIVENESS

Organisations succeed not only by optimizing what they currently are doing, but also by continually innovating for the future. EMP examines the areas in which organizations must excel in order to deliver and sustain both short-run and long-term effectiveness.

- Winning in the short term: Focusing on acquiring a set of methodologies and action-planning tools for organizational diagnosis and problem solving.
- Leading innovation Teams: Emphasizing the techniques for managing incremental and discontinuous innovation, as well as the organizational dilemmas inherent in managing strategic contradictions.
- Leadership and Change: Analyzing the options for articulating a clear vision, building a coalition of support, and creating an organization that is capable of reinventing itself.

USING PERFORMANCE MEASURES TO DRIVE AND COMMUNICATE STRATEGY

EMP provides the models and informational tools that enable organisations to communicate strategy from top to bottom, monitor the external environment, and keep market information flowing from the bottom up. Senior executives acquire an immediate sense of how to set priorities around key objectives—and how to determine what needs to be changed in their own management structure.

- Accounting and Management: Highlighting the implementation of financial reporting and control systems that are crucial to achieving strategic goals, maximum performance, and competitive advantage.
- Achieving Profitable Strategies: Focusing on the use of performance measurement and balanced scorecards as tools for communicating strategy to both the market and investors.
- Designing Organisations for Performance: Reviewing the benefits and the potential of using accountability as a foundation for organizational design.

JOURNEY

EMP presents its unique offering to the members of cohort. The executives are provided with a mix of group and one-to-one sessions of Coaching for Impactful Leadership. The coach works with each individual to build success and growth path. Providing with a confidential space to incubate and test ideas and they are provided with systems & tools they needed to support leaders to go to the next level in their professional performance while engaging their teams. The coaching program prepares each individual to be a high potential leader to next levels of their leadership in today's VUCA world. The outcome of the leadership journey program are:

- Effective goalsetting
- Building a Poised and Impactful Presence,
- Improve Decision making,
- Developing a sense of reflective thinking,
- Developing in depth and focused thought process,
- Communication Enrichment to create a powerful impact across all levels,
- Receiving & providing effective feedback,
- Permanent Behavioural Changes – Becomes Habit.



SURFING THE ANALYTICS WAVE

Business Analytics skills are expected in every member of the modern workforce. Analytics courses offered by EMP are designed to enable executives to apply these skills in their current job roles, preparing them to perform them under the uncertainty and complexity of multiple constraints and goals.

- Business Intelligence with Power BI: Microsoft Power BI is in the top right position in the Gartner's Magic quadrant of business analytics tools. The executives are expected to work with large datasets from variety of sources to dig for intelligence that helps in identifying symptoms of problems business may face in future.
- Multi Criteria Decision Making: In the complex world, the senior managers never work in linear fashion. They are required to think and handle multiple constraints and multiple objectives. Data driven decision making helps the manager model these constrains and objectives. Specialized algorithms allow the managers to process these multiple constraints and objective for an optimal solution.
- Data Sc. Fundamentals with Python: Python is the most in-demand programming language required in the data science world. the EMP gives an exposor to the executives to use python programming scripts effectively and run exploratory data analytics and perform Extract-Transform-Load operations for preparing predictive and prescriptive models.
- Predictive Analytics: Predictive modelling develops skills to create models to predict the value of decision variable in future. The course offers exposure to statistical and machine learning algorithms through hands-on- practice sessions.

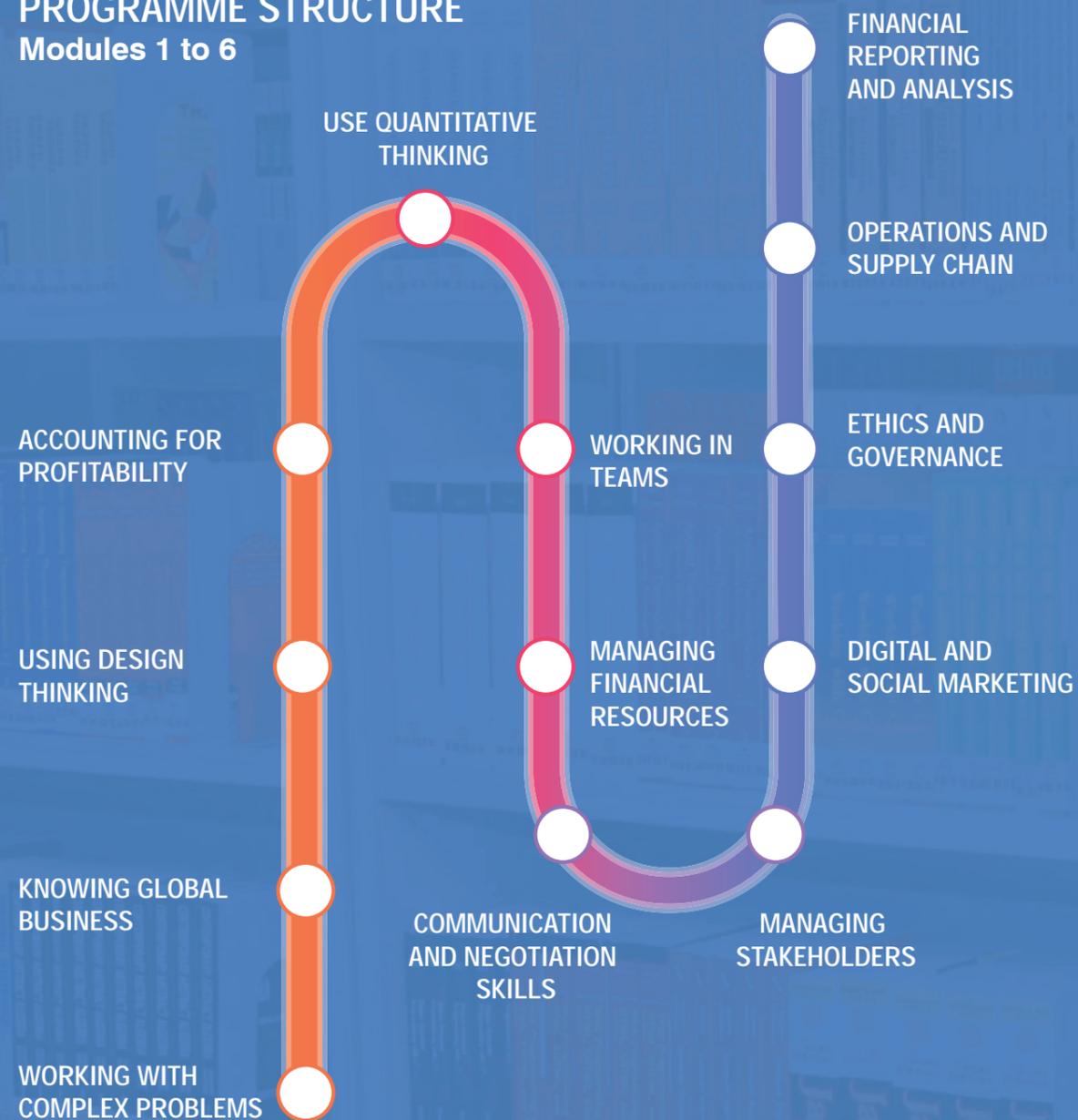
PRACTICUM

EMP offers dedicated practicum credits introduced in the mid of the program. Practicum covers using design thinking, bringing ideas to market and course project within organization.

The practicum is expected to contribute participation of executives in the solving some of the existing problems at workplace.

PROGRAMME STRUCTURE

Modules 1 to 6



Modules 7 and 8: Elective Courses

In the last two modules participants can take up to 8 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. EMP offers simulation based courses to allow students operate like mid-level manager in simulated business environment. This module has the final phase of Executive Leadership Journey along with Markstrat Simulation and Capstone Simulation. A representative list of elective courses is given below:

Finance

- Portfolio Management
- Stock Simulation
- Financial Modelling
- Investment Management
- Advanced Corporate Finance
- Business Valuation and Analysis
- Indian Banking System
- Wealth Management
- Derivatives and Risk Management

Operations

- Project Management
- Service Operations Management
- Total Productive Maintenance
- Global Supply Chain Management
- Operations Strategy
- Operations Excellence
- Supply Chain Analytics
- Manufacturing and Operations
- Analytics
- Project Management

Human Resource

- Compensation Management
- Acquiring and Retaining Talent and Employer Branding
- Negotiation and Negotiations
- Cross Cultural Management
- Learning and Development
- HR Analytics
- Leadership and Corporate Transformation
- Designing Organization for Performance
- Industrial Relations and Labour Law

Marketing

- Digital Marketing
- Global Marketing
- B2B Marketing
- Marketing Research
- Customer Relationship Management
- Brand Management
- Marketing Analytics
- Retail Management
- Marketing at the Bottom of Pyramid
- Service Marketing
- Advertising & Sales Promotion

Strategy

- Business Strategy
- Strategies for Emerging Markets
- Strategic Innovation Management
- Strategic Marketing
- Business Models and Intellectual Property

Analytics

- Prescriptive Analytics
- Machine Learning for Managers
- Artificial Intelligence for Managers

COURSE PROJECT

The project has to be conducted within the company, under the supervision of a senior executive. If a group so desires, in addition to the supervisor at company, they can choose a faculty from BMU to be an academic guide for the project. The project has to be conducted within the company alongside the regular work and academic requirements.

The chosen project should address a relevant problem or an opportunity faced by the company. The project can be chosen in any area or function of the company. Only requirement is to get the approval of company HR and a senior executive working in the chosen area or function as the project guide. Indicative types of projects would include product launch, new business development, improving operational efficiency, designing training and many more.

EMPIRICAL STUDY

Empirical Study is a part of MBA (Executive) Program and is introduced to achieve the university's mission of creating business ready managers. By enabling every MBA (Executive) student to do a theoretically-driven industry project under a faculty member's guidance, we will be able to utilize our excellent faculty resources more effectively. Acquiring a thorough and firsthand understanding of a topic will make a student more attractive and valuable to organizations. The Field research culminates in a project report that would be graded by the faculty advisor and shared with the sponsoring organization.

FACULTY

BMU 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 executive education programmes. Visiting faculty comprising of professors and seasoned executives complement the efforts of full-time faculty. The full time faculty at the institute work closely with the programme advisors to ensure that the participants have a world-class academic experience.

Dr. Jaskiran Arora
Dean (SoM) and Professor
Accounting & Finance

Prof. Davinder Singh
CEO, ACIC-BMU Foundation,
In-charge of Incubation and
Associate Professor

Dr. Swapnajit Chakraborti
Associate Professor
Decision Science

Dr. Sangita Dutta Gupta
Associate Professor
Economics

Dr. Richa Mishra
Associate Professor
Organization Behavior

Prof. Sumit Shandilya
Assistant Professor
Operations

Prof. Prashant Verma
Associate Professor of Practice
Business Analytics

Dr. Sanjeev Arora
Associate Professor
Marketing

Dr. Rik Paul
Associate Professor,
Marketing

Dr. Anshu Sharma
Assistant Professor
Human Resources

Dr. Kamal Kant Jain
Assistant Professor
Business Analytics

Dr. Piyush Pandey
Assistant Professor
Finance

Dr. Amit Bagga
Adjunct Associate
Professor Finance

Dr. Nandita Choudhury
Associate Professor
Language & Communications

Dr. Ritu Chhikara
Associate Professor
Marketing

Dr. Ruchi Garg
Assistant Professor
Marketing

Dr. Anil Kumar
Assistant Professor
Decision Science

Dr. Mohit Yadav
Assistant Professor
Human Resource

Visiting Faculty

Dr. Nelson Phillips
Mr. Abheek Barua
Dr. Andreas Eisingerich
Dr. D.M. Swagerman

Dr. Kalyan Talluri
Prof. Vijay Ghei
Dr. Jatinder Sidhu
Dr. Sankalp Chaturvedi

Dr. Arup Kumar Baksi
Prof. Lionel Aranha
Dr. Yuri Mishina
School

Dr. Illeana Stigliani
Dr. Manaswee Samal
Dr. Llewellyn Thomas

Ms. Sunayana Baruah
Ms. Lalitha Maheswaran
Dr. Saibal Basu

Acting Dean, Imperial College Business School
Chief Economist, HDFC Bank
Professor (Marketing), Imperial College Business School
Professor (Financial and Management Accounting), University of Groningen, Netherlands
Professor (Operations Management), Imperial College Business School
Professor (Design Thinking), Hult School of Business
Associate Professor (Strategic Management), Rotterdam School of Management
Associate Professor (Organisational Behavior & Leadership), Imperial College Business School
Associate Professor (Statistics), BITM
Adjunct Faculty, IIM Kozhikode
Assistant Professor (Organisational Behavior/Strategy), Imperial College Business School
Assistant Professor (Design and Innovation), Imperial College Business School
Assistant Professor (Finance), Great Lakes Institute of Management, Chennai
Assistant Professor (Strategy and Innovation), Imperial College Business School
Professional Etiquette and Communication Trainer
Freelance Consultant and Corporate Trainer
Freelance Economics Faculty and Consultant

FEE

The tuition fee for the two year programme is Rs 10 lakhs which covers tuition, study materials, books, online courses, videos, and Harvard Business School cases and use of knowledge resource center at the university. The boarding and use of hostel would be at additional charge, basis the usage. The fee is payable in four installments.

IMPORTANT DATES

Start accepting applications for class of 2022-24	25th June 2022
Last date for receipt of applications	11th July 2022
Personal interviews	26th July 2022
Admission offers to join the programme	30th July 2022
Start of the programme	6th August 2022

CONTACT INFORMATION

Interested candidates may contact Ms. Shubhangi Juneja

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