

globsyn **business school**®

The Corporate B-School



Course Catalog

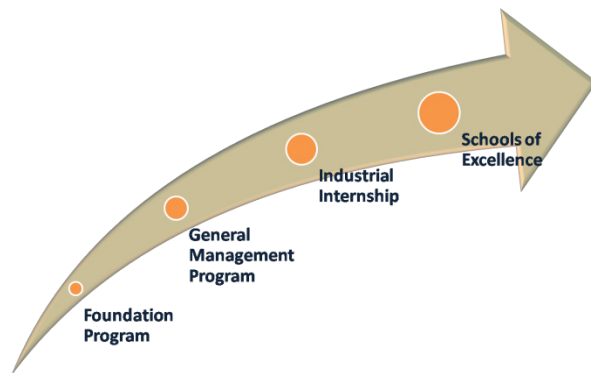
Graduate Programs:

- **Post Graduate Diploma in Management (PGDM)**
- **Post Graduate Program in Management (PGPM)**
- **Post Graduate Program in Management – International (PGPM-International)**

Post Graduate Diploma in Management (PGDM)

A uniquely designed management program, Globsyn Business School's PGPM curriculum is comparable to noted post graduate level programs of premier business schools in India and abroad. Designed to provide students with a sense of strategic outlook to management problems coupled with a global view of the economic, technological, cultural and political environment, the program structure has been revamped to give students a wide area of study and prepare for fast track management careers.

The Structure



Structured into 4 distinct phases, students have to undertake the foundation program followed by General Management program which is followed by Industry Internship (Training). Post successful completion of Industry Internship students are required to join one of the Schools of Excellence for their specialisation. GBS offers

the following Schools of Excellence:

- School of Marketing Excellence
- School of Finance Excellence
- School of HR Excellence
- School of Information System Excellence



• Coverage: Basic Financial Accounting, Mathematics, Statistics etc.

• Mode: Online, supplemented by Instructor Led Tutorials

• Coverage: Marketing, Human Resources, Operations, Finance, Economics etc.

• Mode: Mixed Mode. Lectures supplemented by Online Learning

• Schools: School of Marketing, Finance, HR, International Business, International Finance

• Mode: Mixed Mode

The program mentors students to develop as confident and dynamic business managers capable of handling rapid and unexpected changes in business environments. In this system, students have to pursue the General Management program (2 Semesters) and the advanced program (2 Semesters) from either of the Schools of Excellence.

The Structure

Foundation Course

Papers
Preparatory Mathematics and Business Statistics
Basic Financial Accounting
Communication Foundation

Semester I

Papers
Business Communication
Marketing Management -1
Financial Accounting
Managerial Accounting
IT for Managers
Quantitative Methods-1
PPM
Organizational Behaviour
Managerial Economics-1
Language Workshop

Semester II

Papers
Marketing Management -2
Financial Management
BRM
MIS
Operations Management
Quantitative Mathematics-2
HRM
Macroeconomics and Global Business Environment
Business Strategy-1
Personal Growth Workshop

School of Marketing Excellence

As the world moves from being a sellers' market to a buyers' market, consumers have assumed a pivotal role in the structure of an organization. Marketing recognizes the consumers as the fulcrum around which the plans and programs of an organization revolves. Today's market fashion's itself according to the need of the hour. For example, marketing of ideas and services has become more important than marketing of products. The Marketing School of Excellence at Globsyn Business School, armed with an unbeaten course structure, live and industry vertical specific case studies, live projects, workshops, advertisement clubs and other creative pedagogic tools, represents an ideal gurukul to learn the intricacies of the today's marketplace.

The Marketing School of Excellence offers the following areas of study:

Papers
Services Marketing
Product and Brand Management
Consumer Behaviour
Marketing Research
Customer Relationship Management
Logistics and Sales Force Management
Integrated Marketing Communication
B2B Marketing
Strategic Marketing
Retail Marketing
Rural Marketing
Digital Marketing

School of Finance Excellence

The Finance School of Excellence brings to management aspirants a perfect blend of theory and practices over Financial Management, Business Finance and Accounts as the principal areas of coverage. Today there is an increasing emphasis on globalization and multinational financial management which have been reflected in the curriculum. While many of the courses are analytical in approach, emphasis has been placed on adequate conceptual inputs for a strong foundation, applicability of the concepts, techniques and strategies through project and industry vertical based case studies built around real life problems. One of the primary objectives of the elective is to give the students a feel of "how to go about" in the field of finance and foster an understanding of how financial decisions themselves can create can value for the firm.

The Finance School of Excellence offers the following areas of study:

Papers
Insurance
Investment and Portfolio Management
Advanced Accounting and Taxation
Risk Management
Bank Management
Working Capital Management
Global Finance
Rural Banking and Microfinance
Merger and Acquisitions
Project Finance
Investment Banking and Financial Services
Financial Market

School of HR Excellence

The cutting edge of an organization ultimately depends upon the quality of its human resource and how effectively it is leveraged by the firm. To lead a successful organization, Human Resource policies and practices must drive its strategic goals and help in their effective realization. In the first year compulsory courses, key concepts, issues, systems and tools relevant to the industry are covered. In the second year, wider areas are taught in depth with industry specific 'live' case studies, GDs, management games, industry projects and other innovative pedagogic tools.

The HR School of Excellence offers the following areas of study:

Papers
Training and Development
Management of IR
Performance Mgmt & Competency Mapping
Leadership Skills
Organizational Development and Management of Change
HR for Competitive Advantage
Strategic HRM
Human Resource Development
Global HRM

School of Information System Excellence

The last three decades has seen momentous changes in the way business is done. With the fading away of geographic boundaries largely due to the rapid advancements in ICT technology, IT today plays a pivotal role for business managers than just a few years ago. There are five factors, namely, Internet growth and technology convergence, Transformation of the business enterprise, Growth of a globally connected economy, Growth of knowledge and information-based economies and the Emergence of the digital firm that play an increasingly important role in the growing impact of IT for businesses today.

The Internet is bringing about a convergence of technologies, roiling markets, entire industries, and firms in the process. Traditional boundaries and business relationships are breaking down, even as new ones spring up. Telephone networks are merging into the Internet, and cellular phones are becoming Internet access devices. Handheld storage devices such as iPods are emerging as potential portable game and entertainment centers. The Internet-connected personal computer is moving toward a role as home entertainment control center.

One of the primary objectives of the IS elective is to give the students a well-rounded understanding of how IT impacts the firms businesses and on ways to leverage the power of Technology to help the firm in all its business operations.

The Information System School of Excellence offers the following areas of study:

Papers
RDBMS
Data Communication and Networking
Software Engineering and Software Project Management
E-Business
Supply Chain Management
Transportation Decisions in Supply Chain
Inventory Decisions in Supply Chain
Warehousing and Network design in Supply Chain
Supply Chain Analytics and Benchmarking

Compulsory Courses for Advanced Studies

Apart from choosing the area of study from the specialisation schools, the students would also need to undertake all the papers from the compulsory course for advanced studies in management. In addition students must compulsorily undertake a 12 week dissertation project, while in Semester 4, under an identified faculty mentor.

Semester III (Compulsory Papers)

Papers
Strategic Management II
Project Management
Legal Aspects of Business

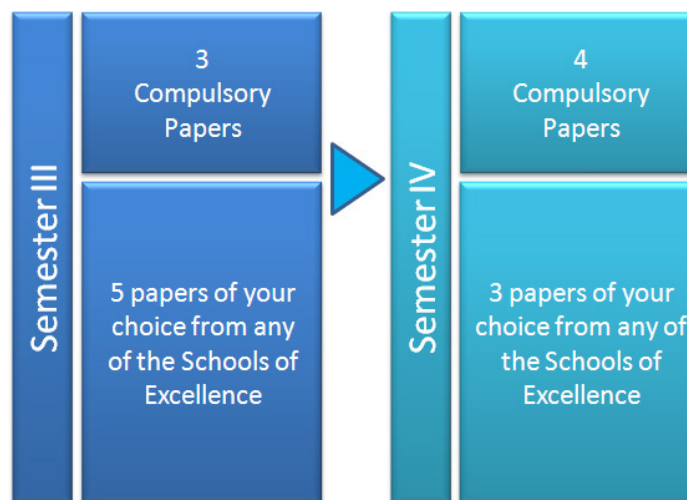
Semester IV (Compulsory Papers)

Papers
Business Ethics and Corporate Governance
Supply Chain Management
Quality Management
Dissertation

Choosing your study path

At Globsyn Business School, we believe in providing tomorrow's management leaders with the option to choose their area of studies and excel in their respective domains. While the first year consists of compulsory papers, students are provided with a plethora of choices to cross-skill themselves and be adequately armed to face the competitive business environment. For instance, while one may choose to major from the 'School of Marketing Excellence', while choosing to study select finance papers of one's choice.

The following schematic diagram would give you an idea of how to go about building your study path.



The entire exercise of creating a customised study path is governed by some overarching rules. The most significant of which are:

- A student must choose at least 6 Papers from one particular school of excellence to graduate from that school.
- All students must, compulsorily, graduate from either of the schools of excellence that are on offer/operational.
- The upper limit of a the number of papers one can choose from one particular school is eight out of the 10 papers that a student must choose from either of the Schools of Excellence.
- Admission into a school of excellence would be based on merit and aptitude of the student.
- The choice of papers to study has to be finalised in Semester II (first year).
- Students can finalise their choices based on the presentations made by the faculty for each school of excellence/ paper group.
- The school retains the right to offer a paper in a Semester of its choice.

Post Graduate Program in Management (PGPM)

The flagship PGPM program from GBS, now into its 9th Batch has found wide acceptance from both the student and corporate community. Boasting one of the best placement records in the industry the PGPM – Corporate program offers one of the most contemporary programs and has been designed to provide students an Indian MBA experience while bringing in the efficiencies and advantages of an industry driven private Business School. With an option to pursue an MBA from a UGC recognised university, the two year semester based program offers specialisation options in marketing, finance and HR while bringing into the program all of GBS strengths.

Semester I

Subject Code	Subject Title
YMBA 101	Organisational Behaviour and Principles and Practices of Management
YMBA 102	Management Accounting
YMBA 103	Managerial Economics
YMBA 104	Statistical and Quantitative Methods
YMBA 105	Legal Aspects of Business
YMBA 106	Business Policy and Strategic Management
YMBA 107	Managerial Communication

Semester II

Subject Code	Subject Title
YMBA 201	Marketing Management
YMBA 202	Financial Management
YMBA 203	Human Resource Management
YMBA 204	Manufacturing and Operations Management
YMBA 205	Materials and Logistics Management
YMBA 206	Management Information Systems
YMBA 207	Research Methodology

Semester III

Subject Code	Subject Title
YMBA 301	Management Control Systems
YMBA 302	International Business Management
	Elective I
	Elective II
	Elective III
	Elective IV

Semester IV

Subject Code	Subject Title
YMBA 401	Entrepreneurship Development and Project Management
	Elective V
	Elective VI
	Elective VII
	Elective VIII
YMBA 406	Project

Specialisation – Marketing Management

Semester - III

Subject Code	Subject Title
YMBA 303	Marketing Research
YMBA 304	Integrated Marketing Communication
YMBA 305	Consumer and Organisation Buying Behaviour
YMBA 306	Distribution and Retail Management

Semester - IV

Subject Code	Subject Title
YMBA 402	Services Marketing
YMBA 403	Product and Brand Management
YMBA 404	International Marketing
YMBA 405	Sales Management and Personal Selling

Post Graduate Program in Management – International (PGPM - International)

The PGPM - International program has been designed for those who desire to become a distinctive part of any corporate environment. The program provides students with a truly global management education experience with classes by international faculty from US, UK, the Far East etc., giving the student's a bird's-eye view of the globalised economic environment. Built on a strong foundation of international industry linkages, students will be provided an International Internship experience and would also undertake a dissertation on the same as an integral part of the program.

Semester I

Papers
Business Communication
Marketing Management -1
Financial Accounting
Managerial Accounting
IT for Managers
Quantitative Methods-1
PPM
Organisational Behaviour
Managerial Economics-1
Language Workshop

Semester II

Papers
Marketing Management-2
Financial Management
BRM
MIS
Operations Management
Quantitative Management-2
HRM
Macroeconomics and Global Business Environment
Business Strategy-1
Personal Growth Workshop

Semester III

Papers
Strategic Management II
Project Management
Legal Aspects of Business

Semester IV

Papers
Business Ethics and Corporate Governance
Supply Chain Management
Quality Management
Dissertation

School of Marketing System Excellence

The Marketing School of Excellence offers the following areas of study:

Papers
Services Marketing
Product and Brand Management
Consumer Behaviour
Marketing Research
Customer Relationship Management
Logistics and Sales Force Management
Integrated Marketing Communication
B2B Marketing
Strategic Marketing
Retail Marketing
Rural Marketing
Digital Marketing

School of Finance Excellence

The Finance School of Excellence has the following areas of study:

Papers
Insurance
Investment and Portfolio Management
Advanced Accounting and Taxation
Risk Management
Bank Management
Working Capital Management
Global Finance
Rural Banking and Microfinance
Merger and Acquisitions
Project Finance
Investment Banking and Financial Services
Financial Market

School of International Finance Excellence

The following subjects are offered in International Finance School of Excellence:

Papers
Investment
Cases on Valuation & Financing
International Marketing & Branding
Mergers and Acquisitions
Options, Derivatives, and Risk Management
Global Finance
Investment Banking and Financial Services
International Business Law & Taxation
Advanced Accounting and Taxation

School of HR Excellence

The HR School of Excellence offers the following papers:

Papers
Training and Development
Management of IR
Performance Mgmt & Competency Mapping
Leadership Skills
Organisational Development and Management of Change
HR for Competitive Advantage
Strategic HRM
Human Resource Development
Global HRM

School of Information Science Excellence

The Information Science School of Excellence has the following papers:

Papers
RDBMS
Data Communication and Networking
Software Engineering and Software
Project Management
e-Business
Supply Chain Management
Transportation Decisions in Supply Chain
Inventory Decisions in Supply Chain
Warehousing and Network Design in Supply Chain
Supply Chain Analytics and Benchmarking

School of Entrepreneurship Excellence

The Entrepreneurship School of Excellence has the following papers:

Papers
Developing New Ventures
Entrepreneurial Strategies for Emerging Markets
Venture Capital and Private Equity
Social Entrepreneurship: The New Transformational Change Agent
Developing New Technology Ventures
Capital Raising Strategies in Corporations
Building Learning Organisations
Transformational Leadership: Getting the best from your employees
Managing the Growing Business

School of Strategy Excellence

The Strategy School of Excellence has the following papers:

Papers
Strategic Innovation
Business Climate in BRICS
Great Business Leaders: The Secret behind their Success
Managing Corporate Turnarounds
Organising for Strategy Execution
Cross-Cultural Work Experiences
Digital Marketing Strategy
Global Market Entry Strategies
Managing Businesses Under High Uncertainty

Note:

1. There will be 5 Electives in Semester III and 3 Electives in Semester IV.
2. The indicated curriculum is an indication of Globsyn Business School's plans on the date of the publication of this document. The curriculum may be modified from time-to-time for academic, regulatory and operational reasons.