

# EXECUTIVE MBA (PROGRAM CURRICULUM)

## TERM 1: ESSENTIALS OF MANAGEMENT

CORE COURSES	MODE OF DELIVERY	CREDITS
Human Resources Management	Online	1
Personal Effectiveness	Face-To-Face	1
Financial Accounting for Decision Making	Online	1
Financial Statement Analysis	Face-To-Face	1
Managerial Economics	Online	1
Management Accounting	Face-To-Face	1
Macroeconomics	Online	1
Business Economics	Face-To-Face	1
Marketing Management 1	Online	1
Marketing Management 2	Face-To-Face	1
Business Statistics	Online	1
Operations Research	Face-To-Face	1
Operations Management	Online	1
Research Methodology	Face-To-Face	1
Corporate Finance 1	Online	1
Corporate Finance 2	Face-To-Face	1
Global Immersion (Group) Project	Face-To-Face	1

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## TERM 2: PRACTICE OF MANAGEMENT

CORE COURSES	MODE OF DELIVERY	CREDITS
Strategic Innovation	Face-To-Face	1
Business Strategy & Sustainability	Face-To-Face	1
Negotiation & Conflict Resolution	Face-To-Face	1
Business Analytics	Face-To-Face	1
ELECTIVES (6 CREDITS)		
1. Operations Electives		
Supply Chain Management	Face-To-Face	1
Quality Management	Face-To-Face	1
Project Management	Face-To-Face	1
Operational Excellence	Face-To-Face	1
2. Finance Electives		
Financial Markets	Face-To-Face	1
Portfolio Management	Face-To-Face	1
Corporate Valuation	Face-To-Face	1
Project Finance	Face-To-Face	1
3. Marketing Electives		
Strategic Brand Management	Face-To-Face	1
Sales & Channel Management	Face-To-Face	1
Digital Marketing	Face-To-Face	1
Marketing Audit & Evaluation	Face-To-Face	1

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## TERM 3: CROSS-FUNCTIONAL MANAGEMENT

CROSS FUNCTIONAL COURSES	MODE OF DELIVERY	CREDITS
Cost Leadership	Simulation	1
Enhancing Stakeholders' Value	Simulation	1
Customer Value Management	Simulation	1
Leading Teams & Organisations	Simulation	1
Integrative Decision Making	Simulation	1
Applied Business Research	Project	4

Note: To major in a specialisation, you must opt for 4 courses within the same specialisation. Those interested in a General Management route can choose 6 courses from across the Finance, Marketing and Operations specialisations.