



upGrad

# Master of Business Administration

## by Woolf UGNXT

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15 months | Global MBA | 8 Specialisations

**Next-gen Global MBA taught by industry leaders**



\*where UGNXT is a constituent college of Woolf, EU.

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# ABOUT UPGRAD

upGrad is redefining higher education by offering a dynamic, engaging platform that empowers individuals to unlock their potential. Partnering with prestigious universities such as Golden Gate University, Edgewood College, ESGCI International School of Management, Paris, Duke Corporate Education, Liverpool Business School, and Liverpool John Moores University, among others, upGrad delivers cutting-edge programs designed for today's busy professionals.

In a world where work and life demands often limit the pursuit of academic growth, upGrad offers a flexible, online learning experience that seamlessly integrates with your schedule. With over 20 million hours of learning delivered, the platform provides opportunities for career advancement without compromising your professional performance.

Your limitations don't stand a chance when it comes to your aspirations.

Your flaws are too small when it comes to your potential.

Your fears lose the battle when it comes to your will to grow.

When you put your mind to it, nothing can get in the way.

So why should you take a step back when it comes to your career progression?

Let nothing stop you from achieving your ambition.

With an MBA from upGrad School of Management and Technology, UK.

# PROGRAM ACCREDITATIONS

UGNXT 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. UGNXT 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 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 differentiated from those of local students in European universities. Woolf degrees are also recognized in Canada (including for purposes of immigration and residency) and the United States.**

# WOOLF

## ACCREDITATIONS

upGrad UGNXT is a constituent school affiliated to Woolf, EU.



### Woolf Malta

Woolf (MT) based in Malta, has been a member of the European Union since 2004, and of the European Higher Education Area since 2010. Its degrees are fully integrated with the ECTS system.



### Woolf Switzerland

In Switzerland, Woolf is a private degree-granting Higher Education Institution based in the Canton of Aargau. Woolf is in discussion about potential further national accreditation approvals from the Swiss Accreditation Council via the Swiss Agency of Accreditation and Quality Assurance (AAQ).



### Woolf University Wisconsin

Woolf University is incorporated and officially approved in the State of Wisconsin under Wis. Stats. § 440.52 (10)(a), with approval granted on August 15th, 2022 under the Educational Approval Program of the Wisconsin Department of Safety and Professional Services, which is the body providing state licensure for universities.



Besides Wisconsin, Woolf University is also incorporated in California and Washington D.C.

# PROGRAM RECOGNITIONS

Programs offered in partnership with Woolf such as the MBA by Woolf UGNXT 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 **Woolf UGNXT?**

## **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**

8 specialisation options are available to choose from – Executive Leadership, Data Analytics, Finance, Human Resources, Digital Marketing, Product 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 Advantage MBA Curriculum Highlights

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



## **20+ 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!



### **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 boot camps, masterclasses, and new-age micro-certifications to groom you into a well-rounded management professional and leader.

#### 1. **THRiVERSITY** [H] 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 |
|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Building Presence &amp; Self-confidence</b> | Craft your unique presence and personal brand by building self-awareness and reasoning skills                                       | 14 hours        |
| <b>Writing Proficiently</b>                    | Learn to write clearly, concisely and compellingly to influence, persuade and tell powerful stories                                 | 6 hours         |
| <b>Speaking Effectively</b>                    | Use timeless tools, strategies and principles to speak with impact, negotiate masterfully, and ace the art of business storytelling | 8 hours         |

### 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 Woolf UGNXT 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.



### **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 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***

A 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.

# 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 | 3            |
| 2     | Theory 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            |

Note: The order of the courses is subject to change without prior intimation

# 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           |
| Finance              | Financial Statement Analysis                          | 10           |
|                      | Investment Strategies                                 | 10           |
|                      | Financial Crisis and Risk Management                  | 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           |

| Specialisations                 | Course Name                            | ECTS Credits |
|---------------------------------|----------------------------------------|--------------|
| <b>Digital Marketing</b>        | Digital Marketing Channels and Metrics | 10           |
|                                 | Organic Digital Marketing Channels     | 10           |
|                                 | Paid Digital Marketing Channels        | 10           |
| <b>Product Management</b>       | User and Competition Research          | 10           |
|                                 | Designing a Product                    | 10           |
|                                 | Product Development and Growth         | 10           |
| <b>AI &amp; ML For Managers</b> | 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

10 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 efforts

# ENROLLMENT DETAILS



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



## Eligibility

- Candidates who have completed a UGC recognized bachelor's degree.
- OR
- Class 12 + 3-Year Diploma Holders with a minimum 2 years of work experience (must be in sequence)
- OR
- Class 10 + 3-Year Diploma Holders with a minimum 7 years of work experience (must be in sequence).

If you hold a diploma, your admission will be contingent upon Recognition of Prior Learning (RPL). Additionally, the medium of instruction for your highest qualification must be English



## Admission Process

- **Fill the application form**  
✕
- **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 within 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.

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For further details, **contact**

**1800 210 2020**

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We are available 24\*7