

EXPLORE THE NEW CURRICULUM

Introducing the new Programme Structure

TERM 1	TERM 2	TERM 3	TERM 4	TERM 5	TERM 6
Foundation Core	Foundation Core	Foundation Core			
		Track Core	Major Track Core		
		Capstone Module	Capstone Module	Capstone Module	
			Major Track Electives	Major Track Electives	
			Minor Track Electives	Minor Track Electives	
INDUSTRY SESSIONS ¹			Open Electives	Open Electives	

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

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

The new Industry Oriented Career Tracks

Tracks Available (as both Major & Minor)	Typical Job Roles
 Consulting & Strategy	<ul style="list-style-type: none"> ▶ Roles include management consultants, strategy managers, and internal corporate strategy teams.
 Market Expansion & Growth	<ul style="list-style-type: none"> ▶ Roles span growth strategy, business development, international expansion, and GTM (go-to-market) leadership.
 Finance & Capital Markets	<ul style="list-style-type: none"> ▶ Covers roles in corporate finance, investment banking and capital markets.
 Product Management	<ul style="list-style-type: none"> ▶ Includes product managers and innovation leads in technology and non-tech firms.
Tracks Available (as Minor)	
 Analytics	<ul style="list-style-type: none"> ▶ Encompasses roles in business analytics, data science, decision science, and insights leadership.
 Ops & Supply Chain	<ul style="list-style-type: none"> ▶ 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.

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

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

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

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

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

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