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# EXPLORE THE NEW CURRICULUM

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# Introducing the new Programme Structure

| TERM 1 | TERM 2 | TERM 3 | | | TERM 4 | | TERM 5 | TERM 6 |
|---|---|---|---|---|---|---|---|---|
| Foundation Core | Foundation Core | Foundation Core | BLOCK WEEK | SUMMER INTERNSHIP | | BLOCK WEEK | | |
| | | Track Core | | | Major Track Core | | | |
| | | Capstone Module | | | Capstone Module | | Capstone Module | |
| INDUSTRY SESSIONS[1] | | | | | Major Track Electives | | Major Track Electives | |
| | | | | | Minor Track Electives | | Minor Track Electives | |
| | | | | | Open Electives | | Open Electives | |

1. Industry sessions to expose students to make informed decisions on career track

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# GLOSSARY OF TERMS IN THE NEW CURRICULUM ARCHITECTURE

### Foundation Core (FC)

Courses that are mandatory for all students and will provide a foundation toolkit that will be required for all career tracks

### Track Core (TC)

Courses that are mandatory for students who are doing either a major or minor in a specific career track

### Major Track Core (MTC)

Additional core courses that are mandatory for students who are majoring in a specific career track

### Track Electives (TE)

Electives that are offered to students within a specific career track

### Open Electives (OE)

Electives that are open to students from any career track

### Block Week (BW)

Curriculum comprises 2 block weeks, each delivering concentrated learning experiences that are immersive and experiential

### Capstone Module (CM)

Capstone projects which covers overall learning for the career track

Note : List of courses included from page 5 onwards

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# The new Industry Oriented Career Tracks

| Tracks Available (as both Major & Minor) | Typical Job Roles |
|---|---|
| **Consulting & Strategy** | ▶ Roles include management consultants, strategy managers, and internal corporate strategy teams. |
| **Market Expansion & Growth** | ▶ Roles span growth strategy, business development, international expansion, and GTM (go-to-market) leadership. |
| **Finance & Capital Markets** | ▶ Covers roles in corporate finance, investment banking and capital markets. |
| **Product Management** | ▶ Includes product managers and innovation leads in technology and non-tech firms. |
| **Tracks Available (as Minor)** | |
| **Analytics** | ▶ Encompasses roles in business analytics, data science, decision science, and insights leadership. |
| **Ops & Supply Chain** | ▶ Roles cover operations management, supply chain strategy, procurement, and process excellence. |

**The new curriculum includes AI and ESG capabilities embedded across all career tracks and courses to help you become industry ready from Day 1: AI & Emerging Technologies – Understanding how AI, automation, analytics, and digital technologies impact business decisions ESG (Environmental, Social & Governance) – Integrating sustainability, ethics, and responsible management into strategy and operations.**

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# FOUNDATION CORE

| Term 1 ( Course Name ) |
|---|
| Managerial Communication |
| Critical Thinking |
| Individual Dynamics in Organizations |
| Business Statistics |
| Financial Reporting and Analysis |
| Managerial Economics |
| Marketing Management I |
| Business Ethics and Sustainability |

| Term 2 ( Course Name ) |
|---|
| Strategic Management |
| Data Modelling for Analytics |
| Corporate Finance |
| Design Thinking |
| Marketing Management II |
| Team and Organizational Dynamics |
| Operations Management |

| Term 3 ( Course Name ) |
|---|
| Macroeconomics |
| Leading and Managing People |

| Block Week |
|---|
| Project Management |

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# CONSULTING & STRATEGY TRACK COURSE

| Course Name | Classification |
|---|---|
| Corporate Strategy, Business Models & Growth | Track Core |
| Introduction to Management Consulting | Track Core |
| Strategy Analytics & Decision Making | Track Core |

| Course Name | Classification |
|---|---|
| Strategy Execution, Organization & Digital Transformation | Major Track Core |
| Corporate Development, M&A & Value Creation Strategy | Major Track Core |

| Course Name | Classification |
|---|---|
| Consulting for Family Enterprises: Ownership, Governance & Strategy | Elective |
| Infrastructure, Energy & Sustainability Strategy | Elective |
| FinTech & Financial Services Strategy | Elective |
| Healthcare & Life Sciences Strategy | Elective |
| International Business Strategy | Elective |
| Technology & Innovation Strategy | Elective |
| Strategy for Emerging Markets | Elective |
| Pricing Strategy | Elective |
| Supply Chain Management | Elective |
| Entrepreneurial Strategy | Elective |
| Turnaround, Restructuring & Transformation Strategy | Elective |
| Non-Market / Beyond Market Strategy | Elective |
| Strategy Analytics & Decision Making (Open Elective) | Elective |
| Turnaround, Restructuring & Transformation Strategy (Open Elective) | Elective |

# MARKET EXPANSION & GROWTH TRACK COURSE

| Course Name | Classification |
|---|---|
| Consumer Behaviour | Track Core |
| Market Intelligence & Research Applications | Track Core |

| Course Name | Classification |
|---|---|
| Market Expansion Strategy & Competitive Advantage | Major Track Core |
| Sales & Distribution Management | Major Track Core |

| Course Name | Classification |
|---|---|
| Strategic Customer Insights | Elective |
| Strategic Brand Management | Elective |
| Digital & Performance Marketing Strategy | Elective |
| GTM Strategies for New Product | Elective |
| Pricing Strategy | Elective |
| Data-Driven Growth & Marketing Analytics | Elective |
| Retail Management | Elective |
| Consultative Selling, Negotiation & Enterprise Growth | Elective |

| Course Name | Classification |
|---|---|
| Marketing of Services | Elective |
| Product-Led Growth | Elective |
| Customer Relationship Management & Value Creation | Elective |
| Integrated Marketing Communication (IMC) | Elective |
| E-commerce Distribution & Supply Chain | Elective |
| B2B Marketing | Elective |
| International Marketing | Elective |
| Sustainability & Responsible Growth Strategy | Elective |
| Strategic Foresight & the Future of Technology | Elective |
| Luxury Marketing | Elective |
| Startup & New Venture Growth Marketing | Elective |
| Rural Marketing | Elective |
| Business Forecasting and Planning | Elective |
| Marketing Automation and Customer Journey for D2C | Elective |
| Social Media Marketing | Elective |
| Rural Marketing | Elective |

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# FINANCE & CAPITAL MARKETS TRACK COURSE

| Course Name | Classification |
|---|---|
| Cost & Management Accounting | Track Core |
| Financial Modelling | Track Core |
| Financial Decision Making | Track Core |

| Course Name | Classification |
|---|---|
| Security Analysis & Portfolio Management | Major Track Core |
| Financial Markets and Institutions | Major Track Core |

| Course Name | Classification |
|---|---|
| Credit Markets and Fixed Income | Elective |
| Financial Derivatives | Elective |
| Advanced Financial Statement Analysis | Elective |
| Management of Banks | Elective |
| Treasury & Forex Management | Elective |
| Financial Market Analytics | Elective |
| Financial Risk Management | Elective |
| Mergers, Acquisitions, and Corporate Restructuring | Elective |

| Course Name | Classification |
|---|---|
| Essentials of Fund Management | Elective |
| Project Finance and Infrastructure Investing | Elective |
| Fintech: Technology, Markets, & Financial Intermediation | Elective |
| Econometrics for Finance | Elective |
| Corporate Credit | Elective |
| Strategic Cost Management | Elective |
| Private Equity and Venture Capital | Elective |
| Sustainability & Responsible Growth Strategy | Elective |
| Business Valuation | Elective |
| Investment Banking | Elective |
| Corporate Governance & Ethics | Elective |
| Sustainable Finance | Elective |
| Global and Cross-Border Finance | Elective |
| Tax Planning | Elective |
| Micro Finance & Financial Inclusion | Elective |
| Wealth Management | Elective |

| Course Name | Classification |
|---|---|
| Essentials of Fund Management | Elective |
| Project Finance and Infrastructure Investing | Elective |
| Fintech: Technology, Markets, & Financial Intermediation | Elective |

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# PRODUCT MANAGEMENT TRACK COURSE

| Course Name | Classification |
|---|---|
| Foundations of Product Management | Track Core |
| Product Discovery & UX | Track Core |

| Course Name | Classification |
|---|---|
| Digital Innovations & Disruptions | Major Track Core |
| Product Analytics, Metrics, & Experimentation | Major Track Core |

| Course Name | Classification |
|---|---|
| GTM Strategies for New Product | Elective |
| Digital & Performance Marketing Strategy | Elective |
| Technology Strategy & Digital Business Models | Elective |
| Product Development (Gamification/ Fintech Digital) | Elective |
| Customer Analytics and AI | Elective |
| AI & ML for Product Managers | Elective |

| Course Name | Classification |
|---|---|
| Product-Led Growth | Elective |
| Marketing of Services | Elective |
| Pricing for Digital Products | Elective |
| Product Portfolio Strategies | Elective |
| Agile Product Execution & Engineering Collaboration | Elective |
| Cybersecurity and Responsible Product Design | Elective |
| Customer Relationship Management & Value Creation | Elective |
| Supply Chain Management | Elective |
| Product Service Systems | Elective |
| High Tech Entrepreneurship | Elective |
| Managing High Tech Companies | Elective |

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# ANALYTICS TRACK COURSE

| Course Name | Classification |
|---|---|
| Programming Foundations for Business Analytics (Python) | Track Core |
| Introduction to Databases for Business Analytics | Track Core |
| AI for Business Execution | Track Core |

| Course Name | Classification |
|---|---|
| Analytics for Structured Data using Machine Learning | Elective |
| Language AI for Business (NLP and GenAI) | Elective |
| Forecasting and Business Applications | Elective |
| Big Data & Cloud Analytics | Elective |
| Network Analytics for Business | Elective |
| Analytics for Unstructured Data using Deep Learning | Elective |
| Strategies for Accountable AI | Elective |
| Deployment Feasibility & AI Solution Architecture | Elective |
| Human-AI Org Design | Elective |

| Course Name | Classification |
|---|---|
| Enterprise Resource Planning | Open Elective |
| Advanced Modelling using AI in Excel | Open Elective |
| Storytelling with Data | Open Elective |
| Customer Analytics and AI | Open Elective |
| Enterprise Simulation for Decision Making | Open Elective |
| Supply Chain Analytics using real-world cases | Open Elective |
| AI Product Management & Use-Case Design | Open Elective |
| Cybersecurity and Information Practice Risk Management | Open Elective |
| Agentic AI for Business | Open Elective |
| AI for Sustainability & ESG | Open Elective |
| Analytics for Strategy and Business Transformation | Open Elective |

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# OPS & SUPPLY CHAIN TRACK COURSE

| Course Name | Classification |
|---|---|
| Supply Chain Management | Track Core |
| Optimization & Decision Techniques | Track Core |

| Course Name | Classification |
|---|---|
| Procurement & Strategic Sourcing | Elective |
| Supply Chain Analytics | Elective |
| Logistics Management | Elective |
| Service Operations Management | Elective |
| Operations Strategy | Elective |
| Manufacturing Systems Strategy | Elective |
| Digital Supply Chain & Industry 4.0 | Elective |
| Strategic Cost Management | Elective |
| Sustainable Supply Chain Management | Elective |

| Course Name | Classification |
|---|---|
| Supply Chain Finance | Elective |
| Operational Excellence using quality management principles | Elective |
| Supply Chain Risk and Resilience | Elective |
| Global Supply Chain | Elective |
| Generative AI applications for Supply Chain Management | Elective |
| E-commerce distribution & supply chain | Elective |
| Business Forecasting and Planning | Elective |
| Multi Criteria Decision Making (MCDM) | Elective |
| Agile Product Execution & Engineering Collaboration | Elective |