



BML MUNJAL UNIVERSITY

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MBA EXECUTIVE PROGRAMME 2026-2028

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





CONTINUITY IN PROGRESS, INTEGRITY IN ACTION

BMU was founded with our founder's vision to build a nation through the power of education that is not just theoretical, but deeply rooted in real-world impact.

At the Centre of Continuing Education (CCE), we believe that learning does not end with a degree; it evolves into a lifelong responsibility.

Our ethos is built on the BMU cycle of transformation: we **Inquire** into the challenges of the modern economy, **Inspire** our learners with **innovative** thinking, and empower them to Solve problems that contribute to nation-building.

Whether you are a corporate veteran or a rising professional, our narrative is about moving from being a practitioner to a "**Changemaker.**"

LEADERSHIP WITH A CONSCIENCE.

In an era of rapid disruption, the world doesn't just need managers; it needs ethical leaders who can navigate complexity with integrity.

The new disruptions that erupt without warning or a manual, need an **Entrepreneurial Mindset** to innovatively navigate solutions.

The BMU Executive MBA is designed for the modern professional who seeks to **lead with purpose**. Grounded in our founder's ethos of grit and innovation, this programme challenges you to inquire beyond the balance sheet and solve for a better tomorrow.

Only University in Delhi NCR providing a Degree for Executive MBA.

About 25% Experiential Learning – one of the highest in the industry

Alternate-Weekend, On-Campus Classes





ELEVATE LEADERSHIP. INSPIRE EXCELLENCE.

SET THE STANDARD FOR YOUR TEAM WITH THE BMU EXECUTIVE MBA.

Investing in advanced expertise is more than a career move; it is a signal of your commitment to growth. By evolving your own skills, you inspire a culture of continuous learning within your organisation.

At BMU, we go beyond theory. Our programme is designed to help you:

Lead with Purpose: Gain a holistic understanding of global business functions to become a more effective, conscious leader.

Drive Impact: Master the art of influence and learn to tangibly improve organisational performance through our "Learning by Doing" philosophy.

Seamless Transition: Build the agility required to pivot between roles and lead through complexity.

STRATEGIC VALUE FOR THE SPONSORING ORGANISATION

DEVELOPING FUTURE-READY LEADERS THROUGH REAL-WORLD IMPACT.

Our Executive MBA is built on managerial relevance and immediate ROI. The curriculum is anchored in:

Managerial Relevance: Learning is anchored in the Case Method, ensuring classroom insights translate directly to boardroom decisions.

Applied Problem-Solving: Participants undertake Live Projects within your organisation, providing evidence-based solutions to your specific business challenges.

Strategic Research: Final project reports are shared with the sponsor, offering fresh, data-driven perspectives on internal growth and efficiency.

Leadership Pipeline: We sensitise your high-potential talent to the company's unique landscape, fostering a leadership team that is deeply invested in your future.

WHO SHOULD JOIN

Designed for High-Potential Professionals.

This programme is tailored for driven executives looking to formalise their leadership journey without pausing their careers.

It is ideal for those who:

Seek Strategic Mastery

Value Continuity

Embrace Rigour

Prioritise Growth

ELIGIBILITY & ADMISSIONS

Identifying the Next Generation of Leaders.

We look for candidates who demonstrate academic readiness, high motivation, and a proven track record of leadership potential.

- **Experience:** A minimum of 5 years of professional work experience.
- **Education:** A Bachelor's degree in any discipline with at least 50% marks.
- **Process:** Submit your application in the prescribed format for review.
- **Selection:** Shortlisted candidates will be invited for a Personal Interview to assess fit and leadership vision.



THE LEARNING EXPERIENCE

EXPERIENTIAL. GLOBAL. INTEGRATED.

At BMU, we bridge the gap between classroom theory and boardroom reality. Our pedagogy is built on three pillars:

Learning by Doing: Master modern corporate functions through real-world simulations and the case study method, designed to sharpen your decision-making in a global context.

Peer Transformation: Engage with a diverse cohort of leaders from various industries. This rich exchange of perspectives fosters both deep cross-functional learning and a powerful professional network.

Immediate Application: The curriculum evolves from functional mastery to strategic leadership, allowing you to apply new insights directly to your role for measurable performance gains.

Flexible Residency:

To support your professional and personal commitments, classes are held at the BMU campus on alternate weekends, ensuring a seamless balance between work, life, and intensive study.





EMPOWERING LEADERS. TRANSFORMING ORGANISATIONS.

A PARTNERSHIP IN EXCELLENCE: VALUE FOR THE LEADER AND THE ORGANISATION.

Benefits to Participants

Accelerate Your Leadership Journey.

1. **Holistic Strategic Vision:** Move beyond functional expertise to master the complexities of global corporate strategy and sustainable leadership.
2. **Experiential Mastery:** Apply the “Learning by Doing” philosophy through high-stakes simulations and real-world case studies that sharpen your decision-making.
3. **Immediate Career ROI:** Gain actionable insights on alternate weekends that you can implement in your workplace on Monday morning.
4. **Power of the Network:** Build lifelong professional capital by collaborating with a diverse cohort of high-achieving peers across industries.
5. **Personal Transformation:** Evolve into a conscious leader equipped with the courage and conviction to drive organisational change.

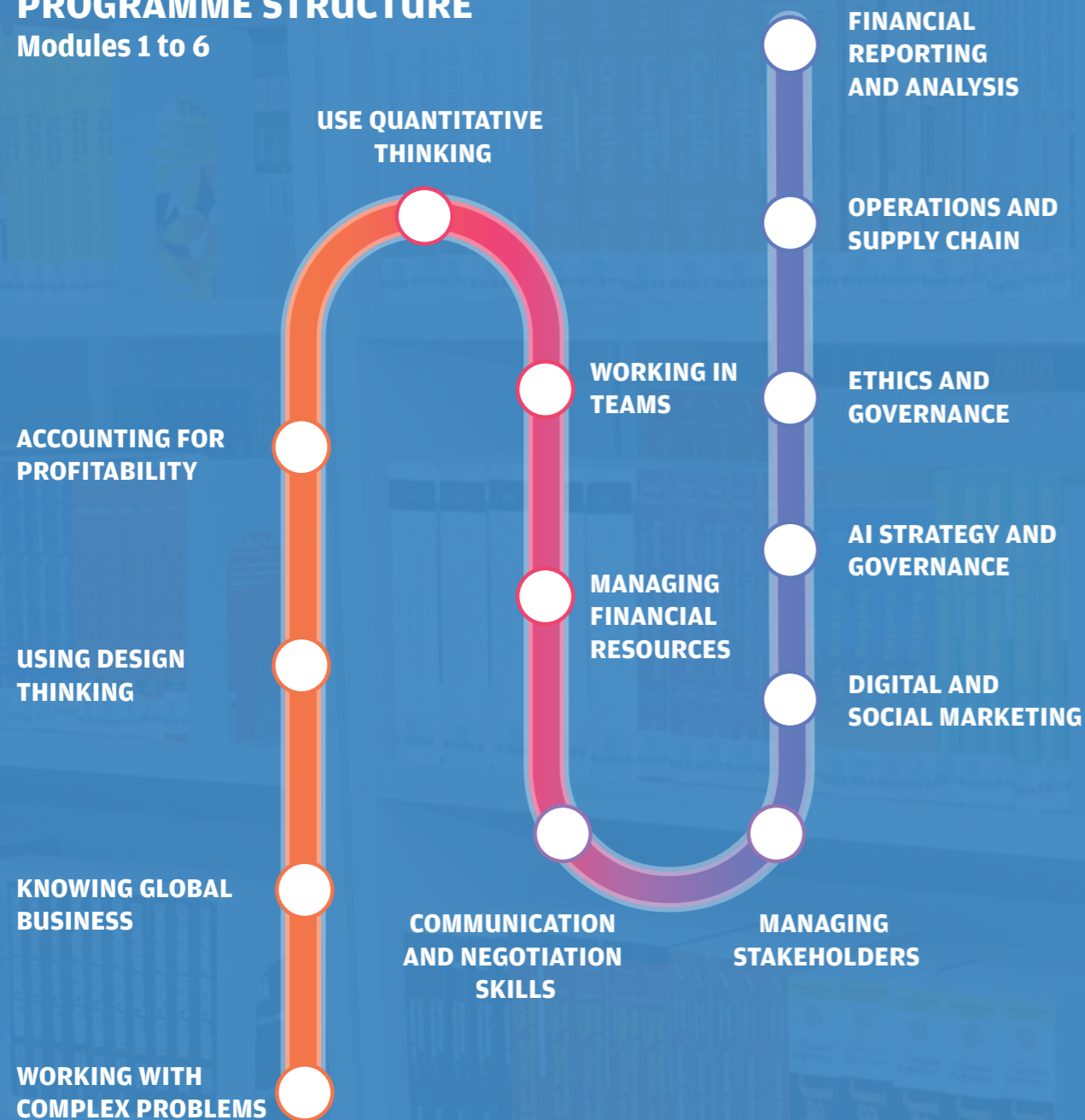
Benefits to Organisations

Developing Future-Ready Capital.

1. **In-House Problem Solving:** Through live projects and research, participants tackle your organisation's specific challenges with evidence-based solutions.
2. **Minimal Disruption, Maximum Gain:** The alternate-weekend format ensures that your high-potential talent remains fully engaged in their current roles.
3. **Global Benchmarking:** Bring world-class management practices and innovative trends directly into your business ecosystem.
4. **Strategic Talent Retention:** Investing in your leaders' growth fosters deep organisational loyalty and builds a robust internal succession pipeline.
5. **Culture of Excellence:** Participants return with a “Lead with Purpose” mindset, inspiring their teams and raising the standard of performance across the board.

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 programme enables participants to integrate the functional skills learned in the prior months into an understanding of the firm as a total enterprise. There are simulation based courses to allow students to operate like mid-level manager in simulated business environment. This module is 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 Organisation 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
AI Strategy and Governance

Analytics

Prescriptive Analytics
Machine Learning for Managers
Artificial Intelligence for Managers

THE STRATEGIC CAPSTONE PROJECT

The cornerstone of the BMU Executive MBA is a live, company-based project designed to solve a real-world business challenge.

This is where "Learning by Doing" creates tangible ROI for the organisation.

- 1. Real-World Relevance:** Participants identify a critical problem or a growth opportunity within their company—ranging from launching new products and driving operational efficiency to designing transformative HR strategies.
- 2. Dual Mentorship:** Each project is conducted under the guidance of a Senior Executive

Sponsor from within the organisation. To ensure academic rigour, participants may also collaborate with a BMU Faculty Mentor.

- 3. Seamless Integration:** Designed to be done alongside professional responsibilities, the project ensures that high-level strategy is applied directly to the participant's **current** functional domain.
- 4. Corporate Alignment:** Projects are finalised in coordination with Company HR and functional leadership, ensuring the outcomes are perfectly aligned with the organisation's goals.

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 & Education Quality

Prof. Prashant Verma
Associate Professor of Practice,
Business Analytics

Dr. Amit Bagga
Adjunct Associate Professor,
Finance

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

Dr. Deepak Pandit
Chair Professor,
Innovation and Entrepreneurship

Dr. Nandita Choudhury
Associate Professor,
Language & Communications

Dr. Sangita Dutta Gupta
Professor,
Economics

Dr. Ritu Chhikara
Associate Professor,
Marketing

Dr. Rik Paul
Programme Director, Executive MBA,
Associate Professor, Marketing

Dr. Richa Mishra
Associate Professor,
Organization Behavior

Prof. Anantha Rao
Professor of Practice,
Analytics

Dr. Ruchi Garg
Assistant Professor,
Marketing

Prof. Sanjeev Ganguly
Associate Professor,
Operations and Business Strategy

Dr. Jaya Ahuja
Associate Professor,
OB & HR

Prof. Chirag Malik
Associate Professor,
School of Management

VISITING FACULTY

Dr. Nelson Phillips	Acting Dean, Imperial College Business School
Mr. Abheek Barua	Chief Economist, HDFC Bank
Dr. Andreas Eisingerich	Professor (Marketing), Imperial College Business School
Dr. D.M. Swagerman	Professor (Financial and Management Accounting), University of Groningen, Netherlands
Dr. Kalyan Talluri	Professor (Operations Management), Imperial College Business School
Prof. Vijay Ghei	Professor (Design Thinking), Hult School of Business
Dr. Jatinder Sidhu	Associate Professor (Strategic Management), Rotterdam School of Management
Dr. Sankalp Chaturvedi	Associate Professor (Organisational Behavior & Leadership), Imperial College Business School
Dr. Arup Kumar Baksi	Associate Professor (Statistics), BITM
Prof. Lionel Aranha	Adjunct Faculty, IIM Kozhikode
Dr. Yuri Mishina	Assistant Professor (Organisational Behavior/Strategy), Imperial College Business School
Dr. Illeana Stigliani	Assistant Professor (Design and Innovation), Imperial College Business School
Dr. Manaswee Samal	Assistant Professor (Finance), Great Lakes Institute of Management, Chennai
Dr. Llewellyn Thomas	Assistant Professor (Strategy and Innovation), Imperial College Business School
Ms. Sunayana Baruah	Professional Etiquette and Communication Trainer
Ms. Lalitha Maheswaran	Freelance Consultant and Corporate Trainer
Dr. Saibal Basu	Freelance Economics Faculty and Consultant
Mr. Sameer Khan	Corporate Trainer, Strategic Digital Marketing Coach

FEE

The fee for the two-year Executive MBA programme is **₹10 Lakhs + GST**, structured to provide a comprehensive, resource-rich learning environment.

The fees cover:

Academic Excellence: All tuition fees, Harvard Business School case studies, and premium online course materials.

Learning Resources: Access to specialised videos, digital libraries, and the University's Knowledge Resource Centre.

Global Content: Integration of world-class pedagogy and international business simulations.

Please Note:

1. The fee is payable in four installments.
2. Boarding and hostel facilities are available at an additional charge, based on actual usage during residency weekends.
3. Merit-based scholarships are available for exceptional candidates.
4. Group Discounts are available for organisations.

IMPORTANT DATES

Please check <https://www.bmu.edu.in/courses/executive-mba/important-dates/>

CONTACT INFORMATION

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