



Pearl School of Business

U N L O C K Y O U R M I N D

MBA EXECUTIVE

Master of Business Administration (Executive)

Foundation for your Global Dreams



Our Strategic Partners:

NOTTINGHAM^{NTU}
TRENT UNIVERSITY



BABSON



MBA (Executive): A Strategic Partnership with Nottingham Trent University (NTU), UK

Pearl School of Business in strategic partnership with Nottingham Trent University, UK offers Masters of Business Administration for Executives in India. The programme is designed by Pearl School of Business faculty in collaboration with NTU's Nottingham Business School and Babson College, USA. NTU will award the MBA (Executive) degree to students of Pearl School of Business which is a delegated centre of NTU.



Pearl School of Business

Pearl School of Business (PSB) is set up by the Little People Education Society (LPES), which is promoted by the House of Pearl as a part of its Corporate Social Responsibility initiatives. PSB, founded in 2007, has already started functioning from the academic year 2007-2008 out of its facility in Sector 32 Gurgaon, Haryana. From a composite building of six floors initially, PSB has plans to move into its own campus facility near Delhi. PSB is a delegated centre and an affiliated business school of NTU. PSB MBA (Executive) programme will prepare young executives to become leaders and globally competitive managers and entrepreneurs in the creative economies of today and the future. Powered by the latest and best in knowledge, ideas, processes, methods and technology, PSB graduates will be making their distinct mark in the world of business and enterprise. PSB is committed for excellence in executive education and research. Its executive education programmes (EMBA and DBA) offer unique competitive advantage to executives in sharpening and shaping up their knowledge to assume the role of global leaders.



Nottingham Trent University (NTU)

NTU is one of the top Universities in UK with over 150 years of history. Formally incorporated in 1992 it has student strength of over 26000 with nearly 20% of its total strength is attached to the Business School. One of its aims is to provide education that promotes intellectual initiative with the highest academic standards. NTU's mission also reflects congruence with the mission of Pearl School Of Business to deliver education and research that shapes lives and society.

Pearl's association with NTU has been in place since 1995 with the setting up of the Pearl Academy of Fashion (PAF) whose programmes are accredited by NTU. The relationship is now further strengthened with the Pearl School of Business becoming a delegated Centre for conducting the Masters Degree programme leading to the award of MBA (Executive) by Nottingham Trent University.



Babson College, USA

Babson College is a world renowned institution in business and entrepreneurship education. As part of its strategic mission, Babson is committed to raising the standards of entrepreneurship education world wide.

- Babson College is recognized internationally as a leader in Entrepreneurial Management Education
- US News and World Report ranks Babson's MBA program as number one for fourteen consecutive years
- Babson College received the Theodore M Hesberg award for its "Reinvention of Undergraduate Business Education"

Babson College with a 370 acre campus and 3300 Undergraduate and Graduate students from 75 countries effectively leverages its world leadership role in entrepreneurial management education by weaving innovation in all its activities. Students learn how to recognize and define the changes critical to growing businesses in a competitive global market place. Babson encourages its students to launch startups or lead global enterprises driving the inspiration to develop new products, processes and markets.



Overview of MBA (Executive) Programme

Pearl School of Business has designed MBA (Executive) programme in collaboration with two international institutions – Nottingham Trent University, UK and Babson College, USA. The Pearl MBA (Executive) degree will be awarded by Nottingham Trent University, UK. The MBA (Executive) programme is the first international programme in India with dedicated focus on Entrepreneurship, Internationalisation, Innovation, Technological Excellence & Social Responsibility. The three-semester programme has 15 months course work and a three months action research/project. For the convenience of working executives, and for facilitating participation of executives living outside Delhi/Gurgaon, the classes are conducted on week-ends.

The programme aims at equipping executives with the knowledge, skills and qualities necessary for recognising and exploiting new business opportunities in a sustained manner and lead global enterprises. Unlike other professional post-graduate management programmes, which train executives only to fit into existing organisations, PSB MBA (Executive) programme would add further value by enabling graduates to conceive, devise, set up and lead new innovative and/or high-tech enterprises and make them into stable business organisations. The general educational aims would emphasise independent thinking, creativity, ability to learn on one's own and to distinguish appearance from reality.

Given the need of managing enterprises in dynamic environments, the PSB MBA (Executive) programme emphasizes on developing entrepreneurial skills and creativity, autonomous thinking and capability of comprehending complex situations, and analytical judgement. It also focuses on an understanding of management foundation, concepts, analytical tools and techniques; insights into human qualities, behaviour and judgement and the ability to synthesize the human and technological elements while starting, nurturing or managing enterprises.




Philosophy and Perspectives

The Pearl School of Business educational philosophy is based on a respect for individuals' aspirations and career goals, a commitment to learning and achieving excellence, a strong desire to explore, a strong awareness and appreciation of social concerns and needs and a dedication to ethical values.

The mission of the MBA (Executive) programme is to develop the participants' competencies in creative and innovative thinking, dealing with complex situations, ambiguities, and uncertainties, acting as entrepreneurs and taking risks, managing strategically and leading globally in a socially responsible manner and catalyzing change for the creation of wealth and the betterment of the society.

The MBA (Executive) programme aims at building participants' strong general management and leadership capabilities and enhancing understanding of specific areas of management. The approach of MBA (Executive) programme is different from the existing Executive MBA or post-graduate diploma programmes in management available for executives in India. It not only focuses on 'managing' but also on 'creating and leading' organisations; it emphasises the practical aspects of managing and creating ventures. It draws on the expertise of reputed faculty members of three business schools – Pearl School of Business, India, NTU, UK and Babson, USA and highly successful entrepreneurs and industrialists. In general, the stress is on understanding of management foundation, concepts, analytical tools and techniques; insights into human qualities, behaviour and judgement and the ability to synthesize the human and technological aspects while starting, nurturing or managing enterprises.



PSB-NTU MBA (Executive) Programme structure is built around the following perspectives:

- **Management Foundation:** The programme will lay and strengthen the foundation of analytical skills and managerial professionalism for personal and organizational effectiveness and performing general management functions.
- **Balance between Theory & Practice:** The lesson to be learnt from the successful corporations in India and elsewhere in the world is to develop an understanding of theory as a careful and systematic way of thinking. The curriculum of MBA (Executive) balances practical components with reflective and theoretical components.
- **Leadership Development:** The programme orients participants for developing and assuming leadership capability in their respective positions and ultimately, in the top management position. Professional manager-participants will be oriented to act like owners and assume entrepreneurial and leadership role within their organisations. This element would be woven into all the courses.
- **Triple In-built Themes:** One unique feature of the PSB MBA (Executive) programme is its emphasis on entrepreneurship, internationalisation and innovation and technology. These elements are woven into all courses as well as there are special courses dealing with them.
- **Entrepreneurship:** The programme will acquaint students to act like owners and assume entrepreneurial role within their organizations or in creating new ventures. All managerial functions would be taught from the perspective of how an entrepreneur would view, formulate and carry them out. The curriculum would provide a deeper historical understanding of entrepreneurship in India and other countries and a sense of dynamism of moving with the global forces.
- **Internationalisation:** This perspective instils international orientation and prepares participants for performing managerial and leadership role in the global context. Participants may also have opportunity to visit a foreign country to get exposed to real international business environment.
- **Innovation and Technology:** The programme would expose students to exciting opportunities around them to try out new ideas and innovations, thereby stimulating their originality and independence. Further, students will learn the skills of strengthening the technology foundation of enterprises and achieve operating and technological excellence.
- **Strategic Competence:** Participants will also have opportunity to deepen their knowledge in certain functional areas of Management from strategic perspective.



Value Proposition

The Pearl School of Business MBA (Executive) offers the art and craft of global business leadership to the professional managers, administrators, owners and entrepreneurs, who wish to advance their careers by updating their knowledge and aspire to grow in and lead their existing organisations or join and lead more exciting, challenging and high-performing domestic and multinational organizations or start their own innovative enterprises. The MBA (Executive) programme has a unique integrated curriculum which blends together entrepreneurial mindset, international outlook, innovation, and social responsibility and ethics and is oriented to the practical needs of global industry and start-up enterprises. The programme is developed in partnership with leading international business schools and is delivered by world-class faculty.

The Pearl School of Business MBA (Executive) is an international professional master's programme of the highest quality leading to the MBA (Executive) degree by the Nottingham Trent University, UK which is rated highly for its Quality Standards in the U.K. and ranked number one in employability of its graduates. The distinctively differentiated MBA (Executive) programme enables the participating executives to learn by doing, to develop a corporate entrepreneurship plan ready for venture financing and to undertake an action research-based real project as a consultant. PSB's extensive contacts with global business, service, and professional firms as well as entrepreneurs will provide an opportunity to the executive graduates to gain competitive advantage for attractive new jobs upon graduation.



Advantages of MBA (Executive) Programme

- **Unique Integrated Curriculum:** The curriculum is academically rigorous and adopts interdisciplinary, integrative and holistic approach. The modular approach which combines learning and assessment of multiple courses together automatically ensures integration and synthesis. Each course uniquely blends the themes of entrepreneurship, innovation and internationalisation in the course contents. The participants have to prepare a corporate entrepreneurship plan as an entrepreneur and conduct an action research as a consultant.
- **World-class Faculty:** The MBA (Executive) faculty consists of the reputed faculty of Pearl School of Business and distinguished visiting faculty from IIMs, NTU, Babson College, AIT and other international institutes. A key element of the faculty is that the faculty members excel in research, in practical aspects of business through industry experience or consulting and in teaching including executive education. They balance theoretical and practical concerns in both their teaching and research. A highly qualified and experienced faculty will facilitate the student learning and provide a real global approach to management education.\
- **World-class State of the Art Infrastructure and Education Environment:** Pearl School of Business has world-class facilities; it has classrooms and syndicate rooms with the state-of-art facilities. It has a well-equipped library with significant electronic databases. There is lot of space to relax and have informal discussions along with excellent cafeteria facilities. The Pearl School of Business faculty and staff is highly supportive. There is an international attitude and approach to the Pearl School of Business management education with faculty having extensive international experience.



Key Features

- . Comprehensive focus on entrepreneurship, international business and technology and innovation.
- . Wide variety of courses that address issues faced by young and matured, domestic and multinational and old and new economy companies.
- . Practical, action learning that helps participants to understand and resolve managerial problems challenges faced by their firms.
- . Learning through interactions with executives and entrepreneurs from diverse organisations.
- . Courses are facilitated by a core group of multinational faculty.



Learning Outcome

- . Critically evaluate a wide range of approaches and techniques relevant to processes, models and practices of enterprises.
- . Apply critical and analytical approaches to use of information with regard to vital issues concerning the enterprise. Demonstrate a sophisticated understanding of contemporary enterprise issues and leading edge practices at the global level.
- . Gain insights into human qualities, behaviour and judgement and develop ability to synthesize the human and technological aspects while starting, nurturing or managing enterprises.



Learning Methods and Assessment

With the emphasis on connecting theory and practice, and on learning work-oriented skills by doing, it is obvious that classroom learning would be only one form of learning. Case analyses, assignments, business games, simulations and projects involving analytical and practical work would be the other important forms of learning. Since participants are working executives, they would be expected to capture experience of practical situations at different stages of enterprise development. The business appraisal, the consulting experience and the business plan experience are all intended to provide a platform for interactions with entrepreneurs, investors and senior professionals.

In the choice of learning methods, we also recognize that mere practical exposure does not lead to learning and development, unless critical thinking is brought to bear upon the experiences to develop valid knowledge. Thus formal presentation of that experience and the defence of conclusions are important elements of the learning and assessment strategy. Learning at MBA (Executive) would be more of action learning with an underlying sense of purpose.

Assessment methods are chosen to cover multiple learning outcomes, which broadly fall into two categories of Knowledge and Understanding, and Skills, Qualities and Attributes. A student's independent work in different forms is used for assessment of application of knowledge and development of requisite skills.

Methods of assessment

- Written examination: to assess systematic understanding of knowledge and theory
- Case analysis - written & oral: to judge critical thinking, intelligent use of information, ability to synthesise and communication skills
- Assignments: to appraise conceptual understanding, evaluation of different approaches and application of knowledge to practical issues.
- Business games, simulation & project work: to evaluate the ability of application of knowledge and understanding to practical issues; communication skills; team work; reflection on experience, creativity in application.

Programme Structure

Course Work

The programme has course work for 15 months plus a real life project. All participants are required to complete course work and project equivalent to 180 credits (1 credit = 10 hours of class and self learning).

Curriculum Structure

The design of the MBA (Executive) programme derives from the mission of the Pearl School of Business to develop entrepreneurial talent so that participating executives take up leadership role in globally competitive enterprises. Accordingly its programme learning outcomes have been chosen to reflect the need to acquire knowledge and understanding of all aspects of an enterprise and its management, as well as develop skills needed to conceive, set up and run business enterprises in the global context.

Semester-wise Courses

First Semester

Module	Module Title	Courses	Credits
110	Understanding Foundation Management	Organisation Behaviour	3
		Markets & Competition	4
		Statistical Methods	3
120	Information & Decision Analysis	Managing Information	3
		Fin Analysis & Reporting	4
		Quantitative Methods	3
130	Managing Resources	Managing Human Capital	3
		Managerial Accounting	3
		Planning & Control System	2
		Operations Management	2
140	A Behavioural Processes of Organisation	Interpersonal Effectiveness	4
		Performance Management	3
		Organisation Design	3
150A	Managing Competition	Strategic Marketing	3
		Competitive Strategy	3
		Corporate Finance	4
160	Entrepreneurial Drive	Entrepreneurship	5
		New Venture Creation	10
		Entrepreneurial Strategies	5

Second Semester

Module	Module Title	Courses	Credits
170	Managing Innovation	Innovation & Creativity Managing Technology Research Methods	3 3 3
180A	Enterprise Project	Corporate Entrepreneurship	10
210	Competing globally	International Business Environment Internationalising Business Cross cultural Management	4 3 3
220	Leadership Development	Strategic Leadership Entrepreneurs as Leaders Leading People, Knowledge & Performance	3 4 3
230	Corporate Governance & Ethics	Corporate Governance Managing Values & Identity Corporate Social Responsibility	3 3 4
250	Managing Competition	Business & Government Business History & Evolution Business, Society & Culture	3 3 4

Third Semester

240A	Strategic Management	Four strategic electives 5x4 =	20
260A	Managing Transitions & Transformation	Growth, Acquisition and Mergers, Joint Ventures, Divestment	10
270A	Action Research Project	Action Research Project	20
		Total Credits	180

Course Delivery

The courses will be offered in discussion and seminar mode and in modular form during week ends (Saturdays and Sundays) to enable students to join the programme in Pearl School of Business, Gurgaon from any part of India. Both in-class contact and extensive use of online interaction will be involved in teaching and learning each course.



Admission

Target Group

The MBA (Executive) is intended for the executives, owners and entrepreneurs who are ambitious, creative, innovative, entrepreneurial, and have a global outlook. These executives may be operating anywhere in the world, and maybe performing different types of managerial jobs. These are people who aspire to lead people and organisations, create ventures, manage diverse situations and people and operate globally.

Academic Records

For admission to MBA (Executive) program, a candidate should hold a bachelor's degree from a recognized institution. The applicants are expected to have above average grades. In terms of percentage of marks, a consistent score of 50% and above at the undergraduate level is a minimum requirement.

Work Experience

The course is designed keeping in mind candidates with suitable work experience. Hence candidates must have a minimum of five years of work experience at the executive level.

Selection Procedure

Admissions to MBA-EX programme will be based on multiple criteria and will be on comparative merit basis. The applicants have to submit a completed application form with all credentials and testimonials duly attested.

The different methods for judging these are as follows:

- Academic record
- Essay
- Letter of recommendation
- Personal interview



Essay

Applicants should include along with the application package one essay as follows:

- Career objectives, and how pursuing the MBA (Executive) will help in the achievement of these objectives (200 words)



Letter of Recommendation

Applicants will have to provide two letters of recommendations, in prescribed forms, from persons familiar with their intellectual abilities, academic performance and personal character. One of these letters must be from the organization head or functional head where the applicant is presently working.



Admission Criteria

Diversity of academic, social and organizational background is one of the key aspects considered during the admission process, so as to create a class of students with multiple, diverse perspectives. Hence, Pearl School of Business encourages applicants from diverse industries and organizations to apply. However, during the selection process the Admission Committee will evaluate all the candidates in terms of their

Scholastic and intellectual ability

Personal character and motivation

Interpersonal skills

Clarity of career goals objectives

Applicants should ensure that all information contained in the application is completely true. Admission offers might be revoked if any information provided during the admission process or subsequently is found to be incorrect or concealing.

The selection to the Programme will be based on multiple criteria. In addition, work experience, level of responsibility, achievements and dialogue with candidates will also be taken into consideration. PEARL SCHOOL OF BUSINESS will seek, on merit, a balanced mix of participants with varied industry experience, social background and educational qualification.

Admission Process

The admission process given below would be administered by an Admission Committee .

Stage 1: Scrutiny of Academic record, Essays and Letters of Recommendation leading to short-listing of candidates

Stage 2: Conducting Personal Interview of the short-listed candidates.

Stage 3: Finalising the selection on the basis of composite scores computed from the scores of stages 1 and 2.

Stage 4: Recommending suitable cases for scholarships to the Trustees of Little People Education Society and announcing the final selection with the waiting list.

In order to ensure fairness and transparency, the Admission Committee would make available the final scores of all selection criteria to the interested candidates.

Learning Support and Governance

Faculty would be available in person and electronically to deal with students' need for clarification and guidance. In addition the Virtual Learning Portal would give students access to not only colleagues and faculty in PEARL SCHOOL OF BUSINESS but also to those in NTU and Babson College.

The Computer Centre would allow students to access databases and other electronic learning resources. The Library would provide reference services to students besides making books, journals and magazines available. Career Guidance service would make students aware of different avenues and opportunities for career growth and also conduct special workshops to enhance their career planning and preparation. Counselling services would consist of Personal Growth labs using applied behavioural work.



Induction

We propose to use the world-class Process Work methodology developed by Indian Society for Individual and Social Development (ISISD) to organize an induction event in which students discover their ability to experience life in their own unique way and get in touch with the meanings they carry and choices they have made of life and events. This is expected to make them comfortable with themselves, their colleagues and their faculty.



Academic Guidance

The full-time faculty would be available for academic guidance and would also create a discussion board for clearing academic issues and doubts of students, as a part of the Virtual Learning Portal.

The Advisory Council of Pearl School of Business comprises industrialists, bankers, entrepreneurs, consultants and eminent entrepreneurs.



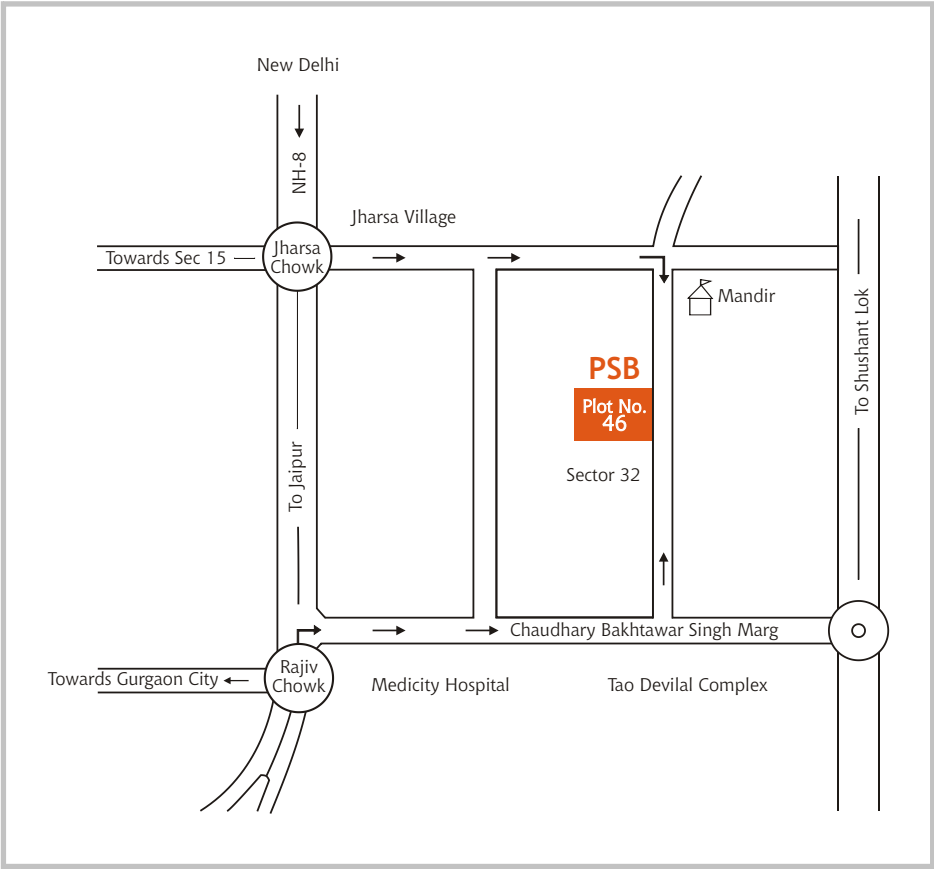
Quality Standards

In accordance with the NTU regulations, the management, development, delivery, monitoring and evaluation of the MBA (Executive) programme is entrusted to the MBA (Executive) Programme Committee consisting of the Programme leader, the programme faculty, head of administration and representatives of the students. The MPC meets to review the operation of the programme and make improvements in the design and delivery of the programme. Student representation is a notable feature of this system. Verification and External Examining are provided for under the NTU regulations in order that Programme Standards and Quality are maintained.

The MPC has the responsibility of preparing an annual Programme Standards and Quality Report, which then is reviewed at the level of the Academic Board of PEARL SCHOOL OF BUSINESS as well as appropriate bodies of the NTU.

DIRECTION MAP

Pearl School of Business (PSB)



Pearl School of Business

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