


globsyn 
business school
The Corporate B-School



Course Catalog

Graduate Programmes:

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

Schools of Excellence:

- Marketing
- Finance
- Human Resource
- Information System
- Strategy
- Entrepreneurship

Choosing your Study Path

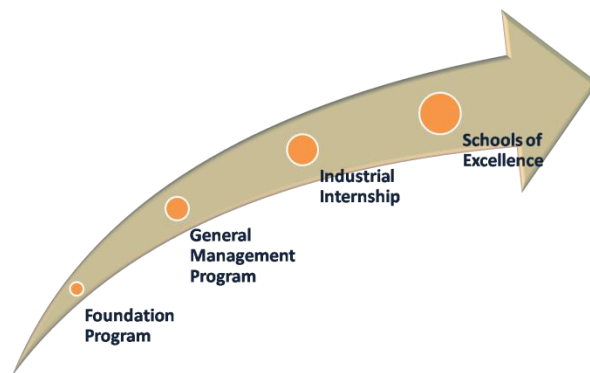
The indicated curriculum is an indication of Globsyn Business School's plans on the date of the publication of this document. The curriculum may be modified from time-to-time for academic, regulatory and operational reasons.

Not all Schools of Excellence papers are offered in all programmes

Post Graduate Diploma in Management (PGDM)

A uniquely designed management programme, Globsyn Business School's PGDM curriculum is comparable to noted post graduate level Programmes 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 Programme 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 programme followed by General Management Programme which is followed by Industry Internship (Training). Post successful completion of Industry Internship students are required to join one of 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 programme is aimed at students who see themselves as making a mark as hands-on 'Indian' managers - a strong breed of management professionals who are increasingly leading MNC brands into nascent and emerging markets.

Curriculum

Semester I

Papers
Business Communication
Business Research and Statistical Analysis
Financial and Management Accounting
IT for Managers
Language Workshop
Management Function and Org Behaviour
Managerial Economics
Marketing Management - 1

Semester II

Papers
Business Strategy
Financial Management
Human Resource Management
Macro Economics and Global Business Environment
Management Information Systems
Marketing Management – 2
Operations Management
Personal Growth Workshop
Quantitative Methods

Semester III

Papers
Cross Functional Business Integration
Global Business Strategy
Legal Aspects of Business
Project Management
Papers from Schools of Excellence

Semester IV

Papers
Management of Innovation
Quality Management
Supply Chain Management
Papers from Schools of Excellence
Dissertation

Post Graduate Programme in Management (PGPM)

The flagship PGPM programme from GBS, now into its 13th Batch has found wide acceptance from both the student and corporate community. Boasting one of the best placement records in the industry the PGPM programme offers one of the most contemporary programmes 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 programme offers specialisation options in marketing, finance and HR while bringing into the programme all of GBS strengths.

Curriculum

Semester I

Papers
Business Communication
Business Research and Statistical Analysis
Financial and Management Accounting
IT for Managers
Language Workshop
Management Function and Org Behaviour
Managerial Economics
Marketing Management - 1

Semester II

Papers
Business Strategy
Financial Management
Human Resource Management
Macro Economics and Global Business Environment
Management Information Systems
Marketing Management – 2
Operations Management
Personal Growth Workshop
Quantitative Methods

Semester III

Papers
Cross Functional Business Integration
Global Business Strategy
Legal Aspects of Business
Project Management
Papers from Schools of Excellence

Semester IV

Papers
Management of Innovation
Quality Management
Supply Chain Management
Papers from Schools of Excellence
Dissertation

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

The PGPM - International programme has been designed for those who desire to become a distinctive part of any corporate environment. The programme 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 programme.

Curriculum

Semester I

Papers
Business Communication
Business Research and Statistical Analysis
Excel for Global Managers (Workshop)
Financial and Management Accounting
Fundamentals of Marketing
International Trade Logistics
IT for Managers
Management Function and Org Behaviour
Managerial Economics
Soft skill in Global Environment (Workshop)

Semester II

Papers
Business Strategy
Financial Management
Global Communication and Negotiation skills (Workshop)
Global HRM
International Financial Markets
Introduction to International Marketing Management
Macro Economics and Global Business Environment
Management Information Systems
Operations Management
Personal Growth Workshop
Quantitative Methods

International Industry Practice

Papers
International Industry Programme
Case Study and Defense

Semester III

Papers
Cross Functional Business Integration
Emerging Technology in Global Business
Exim Policy, Procedures & Documentation
Global Business Strategy
International Trade Operations and Port Management
Legal Aspects of Business
Project Management
Papers from Schools of Excellence

Semester IV

Papers
Global Entrepreneurship
Management of Innovation
Quality Management
Sector-wise Export Performance of India (Project)
Supply Chain Management
Papers from Schools of Excellence
Dissertation

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.
3. Specialisation stream from any of the Schools of Excellence will only be open for enrolment provided there is a minimum quorum of 10 students for the specialization.

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 organisation. Marketing recognizes the consumers as the fulcrum around which the plans and programmes of an organisation 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
B2B Marketing
Consumer Behaviour
Cross-Cultural Consumer Behaviour & Ethnographic Marketing
Customer Relationship Management
Global Branding and Marketing Communication
Global Marketing
Integrated Marketing Communication
Logistics and Sales Force Management
Marketing Research
Product and Brand Management
Retail Marketing
Rural Marketing
Sales and Distribution
Services 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
Advanced Accounting and Taxation
Banking and Insurance Management
Financial Markets
Financial Markets and Investments
Global Banking Ops and Basic Documentation
Global Finance
Investment Banking and Financial Services
Investment Management
Mergers and Acquisitions
Project Finance
Risk Management
Rural Banking and Microfinance
Working Capital Management

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
Change Management
Compensation Structuring
Competency Mapping
Global HRM
Organisational Development and Management of Change
Human Resource Information System
Leadership Skills
Management of IR
Organisational Development
Organisational Development and Management of Change
Performance Management
Performance Management and Competency Mapping
Strategic HRM
Talent Acquisition and Retention
Training and Development

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
Data Communication and Networking
e-Business
e-Commerce
ERP Systems
Information Security
Inventory Decisions in Supply Chain
Network Management
Object Oriented Analysis and Design
RDBMS
Software Engineering
Software Engineering and Project Management
Supply Chain Analytics and Benchmarking
Supply Chain Management
Systems Analysis and Design
Transportation Decisions in Supply Chain
Warehousing and Network Design in Supply Chain

School of Strategy Excellence

Strategy is at the heart of any business organisation. A clearly elucidated strategy, its management and use of strategic management tools helps organisations not only to compete in the market but more importantly helps evaluate the competitor landscape, develop goals and strategies to meet future competition and changes in the business landscape.

The Strategy School of Excellence has the following papers:

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

School of Entrepreneurship Excellence

In the knowledge driven world Entrepreneurs are increasingly taking centre stage in building economic growth engines and at times changing the face of how business is done today. Entrepreneurs help create and exploit change, are driven by innovation and attract talent around them to create innovating, value driven products or service that at times form the benchmark in their respective areas. The knowledge of entrepreneurship is essential not only for those who look forward to setting up their own organisations but also act as 'intrapreneurs' within the organisations that they would be working in.

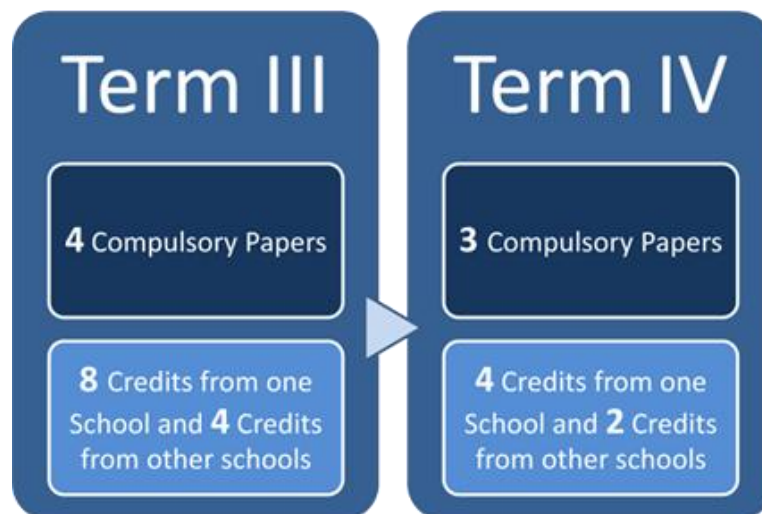
The Entrepreneurship School of Excellence has the following papers:

Papers
Building Learning Organisations
Capital Raising Strategies in Corporations
Developing New Technology Ventures
Developing New Ventures
Managing the Growing Business
Social Entrepreneurship: The New Transformational Change Agent
Transformational Leadership: Getting the Best from Your Employees
Venture Capital and Private Equity

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 over arching rules. The most significant of which are:

- a. A student must choose individual papers totaling 8 credits from one particular school of excellence to graduate from that school.
- b. All students must, compulsorily, graduate from either of the schools of excellence that are on offer/operational.
- c. The upper limit of the number of credits one can choose from one particular school is eight.
- d. Admission into a school of excellence would be based on merit and aptitude of the student.
- e. The choice of papers to study has to be finalised in Semester II (first year).
- f. Students can finalise their choices based on the presentations made by the faculty for each school of excellence/ paper group.
- g. The school retains the right to offer a paper in a Semester of its choice.
- h. Not all Schools of Excellence options are available for all courses.