



Program Catalogue

globsyn business school[®]

The Corporate B-School

Post Graduate Program In Management

Comparable to the management programs of premier business schools in India and abroad, the program consists of six terms spread over a period of two years, each term lasting twelve to fourteen weeks. The first three terms cover the basic understanding of different management subjects while in the last three terms; the students need to take elective subjects in their chosen majors. GBS offers specialization in Marketing, Finance, IS, HR, Operations and Entertainment & Media. GBS students need to undergo 8-10 weeks of Industrial Training in between their first and second year.

In order to develop a mindset among students that strives to create structured solutions to the unstructured problems of real life business, GBS has introduced two pioneering concepts, "Learn & Intern" and "Work & Teach".

■ First Year

Term 1

1. Marketing Management - I
2. Financial Accounting
3. IT Techniques in Business Analysis
4. Behavioral Science
5. Managerial Economics
6. Quantitative Methods - I

Term 3

1. Business Research Methods
2. Financial Management and Corporate Finance
3. Human Resources Management
4. Strategic Management
5. Management Information Systems
6. Business Law
7. Global Business Environment

Non Credit Courses

1. Preparatory Mathematics
2. Preparatory Accounting
3. Business Communications - Basic
4. Aesthetics, Technology and Media
5. Personal Growth Workshop

Term 2

1. Marketing Management - II
2. Management Accounting
3. Business Communications - Advanced
4. Organizational Behaviour
5. Quantitative Methods - II
6. Macro Economics
7. Operations Management

Summer Internship [8 - 10 Weeks]

■ Second Year (Compulsory Papers)

Term 4

Strategic Management
Business Law

Term 5

Operations & Supply Chain Management
Business Software Solutions (0.5 credit)
Management Game (0.5 credit)

Term 6

Business Ethics & Corporate Governance

■ Second Year (Electives)

Marketing

Term 4	Term 5	Term 6
Major	Major	Major
Services Marketing Product & Brand Management Consumer Behaviour	Sales & Distribution Advertising & Sales Promotion B2B Marketing (0.5 credit) Strategic Marketing (0.5 credit)	Global Marketing (0.5 credit) Retail Marketing (0.5 credit)
Minor	Minor	Minor
Services Marketing	Consumer Behaviour	Sales & Distribution (0.5 credit) Strategic Marketing (0.5 credit)

Post Graduate Program In Management

Finance

Term4	Term5	Term6
Major	Major	Major
Insurance	Global Finance	Merger & Acquisitions (0.5 credit)
Financial Markets (0.5 credit)	Bank Management	Risk Management (0.5 credit)
Investment Management (0.5 credit)	Financial Services (0.5 credit)	Minor
Advanced Accounting & Taxation	Working Capital Management (0.5 credit)	Working Capital Management (0.5 credit)
Minor	Minor	Principles of Taxation (0.5 credit)
Insurance	Bank Management (0.5 credit)	
	Financial Services (0.5 credit)	

Human Resource

Term4	Term5	Term6
Major	Major	Major
Training & Development	Org. Dev & Management of Change	Global HRM
Management of IR (0.5 credit)	HR for Competitive Advantage	Minor
Performance Mgmt & Competency Mapping	Strategic HRM	HR for Competitive Advantage
Information Systems in HR (0.5 credit)		
Minor	Minor	
Management of IR (0.5 credit)	Org. Dev & Management of Change	
Performance Mgmt (0.5 credit)		

Information System

Term4	Term5	Term6
Major	Major	Major
Object Oriented Analysis & Design	Communication & Networking	Enterprise Architecture
Business Process Mgmt & Reengineering	Software Project Management	Minor
RDBMS	Business Analysis	E-Commerce
Minor	Minor	
RDBMS	Business Analysis	

Eligibility:

Graduate from any UGC Recognized college/ University
 Final year students can also apply
 Students have to sit for CAT or XAT
 Work Experience, if any

Selection Parameters:

Phase I: CAT / XAT percentile, Academic Record, Extra curricular activities
 Phase II: GD/ Presentation/ Other Group Test and PI
 Phase III: Diagnostic Session

Post Graduate Program In International Business

In line with International Business & Foreign Trade Management programs of premiere national and global Institutes, Globsyn's PGPIB is a general management program focused towards International Marketing, International Finance, International Logistics & Distribution and IPR.

After more than three years of active research, Globsyn's program development wing has successfully harnessed the best possible Indian and international associates for this program. GBS has established academic relationship with FIEO (Federation of Indian Export Organizations) and University of Glasgow to launch this fast track international career stream for Indian management aspirants. PGPIB combines the best of Indian management basics in domains like Marketing, Finance, IS, HR, Operations with Global business excellence through Glasgow University support.

■ PGPIB Curriculum Brief

As observed earlier, the shift from a restrictive 'quota' and commodity based foreign trade to an open technology and knowledge driven international business has changed the resource requirement pattern for India Inc. Our curriculum has been designed keeping this in mind with FIEO providing extremely valuable guidance to help develop a robust program divided into 26 core compulsory subjects and & 10 elective papers

■ First Year Curriculum

Term 1

1. Principles of Management
2. Fundamentals of Marketing
3. Financial Accounting
4. Organizational Behavior
5. IT Techniques in Business Analysis
6. Quantitative Methods for Decision Making
7. Micro-Economics
8. Business Communication
9. Preparatory Mathematics

Term 2

1. Global Human Resources Management
2. Management & Cost Accounting
3. Production & Operations Management
4. Managing Innovative Change
5. Macro-Economics
6. International Marketing Management
7. Business Research Methods
8. International Trade Logistics
9. Communication Skills and Negotiation

Term 3

1. International Business Environment
2. Management Information Systems
3. International Financial Markets
4. Global Banking Operations & Basic Documentation
5. Quality Management
6. Insurance
7. Legal aspects of business including Labour Laws
8. Financial Management
9. Business Strategy

Summer Internship - 1 Credit

Post Graduate Program In International Business

■ Second Year Curriculum

Term 4

1. Major 1
2. Major 2
3. Major 3
4. EXIM Policy, Procedures & Documentation
5. Foreign Language - Mandarin / French / Spanish
6. International Trade Operations and Port Management
7. International Business Law & Taxation
8. Indian Economy and Trade Policies

Term 5

1. Major 1
2. Major 2
3. Major 3
4. Strategic Human Resources Management
5. Emerging Technologies in business – E-Commerce, ERP & RDBMS
6. Supply Chain Management

Term 6

1. Project on sector wise export performance of India
2. Business Ethics and Corporate Social Responsibility
3. Project on a topic from area of specialization

Finance Electives

1. Security Analysis and Portfolio Management
2. Corporate Finance
3. Commercial Banking
4. Management of Financial Services
5. Mergers and Acquisitions, and Capital Restructuring
6. Financial Derivatives & Risk Management

Marketing Electives

1. International Business Strategy And Competitive Environment
2. Product and Brand Management
3. Marketing Research
4. Retail Management
5. Consumer Behaviour & Cross Culture Management
6. Services Marketing

Eligibility:

Graduates from any UGC recognized University are eligible. Students undergoing final year examination can also apply. Students should have valid CAT/XAT percentile. Candidates appearing for other leading national level entrance tests or GMAT are also eligible to apply.

Selection Parameters:

Phase I: CAT/XAT Percentile/Scorecard for other national level tests.
Academic record
Extracurricular & co-curricular activities
Phase II: Group Discussion & Personal Interview

Post Graduate Program in Management International Finance

Curriculum Outline

■ First Year

Term 1

- | | |
|---------------------------|---|
| 1. Financial Accounting | 6. Quantitative Methods for Decision Making |
| 2. Management Accountancy | 7. Prep Maths |
| 3. Financial Management | 8. Computer Applications |
| 4. Investment | 9. Soft Skills Development |
| 5. Managerial Economics | |

Term 2

- | | |
|----------------------------------|---|
| 1. Marketing Management | 5. Advanced Accounting & International Taxation |
| 2. Organizational Behavior | 6. Business Communication |
| 3. Management Information System | 7. Principles of International Finance |
| 4. International Business Law | |

Term 3

- | | |
|---------------------------------------|------------------------------------|
| 1. Modern Indian Banking | 4. Corporate Governance and Ethics |
| 2. Cases on Valuation & Financing | 5. Case Studies on Banks |
| 3. International Marketing & Branding | 6. Research Methodology |

INTERNSHIP

■ Second Year

Term 4

- | | |
|-------------------------------|--|
| 1. Strategic Management | 5. Insurance Management |
| 2. Human Resource Management | 6. Services Marketing |
| 3. Working Capital Management | 7. Case Studies in International Finance |
| 4. Financial Services | |

Term 5 (Dissertation)

At Tulane University

Term 6

1. International Finance
2. Options, Derivatives, and Risk Management

Post Graduate Diploma in Applied Economics and Information Management

■ Eligibility:

Graduate from any of the UGC recognized University (10+2+3/4 years) system are eligible for the program. Final year students can also apply. (They will be eligible for provisional admission).

Preference will be given to the students of following graduation streams:

- Economics
- Statistics
- Sociology
- Commerce
- Geography
- BBA
- Mathematics
- Political Science
- BCA

■ Selection Parameters:

The admission will be strictly on the merit based on the profile of the candidate and personal interview.

Phase I: Academic Profile, Work Experience, Extra curricular activities

Phase II: Interviews

■ Curriculum Outline

Quadrimester I

1. Operation Research 1
2. Information Technology
3. Software Lab 1
4. Statistics 1
5. Financial Management 1
6. Business Communication and Negotiating Skills 1

Quadrimester II

1. Statistics 2
2. Financial Management 2
3. Operation Research 2
4. Research Methodology 1
5. Business Communication and Negotiating Skills 2
6. Information Technology 2
7. Software Lab 2

Quadrimester III

1. Research Methodology 2
2. Conceptual frameworks in Data Analysis
3. Case Studies on Data Analysis
4. Software Lab 3
5. Equity Research

Quadrimester IV

1. Internship in Industry

Post Graduate Diploma in Software Engineering and Business Management

■ Eligibility:

B.E./B.Tech/M.C.A/MBA with 65% throughout. Final year students are also eligible. The admissions will be strictly on merit based on performance on written test/ personal interview. However appropriate number of seats will be reserved as per University norms for SC/ST candidates and those with disabilities.

The date and time of the written test/personal interview will be communicated to eligible candidates directly. Candidates have to go through Written test and Interview conducted jointly by Jadavpur Univ. and GBS to get selected for the program.

■ Selection Parameters:

Phase I: Admission Test

Phase II: Interview

■ Curriculum Outline

Semester I

1. Computer Fundamentals and Operating Systems
2. Programming Logic and C Language
3. Relational Database Management Systems
4. Software Project Development and Management
5. Object Oriented Programming Concepts using C++ and Java
6. Accounting and Financial; Management
7. Marketing Management
8. Project 1
9. Business Communication and Soft Skills Laboratory I

Semester II

1. Desktop and Web enabled application development
2. Enterprise Application Development
3. Organization Behavior and Human recourse Management
4. Management of Information Systems
5. Operations and Information Management
6. Business Communication and Soft Skills Laboratory II
7. Project Internship

Post Graduate Program in Management for Executives

■ Program Overview:

The competitive market scenario of today calls for highly flexible and knowledgeable organizational culture to facilitate intelligent responses to the rapid changes in the environment. This culture can be developed and fostered by a unique set of managers who believe in cultivating the spirit of entrepreneurship along with a solid conceptual grooming in respective business domains. Exec-MBA has been developed for this breed of Innopreneurs who would be the catalyst for growth in new millennium organizations. The program covers fundamentals of management concepts and builds this understanding to develop in-depth knowledge and outlook finance and marketing domains. The program also covers general management concepts and tools to impart a holistic and entrepreneurial perspective of business.

■ Who would benefit from the program?

Executives working in Marketing & Sales, Finance & Account, HR functions, Advertising, Media or working in IT/ ITES/ BPO/ KPO organizations. The program will also benefit individuals engaged in Family Businesses or with experience in FMCG, Durables, Pharma, Banking, Insurance, Consultancy, Manufacturing, Stock Broking, Logistics, Real Estate, Retail, Trading, IT Training, Hardware Industry.

■ Eligibility and Selection:

Graduates with min 2 yrs of experience. Graduate in any discipline. Selection will be based on academic record followed by Psychometric Test & Interview.

■ Selection Parameters:

Phase I: Academic Profile, Work Experience, Extra curricular activities

Phase III: Psychometric Test

Phase II: Interviews

■ Certification / Award:

All the enrolled students, at the very outset, would have the option to enrol for a UGC approved University MBA program in fleximode by paying a separate additional fee. Globsyn Business School will extend academic support to the MBA students. However the prerogative of conducting examinations and awarding the MBA degree would lie with the concerned University. Students who do not opt for the MBA program will be extended the same academic support and they would be awarded Executive PGPM from Globsyn Business School subject to their successfully meeting the requirements for the same.

■ Salient features:

- Marketing/Finance/IS/HR/Retail/International Business as specializations
- Flexible program structure
- Online content support
- Case study, assignments and research based approach
- Visiting faculties from Industry as domain experts
- Fast track program
- Placement support through GBS CRP group
- 8,000 Globsyn alumni working worldwide assists GBS CRP team.
- Globsyn's professional and academic associations provide a wide acceptability to GBS students, nationally
- Live Industry updates

■ Duration: 15 Months classroom followed by 3 months live project.