

MBA EXEC

11th Batch 2021-22

General Management Programme

15 months Full-Time

**Focus Areas: Leadership,
Strategy, Digital Transformation
and Global Business**



Programme Highlights



- The programme is structured on the four pillars of Leadership, Strategy, Digital Transformation and Global Business.
- This is a 15 months full time General Management Programme (formally referred to as PGDM Executive from 2011 to 2019).
- Intake: 30 seats.
- The curriculum of this General Management Programme is comparable with the Executive MBA programmes across the world.
- The course objective is to develop leadership competencies for dynamic business environment of 21st century.

Programme Highlights (contd..)



- Participants work experience enriches the classroom discussions and debates.
- An illustrious Board of Studies comprising of industry specialists & academicians from different disciplines guide the programme structure and curriculum to be in sync with the latest changes in the business environment.
- Pedagogy is a mix of training methods based on real world business environment to suit adult learning needs.
- It is a blend of classroom sessions, simulations, case studies, workshops, industry visits, experience sharing, projects etc.
- Participants have an option to experience International Immersions or be a part of an International Student exchange programme with partner universities to get a global perspective.
- The Institute has subscribed to “**Bloomberg**” database Lab and “**Media Analytics Lab**”, **Harvard Case Bank** and various research e-databases.
- It includes industry internship and research based Master’s Thesis.

Cornerstones of the MBA Executive Programme



- The 15 months full time MBA – Executive programme offered by K.J. Somaiya Institute of Management is for experienced professionals with minimum of 5 years of work experience.
- It has an illustrious alumni base who have made a name for themselves in the corporate world in India and abroad.
- The programme was ranked at All India Number 5 under Private Business Schools by the website mbauniverse.com in 2019.

Objectives of the Programme

- It inculcates decision making skills for all managerial roles and functions across verticals.
- The participants develop understanding of “**Value**” proposition in business.
- The programme develops a holistic perspective in various disciplines of Business Management

Learning Goals of the Programme

General Programme Goals

- Management Knowledge
- Critical & Analytical Thinking
- Communication Skills
- Team Orientation
- Global Awareness
- Ethical Responsibility

Programme Specific Goals

- Leadership

Programme Duration

- The duration of the programme is 15 months starting from 3rd Sept 2021
- It is divided into five trimesters.
- Each trimester is of approximately 12 weeks.
- Summer internship is a compulsory component in the 3rd Trimester.

Courses delivery tools



- Extensive and interactive classroom lectures
- Case study analysis
- Spreadsheet applications
- Data analysis packages
- Student projects & presentations
- Field projects & visits
- Individual & group assignments
- Guest lectures, Conferences and Seminars
- Role plays
- Experiential learning initiatives
- Students can become members of various clubs and committees

List of Courses – 11th Batch: 2021-22

Trimester I

- Business Perspectives in the Global Context
- Managing New Ventures
- Strategic Marketing Management
- Financial Reporting & Accounting Standards
- Cost Modeling & Strategic Cost Management
- Global Supply Chain Management & Operations
- Human Behaviour at Work
- Strategic Human Resource Management
- Economic Indicators
- Business Modeling with Spreadsheets

Trimester II

- Business Development
- Corporate Law
- Corporate Finance and Valuation
- Country Analysis and Global Marketing
- Financial Markets & Institutions
- Competency & Performance Management System
- Strategic Management
- Foundations in Data Science
- Enterprise Architecture
- Economic Environment of Business
- Business Intelligence

List of Courses – 11th Batch: 2021-22

Trimester III Summer Internship

Trimester IV

- 360 Degree Integrated Marketing Communication
- Big Data Analytics
- Cyber Laws
- Fintech
- Project Management
- Design Thinking
- International Finance
- Investment Management
- Leadership Incubator
- Mergers, Acquisitions & Corporate Restructuring
- Strategic Leadership & Change Management
- Strategic Brand Management
- Strategic Management Simulation

Trimester V

- Corporate Strategy & Implementation
- Corporate Governance & Ethics
- Digital Transformation
- Digital & Social Media Marketing
- Management Consulting
- Operational excellence (TQM, BPR, Benchmarking)
- Integrated Risk Management
- Master's thesis

Workshops



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K J Somaiya Institute of Management

- Disruptive Business Models
- Artificial Intelligence & Machine Learning
- Winning Negotiations and Decision Making
- Six Sigma
- Compensation & Benefits
- Information Technology Business Development
- Marketing Engineering
- Labor Laws
- Crisis Management Strategy
- Strategy Through Business Narratives
- Trending Technologies and Applications

Board of Studies for MBA Executive

- Prof. (Dr.) Kiran Sharma – Program Coordinator (PGDM-Executive), Associate Professor, KJ SIM, Chairman
- Mr. Sachin Kamble, Associate Professor-Operations, NITIE, Academician
- Mr. Deepak Chhibba, Ex- CEO, Mahindra & Amp; Mahindra- BAE Systems
- Mr. Sanjay Podder, Head (Asia-Pacific, Innovation Centre) Accenture
- Mr. Narayan Palani, Quality Engineering Chapter Lead, Lloyds Bank
- Prof. Isaac Jacob, Professor and Area Chairperson, Marketing and International Business, KJ SIM
- Dr. Sumi Jha, Associate Professor-HR & OB, NITIE
- Prof. (Dr.) Rushi Anandan, Faculty Member (Assistant Professor), KJ SIM
- Prof. Sunil Parmar, Faculty Member (Assistant Professor), KJ SIM

Special Invitee

- Prof. (Dr.) Monica Khanna, Director, KJ SIM
- Mr. Aditya Sisodia, Founder & Director, eleadsbazaar
- Mr. Sanjay Vora, Group Finance Controller, Leoplast
- Prof. (Dr.) D G Jha, Professor, KJ SIM

LIFE AT CAMPUS





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VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

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