WOOLF | upGrad

Master of Business Administration

by upGrad School of Management and Technology, UK

15 months | Global MBA | 13 Specialisations

Next-gen Global MBA taught by industry leaders



*where upGrad School of Management and Technology, UK is a constituent college of Woolf, EU.

TABLE OF CONTENTS

About upGrad	1
Program Accreditations	2
Program Recognitions	3
Why An Mba With upGrad School of Management and Technology, UK	4
MBA Program Instructors	11
upGrad MBA Learner Testimonials	13
upGrad MBA Learner Job Transitions	15
Program Structure	17
Specialisation Courses	18
Application Courses	20
Enrollment Details	21

ABOUT UPGRAD

upGrad is an online education provider that helps individuals to develop their professional potential in the most engaging learning environment. Online education is a fundamental and much needed disruption that will have a far-reaching impact. At upGrad, we are working towards transforming this online education wave into a tsunami! We are taking a full-stack approach of leveraging content, technology, marketing and services to offer quality education at scale in partnership with corporates and academics to offer a rigorous and industry relevant program. Based on our market research and conversation with the industry, we have identified that quality professional MBA education has critical supply demand imbalance. Our vision is to design and deliver the best in class MBA Program to empower the next generation of global leaders with leadership skills, global awareness, and critical and analytical thinking for accelerated career enhancement. Through the MBA program, upGrad will help working professionals exercise effective leadership at senior levels along with the understanding of the nature of global issues impacting them. With upGrad, we promise to equip you with the perfect mix of business acumen and technical capabilities to help you achieve your career goals.



"Our aim is simple:
We strive to create high-impact, hands-on experiences that prepare students for meaningful and productive careers."

Ronnie Screwvala

Co-founder & Executive Chairman

PROGRAM ACCREDITATIONS

upGrad School of Management and Technology, UK is a constituent member college of Woolf, which is a licensed Higher Education Institution in Europe, offering accredited degrees with license number 2019-015. Degrees that have ECTS accreditation are used in the European Higher Education Area (EHEA) and are the most widely recognized form of accreditation, not only in Europe but also across the world. The EHEA comprises more than 40 countries including the UK, France, Germany and Netherlands, and EHEA degrees have global recognition. Woolf works with authorities that implement the European Standards and Guidelines for ECTS credits. The Malta Further and Higher Education Authority (MFHEA), which has been funded by the European Commission, is an independent, transparent, and international authority that implements the ECTS standards with the aim of further promoting quality in further and higher education. Degrees are licensed in the European Qualifications Framework (EQF) which allows for transportability of higher education credits and degrees within the European Union and around the world. upGrad School of Management and Technology, UK MBA degree with Woolf is accredited as per the European Credit Transfer and Accumulation System (ECTS) and is equivalent to other European degrees granted within the EHEA. Most universities in Europe offer ECTS credits, including HEC Paris, ETH Zürich, and ESCP Business School. Degrees that offer ECTS credits are universally accepted all throughout the EHEA region.

Getting a degree with ECTS credits will support your journey if seeking work in an EHEA country, as your studies will be easily recognised and your credentials will be less di erentiated from those of local students in European universities. Woolf degrees are also recognised in Canada (including for purposes of immigration and residency) and the United States.

PROGRAM RECOGNITIONS

Programs offered in partnership with Woolf such as the MBA by upGrad School of Management and Technology, UK have been evaluated by several non-profit, independent evaluators for the purposes of immigration and citizenship, and for academic equivalence. Some of these evaluation bodies have been given below.

CES (Canada)
Comparative Education Services is an authorised evaluation service for the Canadian government and accepts a Woolf master's degree for purposes of immigration and citizenship.

IQAS (Canada)
International Qualifications Assessment Service (IQAS) is one of five organisations designated by the Canadian government to perform Education Credential Assessments (ECAs) for immigration purposes, similar to WES evaluation.
IQAS helps people get recognition for the education and training they received outside of Canada and has validated that the MBA program provided in partnership with Woolf compares to an MBA degree within Canada.

ECE.org (USA)
Educational Credential Evaluators (ECE) is one of the largest credential evaluators like WES. It has deemed Woolf to be equivalent to US Regional Academic Accreditation.
Program and credit evaluations of a Woolf graduate degree conducted by ECE determined that a "student will have the United States equivalent of a master's degree recognition."

FIS (USA)
Foundation for International Services (FIS) has been a member of NACES.org since 1987, and has deemed a master's degree from Woolf to be equivalent to one "from a regionally accredited institution in the United States".

WHY AN MBA WITH UPGRAD SCHOOL OF MANAGEMENT AND TECHNOLOGY, UK?

Vast Experience with MBA programs
Gain from upGrad's deep experience with running multiple MBA programs that brings you the best of business knowledge, industry faculty and learning experience.

US & Canadian Masters equivalent
The MBA program is recognised by top credential evaluators such as ECE.org, FIS (USA); IQAS, CES (Canada) for academic and immigration purposes as equivalent to a Masters program from US or Canada.

Industry-Focused MBA
This program is taught exclusively by industry leaders from various business domains including Founders, Directors and Function Heads of leading companies such as Landmark Group, Zalando etc.

Top MBA Specialisations
13 specialisation options are available to choose from - Executive Leadership, Data Analytics, Marketing, Finance, International Business, Human Resources, Entrepreneurship, Digital Marketing, Product Management, Supply Chain Management, Health Care Management, General MBA, AI&ML

Practical Assessments
All assessments conducted are in the form of MCQs, course assignments and final projects. This practical approach provides learners with hands-on learning where concepts taught in classes are applied through case projects or real life scenarios.

Blended Learning with Live Interaction
All courses are a mix of recorded lectures and live sessions conducted at convenient times on weekends. All learners get a chance to interact with peers and instructors during these weekend live sessions. projects or real life scenarios.

The R.E.A.L MBA Advantage

Discover the Future of Business Education with Our R.E.A.L. MBA Program!

The world is changing unprecedentedly, and traditional MBA programs struggle to keep up. They focus on outdated theories and practices that don't equip graduates with the skills needed to excel in today's dynamic business landscape. That's where our R.E.A.L. Online MBA program comes in!

We have designed a revolutionary MBA program that addresses the shortcomings of traditional programs, o ering a comprehensive and adaptive approach to business education. Our R.E.A.L. Success framework empowers you with Relevant, Experiential, Adaptive, and Life Skills to stand out in the competitive business world. It o ers a comprehensive approach to learning and development:



Relevant:

We ensure that our curriculum and tools o ered are constantly updated to reflect the latest industry trends, technological advancements, and market demands.



Experiential:

Experiential learning emphasises the importance of hands-on experiences, enabling students to apply their knowledge to real-world situations and developing critical thinking and problem-solving skills.



Adaptive:

We recognise that everyone's career path and goals are unique. An adaptive approach to business education allows students to tailor their learning experience to their needs and interests.



Life Skills:

Life Skills such as e ective communication, teamwork, problem-solving abilities, emotional intelligence, and resilience are all essential for thriving in today's competitive and fast-paced environment.

Embrace the future of business education with the R.E.A.L. MBA program. Take the first step towards transforming your career and becoming the exceptional leader you're destined to be.

The R.E.A.L Advantage
MBA Curriculum Highlights

The program brings you the best of MBA curriculum with Harvard case studies, best of industry experts and new-age courses to keep you up to date.

Harvard Business Review Case studies and Simulations are decoded as part of courses and live lectures to build your problem-solving skills while understanding broader organisational, industry, and societal context.



30+ Live Sessions and 80+ hours of Recorded Content with industry leaders to help you learn business concepts thoroughly and with real-world examples. Interaction with instructors is encouraged during live sessions to help you make the most of your program



Learn latest topics such as Emerging Technologies, Artificial Intelligence, Blockchain to stay updated with how new-age technologies are impacting businesses



Capstone Project at the end of the program serves as the culminating and integrative experience of the entire program where concepts taught across courses need to be applied to solve a multi-faceted business problem.



500 hours on Soft Skills and Interview Skills courses are a compulsory part of the curriculum to ensure you graduate from the MBA with top-notch presentation and communication skills, essential skills required for business graduates.

The R.E.A.L Advantage
MBA Career Benefits

Get unbeatable career benefits with this program to help you transition and accelerate your career journey and take it to the next level!



Job Fairs and Networking Basecamps

Get access to offline events conducted by upGrad in key metro cities every few months. Job fairs see key companies such as Kotak Mahindra, HDFC and Leadsquared who come to interview learners, while networking basecamps are events where you will get to interact with your MBA peers & industry experts



Career Portal Access

Access job listings from upGrad's 500+ hiring partners that include top MNCs and startups such as Flipkart, Star, American Express and Nykaa. Apply for roles across domains and land interviews at top companies.



AI-driven Resume Builder tool

Polish your resume with an AI-powered resume builder tool. Get feedback on your current resume to help you stand out in the job market.

The R.E.A.L Advantage
Additional Training & Certifications

upGrad brings you the best of business skills training in the form of complementary soft-skills bootcamps, masterclasses and new-age micro-certifications to groom you into a well-rounded management professional and leader.

1. THRiVERSiTY HARAPPA

Harappa Education is a learner-centered institution of the future focused on accelerating the personal growth of learners. Access immersive courses through Harappa Thriversity on 'Thrive Skills', which are an essential set of cognitive, social and behavioural skills that enable individuals to continuously succeed, at every stage of their career.

Thriversity courses are delivered by top-notch industry leaders including



Pramath Raj Sinha

Founding Dean of ISB, Hyderabad



Siddarth Menon

CMO of Drums Foods (Epigamia)

The Thrive Skills that you will be coached on and their details are given in this table:

Thrive Skill	Learning Outcome	Course Duration
Building Presence & Self-confidence	Craft your unique presence and personal brand by building self-awareness and reasoning skills	14 hours
Writing Proficiently	Learn to write clearly, concisely and compellingly to influence, persuade and tell powerful stories	6 hours
Speaking E ectively	Use timeless tools, strategies and principles to speak with impact, negotiate masterfully, and ace the art of business storytelling	8 hours

2. 5-week Soft-Skills Bootcamp

Being an excellent communicator with stellar presentation skills is one of the key requirements for an MBA graduate. upGrad brings you a 5-week Soft-Skills Bootcamp conducted by one of the top communication training agencies in the country, exclusively for this program. Key features of the bootcamp are:

- Highly interactive live classes of 1.5 hours each, conducted twice a week
- Conducted within small groups of MBA learners for personalised attention
- Pre and Post Assessment Reports shared to map your progress

Session Agendas

- Business Presentations
- Interview Preparation
- Voice Modulation
- Story Telling
- Communication with Stakeholders
- Extempore Speaking
- Group Discussions

Skills Developed

- Grammar
- Pronunciation
- Fluency
- Coherence and logical flow

3. New-age Micro-Certifications

Unlock your true potential with our cutting-edge micro-certifications designed to empower professionals like you. Gain the skills, knowledge, and expertise needed to thrive in today's dynamic and competitive job market. You can choose to opt for two out of the below four micro-certifications during the MBA program:

Certification Name	Session Agendas	What you will learn
Digital Marketing	Search engine optimization (SEO), social media marketing, email marketing, and paid advertising	Get a comprehensive understanding of various digital marketing channels and strategies. Equip yourself to develop digital marketing campaigns, enhance online visibility, engage with target audiences, and measure campaign performance.
Product Management	Market research, identifying customer needs, product ideation and development, competitive analysis, project management, product metrics, and product launch	Learn to manage a product or a service throughout its lifecycle. Learn the skills to drive product innovation, oversee product strategy, and collaborate with cross-functional teams to create successful products.
Financial Risk Management	Financial analysis, budgeting, capital budgeting, risk management, valuation, and financial decision-making	Get insights into financial management within organisations and understand financial statements, evaluate investment opportunities, assess the financial health of a company, and make informed financial decisions to maximise shareholder value.
New-Age Leadership	Enhance your leadership abilities, navigate organisational challenges, drive team performance, and foster a positive work culture.	Enhance your leadership abilities, navigate organisational challenges, drive team performance, and foster a positive work culture.

MBA PROGRAM
INSTRUCTORS

The MBA program by upGrad School of Management and Technology, UK and Woolf is taught by hand-picked industry executives, consultants and subject matter experts with real-world management experience. There is heavy focus on practical learning and applications of all concepts taught through business cases, examples and simulations.



Sabia Gulati

Head Of Brand Marketing - MENA region, Landmark Group

Sabia is a senior marketing professional with over 16 years of experience and rich experience in consumer retail. She was previously the marketing head at Merlin Entertainments leading the India launch of Madame Tussauds.



Tim Ringo

Executive Director, LACE Partners

Award-winning author, keynote speaker and board advisor on topics related to HR and Human Capital. Extensive experience in HR management.



Mirza Rahim

Team Lead-Product Analytics, Zalando

12+ years of experience in advanced analytics, machine learning, and consulting in the e-commerce and healthcare domains.



Shesh Vasudevamurthy

Business Strategy Consultant, Value Leadership Group

Entrepreneur, Product Management Leader and an Executive Coach with 23+ years of experience spanning across the US and India.



Chris Oates

Founder, Two Lanterns Advisory

Founder of a political risk consultancy firm where clients include Department of Defense and financial institutions, and Legislata.



David F. Poritzky

Founder and CEO, Envista Strategies LLC

20+ years of experience across research-based projects, high-impact industry events and leading companies and teams through all levels of growth.



David Porter

Non-Executive Director, Mobsta

Seasoned marketing professional who pivoted Unilever towards data-driven marketing by setting up digital hubs in most markets.



Edward Ng

Editorial Board Member, Management Science - Current Trends

35+ years of experience working with data. Currently a personal job coach in Dren Analytics providing training in risk and decision making.



Shibani Belwalkar

Leadership Coach & Founder, Theory of Purpose

A revered published author, a leading Organisational Culture Transformation Expert and a Behavioural Coach.



Marie-Lys Leschiera

Trainer

President of ML2 Formation & Conseil, with 15+ years of experience in teaching finance to executives, in European, US and Indian business schools.

UPGRAD
MBA LEARNER TESTIMONIALS

Hear from some of the upGrad MBA learners about our stellar program experiences that have an unrelenting focus on helping learners achieve their desired goals.

Learners who achieved growth within their current organizations



Yamini Joshi

8+ years of experience (Batch Jan. 2022)

Multicure Pharma.	**Multicure Pharma**
Business Development Manager	Director

“When I joined the MBA program with upGrad, I was a business development manager. Now I am one of the directors overseeing multiple roles. Registering with upGrad and taking up an MBA has really helped me to widen my understanding of real world problems and solve them.”



Saikat Saha

6+ years of experience (Batch July. 2021)

Mordor Intelligence (Consulting)	**Mordor Intelligence. (Consulting)**
Senior Research Analyst	Lead Market Research Analyst

“I joined this course to pursue my master's without leaving my job. By the time I completed the first year, I had landed a promotion. This program helped me to learn team management dynamics and how to communicate di erent types of news to team members as a group and as individuals, which was a great addition to my capabilities as head of the smallest team in the company”



Gaurav Datar

15+ years of experience (Batch Dec. 2021)

Infosys	**Infosys**
PPM Consultant	Technology Architect

"With more than 15 years of engineering experience and working with diverse and big teams, I was always keen on improving my management skills. After joining this program, I was promoted to technology architect."

Learners who gained knowledge and confidence to excel in their current roles



Mohit Sharma

8+ years of experience (Batch Sept. 2021)

Alphonic Network Solutions Pvt. Ltd.
(IT Services and IT Consulting)
Co-founder and Chief Operating Officer

“This course has given me a new perspective on how I run my businesses and how I plan to grow them in the future. After taking this course, I was able to implement a few changes in my company and see improved results.”



Sahithi Achutha

8+ years of experience (Batch June 2021)

GMK Management Consultancy
Director

“I had the opportunity to connect and network with like minded professionals through this course. Live industry examples and case studies have aided in understanding business operations at a closer level which in turn has helped me deal with my company and client companies in a better manner.”



Akshay Mathur

12+ years of experience (Batch Dec. 2021)

Aujas Cybersecurity (Computer and Network Security)
Business Head - South & Sri Lanka Region

“I must say the journey has been both very enriching and fulfilling. The highly interactive and intuitive pedagogy has created an immersive learning experience for students. It has really broadened the knowledge spectrum, given a di erent perspective and purpose, and a great confidence to take a deep dive at strategy and leadership.”

UPGRAD
MBA LEARNER JOB TRANSITIONS

The MBA program will put your career on a growth trajectory, regardless of whether you desire a transition to a new role in a di erent organisation or seek growth within your existing organisation. upGrad has many success stories of learners just like you.



Kartik Mudliyar

6+ years of experience (Batch Jan. 2022)

Almond Branding (Advertising Services)
Brand Partner

Network 18 (Media)
Deputy Manager

"Within a span of 11 months, the wonderful joy ride of learning came to an end; however, the knowledge stayed. With renewed confidence and the degree, I applied for a job. I shifted from a traditional marketing firm to a digital marketing firm and became the deputy manager with a 40% salary hike. I am pretty content. I'm further pursuing my Master's with upGrad."



Dr. Shuhaib Kader

12+ years of experience (Batch Sept. 2020)

KIMS Health (Healthcare)
Hospital Operations

Apollo Adlux Hospitals (Healthcare)
Chief Operating Officer

"A transition from a doctor to a hospital COO was made much easier with the learning outcomes of upGrad. This course opened new windows to the theoretical experiences of management studies and a proper structure of managerial decision sciences."



Tilak Ravi Krishanswamy

12+ years of experience (Batch June 2021)

Honeywell (Manufacturing)
Product Marketing Manager

Cascade Air Tech (Manufacturing)
Director of Product Marketing

"upGrad mentoring is really great. To my surprise, the co-founder mentored me directly and that helped me a lot in taking some calls on my career. I immediately switched jobs and managed to increase my pay by 50%."



Vaibhav Garge

12+ years of experience (Batch June 2022)

EdgeVerveSystems Ltd. (Software Development)
Manager - Solution Consulting

EY
Principal Consultant

“I joined this course with the sole aim of upskilling myself. At the end of achieving the first milestone, all the hard work that I had put in made the di erence. I got multiple job o ers leading to a salary hike of over 100%. The initiatives at upGrad along with the course helped and the tremendous support from student mentors, batchmates, and professors kept motivating me throughout the year.”



Venkata Pramod Bhattaram

9 years of experience (Batch Jan 2022)

PurpleTalk (IT Services and Consulting)
Associate Manager

EY
Product Innovation Manager

“I wanted to learn about all the basic aspects of business management while doing my regular job. This program o ered me flexibility and a good quality of learning. I transitioned into my desired role easily with the help of this program.”



Aritra Banerjee

8+ years of experience (Batch Jan 2022)

TCS
ProductConsultant

Hyland (Software Development)
Product Owner

“I was working as a technical lead for eight years and was searching for an opportunity to upskill and contribute more in the software industry. It was a great learning experience from various industry leaders and experienced professors. During this program I got an opportunity to work as a product owner in a product based organization.”



Dileep Sagar

7+ years of experience (Batch June 2021)

Cipla Health Ltd. (Wellness and Fitness Services)
Area Business Manager

Ajanta Pharma Pvt. Ltd. (Pharmaceutical Manufacturing)
District Manager

“It's a great journey with upGrad. I have learnt about industry behaviors, brand manager behavior, organization’s risk management, business process, and how to react in di erent situations. It was very impactful in my professional life and by gaining more confidence and knowledge.”

PROGRAM STRUCTURE

Core Courses - 10

Basic to intermediate principles of all Management concepts

+

Specialisation Courses - 3

Deep-dive into your chosen domain for advanced knowledge and practice

+

Application Courses - 3

Apply program learnings to solve real world problems in a Capstone Project. Get trained on soft skills and interview skills for career growth readiness.

Core Courses

S No.	Course Name	ECTS Credits
1	Leading People, Teams and Organisations: Organisational Theory	3
2	Financial Accounting and Reporting	3
3	Business Accounting, Finance, and Economics	3
4	Strategic Economics	3
5	Marketing Strategy	3
6	Effective Managerial Communication	3
7	Statistics and Data Analysis	3
8	Evidence-Based Decision Making	3
9	Business Leadership and Strategy	3
10	Supply Chain Management	3

SPECIALISATION COURSES

Specialisations will allow you to deep-dive into a domain of your choice and gain advanced knowledge and practice in the chosen area.

Specialisations	Course Name	ECTS Credits
Executive Leadership	Social Entrepreneurship	10
	Leadership and Corporate Accountability	10
	The Business of Social Change and Innovation	10
Data Analytics	Data Analytics and Modelling	10
	Python for Business Analytics	10
	Decision Making with Business Analytics	10
Marketing	Global Brand Strategy	10
	Business-to-Business Marketing	10
	Marketing Analytics	10
Finance	Financial Statement Analysis	10
	Investment Strategies	10
	Financial Crisis and Risk Management	10
International Business	Global Brand Strategy	10
	Decision Making with Business Analytics	10
	International Business Environments	10

Specialisations	Course Name	ECTS Credits
Entrepreneurship	Finding the problem-solution fit	10
	Finding the product-market fit	10
	Launching and scaling up	10
Human Resources	Workforce Planning and Management	10
	Learning and development	10
	Talent Acquisition/Performance and Rewards Management	10
General	Decision Making with Business Analytics	10
	Financial Statement Analysis	10
	Global Brand Strategy	10
Digital Marketing	Digital Marketing Channels and Metrics	10
	Organic Digital Marketing Channels	10
	Paid Digital Marketing Channels	10
Product Management	User and Competition Research	10
	Designing a Product	10
	Product Development and Growth	10
Supply Chain Management	Inventory Management	10
	Designing and Managing Distribution Channels	10
	Supply Chain Analytics	10
Healthcare Management	Ethical and Legal Aspects of Healthcare	10
	Material Management in Healthcare	10
	Benchmarking and Quality Management in Healthcare	10

Specialisations	Course Name	ECTS Credits
AI & ML For Managers	AI and ML Landscape	10
	ML for Decision-Making	10
	Business Applications	10

APPLICATION COURSES

Get industry ready by applying MBA concepts in a Capstone project. Gain proficiency in soft skills and interview skills critical for career growth in management roles.

Capstone Project
30 ECTS Credits

Project Name: Digital Action Programme for Business Administration

1. Deepen and apply your learnings from the program through a 'Digital Action Programme'

2. Work on a specific, real, contemporary business consultancy problem from a cooperating organisation

3. Build a comprehensive and actionable solution proposal

Soft Skills
10 ECTS Credits

1. Address common issues related to communication
2. Equip yourself with the required Communication Skills in the 21st Century
3. Appreciate common problem-solving methodologies used in business, consulting and in daily life. You will be oriented to the techniques that are most frequently used globally across top consulting firms such as BCG, McKinsey, Bain etc.
4. Orient yourself to the basic consultative problem-solving aids, which are, of course, more commonly referred to as frameworks.

Interview Skills
10 ECTS Credits

1. Build your professional presence using various tools like your resume, LinkedIn presence and other public platforms.

2. Manage job search, interviews and salary negotiation in a structured manner to optimise your e orts

ENROLLMENT DETAILS

For the updated **Start Date** and **Program Fees**, refer to the program page.

Eligibility

- Any undergraduate degree. No prior work experience required.

OR

- Class 12 + 3-Year Diploma + Minimum 2 years work experience. Candidates with less than 2 years of work experience will need to give an entrance test.

OR

- Class 10 + 3-Year Diploma + Minimum 5 years work experience. Candidates with less than 5 years of work experience will need to give an entrance test

*The medium of instruction for the candidate's highest qualification needs to be English.

Admission Process

- **Fill the application form**

- **Give the entrance test if applicable to get shortlisted.**
  Candidates who meet the given criteria are exempted from the test.

- **Get shortlisted and receive the offer letter**
  Candidates will be evaluated based on their profile, i.e. professional experience and academic scores.

- **Block your seat and complete the payment**
  Pay the caution deposit to block your seat and pay the balance with in the required timeline to enrol.

- **Candidate Verification**
  After enrollment in the program, candidates will receive a registration email from Woolf, EU where they will need to upload profile, ID and qualification details to confirm their enrollment.

upGrad

upgrad.com

For further details, **contact**

info@upgrad.com

18002102020

We are available 24*7

upGrad Education Private Limited. Nishuvi, 75, Dr. Annie Besant Road Worli, Mumbai - 400018, India.

Disclaimer:
upGrad School of Management and Technology, UK is a constituent college a liated with Woolf University, EU. upGrad School of Management and Technology, UK is not a “college” as recognised under Indian laws. This MBA program and the degree awarded are not governed or recognised by UGC, AICTE or any other regulatory body in India since it is provided by a European institute. The MBA degree is accredited as per the European Credit Transfer Framework (ECTS) and is equivalent to a European degree given within the 40+ countries that are part of the EHEA (European Higher Education Area) region.