



# EMBA



## EXECUTIVE MASTERS IN BUSINESS ADMINISTRATION

*Unlock Your Potential,  
Transform Your Career*

# Welcome to B.E.S.T. Innovation University



At B.E.S.T Innovation University, we are committed to shaping the leaders of tomorrow. Our EMBA Online Program is designed to empower professionals like you with the knowledge, skills, and network to excel in today's dynamic business landscape.

We are an institute committed to providing top - quality education to students across the globe. Our university offers a wide range of programs, from undergraduate degrees to postgraduate research opportunities. We strive to create a supportive and inclusive learning environment that empowers our students to achieve their full potential. Our faculty members are experts in their fields, and they are dedicated to sharing their knowledge and experience with our students. We also offer a range of extracurricular activities and support services to help our students thrive both academically and personally. Whether you are just starting your educational journey or looking to further your career, B.E.S.T IU is the perfect place to achieve your goals.



*Aerial Photograph of B.E.S.T Innovation University*

## CORE Values of B.E.S.T. INNOVATION UNIVERSITY

1. Innovation Excellence
2. Diversity and Inclusion
3. Global Engagement
4. Ethical Leadership
5. Global Engagement
6. Community Engagement

These core values shape the identity and mission of B.E.S.T Innovation University, guiding its decisions, actions and priorities as it seeks to provide a transformative education experience for its students and contribute to the advancement of knowledge and society.



## MESSAGE FROM THE MENTOR



### **Dr. S.S. Biligi**

**Vice Chancellor, B.E.S.T Innovation University  
Dean, School of Management Studies**

Greetings from Bharatiya Engineering Science and Technology University (BEST IU).

It is my pleasure to introduce our esteemed university – BEST Innovation University – a place where innovation and multidisciplinary / Trans-disciplinary education thrive. As a young institution, we have embraced the opportunity to reimagine the traditional educational landscape, fostering an environment that nurtures creativity, collaboration, and exploration.

What sets us apart is not just the range of disciplines we offer; it's the culture of sustainability focused innovation that permeates every aspect of our university. We foster an environment that values creativity, risk-taking, and out-of-the-box thinking. Our students are encouraged to question the status quo, challenge conventions, and explore unconventional solutions. We believe that innovation thrives when individuals from different backgrounds come together, share their perspectives, and collaborate on groundbreaking ideas.

To support our culture of innovation, we have established state-of-the-art facilities, incubators, and Corpus that provide students with the resources they need to turn their ideas into reality. In addition, our university actively fosters Industry relevant skill building and teaches technology open and proprietary tech stacks. Example, IBM, Apple, Microsoft, etc. We also nurture student focused internship based experiential learning programs, example, through Kalvium. These collaborations provide our students with invaluable opportunities to engage in cutting-edge research, gain industry exposure, and access mentorship from experts in their respective fields. We believe that by connecting academia with industry and fostering an entrepreneurial spirit, we prepare our students to be the next generation of leaders and change-makers

Thank you for your attention, and I invite you to join us on this exciting journey of innovation and multidisciplinary education at our university. Together, we can shape the future and create a world where boundaries are blurred, ideas are unleashed, and innovation knows no limits.

# OUR MOTTO

## LEARN. UPSKILL. EARN

- **OUR VISION**

To be an anytime, anywhere online knowledge platform offering life long learning opportunities for all and striving towards building universal access to education.

- **OUR MISSION**

To create a vibrant community of knowledge seekers with high quality innovative digital learning methodologies that are experiential and immersive that promotes a culture of lifelong learning and expand learning opportunities.

- **OUR EXECUTIVE MASTERS IN BUSINESS ADMINISTRATION**

Our Executive MBA Online Program is no exception, offering a transformative educational experience that equips you with the skills and knowledge to lead effectively in the modern business world.

- **PROGRAM OVERVIEW**

The Executive Masters in Business Administration (E-MBA), is an intensive 12 months programme delivered in a **Hy-flex** mode for 3+ years experienced professionals, leading to an MBA, created specifically for those with remarkable track records and work experience in a wide range of industries. The EMBA provides students with the same solid foundation in key management concepts, offers range of specializations and adopts a strict grading criterion. A key advantage of the EMBA is that the coursework builds on the diverse and extensive work experience of the students. In today's volatile and competitive economic environment, companies face an increasing need for skilled mid-level and senior executives who have the vision and potential to attain top leadership positions. While deep functional and operational expertise is a prerequisite for such executives, their success is also contingent on their ability to perceive and analyze a situation from multiple perspectives and take timely and effective action. B.E.S.T IU designed the EMBA specifically to prepare such forward-thinking and creative managers – the business leaders of tomorrow who will create value for their organizations as well as for society. At B.E.S.T Innovation University, we believe in innovation, excellence, and lifelong learning. Our Executive MBA Online Program is no exception, offering a transformative educational experience that equips you with the skills and knowledge to lead effectively in the modern business world.

## ● GLOBAL IMMERSION PROGRAM

In the globalized business landscape of today, it's essential for rising professionals to gain an international outlook. At B.E.S.T IU, we offer our learners with the option to broaden their horizons through our 5-day Global Immersion Program (GIP), offering a deep dive into the business world of Dubai, Singapore, and Malaysia. It includes workshops and training sessions at renowned international universities, with insightful industrial visits, engaging guest lectures, and opportunities for cultural exposure.

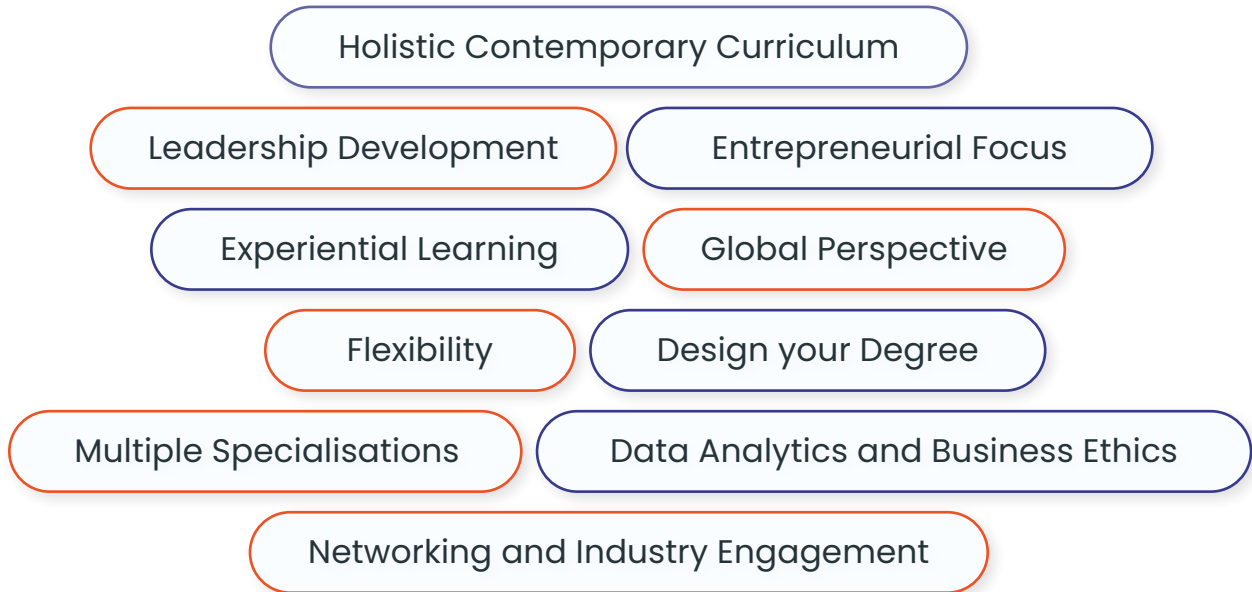
## ● OBJECTIVES OF THE PROGRAM:

1. To build managerial capabilities of participants
2. To enhance the knowledge base, skills and competencies of participants to enable them to grow in their career and be leaders in their organizations
3. To build competencies of participants that enable them to respond effectively in a rapidly changing global environment
4. To nurture working professional and entrepreneurs seeking skills to take their organizations to the next level
5. To develop socially responsible and ethical business leaders.

## ● KEY HIGHLIGHTS OF THE PROGRAM


Duration	12 months
Medium of Instruction	English
Mode of Delivery	Hy-flex mode
Alumni status	You will get Alumni Badge upon completion
Format of study	Immersive learning format   Interactive classes
Career support	Personalized career support
Degree	Executive Masters in Business Administration from B.E.S.T Innovation University
Networking	Connect with diverse set of professionals
GIP Global Immersion Program	International Exposure with Immersion programs in Dubai, Singapore, and Malaysia

## ● SALIENT FEATURES



## ● COURSE MODULE

Module 1	Digital Business Foundations
<ul style="list-style-type: none"><li>• Introduction to the Digital Economy</li><li>• Digital Transformation Strategies</li><li>• E-Commerce and Online Business Models</li></ul>	

Module 2	Data Analytics for Decision Making
<ul style="list-style-type: none"><li>• Big Data Analytics</li><li>• Business Intelligence</li><li>• Data Driven Decision Making</li></ul>	

### Module 3

### Technology and Innovation Management

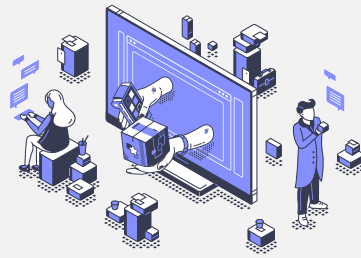
- Managing Digital Innovation

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- Technology Strategy in the Digital Age

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- Cybersecurity and Risk Management



### Module 4

### Digital Marketing

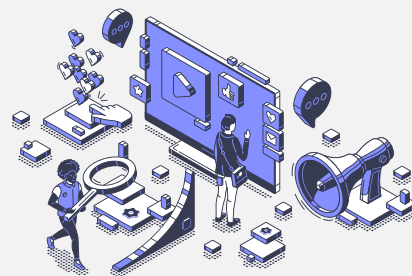
- Digital Marketing Strategies

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- Social Media Marketing

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- Analytics in Digital Marketing



### Module 5

### Leadership in the Digital Era

- Leading in a Tech Driven Environment

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- Change Management in Digital Transformation

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- Digital Leadership Skills



## Specialization in Finance

### Module 6

### Financial Technology

- Blockchain and Cryptocurrencies

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- FinTech Innovations

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- Digital Banking and Payments



## Module 7

## Digital Financial Analytics

- Analytics in Financial Decision Making

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- Financial Data Visualization

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- Risk Management in the Digital Economy



## Module 8

## Venture Capital in Tech

- Funding Tech Startups

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- Valuation of Tech Ventures

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- Exit Strategies in the Digital Economy



## Specialization in Strategic Management

## Module 9

## Digital Strategy

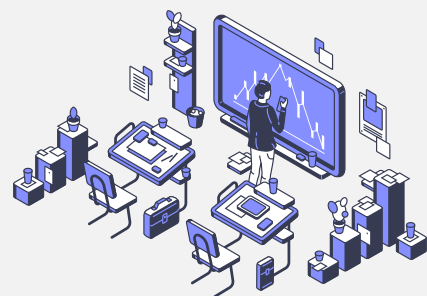
- Crafting Digital Business Strategies

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- Platform Business Models

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- Competitive Advantage in the Digital Age



## Module 10

## Ecosystem Management

- Building and Managing Digital Ecosystems

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- Collaborative Innovation

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- Partnerships and Alliances in the Digital Economy





## Module 11

## Agile Project Management

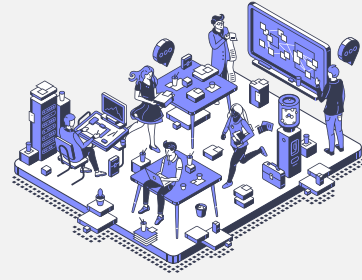
- Agile Methodologies

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- Scrum in Digital Projects

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- Managing Digital Transformation Projects



## Specialization in Leadership

## Module 12

## Digital Leadership and Change

- Leading Digital Change

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- Digital Transformation Leadership

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- Adaptive Leadership in Tech-Driven Organizations



## Module 13

## Innovation Leadership

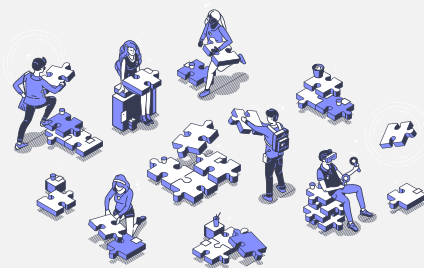
- Leading Innovation Teams

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- Design Thinking in the Digital Economy

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- Entrepreneurial Leadership in Tech



## Module 14

## Ethics and Responsibility in the Digital Age

- Digital Ethics

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- Responsible AI and Technology Use

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- Cybersecurity Ethics



## Specialization in Entrepreneurship

### Module 15

### Tech Entrepreneurship

- Startup Strategies in Tech

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- Scaling Tech Ventures

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- Technology Commercialization



### Module 16

### Digital Business Models

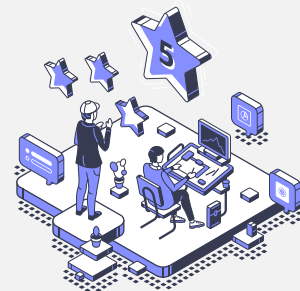
- Designing Digital Business Models

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- Monetization Strategies in the Digital Economy

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- Lean Startup Methodology



### Module 17

### Corporate Entrepreneurship

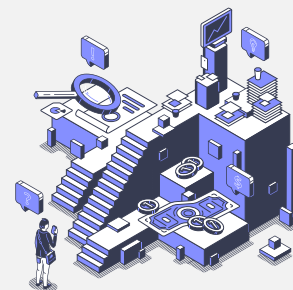
- Intrapreneurship in Digital Organizations

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- Corporate Venturing

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- Innovation Labs and Incubators



## Specialization in Marketing

### Module 18

### Digital Consumer Behavior

- Understanding Digital Consumers
- Personalization and Customer Experience
- User-centric Design in Digital Marketing



### Module 19

### Content Marketing in the Digital Age

- Content Strategy
- Influencer Marketing
- Storytelling in Digital Marketing



### Module 20

### E-commerce Strategies

- E-commerce Trends
- Omnichannel Marketing
- Conversion Optimization in E-commerce



## Specialisation in Supply Chain and Logistics

### I - Foundation in Business and Logistics

### Module 21

### Business Strategy and Management

- Overview of strategic management principles
- Case studies on successful logistics and supply chain strategies

**Module 22****Logistics and Supply Chain Fundamentals**

- Introduction to key concepts and processes

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- Role of logistics and supply chain in business operations

**Module 23****Data Analytics for Business Decision Making**

- Basics of data analysis and visualization

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- Applications in logistics and supply chain management

**Module 24****Financial Management in Supply Chains**

- Financial aspects of logistics and supply chain operations

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- Budgeting and cost management

**II - Digital Technologies in Logistics and Supply Chain****Module 25****Introduction to Digital Technologies**

- Overview of emerging technologies (AI, IoT, Blockchain)

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- Applications in logistics and supply chain

**Module 26****Supply Chain Automation and Robotics**

- Use of robotics and automation in warehouses

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- Case studies on successful implementations



### Module 27

### Advanced Data Analytics for Supply Chain Optimization

- Predictive analytics for demand forecasting

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- Real-time data analytics for decision-making

### Module 28

### Blockchain in Supply Chain Management

- Understanding blockchain technology

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- Applications for transparency and traceability

## III - Advanced Logistics and Strategic Planning

### Module 29

### Global Logistics and Distribution

- International logistics strategies

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- Cross-border supply chain management

### Module 30

### Sustainability in Supply Chains

- Environmental and social responsibility in logistics

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- Sustainable supply chain practices

### Module 31

### Strategic Planning and Decision Making

- Strategic thinking for supply chain leaders

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- Scenario planning and risk management

## IV - Leadership and Innovation

### Module 32

### Leadership in the Digital Age

- Leadership skills for navigating digital transformations
- Change management in logistics and supply chain

### Module 33

### Innovation and Entrepreneurship in Logistics

- Identifying opportunities for innovation
- Entrepreneurial approaches to supply chain management

### Module 34

### Negotiation and Relationship Management

- Negotiation skills in supply chain partnerships
- Building and managing relationships with stakeholders

### Module 35

### Industry Trends and Future of Logistics

- Exploration of future technologies and trends
- Anticipating changes in logistics and supply chain dynamics

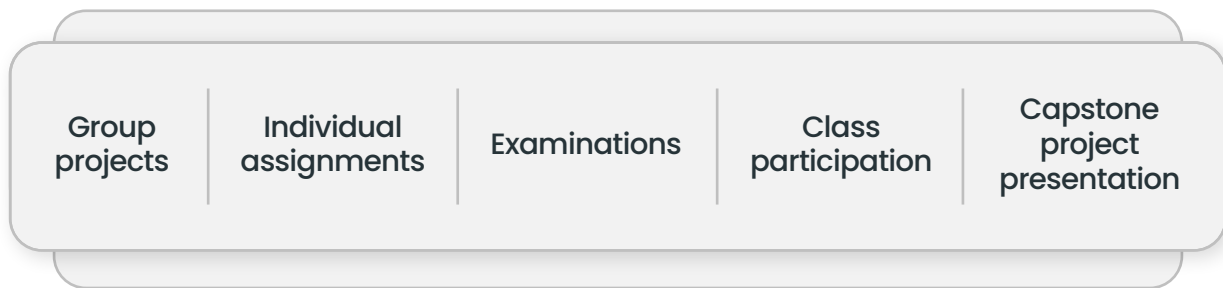
### Mandatory Module

### Capstone Project

- Capstone Project of 8 Weeks done in the workplace

- The student can opt for multiple specialisations. Please speak to the Course coordinator after enrolment.
- Each course includes a mix of lectures, case studies, group projects, and guest lectures from industry experts.
- Throughout the program, emphasis is placed on practical applications, with opportunities for hands-on experience through industry collaborations and internships.
- The course syllabus is designed to be flexible and adaptable to the latest business trends and challenges.

## ● ASSESSMENT



## ● LEARNING OUTCOMES

1.	Digital Leadership Mastery	Participants will gain a deep understanding of digital transformation and learn how to lead agile organizations. They will be able to make data-driven decisions and act as responsible leaders in the digital age.
2.	Strategic Thinking and Implementation	Graduates will have the skills to think strategically in uncertain environments, conduct competitive analysis, and formulate and implement effective business strategies. They will also be well-versed in global market entry strategies.
3.	Innovation and Entrepreneurship	Participants will become proficient in design thinking, innovation, entrepreneurship, and intrapreneurship. They will be equipped to create and manage innovative projects and new ventures.
4.	Financial Acumen	Students will develop financial acumen, including the ability to analyze financial statements, make sound corporate finance and investment decisions, manage risks using derivatives, and understand the intricacies of valuation and mergers & acquisitions.
5.	Marketing in a Digital World	Graduates will understand the intricacies of marketing strategy in the digital age. They will be able to create exceptional customer experiences, utilize digital marketing and social media effectively, and master branding and positioning.

6.	Operations and Supply Chain Expertise	Participants will have the skills to formulate and manage operations strategies, optimize supply chains, ensure quality through Lean SixSigma, and incorporate sustainability into operations and corporate social responsibility.
7.	Global Business Competence	Graduates will be prepared to navigate the complexities of the global business environment. They will possess cross-cultural management and negotiation skills, understand international trade and finance, and be able to manage global teams effectively.
8.	Entrepreneurial Finance and Investment	Participants will gain expertise in venture capital and private equity, fundraising, investor relations, startup valuation, due diligence, and exit strategies, including initial public offerings (IPOs).
9.	Data-Driven Decision-Making	Students will become proficient in business intelligence, data warehousing, predictive analytics, machine learning, and data visualization. They will apply ethical considerations to data analytics.
10.	Leadership Development	Graduates will have a well-developed personal leadership plan, the ability to assess and improve their leadership skills, and the capacity to lead high-performance teams. They will also understand the importance of business ethics and corporate social responsibility.
11.	Capstone Project	Participants will gain practical experience in solving real-world business problems, applying the knowledge and skills acquired throughout the program. They will present their findings and solutions to a panel of faculty and industry experts.



12. Networking and Industry Engagement

Graduates will have had opportunities to engage with industry leaders through executive seminars and networking events, creating valuable connections in the business world.

## ● **ADMISSION POLICY**

### **EMBA (HY-FLEX MODE) ADMISSION POLICY 2024**

B.E.S.T Innovation University reserves the right to modify any part of this document including the various criteria and cut offs mentioned at any time till the actual admission process for the batch is completed.

#### ● **SELECTION PROCESS**

The selection process of B.E.S.T Innovation University consists of:

- Test Score – **CAT/GMAT/GRE score or BESTIU Admission Test (BESTIUAT) Score**
- Academic Profile – **Graduation Score/percentage**
- **Personal Interview**
- Preparation of Merit list will be based on **CAT/GMAT/GRE/IIMJAT Score, academic profile, gender diversity, and personal interview**
- The candidates with **CAT/GMAT/GRE score** obtained during the **past three years** may be **exempted from the BESTIUAT 2024**. The past three years would be counted from the last date of the application.

#### ● **ELIGIBILITY**

- **Work Experience**  
Candidates should have at least **three years of work experience** till the last date of application. **Experience earned during the study period will not be considered.**
- **Educational Qualifications**  
A **Bachelor's Degree** with minimum aggregate marks of **50% for General, 47% for NC – OBC, and 45% for SC/ST/DAP** awarded by recognised University/educational institution or possess an equivalent qualification recognised by the Ministry of Education, Government of India or alternately should have completed professional programs like **CA/CS/ICWA**.

## ● IMPORTANT DATES

■ Last date of submission online application form	20 <sup>th</sup> March 2024
■ BESTIU Admission TEST	23 <sup>rd</sup> March 2024
■ Interview Date	25 <sup>th</sup> March 2024
■ Publication of Result	27 <sup>th</sup> March 2024
■ Acceptance of Offer	30 <sup>th</sup> March 2024
■ Payment of Fees	30 <sup>th</sup> March 2024
■ Start of Classes	1 <sup>st</sup> April 2024

## ● APPLICATION PROCESS:

1. Fill in the online application before the deadline mentioned above.
2. Appear for the B.E.S.T IU Admission Test if CAT/GMAT/GRE score is not available with the candidate. To build competencies of participants that enable them to respond effectively in a rapidly changing global environment
3. Appear for the interview.
4. Once a candidate is selected, the candidate shall enroll by paying the fees.

All documents regarding graduation, marks, and work experience will be verified at the time of batch commencement. If the candidate is unable to produce documents meeting the eligibility criteria, the admission of the candidate to the program would stand canceled. Candidates will have to submit experience certificate, and Form 16 filing as proof of the work experience at the time of batch commencement.

## ● FEES AND SCHOLARSHIP

**Course Fee with SGIP For 1 Year:** INR 1,50,000 + GST

**Course Fee without SGIP For 1 Year:** INR 85,000 + GST

**Course Fee without SGIP for Foreign / NRI / Asia / Africa:** USD 2,565

- **FINANCIAL AID**

Scholarship options are available for candidates based on merit.

- **EDUCATION LOANS**

We have tied up with many financial institutions for availing education loans. You can contact the admissions office for further information.

- **CORPORATE TIE-UPS WITH 100+ COMPANIES**

- **100% JOB ASSISTANCE**

- **CAREER PATHWAYS**

- Associate/ Consultant/Advisor
- CFO/CTO/COO
- Founder/Chairman/MD/CEO
- VP/AVP
- Operations
- Manager/Sr. Manager/GM
- Head/Director



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