

Intake-1  
**2022-24**



**Mahindra**  
University

Global Thinkers. Engaged Leaders.

# Executive **MBA**



**SCHOOL OF MANAGEMENT**



# About Mahindra University

## Message from the Chancellor

Nelson Mandela had famously said, "Education is the most powerful weapon which you can use to change the world." Our purpose at Mahindra University – "to educate future citizens for and of a better world" – exemplifies this perfectly.

In pursuit of this vision, the School of Management at Mahindra University has launched the Executive MBA, which will be a life-changing experience for experienced professionals. It has been designed with two overarching objectives: i) to allow experienced professionals to upgrade their skills and accelerate their careers without having to take a break from employment, and ii) to understand the practical implications of their learnings by relating them continuously to their workplace challenges.

I am confident that the graduates of this program will be changemakers for themselves, their companies, their alma mater, their nation, and the world.



**Anand Mahindra**  
Chancellor  
Mahindra University

What started as the Mahindra Ecole Centrale School of Engineering in 2014 with a vision to establish an engineering school that not only imparts excellent education but also conducts high-quality research, was converted into a full-fledged university in 2020.

Today, the university has Schools of Engineering, Management, Law and Education. It will soon start the schools of Design and Media & Liberal Arts.

Quality education is at the forefront at Mahindra University. This is adequately reflected by its research output and international academic collaborations with leading institutions.

Mahindra University is among the first institutions in the country to transform the way millennials are studying by providing a strong foundation in digital and emerging technologies to optimize learning in each of its schools. Mahindra University aims to energize, challenge and shape young minds to help them become "Global Thinkers; Engaged Leaders."

## VISION

To **educate** future citizens for and of a **better world**

## MISSION

- Train multi-skilled leaders capable of reflection as well as innovation, committed to inclusive and sustainable progress.
- Aim for interdisciplinary academic excellence integrating the study of science and technology with humanities, ethics and philosophy, and design.
- Balance education with experience through entrepreneurial projects to solve complex challenges facing society.

## Message from the Vice Chancellor



**Dr. Yajulu Medury**  
Vice Chancellor  
Mahindra University

I congratulate the School of Management leadership as they launch a program that caters to the needs of an underserved segment in business education – the functional managers.

The Mahindra University Executive MBA will provide an opportunity for these functional experts to undertake a rigorous MBA that lays the educational foundation for general management roles in their future.

The program will blend the best of theory and practice. It will also bring together a cohort of experienced professionals providing an excellent platform for exchange of ideas and best practices

## Message from the Dean

**Dr. Ramakrishna Velamuri**  
Professor & Dean,  
School of Management



The EMBA program is the first post-graduate offering from the School of Management at Mahindra University.

I am excited to offer this program to experienced professionals, and also business owners, who will be able to obtain a rigorous management education without having to leave their jobs. This represents a huge saving in terms of opportunity costs.

Our collaboration with the Frankfurt School of Finance & Management will bring a strong element of international orientation amongst the students of this program.

I invite you to explore the program details and enroll in it to foster personal and professional growth.





# ABOUT THE SCHOOL OF MANAGEMENT

Mahindra University's School of Management aspires to achieve excellence in undergraduate, post-graduate and doctoral programs. It started offering undergraduate programs in finance, economics and business in 2021, and is launching its Masters programs as well as a PhD program in 2022. Besides fostering a student-centered learning environment, the School will seek to achieve excellence in both knowledge dissemination (teaching and writing for practitioners) as well as knowledge creation (research published in high quality international peer-reviewed journals).

## Vision

Mahindra University School of Management aspires to become a leading business school in India and the world by developing ethical, innovative, entrepreneurial, technologically astute, culturally aware and socially conscious managers, leaders and scholars who will make a contribution to the development of the economy and society.

## Values

- Ethics - a strong moral compass
- Entrepreneurship - opportunity focused, quick adaptation to change, conducting small scale experiments before scale up, frugal use of resources, decision making under conditions of uncertainty
- Inclusivity - of race, ethnicity, nationality, color, religion, caste, gender, ability, educational background, socio-economic status
- Team orientation - working collaboratively with internal and external stakeholders
- Learnability - critical thinking, problem solving, curiosity, humility, ability to continuously learn new knowledge and skills

## Global Academic Associations

The School of Management has academic alliances with Cornell University for undergraduate programs and with the Frankfurt School of Finance & Management for its graduate programs.

The partners work with the university leadership to bring best global orientation to its faculty, programs and curricula.

## EMBA Council Membership

The School of Management is a member of the Executive MBA Council. The EMBA Council requires member schools to meet global standards when admitting them to its membership. It guides its members schools in sharing knowledge and shaping the Executive MBA programs globally. It also undertakes research and shares critical data with students, its members and the media. To learn more about the Executive MBA Council, visit their website at [www.emba.org](http://www.emba.org)



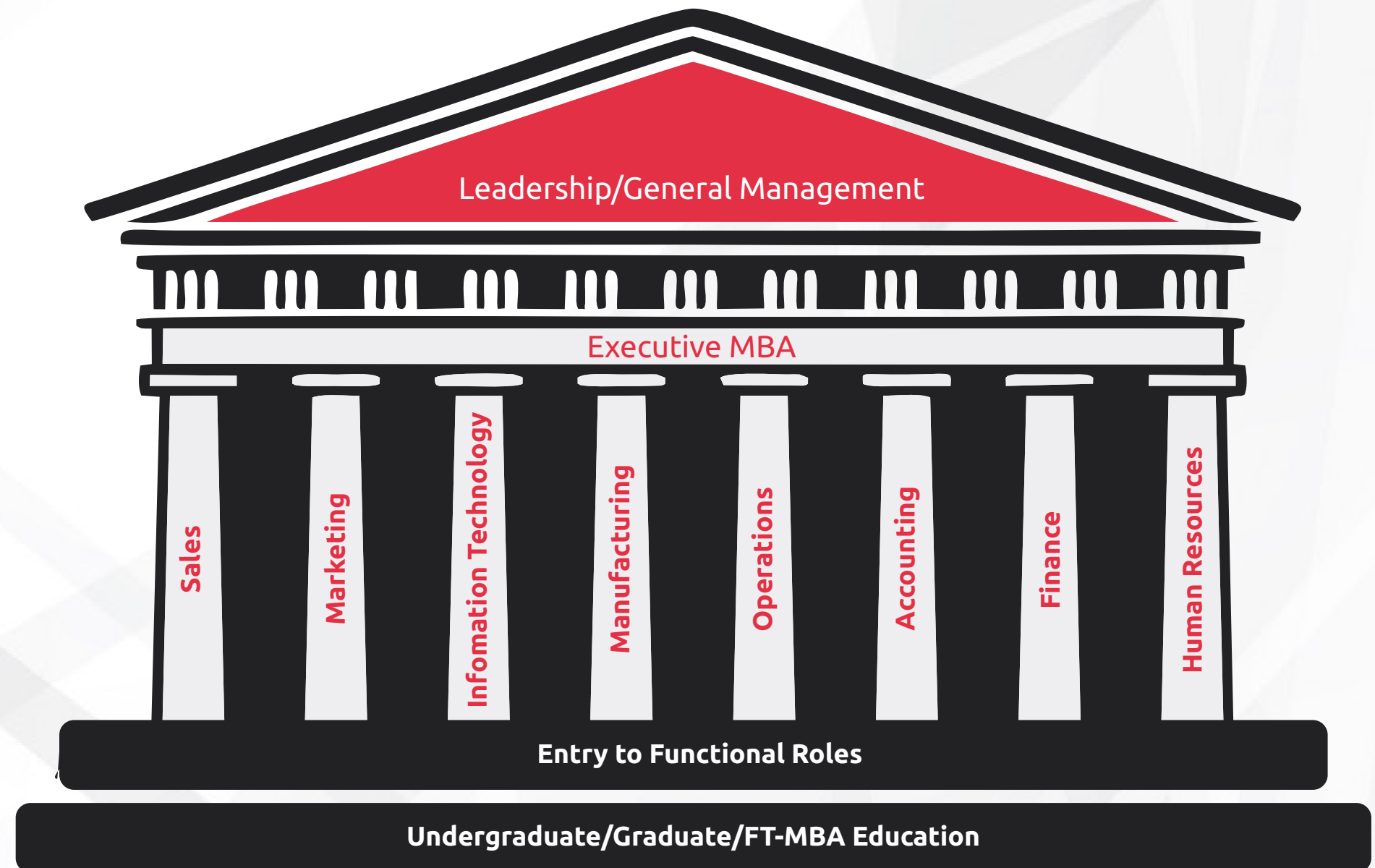
# THE EXECUTIVE MBA

The Executive MBA (EMBA) is designed especially for experienced professionals and businesspeople as they are not able to undertake a full-time MBA due to an extremely busy work life.

To adapt to the ever-changing business environment, managers have to equip and prepare themselves to manage opportunities & challenges. The program design allows eligible candidates to complete a rigorous MBA program while continuing to work.

The curriculum allows professionals to gain in-depth strategic insights, enhance their decision-making abilities as well as develop leadership & management skills. It focuses on knowledge and skill enhancement and their application, which is the most critical factor responsible for the success of individuals and organizations.

The program enhances general management skills essential for broad understanding of business and to move to the next stage in career development. The curriculum focuses on strategic thinking, critical analysis, better communication and team building techniques. It enables transition from a functional/technical role to a general management role and prepares individuals to lead and take higher responsibilities.





# DESIGNED FOR EXPERIENCED EXECUTIVES

**EMBA** is targeted at high-caliber senior executives and business owners with 5 to 15 years of work experience involving extensive managerial responsibility. The participants are achievers who have done exceptionally well in a functional domain and are looking to take on general management positions.

A unique aspect of the program is the collective professional experience of its participants, which enriches the learning environment. The program caters to executives from a cross-section of several industries.

The extensive experience fosters sharing of rich perspectives on various topics from different functional and sectoral domains such as sales, marketing, finance, accounting, manufacturing, operations, project management, research & development, and healthcare amongst others. The interaction results in a challenging and stimulating learning experience along with providing maximum return on time and resources invested.

The program fosters high quality learning by focusing on the following elements:



# TOP-NOTCH FACULTY

The **Mahindra EMBA** is taught by high quality faculty who have extensive experience in academia and industry. The best faculty for each course is handpicked, not only from within the full-time faculty of the university but also from a pool of visiting faculty to deliver a truly exceptional learning experience.

The faculty use various pedagogies like cases, discussions, pre and post course projects, simulations etc. to foster learning that aligns with expectations of experienced professionals.



**S. Ramakrishna Velamuri**  
Professor & Dean, School of Management



**Pradeep Racherla**  
Professor, School of Management



**Nilanjan Banik**  
Professor, School of Management



**Markus Mädler**  
Senior Lecturer, Frankfurt School of  
Finance & Management



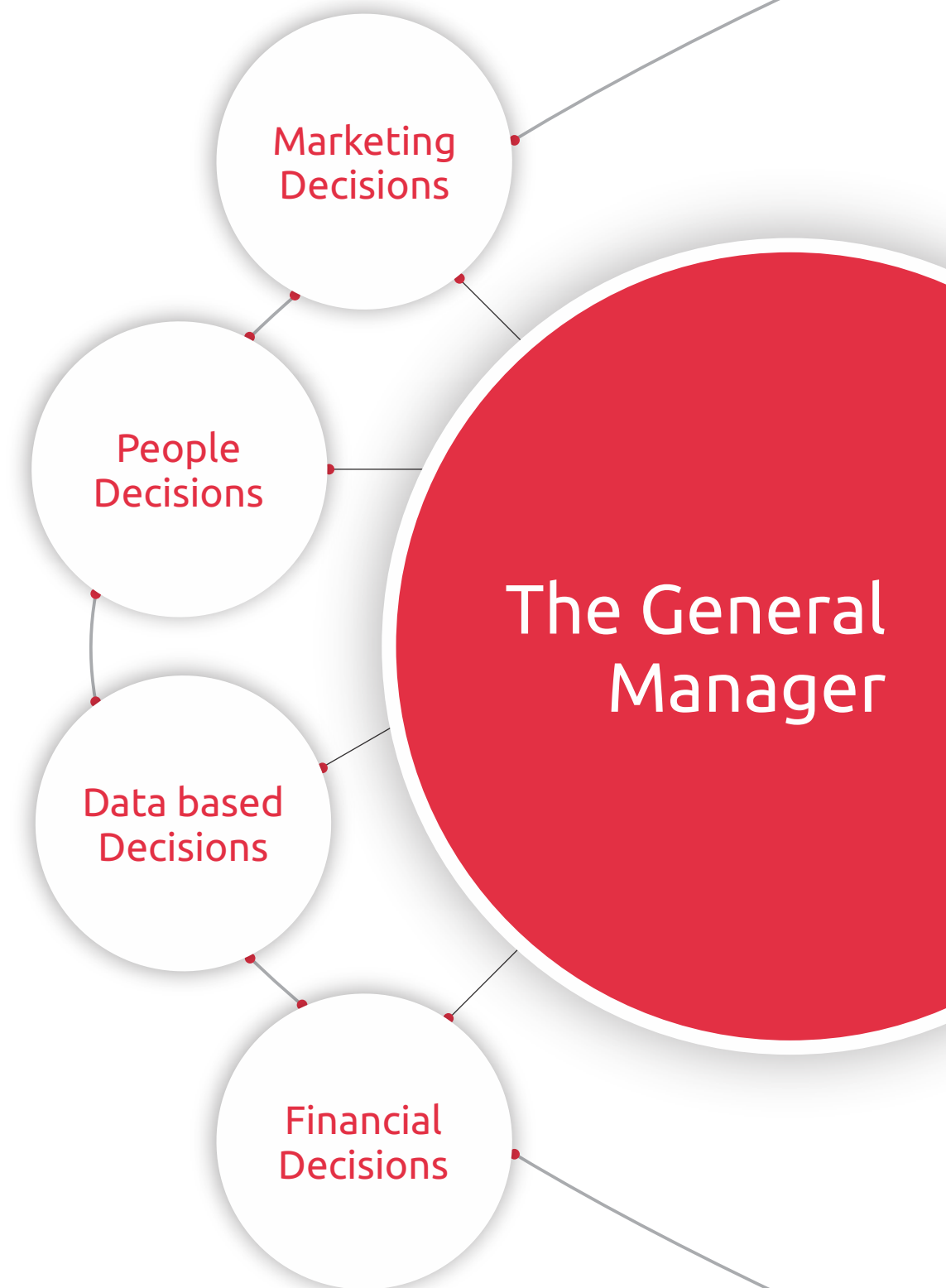
# RELEVANT CURRICULUM

The general management curriculum is designed keeping the needs of the experienced target audience in mind. It is intended to impart cross-functional decision-making skills in all major areas of the business. This world-class curriculum brings modern management concepts to the classroom.

The program's courses broadly cover Decision Sciences, Finance, Marketing, Strategy, Organizational Behavior and Leadership and has a general management focus.

- ▣ Mathematics for Management
- ▣ Quantitative Methods
- ▣ Spreadsheet Modelling
- ▣ Financial Accounting
- ▣ Finance
- ▣ Business Communications
- ▣ Personal and Team Leadership
- ▣ Organization Behavior
- ▣ Strategic Management
- ▣ Strategic Negotiations
- ▣ Human Resource Management (Half Credit)
- ▣ Micro Economics
- ▣ Macro Economics
- ▣ Managerial Economics
- ▣ Marketing Management & Consumer Behavior
- ▣ Digital Marketing Strategy

- ▣ Pricing Strategies (Half Credit)
- ▣ Marketing Strategy
- ▣ Financial Management - II
- ▣ Derivatives & Risk Management
- ▣ Mergers & Acquisitions
- ▣ Financial Statement Analysis
- ▣ Operations & Supply Chain Management
- ▣ Financial Accounting - II
- ▣ Management Accounting
- ▣ Entrepreneurship & Innovation
- ▣ Entrepreneurial Finance
- ▣ Digital Eco-Systems & Business Models
- ▣ Business Analytics
- ▣ Ethics, Environment, Social and Governance Issues for Managers
- ▣ Capstone (Business Venture Plan or Consulting Practicum)



The curriculum is subject to change to ensure better learning outcomes for students or for reasons beyond the university's control.



# Learning Goals

The program has the following learning goals.

**Leadership Skills:** Develop awareness of self and others to enable better handling of situations involving people and organizations.

**Critical Thinking:** Ability to identify key issue and use concepts from various areas to formulate the best possible decisions under those circumstances.

**Global Awareness:** Display awareness of global issues like upcoming technologies, business models, competition, geo-political situations, cultural differences and to be able to utilize them for making more effective decisions.

**Ethical & Social Responsibility:** Be sensitive to the needs of the society and environment; display highest ethical behavior under all circumstances.

**Effective communication:** Ability to convey ideas in an easy to understand manner for all stakeholders.

## Application of Concepts

The students get to apply some of the concepts learnt in class to real work life almost in real time. They will soon begin to appreciate how management concepts help them make better decisions and stand out from their peers at work.

The capstone project at the end of the course provides an opportunity to integrate all the knowledge gained from the program and apply it to solve a real business problem or to create a business plan.

## Financial Times Rankings

### Master of Finance 2021



**Master in Finance**  
Ranking 2021

#31 | Worldwide  
#21 | Germany

### Master of Management 2021



**Master in Management**  
Ranking 2021

#29 | Worldwide  
#5 | Germany

### Executive MBA 2021



**EMBA**  
Ranking 2021

#83 | Worldwide  
#4 | Germany

### European Business Schools 2021



**European business Schools**  
Ranking 2021

#24 | Europe

# INTERNATIONAL EXPOSURE

The School of Management has a deep collaboration with the Frankfurt School of Finance & Management, Germany. This is a highly reputed business school having achieved high global rankings for its programs.

It is located in Germany, a developed and stable economy known for its cutting-edge engineering and innovation. It is home to various global companies and brands like Adidas, Audi, Bayer, BMW, Bosch, Braun, Carl Zeiss, Deutsche Bank, DHL, Leica, Mercedes, Merck, SAP, Sennheiser, Siemens, ThyssenKrupp, Volkswagen and many more.

The collaboration with the Frankfurt School of Finance and Management in Germany exposes the students to global issues. In today's world, no business is local. The world, especially in business, is deeply interconnected through suppliers, customers or service providers. Hence, to become a successful business leader, one must and be aligned with global issues and sensitivities.

## International Residency

Successful executives must understand global business practices and cross-cultural sensitivities.

Students undergo a mandatory two-week international residency in Germany at the Frankfurt School of Finance & Management. The residency includes teaching by faculty at our partner school, industry visits, guest speakers from industry, cultural experiences etc. to make this an engaging and enriching experience.

**Note:** It is the responsibility of the student to obtain the relevant visa for the international residency.



# THE POWER OF NETWORK



## Experienced Peers

The EMBA aims to attract a diverse student body with rich experience from various industries and functional areas. The exchange of ideas, thoughts and experiences by this student group in the class, and outside of it, creates a great platform for knowledge sharing through the collective and diverse experiences.

## Alumni Network

The students will become a part of the alumni network of the university in addition to developing life-long friendships with their classmates. Alumni networks are known to open career opportunities and find potential business partners.

The university organizes various talks, networking and social events to allow alumni to keep themselves engaged with their alma mater. These events help alumni form new professional relationships and deepen existing ones.

## CAREER SERVICES

The university realizes the need for personal and professional growth. Therefore, developmental workshops and talks are organized throughout the program to help the students get a better understanding of themselves and the business environment and expectations from a leader. This allows them to position themselves for richer roles after graduation.

These interventions will cover areas like building your personal brand, expressing your worth through an effective resume, presenting your best during the interview, developing your networking skills and positioning your candidature for internal growth.

Campus placement services are not offered for EMBA students since they are not effective for experienced professionals.





# PROGRAM FORMAT

This two-year long program is delivered over 6 terms comprising of 10-12 residencies. This format allows the students to pursue a high-quality MBA program without having to quit their jobs.

Some residencies are two-week long while others are one-week long. Each residency will comprise of teaching, guest lectures, projects and group work.

## In-Person Classes

The value of learning through in-person classes cannot be underscored. Through lively discussions, case studies and peer-learning via out-of-class projects, the cohort develops a life-long bond.

Classroom sessions happen for a week every 8th week at the university campus in Hyderabad. In exceptional cases outside locations may be chosen for classes.

## No Opportunity Cost

The students continue to earn their salaries while pursuing the program thereby not imposing any opportunity cost of lost salaries that they will incur in a full-time program.

## Leaves Needed

The students will need around 60 days of leave from work over the two-year duration of the program. Travel time will be extra and some students may need additional days of leave due to flight timings. The university reserves the right to change the schedule for reasons beyond its control.

Calendar Year	2022	2023	2024	Total
Days Off	10	30	20	60

Financial Year	2022-2023	2023-2024	2024-2025	Total
Days Off	15	30	15	60

Academic Year	2022-2023	2023-2024	Total
Days Off	30	30	60

Sep-22						
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Nov-22						
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# ACADEMIC CALENDAR

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# ADMISSION

## Eligibility

To be eligible to apply to the program, the following criteria need to be fulfilled:

- **Bachelor's Degree:** The applicant should have a Bachelor's degree in any discipline.
- **Work Experience:** Minimum of 5 years of full-time work experience. Internship and article ship are not considered as work experience.

## Application Fee and Deadlines

Description	Application Deadline	Results Announced	Application Fee
Round 1	15th April 2022	15th May2022	₹ 1,000
Round 2	30th May 2022	30th Jun 2022	₹ 2,000
Round 3	30th Jun 2022	30th Jul 2022	₹ 5,000

## Notes:

- No payment is required to create a user login and start the application.
- Application fee needs to be paid at the time of submitting the completed application.
- Application fee is non-refundable under any circumstance.

## Application Procedure

Interested candidates should complete the online application available on the university website. The following documents are required to be uploaded along with the online application:

- Color photograph
- Copy of Passport
- Bachelor's Degree Certificate & marksheet/transcripts (for all semesters/years)
- Income Proof
- One Professional Recommendation (evaluation)

## Interview

Applicants shortlisted for interview will have to attend the interview as per the date and time communicated to them. Interview may be conducted in person, over videoconferencing, teleconferencing or via a web/internet-based tool.

# ACADEMIC CALENDAR

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The university reserves the right to change the calendar for reasons beyond its control



## Selection Criteria

The university evaluates each applicant on several criteria to ensure that the participants selected for the program are well-rounded individuals. Each component of the application and the interview are important. The selection of the participants will be made considering a combination of many factors including:

- Richness of the work experience
- Logical thinking (essays, interview etc.)
- Communication skills
- Leadership traits
- Past academic record
- Interview Performance

## Admission Offer

Candidates shortlisted for admission will be notified by email. They need to secure their place in the program by paying the first installment of the fee within 20 days.

## Support from Employer

The program requires students to provide a letter from their employers stating their support of the student's MBA pursuit. It is important that students get this letter from their employer to avoid any issue that may crop up later due to change in their supervisors etc. Once you obtain a letter of support please submit it to the EMBA program office.

## PROGRAM FEE

The program fee for the academic years 2022-24 is **Rupees Twenty-Four Lakhs**. This fee includes course material as well as boarding and lodging for most days.

## Alumni Membership Fee

An alumni membership of ₹ 15,000 is payable by all participants of the program by 30th July 2022. The alumni membership is non-refundable for participants who successfully graduate from the program. This fee will be fully refundable for participants who do not graduate from the program.

## Security Deposit

A security/caution deposit of ₹ 20,000 has to be paid by 30th July 2022 in addition to the program fee. This amount is refundable after deduction of any dues payable to the University.

## Loans

Financial assistance in the form of tuition fee loans may be available to participants of this program. Please note that the sanction of loans is at the complete discretion of the financial institutions concerned. For further details on financial assistance, please contact the admissions staff.

## CORPORATE SPONSORSHIP

The university encourages employers to sponsor their high-performing employees to the program; both financially and time-off to attend classes. It is an extremely effective retention strategy.

In today's world, companies are at war for talent. Growing internal talent builds loyalty amongst the employees and saves on the cost of attracting new talent.

Not only will the employees be more loyal but will be able to apply the new knowledge gained from the program to the benefit of the organization.

The net cost of the program is also reduced after tax benefits.

## Additional Expenses

Some expenses are not included in the program fee. These expenses that are expected to range around ₹ 1 to 3 lakhs and will be incurred on the following.

- Travel for classes at Hyderabad & international residency.
- Boarding and lodging for additional days during international residency, field trips and any travel associated with field trips.
- Purchase of laptops and software needed for the program.

Fee	Payable By	INR
1st installment	30th July 2022	6,00,000
2nd installment	30th December 2022	6,00,000
3rd installment	30th June 2023	6,00,000
4th installment	30th December 2023	6,00,000
Total Amount		24,00,000

## FINANCIAL AID

The university encourages diversity in its programs and provides discounts on the tuition or scholarships for some categories of students as stated below.

Category	Scholarship	Number
Officers from Armed Forces, Police, Para-military forces	25%	1
Central & State Government Employees	25%	1
Domicile of J&K and North Eastern States	25%	1
Women	25%	3

## NOTES:

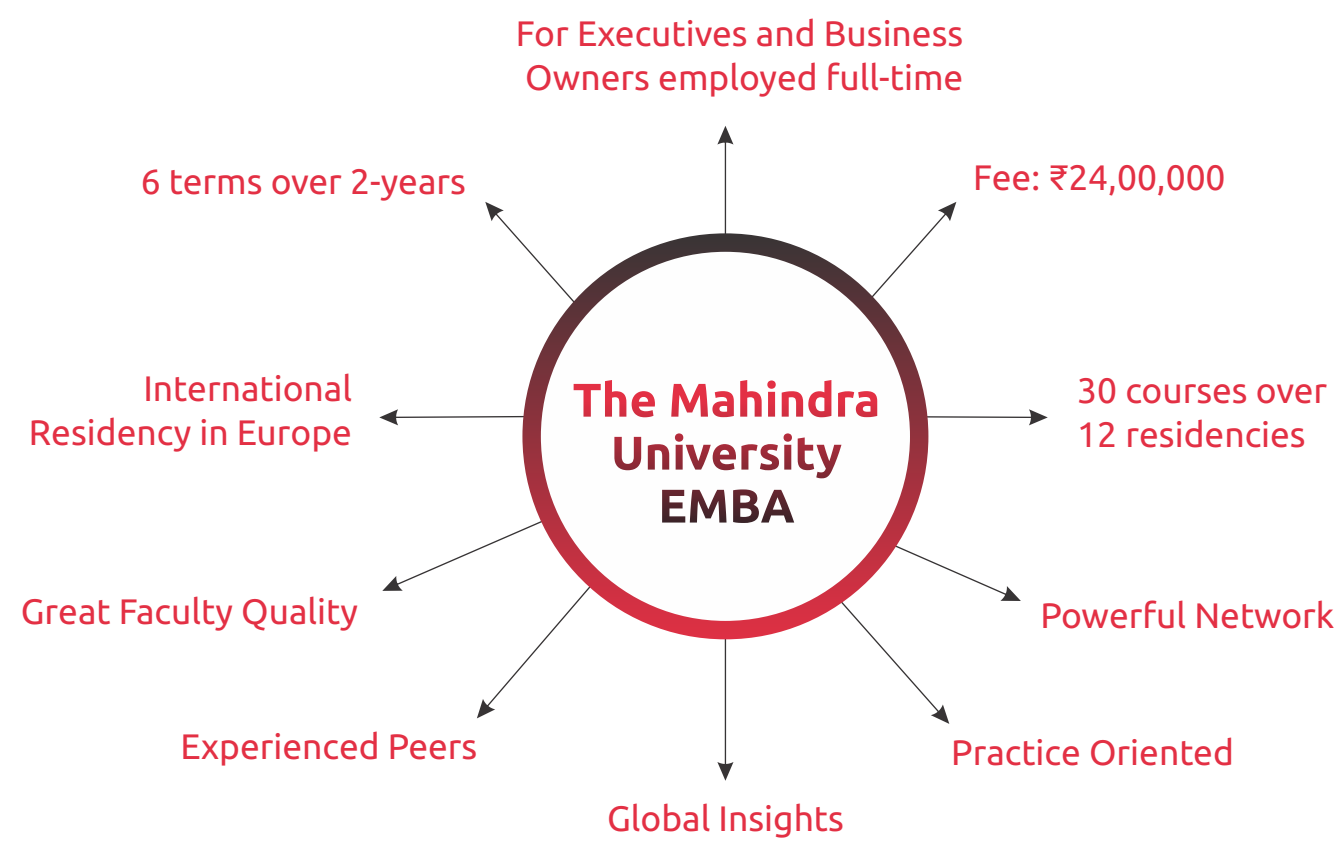
1. The financial aid shall be set off against the last installments of the fee payable by the students.
2. Documentary evidence will need to be provided to prove eligibility.
3. The students need to be serving in the respective organizations for the entire duration of the program. If they move to the private sector during the program then the financial aid will automatically stand withdrawn.



# IMPORTANT NOTES

- Attendance in all residencies is mandatory.
- The university reserves the right to revise the program fee.
- Fee Refund & Cancellation Policy will be as per guidelines published by UGC/AICTE / Statutory Authorities.
- It is mandatory to live in accommodation provided by the university during the days of classes.
- All students are required to have a personal laptop, the minimum specifications of which will be sent before the start of the program. Official laptops are not allowed due to restrictions of installing additional software required for the program.
- All students are required to have medical/health insurance.

## THE EMBA IN SUMMARY



**Mahindra University**

Global Thinkers. Engaged Leaders.



### EMBA Program Office:

School of Management, Mahindra University  
Survey No. 62/1A, Bahadurpally, Jeedimetla,  
Hyderabad - 500043, Telangana, INDIA

**Email:** [emba.admissions@mahindrauniversity.edu.in](mailto:emba.admissions@mahindrauniversity.edu.in)  
**Website:** [www.mahindrauniversity.edu.in/emba](http://www.mahindrauniversity.edu.in/emba)

**Phone:** +91 40 6713 5282  
**WhatsApp:** +91 9963 476 964  
**Office Hours:** Monday to Friday (10 a.m. to 5 p.m.)