

Master of Business Administration

Liverpool Business School, UK

MBA from the UK for next-gen leaders | 18 months



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MBA from Liverpool Business School

Welcome to the MBA program from Liverpool Business School. We are delighted to have you as an addition to our 100+ year legacy. Our MBA program aims to respond to the evidence-based need for trained senior managers by developing confident, competent, forward-thinking leaders who can balance strategic thinking with excellent operational focus.

This is a distinctive MBA Program, which is intellectually-challenging, insightful and focused on improving practice in the workplace across all areas of management, leadership, and the functions of business. The program also offers electives so learners can deep dive into a functional area of their choice.

With upGrad, we promise to equip you with the perfect mix of business acumen and technical capabilities to help you achieve your career goals. I look forward to welcoming you to Liverpool Business School and the progressive learning and development experiences of our MBA.

"With extensive experience delivering clinical business practice and high quality work-based manager and leader development programmes, Liverpool Business School is well regarded for its wide range of expertise from finance and strategy to marketing, consumer behaviour and operations management."



Prof. Adam Shore

Director, Liverpool Business School



LIVERPOOL BUSINESS SCHOOL

About upGrad

upGrad is an online education provider that helps individuals to develop their professional potential in the most engaging learning environment. Online education is a fundamental and much needed disruption that will have a far-reaching impact. At upGrad, we are working towards transforming this online education wave into a tsunami! We are taking a full-stack approach of leveraging content, technology, marketing and services to offer quality education at scale in partnership with corporates and academics to offer a rigorous and industry relevant program.

Based on our market research and conversation with the industry, we have identified that quality professional MBA education has critical supply demand imbalance. Our vision is to design and deliver the best in class MBA Program to empower the next generation of global leaders with leadership skills, global awareness, and critical and analytical thinking for accelerated career enhancement. Through the MBA Program, upGrad in association with Liverpool will help working professionals exercise effective leadership at senior levels along with the understanding of the nature of global issues impacting them.

With upGrad, we promise to equip you with the perfect mix of business acumen and technical capabilities to help you achieve your career goals.



Program Highlights



DUAL CREDENTIALS & ALUMNI STATUS

- Get an MBA from Liverpool Business School and an Advanced General Management certification from IMT Ghaziabad
- Get alumni status from Liverpool Business School and an associate alumni status from IMT Ghaziabad



CUSTOMIZED CURRICULUM

- Flexibility to choose from a range of elective courses to match your interests and career goals
- Specialized tracks to delve deeper into a specific domain to enhance your expertise



PRACTICAL LEARNING AND EXPERIENCE

- Strong focus on industry applications of business frameworks and concepts taught
- Industry experts, senior management from top companies teach part of every course to impart relevant and practical knowledge and tools
- Industry projects and case studies are given throughout the program



1/10[™] THE COST

- An online MBA would cost you 1/10th the price of any full-time MBA from a foreign university
- Save your time and money by doing an online MBA without leaving your job



INTERNATIONAL BUSINESS EXPOSURE

The MBA curriculum covers various aspects of business through a global lens. The projects are also based on international business scenarios



UPGRAD CAREER SUPPORT

- Get 360 degree career support including industry mentorship calls, career coaching, career portal access
- Attend offline job fairs and networking events conducted every few months in key cities

On-Campus Immersion



Day 1

Arrive in the United Kingdom

- · Arrive at London / Liverpool / Manchester airport
- Stay will be arranged at Liverpool Hotel/Student accommodation/ apartment
- · Overnight stay at hotel



Day 2

Introducing Liverpool, the Future of Management and your MBA

- · Breakfast will be arranged
- Introduction to your university and the significance of impact as a central theme for the week
- · Contribution entitled "Futuring". KTP Projects:
 - 1. Project 1 Influencing Organisational Change
 - 2. Project 2 Developing sustainable communities
- · Impact workshop
- Free time



Day 3

Thought leadership from LBS Professors and research academics

- · Breakfast will be arranged
- · From intercultural competence to global leadership
- · The complexity of taking decisions in consumption settings
- · Masterclass firm growth and resilience post-pandemic
- · Impact workshop
- · Free time



Day 4

Workshops and felicitation ceremony

- Breakfast will be arranged
- · Leadership impact workshop
- · Set up in student life building
- · Felicitation ceremony (immersion participation certificate)
- · Dinner and closing speeches at campus



Day 5

Manchester City Tour

- Breakfast will be arranged
- · Visit to Manchester city



Day 6

Departure to Respective Countries

- · Breakfast and check-out from the hotel at standard check-out time
- · You can extend the trip at your own expense

Now we have a BONUS ELEMENT added to your Day 6!

2 hrs session on career development and job opportunities in the UK

*Please note: This is a tentative itinerary. Some parts of the itinerary may change depending on the availability of activities and subject to weather conditions.

Learning Format and Experience



Industry-relevant curriculum

Designed and taught by best in class industry experts and faculty of Liverpool Business School and IMT Ghaziabad



Blended learning

Learn with the ease and flexibility of recorded sessions as well as live sessions, designed to ensure a wholesome learning experience



Discussion Forums

Learn from your peers and teaching assistants, and for timely doubt resolution



Well structured learning format

Practical learning of concepts with Harvard Business Publication simulations and 15+ hands on industry projects



Global Exposure

Get insight into international business through lectures by instructors like Alex Cambell, Dave Poritzky, Marie-Lys and case studies from global companies like IKEA etc.



Re-learn the concepts

Get program access for upto 3 years to refresh your concepts

upGrad Advantage

INDUSTRY-LEADING COURSE CURRICULUM & CONTENT

Case-based Pedagogy

- · 5+ Harvard Case Studies and Simulations, and 50+ Caselets overall
- · Learn from industry cases for practical application

Courses taught by Industry Experts

· Industry Experts teach sessions in every course to keep it industry-relevant

Blended Learning

· Mix of Live Classes & Recorded lectures for your convenience

EXTENSIVE LEARNING SUPPORT

Expert Feedbacks & Supervisors

- · Personalized expert feedback on assignments and projects
- · Additional live classes by experts to clarify concept-related doubts
- · A dedicated thesis supervisor for one-on-one supervision on your research project.

Doubt Resolution & Feedbacks

- · 24*7 Student Support, dedicated "Talk to Us" option and email ID
- · Quick doubt resolution by industry experts & peers on forums

upGrad Advantage

JOB FAIRS & NETWORKING EVENTS

Maximize career transitions through Job Fairs

- · Held across 2-3 key cities every few months
- · Interview with our hiring partners and connect with them

Network with hiring partners and fellow MBA learners

- Network with your MBA program peers, juniors and seniors
- · Meet other upGrad MBA learners for cross-learning
- · Meet industry experts, upGrad teams and alumni in fun-filled Networking Basecamps!

UNPARALLELED CAREER SERVICES

Personalized Mentorship & Coaching

- · Mentorship by industry experts to help you determine your Career Path & Options
- · One-on-one coaching to help you get the best career transition

Mock Interviews, Resume Building, Communication Workshops

- · Get on-demand mock interviews for when you have to prepare for interviews
- Use our Al-driven Top Resume Building tools to impress recruiters
- Personalized Communication workshops based on your proficiency level to help you get on par

CAMPUS IMMERSION AT LIVERPOOL, UK

Experience the campus life at Liverpool

- · Experience campus life at the Liverpool Business School campus
- · Interact with faculty members on-campus
- · Gain real-world exposure by learning in an authentic setting
- Engage with a vibrant community of professionals *Included in the program fee with Immersion

Elementsof Career Services

JOBS ON CAREER CENTRE

Career Centre offering upGrad jobs across experience levels and CTC ranges

- Easy apply feature for upGrad hiring partner vacancies
- Create resume at profile builder and with one click to apply for various jobs

PERSONALIZED INDUSTRY SESSION

90-minute sessions over the weekend by leading industry experts

- Session categories: Career, Technical and Communications
- Doubt resolution
- Develop proof of concepts and apply theoretical concepts in the real world
- Assess skill levels
- Peer Networking
- Classroom element
- Business communication sessions and much more

PROFILE BUILDER (AI-POWERED)

An easy to use Resume, LinkedIn and Cover letter preparation tool

- Resume Score: Al-Driven Resume Score
- Realtime recommendations to improve
- Match your resume to the JD and check fitment
- LinkedIn Profile Review
- Cover Letter creation

JUST-IN-TIME INTERVIEW PREP (JIT)

For upcoming job interviews JITs are conducted within 48 hours for eligible programs

- Tailored to job role and target domain
- Real time feedback and tips for improvement

HIGH PERFORMANCE COACHING

Dedicated coaches working with you to identify best suited career opportunities

- Help you define your value proposition
- Lay out a Career Path and help you adhere to your timelines and goals
- Help you with interview preparations, finding jobs in the market, salary negotiations and other preparation as required

OFFLINE JOB FAIRS & NETWORKING EVENTS

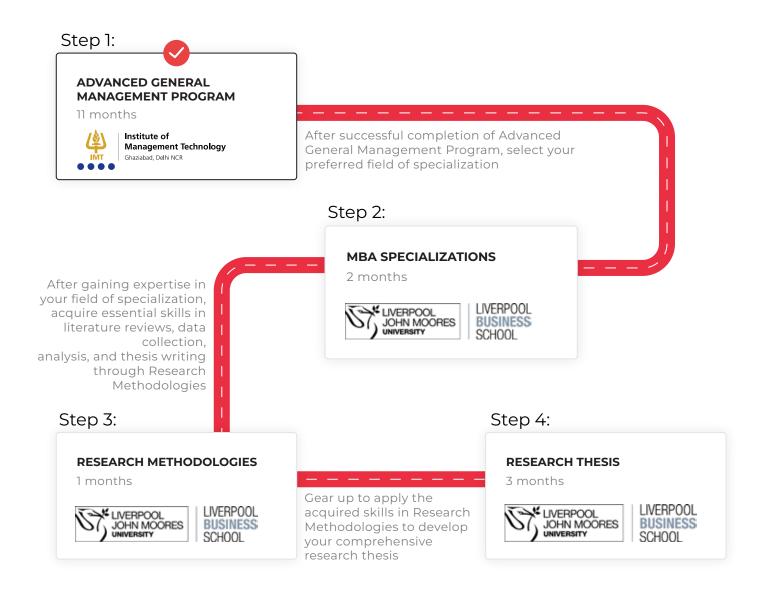
Job Fairs and Networking Events are conducted every few months in key cities where you get a chance to:

- Interview with top companies for roles across functions
- Network with your peers across MBA programs offered by upGrad - meet your program seniors and juniors
- Meet your upGrad student buddies, career coaches, industry experts, upGrad senior management and more

Disclaimer: Career services are subject to change. Please refer to the website or speak to our Admission Counsellor for updated details.

Program Structure

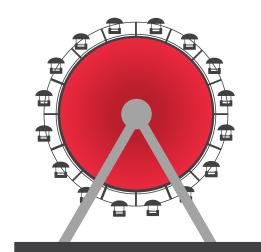
MBA DEGREE | LIVERPOOL BUSINESS SCHOOL



IMMERSION PROGRAM

As part of the MBA program, you will experience a 6 days immersion program in the UK. This includes on-campus interaction with LBS faculty, campus tours, academic and non-academic sessions on campus and opportunities for global networking.

Optional - Included in the program fee with Immersion



Learn from Academics & Industry Experts



Dr Olatunde Durowoju

Professor, LJMU

Dr Olatunde has a PhD in Management Research and his research interests are in operations, supply chain management and quality management. He has published his work in several research outlets such as conferences, academic journals and edited several books.



Dr H M Belal

Designation: Professor, LJMU

Dr Belal is lecturer of Operations/Quality
Management. He is a Certified
Management & Business Educator (CMBE).
His principal research focuses on business
operations management and service
innovation.



Prof Dhiya Al-Jumeily

Professor, LJMU

Prof Dhiya has published over three hundred peer-reviewed scientific international publications over the course of his illustrious career.



Chris Oates

Adjunct Faculty, upGrad

Chris has a PhD in International Relations from the University of Oxford and a BA from Brown University and lectures at a university in the United States. He founded Two Lanterns Advisory, a political risk consultancy.



Prof. Abhishek

Associate Professor, IMT Ghaziabad

Prof. Abhishek has 15+ years of experience working, researching and teaching in the marketing domain with IIM Ahmedabad and IMT Ghaziabad.



Prof. Puja Aggarwal Gulati

Professor (Finance), IMT Ghaziabad

Prof. Puja has experience of working, researching and teaching in the finance domain with IMT Ghaziabad with her core interests being IFRS & Stocks.



Shibani Belwalkar

Leadership Coach and Visiting Faculty, NMIMS

Dr. Shibani Belwalkar, Author, Faculty at NMIMS, is a leading Organizational Culture Transformation Expert and a Behavioral coach.



Sunil Bharadwaj

Deputy General Manager-Strategy and Supply Chain

Mr. Sunil is a Supply Chain and Operations Excellence professional with close to 18 years of experience across industries.



Denis Oakley

Growth Mentor, Denis Oaklay & Co

Denis has worked with various organizations such as Growth Mentor, 500 Startups, and MaGIC to help them grow their business. He has helped over 200 technology startups grow by refining their strategy.



Rajiv Bagayetkar

Director - Product Specialist, The Nielsen Company

Rajiv Bagayetkar is a product specialist with 20+ years of experience in providing strategic brand & communication inputs to both B2B (industrial) & B2C (consumer) clients. He also provides appropriate marketing research & account planning solutions.



Behzad Ahmadi

Machine Learning Engineer, Meta

Behzad has a PhD in electrical and computer engineering from the New Jersey Institute of Technology and has 15+ years of experience in software engineering and data science.



S. Anand

CEO, Gramener

Gramener is one of the most prominent data analytics and visualisation companies in India.





Anshul Khandelwal

Chief Marketing and Revenue Officer

Anshul Khandelwal currently leads the marketing function at Ola Electric. An alumnus of IIM Kozhikode, he has extensive experience in marketing, both digital and traditional.



Parth Parikh

FinShiksha, A Junior VC

He is a part of FinShiksha (Junior VC) - which is a financial education firm that specializes in education and content development in the investment management segment.

He has worked in the financial services industry for around 8 years now.



Richa Parekh

Lead Digital Acquisition, Disney+Hotstar

Richa has over 13 years of rich work experience in core Digital Marketing, Brand Management, Data Analytics, Project Management (with cross-functional teams), Customer Insights and Research and proven skills in managing big-budget plans. She is a keen planner and an efficient strategist with demonstrated abilities in devising sales/marketing activities and accelerating business growth.



Pradnya Salastekar

Head Regional HR Shared Services General Mills India

With a professional experience of 22 years, Pradnya has a deep understanding of the concepts involved in the Strategic & Operational aspects of the HR & IR functions.



Chris Wallace

Head of Distribution EMEA argenx

Chris Wallace is a distinguished International Supply Chain Leader with a stellar track record in developing and optimizing supply chains across diverse market sectors, with a particular focus on the pharmaceutical, biotech, and medical device industries. His extensive experience is underscored by a strong blend of operational and commercial leadership, emphasizing strategic supply chain development and management.



Grace Woods

CRO, MyTutor

Grace Woods is a seasoned executive with extensive expertise in B2B marketing strategy and revenue generation. With a proven track record of leadership roles in top-tier organizations such as MyTutor.co.uk, Able, Zendesk, Patreon, and Salesforce, Grace brings over a decade of experience in developing and executing strategic marketing initiatives that drive business growth.

Program Curriculum

IMT Phase: Advanced General Management

(Duration: 11 months)

COURSE 1: ACCOUNTING AND FINANCE

4 WEEKS

ACCOUNTING FUNDAMENTALS

FINANCIAL ANALYSIS

PROJECT EVALUATION

PROJECT/ASSIGNMENT

COURSE 2: BUSINESS COMMUNICATION

4 WEEKS

FUNDAMENTALS OF BUSINESS COMMUNICATION

BUILDING A PERSONAL BRAND

PROJECT/ ASSIGNMENT

COURSE 3: MARKETING MANAGEMENT

4 WEEKS

FUNDAMENTALS OF MARKETING

CONSUMER BEHAVIOUR

MARKETING CHANNELS

PROJECT/ ASSIGNMENT



COURSE 4: BUSINESS ECONOMICS

4 WEEKS

MICROECONOMICS

MACROECONOMICS

PROJECT/ ASSIGNMENT

COURSE 5: OB, HR and LEGAL

4 WEEKS

ORGANIZATIONAL BEHAVIOUR

HR FOR NON-HR MANAGERS

BUSINESS LAW AND ETHICS

PROJECT/ ASSIGNMENT

COURSE 6: DECISION SCIENCES

4 WEEKS

BUSINESS ANALYTICS FUNDAMENTALS

HYPOTHESIS TESTING

REGRESSION ANALYSIS

PROJECT/ ASSIGNMENT

COURSE 7: OPERATIONS AND SUPPLY CHAIN 4 WEEKS

STRATEGIC PLANNING IN SUPPLY CHAIN

SOURCING

LOGISTICS AND DISTRIBUTION

PROJECT/ ASSIGNMENT

MID-TERM EXAM

COURSE 8: SALES AND DISTRIBUTION

4 WEEKS

SALES AND SALES MANAGEMENT

CHANNEL MANAGEMENT

TERRITORY MANAGEMENT

PROJECT/ ASSIGNMENT

COURSE 9: BUSINESS STRATEGY

4 WEEKS

EXTERNAL AND INTERNAL ANALYSIS

DRIVING GROWTH

PROJECT/ ASSIGNMENT

CHOICE OF ELECTIVE

COURSE 10: ELECTIVES

(Learners will select any one preferred elective)

ELECTIVE 1: BUSINESS ANALYTICS	4 WEEKS
ELECTIVE 2: LEADERSHIP STRATEGY	4 WEEKS
ELECTIVE 3: MARKET RESEARCH	4 WEEKS
ELECTIVE 4: ACCOUNTING AND FINANCE	4 WEEKS
ELECTIVE 5: SUPPLY CHAIN	4 WEEKS
ELECTIVE 6: HR	4 WEEKS

COURSE 11: LEADERSHIP, ENGAGEMENT AND PEOPLE PERFORMANCE

2 WEEKS

ATTRIBUTES OF A LEADER
LEADING TEAMS AND LEADING ORGANIZATIONS
PROJECT/ASSIGNMENT

COURSE 12: ENTERPRISE AND RISK MANAGEMENT

2 WEEKS

RISK AND RISK MANAGEMENT
ENTERPRISE RISK MANAGEMENT PROCESS
PROJECT/ASSIGNMENT

COURSE 13: DIGITAL BUSINESS INNOVATION

2 WEEKS

DIGITAL INNOVATION
DIGITAL BUSINESSES
PROJECT/ASSIGNMENT

COURSE 14: LEADING CHANGE FOR SUSTAINABLE FUTURES

2 WEEKS

INTRODUCTION TO CHANGE MANAGEMENT
IMPLEMENTATION OF CHANGE MANAGEMENT
PROJECT/ASSIGNMENT

END TERM EXAM

LBS Phase

(Duration: 6 months)

Specializations (2 months)

Learners will select any one preferred specialization from the six given below.

Specialization: Business Analytics

COURSE 1: INTRODUCTION TO PYTHON

4 WEEKS

GETTING STARTED WITH PYTHON

DATA ANALYSIS WITH PANDAS AND NUMPY

ML MODELING USING SCIKITLEARN

COURSE 2: DATA MINING AND DASHBOARDING

4 WEEKS

INTRODUCTION TO DATA MINING AND SQL
DATA VISUALIZATION WITH TABLEAU

SPECIALIZATION: FINANCE

COURSE 1: FINANCIAL MODELLING

4 WEEKS

INTRODUCTION TO FINANCIAL MODELLING
FINANCIAL FORECASTING
FINANCIAL RISK ANALYSIS

COURSE 2: CORPORATE FINANCE

4 WEEKS

INTRODUCTION TO CORPORATE FINANCE
CAPITAL BUDGETING TECHNIQUES
INTRODUCTION TO MARKETS

SPECIALIZATION: MARKETING

COURSE 1: DIGITAL MARKETING CHANNELS DEEP-DIVE

4 WEEKS

DIGITAL MARKETING CHANNELS AND METRICS
SOCIAL MEDIA MARKETING
SEARCH ENGINE OPTIMISATION AND MARKETING

COURSE 2: BRANDING AND COMMUNICATION

4 WEEKS

BUILDING A BRAND
INTEGRATED MARKETING COMMUNICATIONS
B2B MARKETING

SPECIALIZATION: LEADERSHIP

COURSE 1: LEADING IN A VUCA WORLD

4 WEEKS

DEALING WITH VOLATILITY AND UNCERTAINTY
MANAGING COMPLEXITY AND AMBIGUITY
LEADING GLOBAL TEAMS

COURSE 2: TAKING THE NEXT LEAP

4 WEEKS

L: LEADING YOUR VERTICAL TOWARDS SOLUTIONS

E: EXCELLING WITH A GROWTH MINDSET

A: ACING YOUR ROLE

P: PLANNING YOUR NEXT LEADERSHIP PHASE

SPECIALIZATION: HUMAN RESOURCE MANAGEMENT

COURSE 1: STRATEGIC HR AND HR OPERATIONS

4 WEEKS

STRATEGIC HRM

HR OPERATIONS: CORE FUNCTIONS

HR OPERATIONS: OUTSOURCING MODELS

COURSE 2: HR ANALYTICS

4 WEEKS

BASIC CONCEPTS IN ANALYTICS

EXERCISES IN HR ANALYTICS

DATA VISUALISATION AND STORYTELLING

SPECIALIZATION: OPERATIONS AND SUPPLY CHAIN MANAGEMENT

COURSE 1: DESIGNING AND MANAGING DISTRIBUTION CHANNELS

4 WEEKS

DISTRIBUTION CHANNEL PLANNING & MANAGEMENT

INVENTORY MANAGEMENT

INTEGRATED SUPPLY CHAIN

COURSE 2: SUPPLY CHAIN ANALYTICS

4 WEEKS

DISTRIBUTION ANALYTICS

FLEET ANALYTICS & MANAGEMENT

CAPACITY PLANNING

Research and Thesis (4 months)

RESEARCH METHODOLOGIES

4 WEEKS

TYPES OF RESEARCH
RESEARCH PROCESS
RESEARCH PROJECT MANAGEMENT
REPORT WRITING AND PRESENTATION

THESIS PROJECT

(Duration: 3 months)

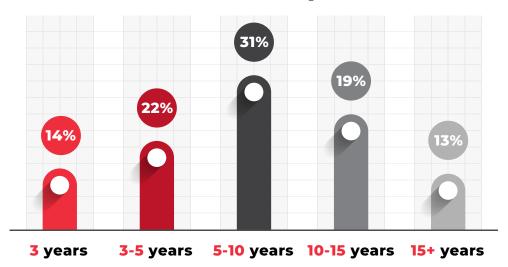
Specialize in any of the key functional domains through a 2-month long industry project. Refer to the sample list of projects below for your reference.

STRATEGY					
BFSI	Design a digital expansion strategy for a traditional bank	FMCG Facilitate an FMCG company's entry into a new market			
ΙΤ	Create a digital transformation strategy for small-business clients of an IT firm	AUTOMOTIVE & MANUFACTURING of a manufacturing unit by analysing process flows			

MARKETING						
BFSI Introduce loyalty programs to increase the adoption of an online banking app		FMCG	G Design a marketing campaign for a new sub-brand of an FMCG giant			
	MOTIVE & JFACTURING	Manage a digital campaign for a new motorcycle	E-COM	MERCE	Conduct market research to identify the USP for an e-commerce company	

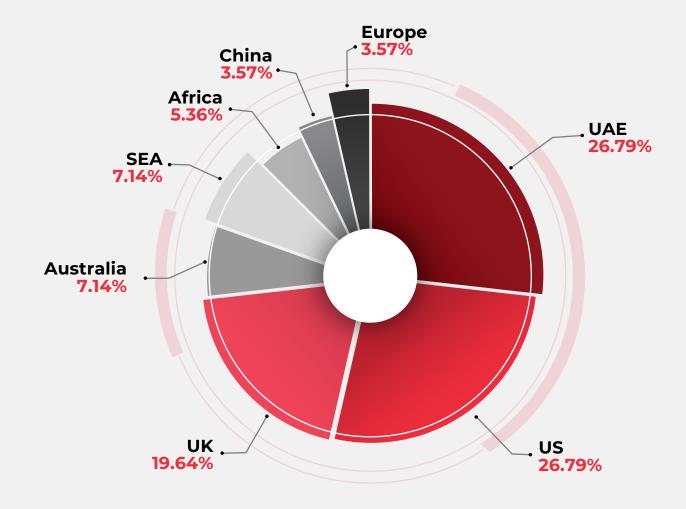
Meet the Class

Years of work experience



Opportunity to network with our international learners

Our international learners of the Global MBA programs



Our Learners Work At



Finance

- Bank Of America
- Barclays
- Genpact India Pvt. LTD
- Goldman Sachs Bank
- JP Morgan Chase & Co



Marketing

- L'Oreal India Pvt ltd
- Britannia Industries Limited
- Johnson and Johnson
- Vodafone India Services
- ET NOW



Business Analytics

- Dell Technologies India
- Cygnet Infotech Pvt. Ltd.
- Hitachi Solutions
- IBM India Pvt. Ltd.
- Infosys Limited, USA



Supply Chain

- Amazon
- PricewaterhouseCooper
- Cisco Systems
- Salesforce
- Holisol Logistics



Strategy and Leadership

- Tech Mahindra Limited
- KPMG
- Oracle India Pvt. Ltd.
- Tata Consultancy Servies
- Accenture



What Our Learners Have To Say



Aravind Vorungati
Vice President - Products,
Zoreum Blockchain Labs

I joined the program couple of months back and the course content and experience so far is meaningful and insightful. Live sessions with industry leaders are organized every weekend to enable us to correlate concepts learned to real world and Harvard Business School simulation projects for practice.



Shaifali Aggarwal
Senior Software Engineer,
Owikcilver Solutions Pvt Ltd

For me, the program is a perfect fit as it allows me to continue my current job and complete MBA at the same time. For me more than a job, learning is important. Also, content is suitable for me considering I already have 5+ years of experience.



Akshay Mathur Business Head, Aujas Networks Pvt Ltd

Absolutely, go for it If you are a working professional and who can devote minimum 5–6 hrs a week towards online learning. The beauty of this program is its practical learning aspect with various case studies, simulations and live lectures on weekends. Apply these learnings your professional world and you would see the difference.



Anupam Mishra
Senior Software Engineer,
Lowe's Services India Pvt. Ltd.

I decided to go with upGrad's Global MBA program considering the price point I was getting an MBA and the same rigour of classroom program. Great LMS platform, mentor assistance and industry session are some of the features I like about this program.

Program Details

PROGRAM START DATE

Please visit our website for more details

DURATION

18 months

TIME COMMITMENT

12+ hours / week

PROGRAM FEES

Refer to the program webpage for updated pricing details

Flexible Payment Options Available

Disclaimer - Tickets + Visa Charges are not inclusive in Program fees.

*Terms and conditions apply

ELIGIBILITY

- Bachelor's degree issued by any university under UGC with a minimum of 50% marks.
- At least 2 years of full-time work experience by the second year of the course.

ADMISSION PROCESS



Complete Application

Fill the Global MBA application form.

Get shortlisted and receive the offer letter

The candidates will be evaluated based on their profile, i.e. professional experience and academic scores.

Block your seat and Complete the Payment

Upon receiving the offer letter, block your seat by paying a caution amount and pay the balance fee.

FOR FURTHER DETAILS, CONTACT:

% 1800 210 2020

We are available 24*7

Disclaimer: Program fee and payment options are subject to change. Please refer to the website for updated details or speak to our admission counsellor.



upGrad

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