





LEARN BY DOING. CREATE AN IMPACT.

Welcome to the School of Management (SOM) at the BML Munjal University (BMU). It gives me great pleasure to introduce BMU's School of Management. We are rather proud of the learning environment we have created here and I look forward to hosting you personally. Our quest is to chisel out grounded business leaders who are comfortable in the uncertain, ambiguous reality that exists in the corporate world nowadays and are happy to roll up their sleeves and contribute to economic value from the beginning. Our immersive and experiential orientation helps our students become more practical and application focused; helps them analyse problems from multiple perspectives and offer solutions that are conceptually and contextually sound.

BMU strongly believes in developing students through an evolutionary journey from mere KNOWING (classroom delivery) to DOING (skilling and reskilling them) and finally to BEING (making them realise their potential to achieve their greater goals in life). Being mentored by Imperial College Business School, we have brought world-class curricula to the classroom. Many of our courses and programmes have knowledge partners from the fields of consulting, information technology and global practices. Our focus on forensic accounting with KPMG in a world of errors of judgment and commitments; business analytics and knowledge discovery through business analytics labs with IBM; and simulation and optimization tooling with Siemens Software are some of the major initiatives that help our students become industry-ready.

With a strong focus on ethics, values and contribution to the greater good of society, our students proactively take part in outreach programmes such as SANKALP which helps them understand greater social issues and apply managerial principles to solve them.

I would take this opportunity to invite you to our beautiful campus and experience the transformation that we have committed ourselves to ringing in.

BMU ADVANTAGE

WHY BMU?



FOUNDED BY THE HERO GROUP

The Hero group, founded by Late Dr Brijmohan Lall Munjal, has touched the lives of millions of people in India by delivering excellence in engineering products, services and solutions in the most innovative and cost effective ways. Today, the group is diversified across more than 6 industry verticals encompassing Automotive & Auto Components, Financial Services. Renewable Energy, Electronics & IT Enabled Services, Higher Education & Training and Real Estate.

PARTNERSHIPS

BMU's academic mentor is Imperial College London which is ranked 8th in the latest QS ranking of global universities. The learning experience at BMU has been further augmented through collaborations with the Singapore Management University, Carleton University, Kent State University, University of California, Berkeley, Aston University, North South University and Saint Mary's College of California. Centres of Excellence and state-of-the-art Labs have been set up on BMU campus by Siemens, Shell, Intel, IBM, Fraunhofer Gesellschaft, Axis Bank and KPMG. BMU's Research Partners are Fraunhofer Gesellschaft, CSIR, CEERI-India, Hero MotoCorp and more.









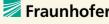










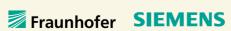








At BMU, we go beyond what a traditional MBA curriculum imparts. While there is a certain amount of theory that needs to be taught, the overwhelming focus of the course is to promote hands-on learning and inculcate a raft of values, job and life skills. From alumni events and internship opportunities, to overseas exchanges and study trips-the experience is designed to be liberating and enhancing - both personally and professionally.







Academic Mentor - Imperial College London (ICL)

Immersion programmes at Imperial College London, Singapore Management University

Curriculum and module designed around developing global leaders

Research. Practice School and Industry connect to enhance competencies through projects, activities and case studies



EXPERIENTIAL LEARNING

Upto 45% of contact hours spent on experiential learning

Case based lectures

Compulsory empirical research component

Markstrat and Capstone simulations offered as elective

9 Centers of Excellence including State-of-the art labs setup by Intel, IBM, Siemens, Shell and more



PRACTICE SCHOOL

Hands-on learning through a rigorous internship programme

Mentorship and support by industry expert and faculty

Practice School companies include Siemens, Aditva Birla Group, Yes Bank, KG Somani, EY, Forbes Marshall, Bry Air. Hero MotoCorp. Cargill Foods. Coca-Cola. Axis Bank. ITC Ltd., Moser Baer among others.



ACADEMICIANS PAR EXCELLENCE

Faculty & visiting faculty from prestigious institutions in India and the world such as MIT, Stanford University, Imperial College London, IIT and IIM

Faculty with experience in corporations such as HDFC Bank and Hero MotoCorp

Visiting faculty drawn from Imperial College Business School, Rotterdam School of Management, Singapore Management University, IIMs and more



AN AVANT GARDE EDUCATION

SYNOPTIC DEVELOPMENT

Good citizenry and social etiquette

Ethical and Responsible Leadership

Well rounded and Job-ready individuals



Acquire refined communication skills

Learn the art of negotiation

Build problem solving abilities

Develop presentation skills

Inculcate superior leadership qualities



THE BIG BUSINESS CONNECT

Regular industry speakers visit to campus to interact with students

Visits to McKinsev Capability Centre - Gurgaon, Hero MotoCorp - Dharuhera. Parle Manufacturing Center - Neemrana

Partnerships with KPMG, Axis Bank, Siemens, Fraunhofer Gesellschaft, Intel, Singapore Management University



















PEDAGOGY

Hands-on education or learning by doing is an integral component of BMU's teaching-learning environment. Studies have shown that students learn best and have a higher retention when they are encouraged to actively explore, experiment and work out demonstrable solutions to problems. Hands-on education challenges students to find new ways to master and apply complex concepts in life. It also sparks the love of learning, develops skills and the confidence to tackle the unknown.

In two years, a student undergoes a transition from being an individual contributor to a team player and leader, in an exciting journey which includes:

- Working on projects in diverse study groups
- In-depth inputs and classroom exchanges facilitated by a mix of highly qualified and reputed faculty drawn from industry and academia
- Multiple teaching methods role play, simulations, case studies, project work
- Perspective and Skill courses
- Practice School modules
- Attending a Global Leadership Module at Imperial College Business School
- Opportunity to access industry experts, major corporates, investment banks, consultancies, venture capitalists and public sector organizations to ensure exposure to industry and its real concerns

REPRESENTE

• Exposure to on-campus Centres of Excellence

INDUSTRY IN CLASSROOM

BMU has invited successful industry executives to its campus to interact with students. These executives and leaders share ideas and concepts that they have learned during their careers. These interactions provide students with a better understanding of industry and also inspire them to be successful in their careers.

Students have also been engaged by industry executives in discussions to seek solutions to current and future challenges facing the industry. This has provided our students a forward looking orientation.

INDUSTRY EXECUTIVES AND LEADERS WHO HAVE VISITED BMU

Industry, Govt. of India

Dr. R.A. Mashelkar, Former Director General of the Council of Scientific & Industrial Research (CSIR)

Mr. TV Narendran, M.D, Tata Steel (India and South-East Asia)

Dr. Arun Maira, Management Consultant, Economist and former member of the Planning Commission of India

General Bikram Singh, Former Chief of Army Staff of the Indian Army

Mr. Suman Bose, CEO, Siemens Industry Software India

Mr. Santosh Desai, CEO, Future Brands

Mr. Rahul Jain, CEO, Bizwiz Learning

Mr. Samit Sinha, CEO, Alchemist Brand Consulting

Mr. Nitin Prasad, CEO, Shell Lubricants

Mr. R. Narayan , CEO, Power2SME

Mr. Aftab Seth, Chairman & CEO, India Global Link

Mr. Kamal Singh, Chief of National HRD network

Mr. Amit Chandra, M.D., Bain Capital

Mr. Narayan Swamy, Executive Director, KPMG

Mr. Vijay Sethi, CIO, Hero MotoCorp

Mr. Sanjay Jorapur, CHRO, Hero MotoCorp

Mr. Vijay Sehgal, COO, Tata Teleservices Ltd.

Mr. Masayoshi Tamura, GM, Software Group,

Dr. S. Swarup, Director World Bank and Former Deputy Director General, Ministry of Commerce &

Mr. Aloke Goel, Divisional CFO, Siemens

Mr. Vivek Sharma, Program Director, Gandhi
Fellowship Program, Piramal Foundation for Education
Leadership

Ms. Padmaja Ruparel, CEO, India Angel Network

Mr. Kamlesh Kumar Sharma, Director, PAC, Coke

Mr. Rajat Dhawan, Director (Senior Partner),

McKinsey India

Mr. Manpreet Anand, Director - Finance & Strategy, Corning Incorporated, India

Mr. P. Dasgupta, Head E&L, IBM

Mr. K V Sridhar, Chief Creative Officer, India,

Sapient Nitro.

Mr. Jagvindar Singh, Head, Forensic Accounting Practice, KPMG

Mr. Ashish Srivastava, Vice President-HR, Relaxo

Mr. Rana Vikram Anand, Head, Strategy, RBL

Ms. Anuradha Bhavnani, Regional Manager, Shell Foundation

Mr. Sanjeev Shukla, Marketing Head,

Hero MotoCorp

Mr. Gaurav Mitra, Chinmaya Yuva Kendra

Mr. Abhay Kumar, Head, Strategic Marketing, Hero MotoCorp

Mr. Aseem Soni, Director, Cargill Foods India

Mr. Nideesh Tyagi, India Head, BBC Hindi

Mr. Dushyant Dhakre, Area Sales Manager,
Grasim Industries Ltd. (Aditya Birla Group)

Mr. Sanjeev Srivastava, Associate Director, KPMG India

PROGRAMME STRUCTURE

GAINING CREDITS

The inter-disciplinary, application-oriented MBA programme consists of 29 Core courses, 8 Elective courses, 6 Skill courses, 3 Perspective courses, 3 Foundation courses and 4 Projects. These rigorous and comprehensive courses will help you deal with the challenges faced by managers across a variety of businesses during different stages of an organisation's life cycle.



INQUIRE INSPIRE - IMPACT.

Under the mentorship of Imperial College London, the programme has been designed keeping the 'i-value' principle in mind. The entire curriculum has been formulated to ensure multi-pronged inputs to students, through the interactive process of 'inquire-inspire-impact'.

ORIENTATION WEEK

1st Year \rightarrow

CORE SUBJECT

PERSPECTIVE

Perspectives on World Civilizations

Critical Reasoning and Systems Thinking

Ethics and Citizenship

Personal Leadership Journey

SKILLS

Communications and Presentation Skills

Etiquette and the Art of Conversation

Leadership Development

Career Skills

Problem Solving and Consulting Skills

Performance Management

Selling, Negotiation and Persuasion Skills

IED Project

PRACTICE SCHOOL 1



SPECIALISATIONS

OB and HR

Finance

Marketing

Operations

Business Analytics

Finance and Investment Banking



PROGRAMME STRUCTURE

CORE SUBJECT

Managing and Developing People

Micro-Economics

Business Statistics

Macro Economics & Policy

Sourcing and Managing Talent

Marketing and Consumer Behaviour

Synthesizing and Analysing Data

Financial Reporting and Analysis

Operations Research

Costing of Products and Services

Marketing of Products and Services

Managing Operations and Supply Chain

Managing Stakeholders and Legal Processes

Managing Financial Resources

Bringing Ideas to Market

Strategic Management

Project Management

Management of Design

Business Models and Intellectual Property

Management Information Systems

Corporate Governance and Social

Responsibility

Digital and Social Marketing Analysing and Mitigating Risk Organization Structure & Design

ELECTIVE

OB and HR

Organization Structure and Design

Selection & Recruitment

Team Building & Group Dynamics

Industrial Relations & Grievance Management

Management of Organizational Change

Training & Development

Compensation Management

Cross Cultural Management

Finance

Financial Institutions and Markets

Business Analysis and Valuation

Security Analysis & Portfolio Management

Advanced Corporate Finance

Banking Service Operations

Forensic Accounting and Fraud Detection (KPMG)

International Finance

Personal Finance

Derivatives and Risk Management

Marketing

Brand Management

Product Pricing Strategy and Channels

Integrated Marketing Communications

Driving Business through Customer Relationships

Service Marketing Strategic Marketing

Creating & Servicing Demand in Rural Markets

Global Marketing Strategies

Retail Marketing

Sales & Distribution Management

Markstrat Simulation

Operations

Operations Research and Strategy

Procurement and Capital Projects

Lean Manufacturing Systems

Project and Program Office Management

Managing Service Operations

Logistics Management

Quality Management and Six Sigma Green Belt

System Design and Analysis

Business Analytics

Fundamentals of Business Analytics

Descriptive Analytics

DBM and Query Language

Predictive Analytics

Spreadsheet Modelling and Analysis

Econometrics

Decision Models

Social Media Analytics

Big Data Analytics using Infosphere

Data Warehousing and Mining

Text Mining and Machine Learning Tools

Video Analytics

Risk Management Systems

Supply Chain Analytics

CRM Analytics and DBM

Human Resource Analytics

Retail Analytics

Tools used for Business Analytics: IBM COGNOS Framework, Insight IBM SPSS,IBM Info sphere, R for Big Data, Weka,

Clementine, XL Miner

Financial Analytics

Finance and Investment Banking

Financial Modelling Using R/Excel/VBA

Security Analysis (Fundamental and Technical Analysis)

Derivatives and Risk Management

Management of Market and Credit Risk

Fixed Income Securities

Portfolio Management

Mergers and Acquisitions

Quantitative Strategies & Algorithm Trading

Private Equity & Venture Capitalists



SPECIALISATIONS

EXPLORE YOUR INDIVIDUAL INTERESTS.

The BMU MBA curriculum provides you the flexibility to develop skills and in-depth knowledge in your preferred area of study, which ultimately prepares you for leadership within a particular industry or sector.

Here is the list of specialisations for you to choose from to accelerate your career in the competitive global marketplace.



MBA in Finance and Investment Banking

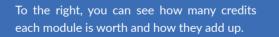
The programme has been designed keeping the 'i-value' principle in mind, 'Inquire - Inspire - Impact'.

Students of the MBA programme can choose from a basket of electives in Finance, Marketing, Operations, General Management, Organisational Behaviour and Information Systems.

Investment Bankers are specialists, making use of mathematical and statistical functions in decision making for corporate finance, mergers, derivatives pricing, investment management, portfolio management, fund management, algorithm trading and risk management.

MBA in Business Analytics

Business Analytics is being used to solve complex business problems in a variety of industries & is a discipline that makes extensive use of data, statistical and quantitative analysis, explanatory and predictive modelling, and fact-based management to drive decision-making. It is a burgeoning industry, currently growing at a rate of 35% per year.



Core Modules: 114

Electives : 32

Project: 16

Skill & Perspective: 27

Total Credits: 189

Student Speaks

At BMU, the courses are aligned in a manner that one is industry-ready even before this two-year journey comes to an end. Experts come here from across geographies to give you a better insight about various industries and their practices. When they say, from here to the world, they mean it verbatim.

Ankit Jha

MBA OPERATIONS





Dr Vishal Talwar Dean (SOM) and Professor PhD from Manchester Business School, UK Marketing

Dr. Jaskiran Arora Professor PhD from Maharishi Davanand University, Rohtak Accounting & Finance

Dr. Paval Kumar

Professor Fellowship Program in Management, XLRI Organizational Behaviour

Prof. Davinder Singh Associate Professor PGDRM. IRMA Strategy and Innovation Dr. Nandita Choudhury Associate Professor PhD from Lucknow University, U.P. **Business Communications**

Dr. Ruchi Garg

Assistant Professor Fellowship Program in Management, MDI Marketing

Dr. Swetasree Rov

Associate Professor PhD from Louisiana State University **Humanities and Social Sciences**

Dr. Rik Paul Assistant Professor

PhD fro IBS Hyderabad, IFHE University Marketing & Strategy

Associate Professor PhD from Louisiana State University, USA Dr. Ritu Chhikara

Assistant Professor PhD from FMS. University of Delhi Marketing

Dr. Amit Bagga

Adjunct Associate Professor PhD from CCS University Finance and Accounting

Dr. Sumit Shandilya

Adjunct Assistant Professor Doctoral Research Scholar **BML Munjal University** Operations Management

Dr. Java Ahuia

Assistant Professor PhD from Jamia Milia Islamia University Organizational Behaviour and Human Resource Management

Dr. Sangita Choudhary

Assistant Professor PhD from University of Rajasthan Finance

EXPERIENTIAL LEARNING

ACHIEVING IMPACT

The curriculum co-designed with Imperial College London allows students to work on real-world business issues.

Students work with the faculty advisors and industry experts on solutions for real-life problems. Through an 8-week Practice School, which is a mandatory and graded internship, mentored by an industry professional and a faculty member, students further get to use their learnings in the real life, preparing them for the career after MBA at BMU.

HOW EXPERIENTIAL LEARNING HELPS:

- Learn the practical side of all the learnings in the programme
- Learn the principles of designing effective influence strategies in a variety of business and leadership situations
- Develop strong focus on shared outcomes
- Build a positive learning and leadership culture
- Understand the importance of context, pressure and deadlines in real-world scenario



Hands-On Approach Learning Beyond Classrooms.

The Experiential Learning at BMU provides real-world, value-added experience, thus preparing you for the global marketplace. The BMU MBA programme gives you an opportunity to apply what you have learnt in a real-life scenario.

BMU Students are presented with opportunities to enhance their competencies through projects, activities and case studies. Under Practice School.

all MBA students are required to undertake industry internships. This provides them an opportunity to enhance their classroom learning through its application in a real-world setting. Industry visits and sessions with Industry experts on campus are frequently organized. Partnerships with KPMG, Axis Bank and IBM further enhance the experiential learning experience.

A few examples of projects that our students have worked on so far:

- Innovation in Transactional Banking and the customer behavior towards customised products
- Gaining customer insights and understanding the channel partner on-boarding process
- Understanding Industry Practices and conceptualizing influencer strategy for Valvoline
- Analysis of Conglomerate clients to increase overall relationship value for KMBL

STUDENT TESTIMONIALS

IN THE WORDS OF **OUR STUDENTS.**

Srijani Paul

(in association with KPMG)

MBA Forensic Accounting & Corporate Fraud

BMU is a place where you get the right opportunities and the right exposure to make your dreams come true. Follow your passion. Don't just restrict yourself within academics but try to look beyond it.

Sumi Yadav

knowledge about Forensic Accounting. I learned how the fraud psychology works and how to do an in-depth analysis of evidence and conduct fraud risk management of unstructured data. I also learned about new concepts like Palm Greasing and Asset Misappropriation. The specialized MBA programme helped me strengthen my abilities to have a successful career

The BMU MBA empowered me to gain cutting-edge in the competitive global marketplace.

> BMU has given me the opportunity to explore Business Analytics alongside a rigorous MBA course. Not only has it helped me develop strong business acumen, but it has also helped me grow as an individual. BMU has opened for me the doors to the world of data science.

> > Kaial Goel











Nikhila Ponnuru MBA HR

MBA HR at BMU is a journey of self-discovery and leadership improvement. BMU is the best place to pursue an MBA and experience practical scenarios.

CLASS PROFILE





SPECIALISATION

Business Analytics

15%

Forensic Accounting & Corporate Fraud 14%

Regular

71%



WORK EXPERIENCE

Percentage of Class

25%



DIVERSITY ABOUNDS AT BMU

At BMU, we are committed to building a diverse class of students in terms of ethnicity, race, religion, gender, age, physical ability and profession. Such diversity enriches the educational experience of students and promotes excellence.



REGIONAL DIVERSITY

North | South | East | 18%

100% INTERNATIONAL EXPOSURE

BMU's academic mentor is Imperial College London which is ranked 8th in the latest QS ranking of global universities. Besides faculty support, the partnership includes programme and curriculum design. The learning experience at BMU has been further augmented through collaborations with the Singapore Management University, Carleton University, Kent State University, University of California, Berkeley, Aston University, North South University and Saint Mary's College of California. Also, all our MBA programmes offer students mandatory Global Leadership Module at international partner universities. This 2-week programme allows students to gain new perspectives on global business practices, challenges and cultures.

As part of the module, students go through two weeks of lectures and coursework conducted by the faculty at partner universities. The courses focus on four areas -Leadership, Digital Marketing, Design Management and Business Models / Intellectual Property.

The aim of the Global Leadership Module is to enable BMU students to think outside the box. comprehend the concepts of design-driven innovation and creativity, develop leadership competencies, and understand how to create stronger relationships with customers using digital

The pedagogy at our partner universities is unique. The courses are delivered through a blend of traditional and modern learning techniques. The faculty discuss cases, use videos, and conduct hands-on exercises that allow students to apply the tools and methods learnt to real business



Imperial College London











MARY' COLLEGE

of CALIFORNIA





I was really excited to be a part of BMU Summer School at Imperial College London as I was curious to explore the culture abroad and the international education system. The sessions were interactive, and the faculty truly brought out the best in me. It was an enriching experience and I am really glad to have taken this opportunity of visiting Imperial College London, as these are memories that will stay close to my heart.



CAREER SERVICES

BE INDUSTRY-READY

RECRUITMENT EVENTS

Recruitment presentations and industry panel discussions are frequently organized on campus. You get to connect with a wide range of companies from different fields, thus giving you the opportunity to build healthy relationships with potential employers.

NETWORKING

BMU offers numerous platforms where students can connect directly with corporate partners and industry leaders, interact with them and gain valuable insights.

INTERNSHIPS

At BMU, we give students the opportunity to embark on dynamic internships across industries. Under Practice School, all MBA students are required to undertake industry internships. The projects improve the critical reasoning and decision making skills of the students, develop their personality, and enhance their communication and presentation skills.

INCUBATION CENTER

Entrepreneurs often get carried away by their passion and fail to see the viability of their ideas. At BMU, our young student entrepreneurs are supported with tools, skills, place and guidance to stay on track and realise their goals.

CAREER SKILLS WORKSHOP

From industry-specific interview clinics and assessment centre simulations to personal grooming and soft skills sessions, our workshops leave no stone unturned when it comes to giving you the competitive advantage. Best-in-class consultants and consulting firms are engaged to prepare you technically and strategically for various selection rounds in the companies.

CAREER ADVISORY

The BMU Corporate Engagement Team will guide you through self-assessment, market research, cover letter and resume writing, and assist you in formulating your personal goals and developing a career plan.

> **100%** PLACEMENT FOR ALL PREVIOUS BATCHES **AVG SALARY** ₹ 6.5 LAKHS

BE IN GOOD COMPANY

The college has established itself as a hotbed for well-prepared, talented graduates. We have built strong relationships with recruiters from some of the best companies in the world, including:





















































ELIGIBILITY

MBA (Regular)

- Bachelor's Degree with a minimum score of 50%. Students appearing in the final year can also apply
- Preferred entrance exams CAT/XAT/GMAT
- Work experience is preferred, but not compulsory
- We also accept MAT and NMAT entrance exam scores

MBA in Forensic Accounting & Corporate Fraud (KPMG), MBA in Business Analytics and MBA in Finance and Investment Banking

- Bachelor's Degree with a minimum score of 60%. Students appearing in the final year can also apply
- Preferred entrance exam score CAT/XAT/GMAT
- Work experience is preferred, but not compulsory
- We also accept MAT and NMAT entrance exam scores

FEES & SCHOLARSHIPS

For more details about fee & scholarships, please log on to www.bmu.edu.in

MEET US

There are many ways that you can find out more about the programme before submitting your application. We look forward to interacting with you and meeting you. Please visit www.bmu.edu.in for a full list of upcoming events.

ATTEND AN INFORMATION SESSION

These are held throughout the year and give you an opportunity to interact with our faculty, current students and alumni.

VISIT THE CAMPUS

Experience life at BMU by visiting the campus. Explore the business school, meet current students, and view the infrastructure on campus.

CONTACT A CURRENT STUDENT OR AN ALUM

Speaking with a current student or an alum is a great way to hear about their experience during our MBA programme.

REQUEST A PERSONAL CONSULTATION

We are happy to arrange individual consultations to discuss our MBA programmes in detail and answer any questions you may have.

To be connected with a student or an alum, to visit the campus, or to request a personal consultation, please contact our team on admissions@bmu.edu.in.

CONVOCATION

BMU's 3rd Annual Convocation was held on 1st September, 2018. Around 300 BMU students were conferred with degrees on successful completion of MBA, BBA, B.Com. (H) and B. Tech. programmes. Former President of India, Shri Pranab Mukherjee was the Chief Guest at the Convocation while Shri Ritesh Agarwal, Founder and CEO, OYO Rooms was the Guest of Honour.







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