



LIVERPOOL  
**BUSINESS**  
SCHOOL

Powered by

**upGrad**

# Master of Business Administration

**Liverpool Business School**

MBA from the UK for  
next-gen leaders

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**WES**

Recognised MBA Degree

**18 months**





About

# Liverpool John Moores University

Liverpool John Moores University (LJMU), founded in 1823, is a prominent UK institution recognised for its impactful research and strong academic offerings. The university is celebrated for its commitment to providing an excellent learning experience, both online and on-campus, with a focus on quality education, innovative research, and student satisfaction.

## Liverpool Business School

Pioneering Business Education  
Excellence Through Research

With over 30 years of excellence, Liverpool Business School is recognised for its innovative approach to business education. Home to a dynamic community of industry leaders, its graduates excel across global markets. Located in the heart of the Liverpool City Region, LBS offers unparalleled opportunities for networking and career growth, fostering strong connections with both local and international businesses.



**WES Recognised Degree**  
Global Recognition of Qualification



**AACSB Member - Global Standard for Business Education**  
(AACSB International)



**Gold Winner for Leadership Development**  
(EFMD Global Excellence in Practice Awards, 2024)

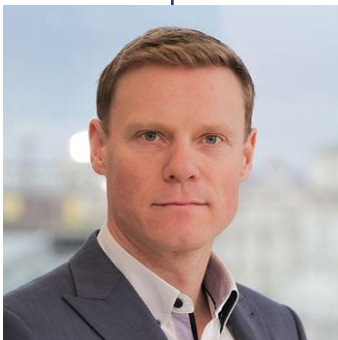
# Message From the Program Director

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 that is intellectually challenging, insightful and focused on improving practice in the workplace across all areas of management, leadership, and business functions. The program also offers electives so learners can dive deep 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



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## What Does LBS MBA Offer?

Experience the most personalised and research-focused online MBA tailored to your individual needs. Here are additional reasons to choose this program



### Earn Double Credentials

Get an MBA from Liverpool Business School and an Advanced General Management Certificate from IMT Ghaziabad



### Attain Double Alumni Status

Get alumni status from Liverpool Business School and associate alumni status from IMT Ghaziabad



### Customise Your Curriculum

Select electives tailored to your interests and career goals. Specialise in specific domains to enhance your expertise



### Engage in Practical Learning

Hands-on learning to tackle real-world challenges featuring 10+ HBR case studies & simulations



### Save 90% on Tuition

Invest wisely in your future. Our online MBA is a fraction of the cost of traditional programs, offering exceptional value



### Unlock the Global Network

Join a thriving network of 3,000+ alumni, offering valuable connections, insights, and career opportunities

# Your Program Journey



## STEP 1

**ADVANCED GENERAL  
MANAGEMENT CERTIFICATE  
FROM IMT GHAZIABAD**  
(11 Months)

After successfully completing  
AGMC from IMT-G, move  
to the LBS Phase



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## STEP 2

**MBA  
SPECIALISATIONS**  
(2 Months)

Begin the LBS phase by reinforcing your  
specialisation to deepen knowledge and  
enhance academic expertise



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## STEP 3

**APPLIED BUSINESS  
RESEARCH**  
(1 Month)

Prepare to apply research methodology  
skills to create a comprehensive,  
well-developed research thesis



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## STEP 4

**STRATEGIC BUSINESS  
CONSULTANCY PROJECT**  
(3 Months)

Apply all your learning to create a  
research thesis which impacts  
the domain of your choice

# Program Structure

Designed by Leading Faculty and industry leaders, our MBA program features a unique curriculum tailored to the specific interests of learners. This program equips students with the skills and knowledge needed to tackle future challenges and seize opportunities in their chosen fields.

*\*Note: IMT-G will deliver the first 14 courses in the program. The curriculum may change based on feedback from the universities.*

## IMT-G Phase | Year 1

### Course 1: Marketing Management

- » **Topics covered:** The evolution of marketing, Marketing mix, Marketing strategy, Consumer behaviour, Marketing channels

**Case Study:** HBR Simulation - Marketing Simulation: Managing Segments and Customers V3

### Course 2: Business Communication

- » **Topics covered:** Effective communication, Building a personal brand, Effective business writing, Non-verbal communication

**Case Study:** Pitch your business

### Course 3: Decision Sciences

- » **Topics covered:** Business analytics fundamentals, Hypothesis testing, Regression analysis, Covariance and correlation, Probability and probability distributions, Sampling and estimation, A/B testing

**Case Study:** Analyse a company's performance to maximise its profits

### Course 4: Accounting and Finance

- » **Topics covered:** Accounting fundamentals, Financial analysis, Project evaluation techniques, Time value of money

**Case Study:**  
Harvard Business Review



### Course 5: Business Economics

- » **Topics covered:** Demand and supply, Consumer and producer theory, Nature of markets, Macroeconomic theories and factors, Macroeconomic policies and tools, Foreign trade

**Case Study:**  
Harvard Business Review



### Course 6: Sales and Distribution

- » **Topics covered:** Sales management, Impact of digitalisation on sales, Team and customer management, Channel design, Channel partner management and evaluation, Territory management, Territory creation, Analysing territory performance

**Case Study:**  
Harvard Business Review



### Course 7: Oranisation Behaviour, Human Resources and Legal

- » **Topics covered:** Individual, group & organisational behaviour, Team dynamics, Organisational processes, Human resource management, Business law and ethics

**Case Study:**  
Harvard Business Review



### Course 8: Supply Chain Management

- » **Topics covered:** Operations management, Supply chain management, Demand planning and fulfilment, Logistics for global supply chain, Advance sourcing strategies

**Case Study:** Optimising Demand Forecasting and Supply Chain Performance

### Course 9: Business Strategy

- » **Topics covered:** Fundamentals of strategy, What makes a good strategy? SWOT analysis, External and internal analysis, Growth strategy, Product leadership

**Case Study:**  
Harvard Business Review



### Course 10: Electives

- |   |  |  |
|---|--|--|
| » <b>Elective 1</b><br>Business Analytics   | » <b>Elective 2</b><br>Leadership Strategy | » <b>Elective 3</b><br>Market Research |
| » <b>Elective 4</b><br>Accounting & Finance | » <b>Elective 5</b><br>Supply Chain        | » <b>Elective 6</b><br>Human Resources |

NOTE: Each elective is paired with a custom-designed case study, crafted to bring learning to life and deepen your real-world business expertise

### Course 11: Leadership, Engagement and People Performance

- » **Topics covered:** What defines a leader?, Attributes of a leader, Leading teams effectively, Leading organisations, Leadership as a way of life

**Case Study:**  
Harvard Business Review



### Course 12: Leading Change For Sustainable Futures

- » **Topics covered:** Change management from an individual perspective, Change management from an organisational perspective, Implementing change management, Reimagining change

**Case Study:** Transitioning ICE Automakers to EV Production

### Course 13: Enterprise Risk Management

- » **Topics covered:** Understanding risks in an organisation, Risk management, Enterprise risk management process, Mapping and measuring risks, Risk governance and infrastructure

**Case Study:** Risk Management at Stora Enzo

### Course 14: Digital Business Innovation

- » **Topics covered:** Digital innovation, Digital business transformation, Growing a digital platform, Types of digital platforms and their functioning, Performance and sustainability, Value creation through digital models

**Case Study:** Digital Transformation Strategy for Retail: A Management Consultant's Approach

# LBS Phase (6 Months)

## Specialisations

(2 months)

*Note: Learners will select any one preferred specialisation from the six given below.*

## Applied Business Research

(1 month)

## Strategic Business Consultancy Project

(3 months)

### Specialisation: Business Analytics

#### Course 1: Introduction to Python

- Getting Started with Python
- Data analysis with Pandas and NumPy
- ML modelling using scikit-learn

#### Course 2: Data Mining and Dashboarding

- Introduction to data mining and SQL
- Data visualisation with Tableau

### Specialisation: Finance

#### Course 1: Financial Modelling

- Introduction to financial modelling
- Financial forecasting
- Financial risk analysis

#### Course 2: Corporate Finance

- Introduction to corporate finance
- Capital budgeting techniques
- Introduction to markets

### Specialisation: Marketing

#### Course 1: Digital Marketing Channels Deep-dive

- Digital marketing channels and metrics
- Social media marketing
- Search engine optimisation and marketing

#### Course 2: Branding and Communication

- Building a brand
- Integrated marketing communications
- B2B marketing

### Specialisation: Leadership

#### Course 1: Leading in a VUCA World

- Dealing with volatility and uncertainty
- Managing complexity and ambiguity
- Leading global teams

#### Course 2: Taking the Next Leap

- L: Leading your vertical towards solutions
- E: Excelling with a growth mindset
- A: Acing your role
- P: Planning your next leadership phase

### Specialisation: Human Resource Management

#### Course 1: Strategic HR and HR Operations

- Strategic HRM
- HR operations: Core functions
- HR operations: Outsourcing models

#### Course 2: HR Analytics

- Basic concepts in analytics
- Exercises in HR analytics
- Data visualisation and storytelling

### Specialisation: Operations and Supply Chain Management

#### Course 1: Designing and Managing Distribution Channels

- Distribution channels
- Distribution channel planning & management
- Inventory management
- Integrated supply chain

#### Course 2: Supply Chain Analytics

- Distribution Analytics
- Fleet analytics & management
- Capacity planning

### Applied Business Research: Research Methodologies (1 month)

- Types of research
- Research process
- Research project management
- Report writing and presentation

### Strategic Business Consultancy Project (3 months)

- Specialise in any of the key functional domains through a 3-month-long research project. Refer to the sample list of projects below.

#### STRATEGY

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

#### MARKETING

- **BFSI:** Introduce loyalty programs to increase the adoption of an online banking app
- **FMCG:** design a marketing campaign for a new sub-brand of an FMCG giant
- **AUTOMOTIVE & MANUFACTURING:** Manage a digital campaign for a new motorcycle
- **E-COMMERCE:** Conduct market research to identify the USP of an e-commerce company

# Faculty



**Dr Olatunde Durowoju**  
Associate Dean  
(Diversity and Inclusion)



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



**Dr H M Belal**  
Reader, Operations and  
Quality Management



Dr Belal is a 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, Artificial Intelligence



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



**Prof Puja Aggarwal Gulati**  
Associate Professor, Finance



An experienced finance academic with over 18 years in teaching, research, and consultancy. A Fellow of the Institute of Chartered Accountants of India, with published work in top journals. Trained at St. Gallen University and NTU Singapore, and has conducted corporate training for major organizations like Hero MotoCorp and NTPC.



**Prof Harvinder Singh**  
Professor, Marketing



An experienced marketing academic with 25 years in teaching, research, and corporate training, specializing in retailing, consumer behavior, and international relations. Prof Singh has designed training for FMCG, manufacturing, and auto industries. Awarded the Dewang Mehta 'Best Teacher in Retail Management' and the World Education Congress 'Best Professor in Marketing Management'.



**Prof Abhishek**  
Professor, Marketing



With over 20 years of experience in marketing research and teaching, Prof. Abhishek specializes in marketing communication, digital platforms, and retailing. His research on e-commerce, digital communications, and consumer behavior has been published in top journals. He has written 40 cases, developed simulation games, and conducted faculty development programs globally.

# Industry Experts



**Rajiv Bagayetkar**  
Director, Nielsen India

A product specialist and seasoned brand health & communication expert with decades of experience, including leadership roles as Former Research Director at Kantar and Former Director at DDB Mudra Group.



Director



Ex-Director



Ex-Director



**Sunil Bharadwaj**  
Managing Partner, Impacteazer Consulting

An experienced Supply Chain & Operations Management professional with over 20 years of expertise, including serving as Former DGM at Raymond Limited. A passionate speaker, mentor, and visiting faculty member.



Managing Partner



Visiting Faculty



Ex-Deputy GM



**Dr. Shibani Belwalkar**  
Deputy Director, IEMB, SDA Bocconi  
Asia Center

A Leadership Coach, TEDx Speaker, and Founder of Theory of Purpose, with expertise in organizational culture. Former VP at Kotak Mahindra Bank, faculty member, author, and published researcher in Workplace Spirituality, Emotional Intelligence, and Organizational Behavior.



Deputy Director



Ex-VP

# Immersion at a Glance

The program offers international immersion at Liverpool, where students can interact and network with peers and experts.



Note: The schedule shown above is a representative schedule only.

# Hear From Our Learners



## **Vishal Vijay Singh**

Technical Project Manager, Arab Financial Services, Bahrain  
12 Years of Experience

As I announce my graduation from the LJMU MBA program, I'm overwhelmed with thanks to everyone who encouraged me to keep learning. With a broad skill set and keen business insight, I intend to leverage the information and experience I've gathered on this journey to make a significant contribution to the business community. I'd also like to express my gratitude to all of my friends, teammates, and coach for their unwavering support. This should encourage others to start their educational journeys, take advantage of job development Reeti possibilities, and reach their full potential.



## **Shanoop Parambil**

Head - Software Development,  
Mettler-Toledo International, Inc. 17 Years of Experience

Lot of learnings from industry experts , simulations and research project Absolutely excited to share that I earned a MBA from Liverpool Business School . Lot of learnings from industry experts , simulations and research project .Thanks to upGrad and LJMU for offering a great learning experience . #learning #upgrad Activate to vie



## **Neeraj Choudhary**

Assistant Manager Holtec consulting Pvt. Ltd.

Excited to share that I have successfully completed my MBA in Business Analytics from Liverpool John Moores University. It has been an incredible journey of learning and growth, equipping me with valuable skills to tackle complex business challenges using data-driven insights. Grateful for the support of my professors, peers, and the university's excellent resources that made this achievement possible. Looking forward to applying my knowledge and expertise in the dynamic.



## **Reeti Sharma**

CMO, GB Technologies: Small Business Owner

As I announce my graduation from the LJMU MBA program, I'm overwhelmed with thanks to everyone who encouraged me to keep learning. With a broad skill set and keen business insight, I intend to leverage the information and experience I've gathered on this journey to make a significant contribution to the business community. I'd also like to express my gratitude to all of my friends, teammates, and coach for their unwavering support. This should encourage others to start their educational journeys, take advantage of job development Reeti possibilities, and reach their full potential.

# Enrolment

## Eligibility:

- Bachelor's Degree with minimum 50% marks and at least 2 years of full-time Work Experience while starting second year of LBS.



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# About upGrad

upGrad is a leading online education platform empowering professionals to reach their full potential through flexible, engaging learning experiences. We partner with top global universities, including Golden Gate University, Edgewood University, ESGI International School of Management Paris, Liverpool Business School, Paris School of Business, Liverpool John Moores University, Northeastern University, among others to offer a wide range of career-focused programs.

As professionals juggle demanding careers and personal commitments, traditional education often feels out of reach. upGrad bridges this gap by making high-quality learning accessible and practical, so education becomes an enabler, not a hindrance.

**20M+**

hours of learning

**10M+**

learners

**100+**

countries

**80+**

university partners

GSV EdTech 150  
Top 150 Most Transformative  
Growth Companies

Brandon Hall GOLD AWARDS  
15+ Across 2 Years

PROMISING BRAND 2022  
The Economic Times

Education Company  
of the year VC Circle, 2022



Technology Service Partner

**upGrad**

Q upgrad.com

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\*This program does not constitute a dual, joint, or twinning degree program. upGrad does not grant credit; credits are granted, accepted or transferred at the sole discretion of an educational institution. upGrad is not a college or university in itself. The Universities providing the programs have relevant accreditation/recognition in the country where the university is located and are not recognized by the UGC/ AIU. If you intend to pursue a postgraduate or doctorate degree upon completion of this course or apply for employment which requires specific credits, we advise you to enquire further regarding the suitability of this degree for your academic and/or professional requirements before enrolling. Tuition fees are subject to change by the university during the course. upGrad has no control over such revisions. Learners are responsible for monitoring communications from the university regarding any fee modifications.