



Macro MBA in Digital Concentration

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ABOUT UPGRAD

upGrad has delivered over 20 million hours of learning, delivering programs by collaborating with universities across the world including Duke CE, IIT Madras, IIT Bangalore, Deakin Business School and University of Maryland among others. We have successfully impacted 2M+ learners from 85+ countries in 6 years of our existence.

Online education is a fundamental disruption that will have a far-reaching impact. upGrad was founded taking this into consideration. upGrad is an online education platform to help individuals develop their professional potential in the most engaging learning environment. Since inception, upGrad is focused on helping to work professionals in their bid to learn, grow and move up in their career through a wide range of programs designed to improve their expertise.

Our research has consistently revealed that the greatest differentiator for professionals looking to progress into a position of expertise and eminence in their domain is a continuous education. As they move into positions of influence, senior management professionals are required to bring in-depth knowledge of key business theories along with the executional aptitude that they have honed and perfected in the course of their careers.

As the ability to partake in the academic rigours of business education becomes limited due to the demands of work and life, professionals often find themselves in the position of having to treat their continuing education as a burden which comes in the way of their professional performance. Through its association with Hoa Sen University, upGrad endeavours to facilitate continuing education for senior professionals without impeding their career journeys.



“

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

”

Ronnie Screwvalla

Co-founder & Executive Chairman

WHY HOA SEN UNIVERSITY?

Hoa Sen University is located in the center of dynamic Ho Chi Minh City with a head office and 4 campuses with a comprehensive list of features and facilities to cater to our students' learning needs. We offer students an opportunity to experience the four core values of Internationality, Liberal Spirit, Entrepreneurship and Respect the Difference. This will enable students to master and assert themselves during their studies and upon graduation. We are rated 5 stars by QS – Stars in terms of training in arts and culture as well as the high rate of graduates attaining jobs and positions. Also, our programs have gained valuable international quality accreditation such as: ACBSP, AUN-QA, MOET...From 2021, Hoa Sen University became a world-class university. We have become an international bilingual university, providing 50 percent of training programs in English, along with franchise programs from prestigious universities around the world in 2022. We are certainly continuing on an exciting new journey to create a quality international environment with hands-on learning experiences and cultivating the artistry, kindness and love in each student / learner.

Our Mission

The mission of the school is to provide learners with extensive knowledge, to train them to be creative and ready to accept challenges, to have the necessary professional experience to start a business, and the ability to affirm their position by being different and outstanding. It is a commitment towards the benefits of students and the community.



WHY PURSUE MACRO MBA?

Exploring key concepts: While earning a Macro MBA in Digital Concentration, you learn about many advanced topics including business, finance, economics, accounting, business innovation, digital marketing...This can help you decide if you want to pursue further education, like a full MBA program.

Becoming certified quickly: With many programs, you can complete the necessary coursework within a week. As completing this program comes with an accredited certification, this can be a quick way to earn a business certification.

Earning credentials for your resume: You can include your certification on your resume to showcase your commitment to continued education. Including your Macro MBA in Digital Concentration on a resume can help hiring managers to notice you over individuals with only bachelor's degrees or less.

Improving earning potential: As with many advanced education degrees or certifications, a Macro MBA in Digital Concentration certification may increase your ability to earn higher wages.



PROGRAM HIGHLIGHTS



International Exposure

A world-class university with global industry experts and updated syllabuses will enable you to view business problems from a unique international perspective.



4 months of learning

Learn essential skills for a successful career acceleration with a comprehensive 4 months program ensuring quicker learning and career outcomes



A Step towards a New Future

The Certificate from a world-class university is your passport to a great career abroad.



Practical Learning Experience

Learn the latest skills through real-world case studies and productionizing business solutions.



Global Network through upGrad Alumni Base

Connect with over 200,000 alumni across the world including luminaries in sciences, arts and media.



Competitive Advantage

Gain an edge over your peers through a trusted, world-class university, cutting-edge education technology platform, and best-in-class curriculum.

COURSE DETAILS

Who Is This Program For?

Undergraduate & Bachelor's Degree students; first and second jobbers; Managers, business people running their own business; Senior managers, CEOs operating corporations; Staff working for government bodies and those who wish to move to an MBA certificate.

Minimum Eligibility

Students must be at least junior or senior at universities.

ADMISSION PROCESS

Step 1

Submit your application

Submit application on the portal

Step 2

Get shortlisted and receive your offer letter

Our admissions team will review your details. An offer letter will be sent to you if you qualify for the program.

Step 3

Block your seat

Upon receiving the offer letter you can proceed confirm your candidature to the program by paying a block amount

MACRO MBA IN DIGITAL CONCENTRATION PROGRAM FROM HOA SEN UNIVERSITY

Complete all the program successfully to obtain this recognition from Hoa Sen University.

- Earn a Macro MBA in Digital Concentration certificate
- Get Hoa Sen University alumni status
- Widely recognized and valued programme in Business Management



CURRICULUM

Business Economics

2 Weeks

Microeconomics

Macroeconomics

Graded Project: COVID-19

Business Communication

3 Weeks

Effective Business Communication

Building a Personal Brand

Business writing and Graded Project : Homeplus

Accounting & Finance

3 Weeks

Accounting Fundamentals

Financial Analysis

Project Evaluation

Decision Science

3 Weeks

Ceres Gardening Company

Getting Started with Data Analysis.

Testing Your Business Ideas

Marketing Management

2 Weeks

Creating Customer Value

Delivering Customer value

Digital Business Innovation

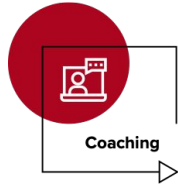
3 Weeks

Digital Innovation Digital

Businesses

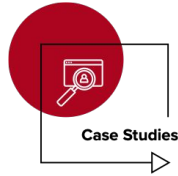
Graded Project

UPGRAD LEARNING EXPERIENCE



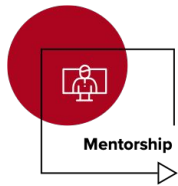
Coaching

Student support team & upGrad buddy
 Weekly real-time doubt clearing sessions
 Live discussion forum for peer-to-peer doubt resolution monitored by technical experts
 Peer-to-peer networking opportunities with an alumni pool of 10,000+
 Learn through 20+ industry-driven case studies



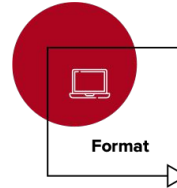
Case Studies

Multiple case studies from various domains like banking, finance, healthcare, retail, media and manufacturing among others to choose from



Mentorship

Multiple live interactive sessions with industry experts, 30+ personalized group mentorship sessions and a dedicated student support team for proactive mentoring



Format

In addition to recorded lectures by world class faculty, there'll be 15+ hours of live sessions from industry experts to help with conceptual walkthroughs, doubt resolution, career guidance and real-life case studies
 Teaching assistant hours every week to supplement your learning so that your learning never halts



Career Essentials Soft Skills Program

Excel in your personal & professional life with upGrad's soft skills program
 Study three fundamental skills - Interview & job search, corporate and business, communication and problem solving
 Get access to 40+ learner hours of soft skills content delivered by the best faculty & industry experts

CAREER SUPPORT

With upGrad's 360° career support, the job you want is just within reach



Job Opportunities Portal Access to job opportunities portal with openings in the industry of your choice



Live Profile Building Workshops Be it your resume, GitHub or Kaggle, build your profile with hands-on sessions



Personalised Industry Mentorship Get mentored by an experienced expert and receive personalised feedback for better career guidance



Live Profile Building Workshops Be it your resume, GitHub or Kaggle, build your profile with hands-on sessions



Resume Review Obtain specific, personalized inputs on your resume structure and content

PROGRAM DETAILS

DURATION

4 months

SUBJECTS

122 hours (10 hours/week)

ADMISSION PROCESS

Candidates will be shortlisted based on overall profile as received in the application form



For any queries, reach us on the following numbers:

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