



SCHOOL OF  
BUSINESS MANAGEMENT



**NE**<sub>x</sub>

**NMIMS Executive MBA**

Mode of Delivery – Hybrid (Offline & Online)



## NMIMS: A Legacy of Excellence in Education

Founded in 1981, Shri Vile Parle Kelavani Mandal (SVKM) established the Narsee Monjee Institute of Management Studies (NMIMS) to meet the growing demand for Management Education across the country. Over the past four decades, NMIMS not only grown into one of India's top 10 business schools but a renowned multi-disciplinary university.

From its humble beginnings with a two-year master's program in management, NMIMS now boasts 17 specialised schools across seven campuses in Mumbai, Navi Mumbai, Indore, Shirpur, Bengaluru, Hyderabad, and Chandigarh, with over 26,000+ full-time students and 850+ faculty members.

With a strong focus on academic excellence, industry linkages, and research, NMIMS fosters innovation and diversity in education, shaping future leaders and bridging the gap between academia and industry to offer a truly transformative learning experience.



## School of Business Management (SBM)

The School of Business Management (SBM) at NMIMS is a globally recognised institution, known for its academic excellence, industry-driven curriculum, and leadership-focused approach.

The School offers doctoral and management programs, including the flagship MBA program and specialised MBA programs in Human Resource, Pharmaceutical Management, Healthcare Management, Business Analytics, and Digital Transformation.

The School of Business Management (SBM) is known for its learning ecosystem, qualified faculty, industry connections, and accomplished alumni.

## Recognition and Accreditations of School of Business Management



Re-accredited by AACSB, the first B-School in Western India with this honour



Seventh B-school in India and the second private B-school to achieve this prestigious accreditation



Ranked among the top 100 business schools worldwide in the Financial Times MiM Ranking 2024



Ranked as 3<sup>rd</sup> Private B-School in Mumbai by Business Today Ranking 2024



Ranked 21<sup>st</sup> by National Institute Ranking Framework (NIRF) 2024



All programs meet AICTE approval standards



# NMIMS Executive MBA

## Unlock Your Full Potential with NMIMS Executive MBA Program

Are you a seasoned professional looking to elevate your career and amplify your impact?

NMIMS Executive MBA program is designed specifically for experienced leaders like you, providing a transformative learning experience that will equip you with the skills, knowledge, and network to achieve your goals.

NMIMS Executive MBA (NEx-MBA) program from School of Business Management (SBM), NMIMS is specially designed for a fast-track executive who wants to acquire a professional education without taking a career break.

The program offers a highly updated and well-researched curriculum through innovative pedagogic interface, keeping with the present business times. It optimises the in-class inputs through peer learning by inducing a group-centered learning environment.

This program ensures the development of essential managerial skills and competencies with important business tools, to enable work-based application of concepts in one's immediate job. One can see the benefit in tangible and measurable terms both for the individual and the organisation.



Since the inception of this Program in 2011; the Executive MBA program is an endeavour in learning which encompasses some highly engaging and intellectual academic experiences selected specially from business and industry expertise. The exciting academic exposure that this program offers is truly unique. It helps a highly-driven middle or senior manager to champion change through an orientation in organisational leadership and managerial competencies.

## Mission

The Executive MBA program strive to develop professionally competent & socially sensitive business managers who will impact their organisations and the larger community more meaningfully through their contribution. In the new era of disruption and tectonic jumps in technology, it will enhance, and polish the requirements of a new Business Era.

## Goals

- To provide holistic education to executives to enhance their corporate role and career paths
- To expose working executives to contemporary trends and practices in management with rapid technology changes and new innovations
- To provide excellent academic resources coupled with industry best practices to boost managerial competence of executives



## Program Objectives

The program covers several aspects of managerial functioning that are critical to a manager's effectiveness. It also focuses on decision-making situations that enable the participants to understand the nature of management situations, develop frameworks to analyse these situations, generate and evaluate options, and choose an appropriate option based on available information.

Developing a strategic perspective is an important focus of the program as it would help the participants to develop competencies to analyse the linkages within the business and with the external business environment. This enables the participants in formulating comprehensive and internally consistent strategies for the business unit and in thinking through the issues in implementing them.

The cases reflecting global management experiences will provide participants an opportunity to discuss issues and challenges in their context.

The program offers an enriching interaction and academic orientation to the executive who seeks to achieve a work-study balance and seeks to boost his or her career through an industry-recognised MBA.

## Program Curriculum

With a problem-solving approach, the curriculum blends theoretical concepts with real-world applications to develop strategic decision-making skills in a dynamic business environment.

- The Executive MBA program is a **102-credit, trimester-based curriculum** designed to equip professionals with a multi-disciplinary understanding of business.
- The curriculum **integrates core and elective courses**, ensuring a balance between foundational knowledge and specialised expertise.
- **A 6 credit industry project/dissertation** will be a compulsory feature of this program. This Project/dissertation not just reinforce the learning acquired but will also help the participant in developing a perspective on research.

The focus of learning will be varied, industry agnostic and in different areas like Executive Leadership, Data Analytics, Marketing, Finance, International Business, Human Resources, Entrepreneurship, Digital Marketing, Product Management, Supply Chain Management, Strategy, Digital Transformation, Managing through AI & ML.

## Key Course Areas

The core and elective courses lay a strong foundation in essential business disciplines, ensuring a comprehensive understanding of key management functions. These courses provide executives with strategic insights and analytical frameworks to navigate complex business challenges. The core and elective modules cover all key of Business Management areas such as:



Financial Management



Marketing Strategy



Business Analytics & Decision Science



Operations & Supply Chain Management



Leadership & Organisational Behaviour



Corporate Strategy



Digital Transformation



Strategic Reengineering



AI and New Technologies based strategies in all Functions of Business

## Class Schedule

Weekday } Evening Classes – Online

Weekend } In person Classes at Mumbai Campus



## Pedagogy

The learning methodology follows an interactive and experiential approach, ensuring practical application of concepts. The pedagogy includes:

- Lectures & Case Studies
- Business Simulations & Role-Plays
- Quizzes & Assignments
- Industry Expert Sessions & Corporate Projects
- Group Work & Peer Learning
- Industry based seminars

Participants are required to work on a number of corporate and academic research projects.

The practical approach provides learners with hands-on learning where concepts taught in classes are applied through case projects or real-life scenarios. Blended Learning with live in person sessions and online sessions. All learners get a chance to interact

Participants engage in collaborative projects and discussions, fostering networking opportunities with business professionals. Emphasis is placed on self-study, active class participation, and real-world problem-solving.

## Evaluation and Assessment

The program follows a continuous evaluation system, incorporating diverse assessment tools such as:

- End-term exam and short quizzes
- In Class Activities in Groups
- Group projects & presentations
- Individual Industry based Project

A comprehensive performance evaluation ensures that participants develop analytical, strategic, and leadership skills. Upon successful completion, participants are awarded the Executive MBA degree from NMIMS, reflecting their expertise and readiness for higher leadership roles.

## Faculty Experts

Program will be taught by senior experienced faculty and industry leaders from various business domains including Founders, Directors and Function Heads of leading companies.

## Why NMIMS Executive MBA Program Stands Out?



### Personalised Learning

Expert faculty will work closely with you to understand your unique needs and goals, providing personalised guidance and support throughout the program.



### Networking Opportunities

Join a vibrant community of experienced professionals and thought leaders, expanding your network and opening doors to new opportunities.



### Flexibility

The program is tailored to accommodate your busy schedule, with flexible formats and schedules that allow to be industry ready with the new technology upgradations all. The continued learnings are key for work life and career balance.



### Real-World Application

Curriculum is designed to address the most pressing business challenges, in the dynamically changing business environments; providing you with practical tools and insights that you can apply immediately in your career.

## Preferred by Executives from Top Companies



## Admission Process



### Eligibility:

Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent and with a minimum of overall 50% percentage marks.

Candidate must have a minimum of five years of full-time work experience in an executive, supervisory, or managerial role within a medium or large organization.



### Selection Process:

Candidates will be selected based on their educational qualifications, academic record, work experience, a written test and a personal Interview.



*Elevate your impact and stature with*

**NE**<sub>x</sub>

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### Contact us



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