



Mahindra™
University

Global Thinkers. Engaged Leaders.



SCHOOL OF **MANAGEMENT**

ACADEMIC PARTNER



Cornell
SC Johnson College of Business

www.mahindrauniversity.edu.in

DEVELOPING ETHICAL,
ENTREPRENEURIAL &
TECHNOLOGICALLY ASTUTE
BUSINESS LEADERS



The Mahindra University School of Management programs are tailored to provide a solid foundation in business, economics and finance while equipping the students with technology skills in order to be ready to operate a digitized world.

The SC Johnson College of Business is one of the original eight Ivy League universities in the US, more than 150 years old, and one of the best universities in the world



MAHINDRA UNIVERSITY

SCHOOL OF MANAGEMENT

aspires to become a leading business school in India and the world by developing ethical, innovative, entrepreneurial, technologically astute, culturally aware and socially conscious managers, leaders and scholars.

Our Values

Ethics
a strong moral compass

Entrepreneurship

opportunity focused, quick adaptation to change, conducting small scale experiments before scale up, frugal use of resources, decision making under uncertainty

Inclusivity
of race, ethnicity, nationality, color, religion, caste, gender, ability, educational background, socio-economic status

Team orientation

working collaboratively with internal and external stakeholders

Learnability
critical thinking, problem solving, curiosity, humility, ability to continuously learn new knowledge and skills

Digital Expertise

inculcate skills and toolkits required to operate in the digitally driven business world

The Dean speaks



Dr. S. Ramakrishna Velamuri
Professor and Dean
School of Management

In keeping with Mahindra University's mission, the School of Management aspires to educate future citizens for and of a better world. We will do this through a curriculum that is both academically rigorous and tightly aligned with industry needs, high quality teaching and a commitment to research that is of the highest international standards.

Our unique value proposition is that we provide our students with a solid foundation in business, economics and finance and, at the same time, equip them with a technology toolkit that will enable them to be productive in the digital economy.

We have the Cornell University's SC Johnson College of Business as academic partner, for our under graduate programmes and are in the process of concluding industry partnerships for our other programs. We have launched three undergraduate degree programs in 2021 and will launch a Ph.D. program in Management and an Executive MBA in 2022.

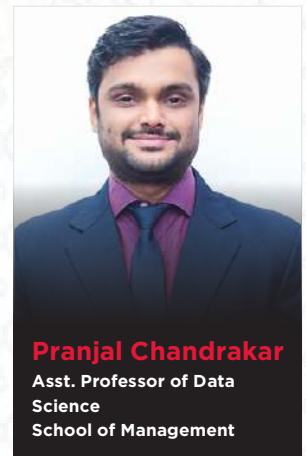
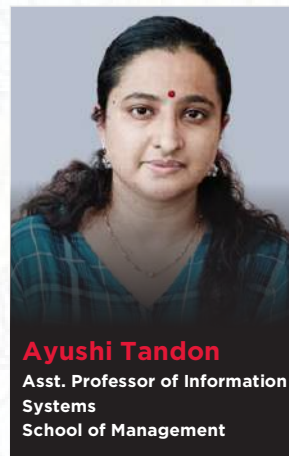
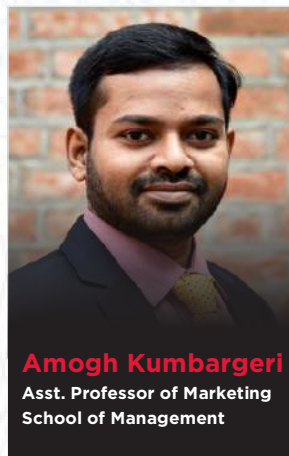
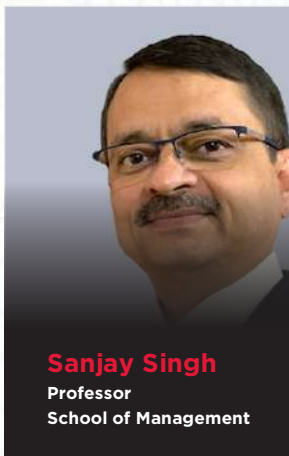
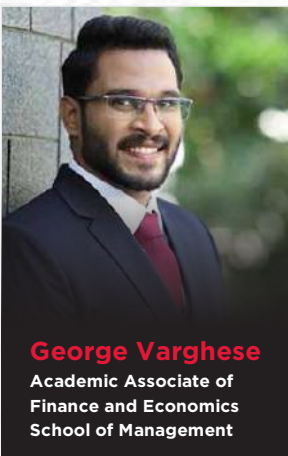
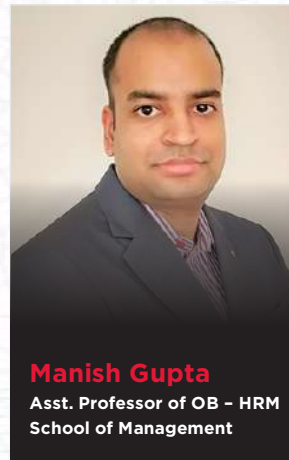
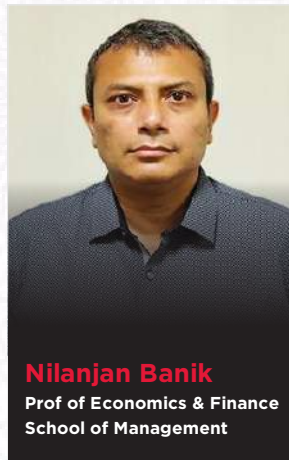
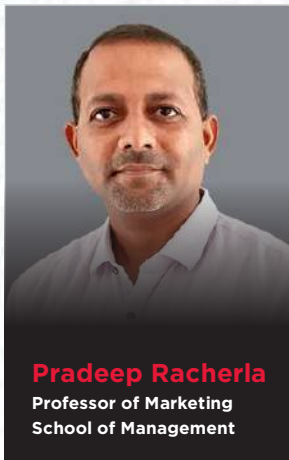
FACULTY

Aimed at enhancing students' future career trajectories, MUSoM programs comprise internationally benchmarked curricula and delivery that are enhanced by academic consulting, curriculum and course design, faculty mentoring and course delivery by Cornell faculty and a three week immersion at the Cornell campuses in Ithaca and New York.

The school possesses a high quality faculty pool: our faculty members have PhDs from reputed global and Indian universities. With a strong research focus and based on a strong internally benchmarked pedagogy, our faculty work closely with students to provide them quantitative and qualitative knowledge to analyze and address business situations.

Collectively, our faculty have publications in the leading international peer-reviewed journals across globe. Their work has received thousands of citations in various disciplines.

The School of Management faculty regularly publish in A-list media outlets (both print and online) such as The Times of India, Economic Times, Financial Express, The Hindu, Hindu Business Line, Founding Fuel, etc.



INDUSTRY ADVISORY BOARD



Mary Rupa Tete

is currently leading the Usha Silai School program in Usha International Ltd, IIM-C graduate, vast experience in CSR initiatives



Raj Katari

is a Senior Director for large enterprise sales at C2FO (the most prominent working capital B2B market in the world), spent 12 years with Microsoft India and SE Asia



Rukmini Kumar

co-founded Vantage Research to provide Pharma R&D solutions that quantitatively integrate biological knowledge to solve challenging problems in novel drug discovery and development



Sandhya Kuruganti

is a senior analytics professional; she currently leads the Data Sciences Lab at the Reserve Bank of India as Chief General Manager; extensive experience in the banking industry



Srikanth Meenakshi

is a co-founder of PrimeInvestor, a unique subscription-based, research-as-a-service platform serving retail investors in India; also co-founded Fundsindia.com, India's largest online distributor of mutual funds



Yegneswaran Kumar

is the Senior Vice President & Chief Financial Officer, Finance, Legal and Technology for GS1 US with extensive experience in finance and supply chain management; previously worked for Johnson Diversey, Black & Decker and Unilever



OUR PROGRAMS

Backed by the Mahindra Group, which is one of the most reputed corporate houses in India, the school with its emphasis on a blend of business and technology offers options such as Business Analytics, Economics & Finance and Digital Technologies.

The strong industry-ready curricula are designed to promote experiential learning, to instill an entrepreneurial, and equip students with the skills and techniques of data-driven decision making.

OUR UNIQUE FEATURES:

- ▶ The program includes a three week International immersion course with a trip to the Cornell University campus, Ithaca, NY state, Cornell Tech at NY city at the end of Year 1.
- ▶ Mentor companies for training students in industry oriented skills and certifications
- ▶ Availability of a super-computer lab, which is home to two of the university's Centers of Excellence: Artificial Intelligence and 3-D experience, which facilitates Augmented Reality-Virtual Reality based immersive experience. Massive computing power, enabled by NVIDIA DGX-1 computer, multiple powerful servers, and a set of 36 workstations, all connected through a fast data communications network
- ▶ Selected courses in all three bachelors degree programs will be taught by professors from the School of Engineering (courses in Database Management systems, AI, Machine Learning, Big Data, etc.)

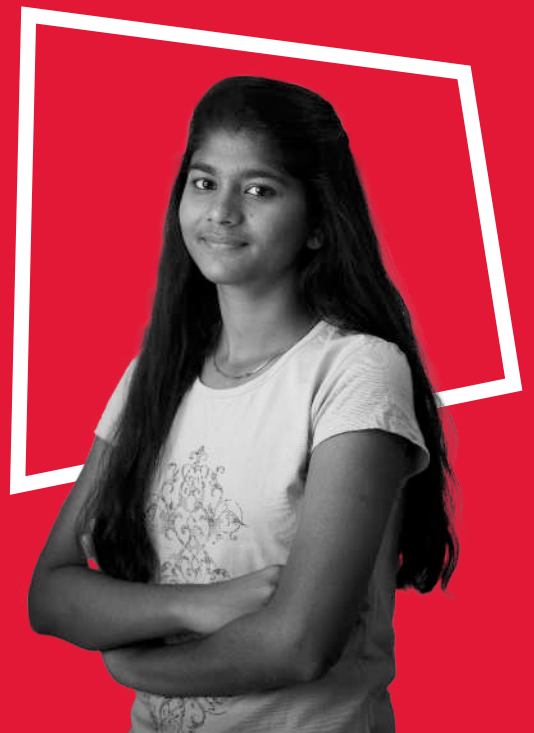


STUDENTS CAN
CHOOSE
FROM A SUITE OF
3 MAJORS
TO SPECIALIZE IN:

▶ **BA**
ECONOMICS AND FINANCE

▶ **BBA**
COMPUTATIONAL BUSINESS
ANALYTICS

▶ **BBA**
DIGITAL TECHNOLOGIES



BA ECONOMICS AND FINANCE

- ▶ Comprehensive business foundations in all functional areas
- ▶ Specialization in Economics and Finance (Indian Economy, econometrics, game theory, corporate finance, financial accounting, banking, stock markets, digital marketing, ecommerce, data analytics and data visualization)
- ▶ Strong analytical skills and tools learnt will provide solid foundation for Masters studies, in India or abroad

Career Opportunities:

- ▶ Industries where employment opportunities exist: BFSI (ICICI, Axis Bank, Kotak Mahindra Bank, Edelweiss), consulting (McKinsey, BCG, Accenture, PwC), research institutes and think tanks, media and entertainment (CNN-IBN, Star India)

Prerequisites: Math in +2 is a must, strong academic performance in +2 exams, SAT desirable



Why BA ECONOMICS AND FINANCE @ Mahindra?

- ▶ One of the very few programs of its kind in India (and, to our knowledge, only one in South India) - with a specialization in Finance and Economics
- ▶ Only program with IVY LEAGUE collaboration - Cornell faculty not only help design the program, but will teach in the program as well, will host our students on three week Immersion in Ithaca, Cornell Tech at NY city
- ▶ Focus is on creating industry-ready graduates (application of finance and economics theories in the real world)
- ▶ Students trained in this program will master the ability to think critically and will develop problem solving capability which is a must to work in the consultancy domain
- ▶ They will also have an advantage to apply and get selected in premier institutes for postgraduate studies, such as Delhi University, JNU, and IIMs and international academic institutions



BBA IN DIGITAL TECHNOLOGIES

- ▶ Comprehensive business foundations in all functional areas
- ▶ Specialize in digital business with focus on information systems, digital marketing, ecommerce, and data analytics and visualization
- ▶ Strong analytical skills and tools learnt will provide solid foundation for Masters studies, in India or abroad

Career Opportunities:

- ▶ Business Analyst in IT firms (TCS, Infosys, Wipro, Cognizant, HCL Technologies, Tech Mahindra)
- ▶ Ecommerce platforms analysts and category managers (in ecommerce such as Amazon and Flipkart and fmcg firms such as Hindustan Unilever, P&G)
- ▶ Digital marketing strategy and operations (across several industries, both B2B and B2C)
- ▶ Consultants (McKinsey, BCG etc)

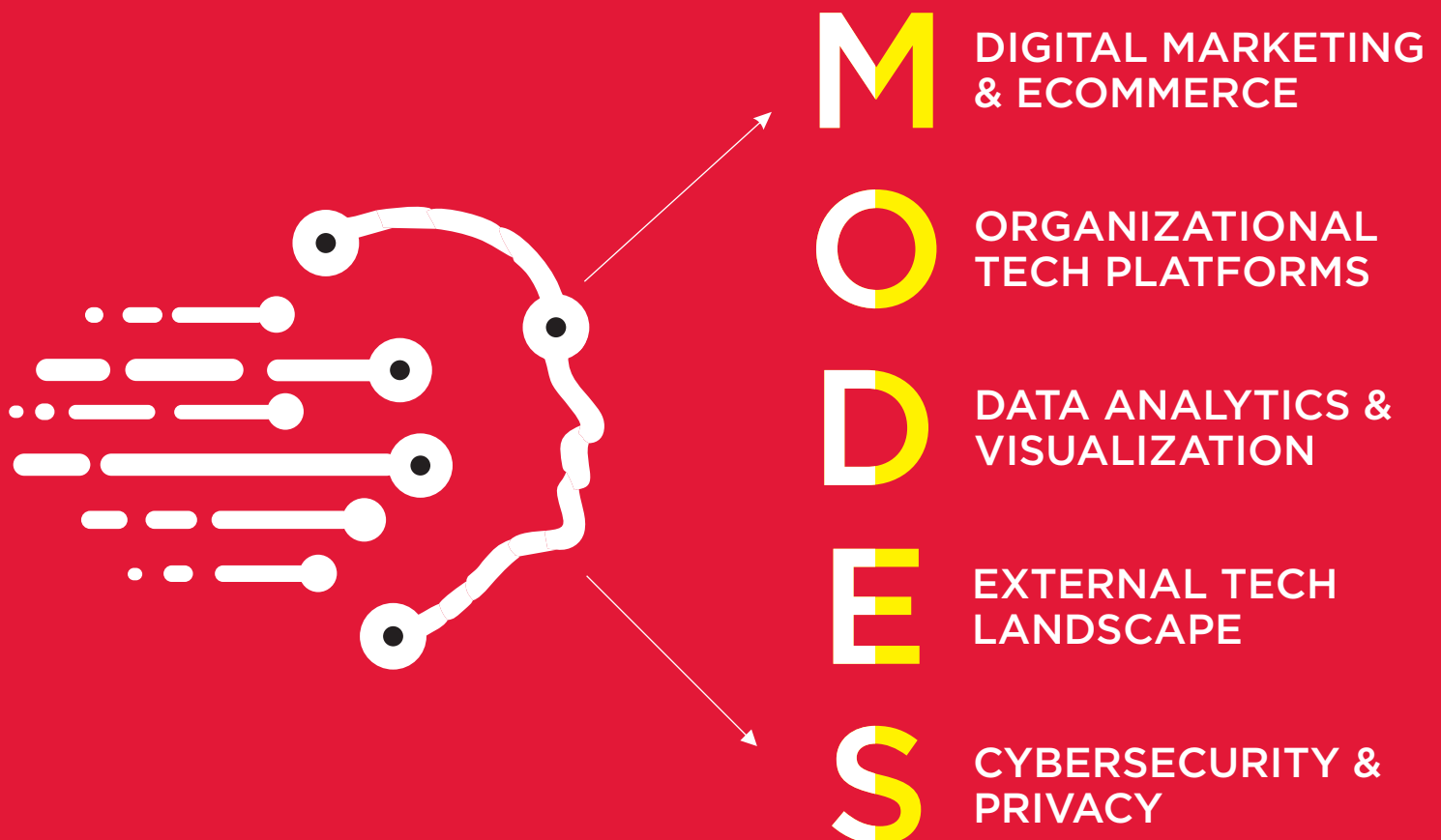
Prerequisites: strong performance in +2; ideal for non-PCM majors, and for PCM majors who want to pursue a business related career



Why BBA IN DIGITAL TECHNOLOGIES @ Mahindra?

- ▶ One of the very few BBA programs of its kind in India that provides a solid grounding in business disciplines as well as in digital technologies
- ▶ Only program with an IVY LEAGUE collaboration – Cornell faculty help in designing the program, will teach in the program and Cornell will host our students on their Ithaca, NY campus.
- ▶ Focused on creating industry-ready graduates who can work in data rich industries such as retail (online and offline), fast moving consumer goods, banking, financial services and insurance (BFSI), consulting, travel and hospitality, etc.
- ▶ We also expect demand for the skills and competencies provided by this program to grow in the digital startup ecosystem, technology firms and the burgeoning ecommerce and digital marketing industry in India

The BBA Digital program curriculum envisions digital skills along five dimensions. The detailed curriculum is given at the end of the document.



BBA IN COMPUTATIONAL BUSINESS ANALYTICS

- ▶ Comprehensive business foundations (in finance, accounting, operations, marketing, OBHR, strategy)
- ▶ Specialize in business analytics with skills and tools required to be able to work with data scientists as well senior decision makers
- ▶ Courses taught by faculty of the Mahindra University School of Management and the Ecole Centrale School of Engineering
- ▶ Strong analytical skills and tools learnt will provide solid foundation for Masters studies, in India or abroad

Career Opportunities:

Employment opportunities in large (TCS, Infosys, Cognizant, Wipro, HCL Technologies, Tech Mahindra), medium (MuSigma, Fractal Analytics, Latentview) and early stage analytics companies, as well in a wide range of data rich industries

Prerequisites: Math in +2 is a must, strong academic performance in +2 exams, SAT desirable



Why BBA IN COMPUTATIONAL BUSINESS ANALYTICS @ Mahindra?

- ▶ One of the very few programs of its kind in India that provides a solid grounding in business disciplines as well as in data science
- ▶ Only program with an IVY LEAGUE collaboration – Cornell faculty help in designing the program, will teach in the program and Cornell will host our students on their campus
- ▶ Jointly offered by Mahindra University's sister schools: School of Management and the Ecole Centrale School of Engineering
- ▶ Focused on creating industry-ready graduates who can work in data rich industries such as retail (online and offline), fast moving consumer goods, banking, financial services and insurance (BFSI), consulting, travel and hospitality, etc.
- ▶ We also expect demand for the skills and competencies provided by this program to grow in the digital startup ecosystem and the burgeoning number of data analytics companies in India





The MU Campus



SCHOOL OF MANAGEMENT

Survey No: 62/1A, Bahadurpally, Jeedimetla, Hyderabad - 500043 - Telangana, INDIA.
Website : www.mahindrauniversity.edu.in | Email : admissions@mahindrauniversity.edu.in | Phone : 040 - 6713 5100

connect with us at

