

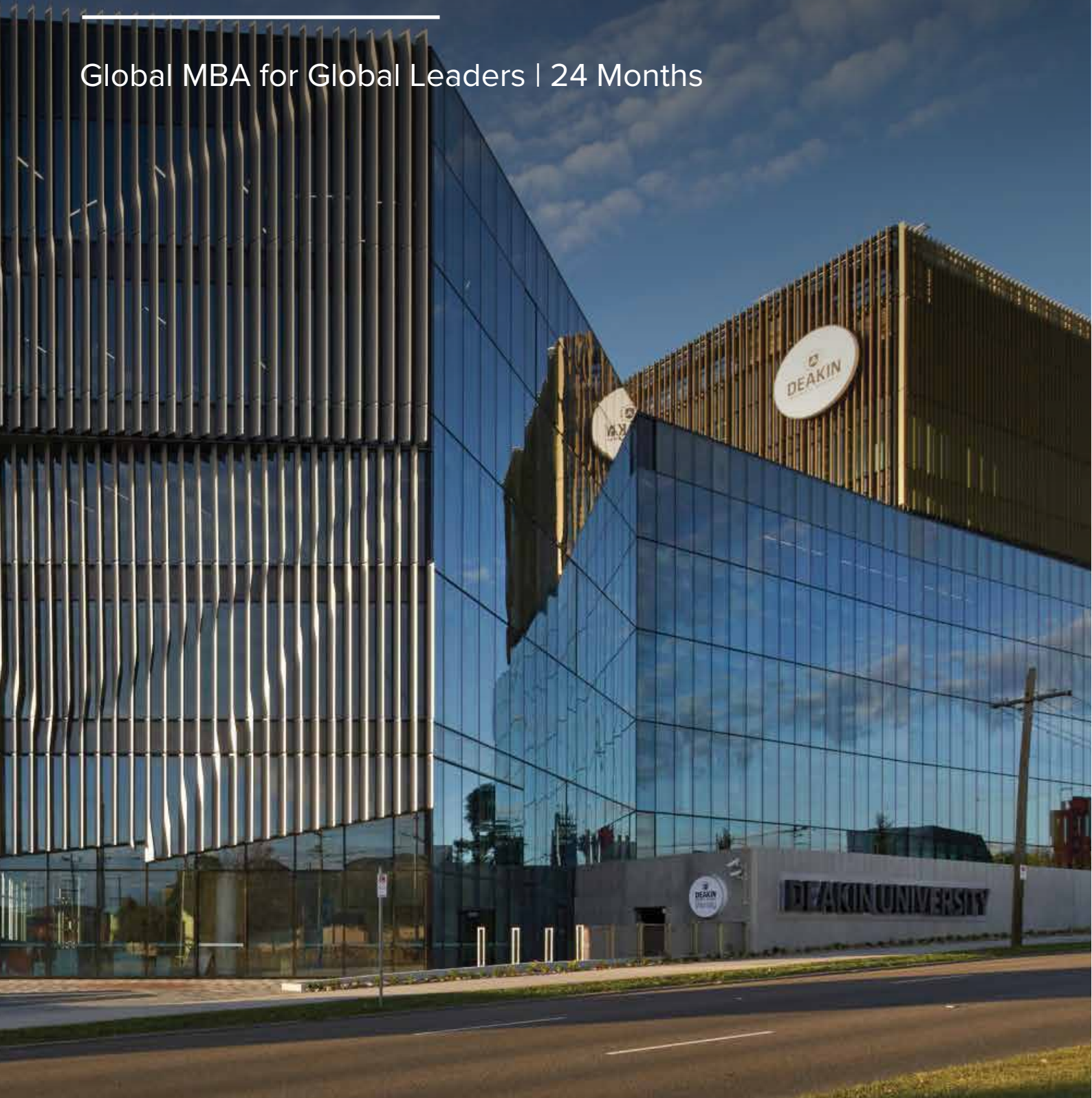
upGrad &



MBA (Global)

Deakin Business School, Australia

Global MBA for Global Leaders | 24 Months



Welcome to the Deakin MBA (Global)

I am delighted to introduce you to the Deakin University Master of Business Administration (Global) – a transformative, applied and flexible program that will progress your business career. The MBA (Global) is an online degree and is designed to build your business acumen, enhance your decision-making and communication skills, and ultimately further your career as a manager and leader in your chosen field.

Deakin Business School (DBS) is accredited by AACSB and EQUIS. Beyond simply acquiring skills and knowledge, the MBA (Global) is underpinned by a commitment to enhance your career, expand your networks and advance your professional development. Taught by highly-skilled academic staff with strong industry links, it is a program that's continually informed by Industry.

Over the past decade, we have seen a massive change. Working professionals are increasingly looking to upskill themselves. DBS has worked on the MBA (Global) course content, keeping in mind this need of the professionals. upGrad has ensured that the course remains relevant to the job market and has sought input from industry leaders and key influencers.

Deakin's MBA (Global) will challenge, captivate and inspire you. Importantly, it will be an enduring and valued credential to further your career. I look forward to welcoming you to Deakin University and to the progressive learning and development experiences of our MBA (Global).

Prof. Colin Higgins

Professor,
MBA (Global)



About upGrad

upGrad is an online education provider that helps individuals to develop their professional potential in the most engaging learning environment. Online education is a fundamental and much needed disruption that will have a far-reaching impact. At upGrad, we are working towards transforming this online education wave into a tsunami! We are taking a full-stack approach of leveraging content, technology, marketing and services to offer quality education at scale in partnership with corporates and academics to offer a rigorous and industry relevant program.

Based on our market research and conversation with the industry, we have identified that quality professional MBA education has critical supply demand imbalance. Our vision is to design and deliver the best in class MBA (Global) program to empower the next generation of global leaders with leadership skills, global awareness, and critical and analytical thinking for accelerated career enhancement. Through the MBA (Global), upGrad in association with Deakin Business School will help working professionals exercise effective leadership at senior levels along with the understanding of the nature of global issues impacting them.

With upGrad, we promise to equip you with the perfect mix of business acumen and technical capabilities to help you achieve your career goals.

**Our aim is simple:
We strive to create high-impact,
hands-on experiences that prepare
students for meaningful and
productive careers.**

Ronnie Screwvala
Co-founder & Chairman

upGrad



Why Study The Online MBA (Global)?



INTERNATIONAL BUSINESS EXPOSURE

MBA (Global) curriculum covers various aspects of business through a global lens. The projects are also based on international business scenarios.



1/10TH THE COST

A full-time MBA in any of the foreign university would cost an average of 60,000 USD. Compared to this, an online MBA will cost you nearly 1/10th the price



GLOBAL NETWORK THROUGH ALUMNI BASE

MBA (Global) curriculum covers various aspects of business through a global lens. The projects are also based on international business scenarios.



ONE STEP TOWARDS MOVING ABROAD

An MBA (Global) degree from an international university may increase your chances of getting selected in an overseas job.



PRACTICAL LEARNING EXPERIENCE

There is a strong focus on real-life business problems. This is achieved through access to industry relevant projects and case studies.

Why upGrad?

LEARNING SUPPORT



Industry Mentors

Receive unparalleled guidance from industry mentors, teaching assistants and graders
Receive one-on-one feedback on submissions and personalised feedback on improvement

Student Support

Available all days 24 hours.

For urgent queries, use the Call Back option on the platform.

DOUBT RESOLUTION



Q&A Forum

Timely doubt resolution by peers and Teaching Assistants on the Q&A forum
Personalised feedback on assignments and case studies

Expert Feedback

Personalised expert feedback on assignments and projects

Regular live sessions by experts to clarify concept-related doubts

NETWORKING



Industry Networking

Live sessions by experts on various industry topics

Group discussions

One-on-one discussions and feedback sessions with industry mentors

Learn from Top Academic & Industry Experts



COLIN HIGGINS
Assoc. Professor
Deakin Business School



DR MATT MOUNT
Professor
Deakin Business School



DR. JOSEPH GRIFFIN
Course Director - MBA
Deakin University



DR. JANE MENZIES
Senior Lecturer
Deakin University



PROF. PUJA AGGARWAL GULATI
Professor
IMT Ghaziabad



PROF. ABHISHEK
Associate professor
IMT Ghaziabad



SUNIL BHARADWAJ
Deputy General Manager - Strategy
Raymonds



HARJINDER SIDHU
Partner, Cofounder
The Practice center



PROF. HARVINDER SINGH
Professor
IMT Ghaziabad



PRASHANT KAPUR
National Sales Head
Vodafone



HIMANSHU MANROA
Assoc. Vice President - Head of Research
& Analytics
Datamatics

Program Curriculum

***Note: This curriculum is subject to change based on inputs from university and Industry.**

COURSES DELIVERED BY IMT GHAZIABAD

COURSE : MARKETING MANAGEMENT

- **FUNDAMENTALS OF MARKETING**
Create the marketing strategy for a product using the STP and the 4P frameworks.
- **MARKETING CHANNELS**
Understand the various promotional channels available to a marketer.
- **RELATIONSHIP MARKETING**
Create the marketing strategy for a service or a B2B product.
- **SIMULATION OR PROJECT (HBP)**
Play as the CEO of a motion sensor company and build a marketing strategy to maximise profitability. Alternatively, we may use a project on building a marketing plan for a product or a service

COURSE : BUSINESS COMMUNICATION

- **COMMUNICATION SKILLS**
Introduction to Leadership, Non-verbal Communication and Body Language, Emotional Intelligence (Plus Organizational Intelligence and Cultural Intelligence), Verbal Communications and Speeches, Managerial Writing
- **BUILD A PERSONAL BRAND**
Personal Brand Vision & Defining of Target Audience, Building of Assets for Personal Branding, Monitoring your Brand

COURSE: FINANCIAL ACCOUNTING

- **ACCOUNTING STATEMENT**
Understand the three basic financial statements
- **WORKING CAPITAL MANAGMENT**
Learn how to effectively manage working capital
- **WORKING CAPITAL SIMULATION**
Decide whether to invest in cash-flow improvement opportunities as the CEO of a small company

COURSE: DECISION SCIENCES

- **BUSINESS ANALYTICS FUNDAMENTALS**

Work on qualitative and quantitative data to get insights using mathematical models

- **HYPOTHESIS TESTING**

Build hypotheses and test their validity using data

- **REGRESSION ANALYSIS**

Predict future trends using data models

- **GOOGLE MERCHANDISE STORE PROJECT**

Derive the correlation between variables to derive business insights.

COURSE: BUSINESS ECONOMICS

- **MICRO ECONOMICS**

Consumer Theory, Demand and Supply, Pricing, Market Equilibrium, Introduction to Game Theory.

- **MACRO ECONOMICS**

Aggregate Demand and Supply, Business Cycles, Unemployment and Inflation, Capital Markets, International Trade and Strategic Trade Theories

COURSE: OB, HR, AND BUSINESS LAW

- **ORGANIZATIONAL BEHAVIOUR**

Build strong teams and organisations by leveraging the knowledge of individual behaviour, group dynamics and organisational culture to influence attitudes, motivation and productivity

- **HR FOR NON-HR MANAGERS**

Use effective human resource management techniques to build and maintain effective teams as a line manager

- **BUSINESS LAW AND ETHICS**

Identify and apply the various laws and best practices for setting up and running a business

COURSE: SALES AND DISTRIBUTION MANAGEMENT

- **FUNDAMENTALS OF SALES**

Sales Process, Sales Strategies, Impact of Digitalization on Sales

- **TERRITORY MANAGEMENT**

Territory Objective and Decisions, Coverage Metrics, Territory Management Strategy

- **CHANNEL MANAGEMENT**

Objective of Channel Intermediaries, Types of Channels, Channel Design Strategy

- **TEAM AND CUSTOMER MANAGEMENT**

Recruitment and Training, Motivation and Rewards, Conflict Management

COURSE: OPERATIONS & SUPPLY CHAIN MANAGEMENT - I

- **SCM AND STRATEGIC PLANNING**
Appreciate strategic importance of planning in Supply Chain
- **SOURCE, MAKE AND MOVE**
Maximise Supply Chain Performance using Simulation and Analytical Tools
- **GLOBAL SUPPLY CHAIN SIMULATION (HBP)**
Understand how to balance competing priorities while remaining profitable

COURSE: BUSINESS STRATEGY

- **FUNDAMENTALS OF STRATEGY**
Understand the importance of Strategy, Market Position, and Deciding a Focus Area
- **DRIVING GROWTH**
Understand the Risks and Rewards associated with different Growth Strategies
- **STRATEGIC EXECUTION AND EXCELLENCE**
Understand the components of Sustainable Competitive Advantage

COURSE: LEADERSHIP, ENGAGEMENT AND PEOPLE PERFORMANCE

- **WHAT DEFINES A LEADER**
Identify your own Personal and Professional Leadership Development Goals and Reflect on Leadership in relation to Personal identity, others and the Social Context of Leading
- **LEADING TEAMS EFFECTIVELY**
Assess the impact of Business or Organisational Context on Leadership Practice and enable yourself to engage and manage performance in your own Business Environment
- **LEADERSHIP AS A WAY OF LIFE**
Learn Strategy and Innovation in the context of Disruption, and Processes required to bring about Organisational Change. Explain the role of Innovation in Organisations and Identify Opportunities for Change in Strategies, Processes and other Organisational Activities

COURSE: LEADING CHANGE FOR SUSTAINABLE FUTURES

- **CHANGE MANAGEMENT FROM AN ORGANISATIONAL PERSPECTIVE**
Learn how to initiate and lead change in your Organisation, with a focus on Sustainable Change at both a Personal and Organisational Level.
- **REIMAGINING CHANGE**
Critically evaluate the role of Leaders and Managers in the Change Process, and Reflect on your own capabilities for leading change efforts.

COURSE: ENTERPRISE AND RISK MANAGEMENT

- **UNDERSTANDING RISK IN AN ORGANISATION**

Learning skills and ability to contribute to Enterprise Risk Planning and Execution.

- **TACKLING RISK**

Understand the necessary tools and concepts to plan, prevent and, when needed, successfully respond to disruptions in complex business operations.

COURSE: DIGITAL BUSINESS INNOVATION

- **DIGITAL BUSINESSES**

Understand digital business - how digital technology is reshaping traditional business models

- **DIGITAL INNOVATION**

Focus on innovation and the development of strategic priorities to deliver business at speed in a digital environment.

Elective Courses

MARKETING SPECIALISATION

COURSE : MARKETING RESEARCH

- **CONSUMER BEHAVIOUR**
Understanding the Consumer's Purchasing Process and Decision Making Influencers
- **MARKET RESEARCH**
Understand how to perform a Market Research to fulfill a specific Research Objective
- **MARKET RESEARCH PROJECT**
Conduct a Market Research for a Small Business

Live sessions for case study discussions, industry experts sessions in marketing like Ankur Warikoo and Kiran Khalap.

FINANCE SPECIALISATION

COURSE : CORPORATE FINANCE

- **RISK**
Understand the concept of financial risk and how it affects the cost of capital
- **PROJECT EVALUATION**
Learn various techniques of evaluating the financial aspects of a project
- **NHDC SIMULATION (HBP)**
Decide which project to fund on various project evaluation techniques

Live sessions by experts on topics like Stock evaluation, Personal finance management, Mergers and Acquisitions, risk Management, Private Equity, Taxation etc.

STRATEGY & LEADERSHIP SPECIALISATION

COURSE : BUSINESS LEADERSHIP

- **LEADERSHIP FRAMEWORKS**
Understand leadership frameworks such as trait theory and action plans
- **LEADERSHIP STYLES**
Understand the different types of leadership
- **EVEREST SIMULATION**
Build, participate in, and lead effective teams

Live sessions by experts on topics like Designing business strategy for a startup, How to expand a business beyond its country's borders, How to achieve a sustainable competitive advantage

OPERATIONS & CHAIN MANAGEMENT SPECIALISATION

COURSE : OPERATIONS & SUPPLY CHAIN MANAGEMENT - II

- **DEMAND PLANNING AND FORECASTING**
Use a mix of Analytics Techniques such as Regression and Simulation for forecasting
- **ADVANCED SOURCING STRATEGIES**
Understand Buy vs Make Decisions in sourcing
- **LOGISTICS AND DISTRIBUTION OPTIMISATION**
Construct a framework to compare costs associated with transportation decisions

HR SPECIALISATION

COURSE : HUMAN RESOURCE MANAGEMENT

- **WORKFORCE PLANNING AND RECRUITMENT**
Recruit the best talent through Job Analysis, Workforce Forecasting, and Efficient Employee Sourcing and Selection
- **TRAINING AND DEVELOPMENT**
Train and develop employees through Structured Training, Appraisal Systems and Systematic Employee Development Plans
- **EMPLOYEE ENGAGEMENT AND RETENTION**
Engage and retain employees by managing their Health and Safety, Reward Structures and Retention Plans

BUSINESS ANALYTICS SPECIALISATION

COURSE : BUSINESS ANALYTICS

- **DATA VISUALISATION AND INTERPRETATION**
Learn advanced Data Visualisation and Interpretation
- **HYPOTHESIS TESTING - BUSINESS APPLICATIONS**
Understand Hypothesis Testing for real life Business Applications
- **TIME SERIES ANALYSIS**
Understand Quantitative Demand Analysis and Pricing Decisions using Time Series Analysis

COURSES DELIVERED BY DEAKIN UNIVERSITY

UNIT 1 : STRATEGY FORMULATION AND STRATEGIC CAPABILITY

8 weeks

COURSE: **STRATEGY FORMULATION**
Assignments - 1

COURSE: **STRATEGIC CAPABILITIES**
Assignments - 1

UNIT 2 : INNOVATION BY DESIGN

8 weeks

COURSE: **DESIGN THINKING**
Assignments - 1

COURSE: **LEADING STRATEGIC INNOVATION**
Assignments - 1

UNIT 3 : FINANCING YOUR STRATEGY

8 weeks

COURSE: **FINANCIAL ANALYSIS AND BUDGETING**
Assignments - 1

COURSE: **CAPITAL RAISING AND PLANNING**

UNIT 4 : INTERNATIONAL BUSINESS

8 weeks

COURSE: **INTERNATIONAL BUSINESS ENVIRONMENT**
Assignments - 1

COURSE: **INTERNATIONAL BUSINESS STRATEGY**
Assignments - 1

UNIT 5 : HIGH PERFORMING ORGANISATIONS

8 weeks

COURSE: **ENHANCING PERFORMANCE AND DEVELOPING HIGH PERFORMING TEAMS**
Assignments - 1

COURSE: **ORGANISATIONAL STRUCTURE AND DESIGN**
Assignments - 1

Global Capstone

8 weeks

Capstone



Career

ELEMENTS OF CAREER SERVICES

SKILL PROFILING

Industry oriented tests which are prepared and validated by domain experts.

- Detailed reports.
- Identifying strengths and helping aid in self-improvement plan for key skills.


PROFILE BUILDER (AI POWERED)

An easy to use Resume, LinkedIn and Cover letter preparation tool.

- Resume Score: AI-Driven Resume Score
- Realtime recommendations to improve.
- Match your resume to the JD and check fitment.
- LinkedIn Profile Review.
- Cover Letter creation.

JUST IN TIME INTERVIEW PREP (JIT)

For upcoming job interviews JITs are conducted within 48 hours for eligible programs.

- Tailored to job role and target domain.
 - Real time feedback and tips for improvement
- 



Program Details

PROGRAM START DATE

Please visit our website for more details

DURATION

24 Months

PROGRAM FEES

Please refer to the website for program fee

ELIGIBILITY

- Bachelor's Degree with minimum 50% marks
- At least 3 years of relevant work experience

Please note that admission to MBA (Global) program is subject to successful completion of Advanced General Management Program. Final decision will be taken by the admissions team of Deakin University based on relevant documents submitted by the student.

ADMISSIONS PROCESS

Step 1

Complete Application

Fill the Global MBA application form

Step 2

Get shortlisted & Receive the Offer Letter

The candidates will be evaluated based on their profile, i.e. professional experience and academic scores.

Step 3

Block your seat

Upon receiving the offer letter, reserve your seat by paying the caution amount to enroll into the program..

Step 4

Document Submission

Submit self attested documents as per the list of documents in the offer letter.

Step 5

Complete the Payment

Upon receiving the offer letter, reserve your seat by paying the caution amount to enroll into the program..

upGrad



upgrad.com

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