



Curating a responsible digital world



MASTER OF BUSINESS ADMINISTRATION

PROGRAM FOR WORKING PROFESSIONALS



KERALA UNIVERSITY OF DIGITAL SCIENCES, INNOVATION AND TECHNOLOGY (DIGITAL UNIVERSITY KERALA)

Digital University Kerala (DUK) established by the Government of Kerala, is located at Technopark Phase IV, Thiruvananthapuram. Its mission is to enable and curate digital transformation through academic programs, with the support of industry and academia of international repute. DUK nurtures the digital leaders of tomorrow through a cluster of innovation centres, incubation facilities, and specialized centres of excellence.





PROGRAM INSIGHTS

The MBA Program for Working Professionals is an exhilarating journey towards equipping individuals with the knowledge, skills, and perspectives needed to lead modern business organizations in the dynamic global landscape. This program is designed to provide participants with a comprehensive educational experience beyond traditional classroom learning. It cultivates deep integrative outlooks, enabling professionals to thrive in ever-changing business environments. Through a blend of diverse learning methods, including classroom sessions, peer interactions, case discussions, hands-on workshops, immersion programs, and project work, this program empowers participants to become influential leaders who can navigate the complexities of the contemporary business world.

The MBA Program for Working Professionals, which specializes in Entrepreneurship and International Business, is designed to empower individuals with the skills, knowledge, and strategic mindset required to succeed in the complex and ever-evolving global business landscape. This unique program is tailored to meet the specific needs of working professionals aspiring to lead entrepreneurial ventures or navigate the complexities of international business. It offers a blend of comprehensive classroom learning, hands-on experiences, and practical insights to foster entrepreneurial thinking and a global perspective.

12 **Compelling Reasons for Pursuing an MBA as a Working Professional**

The MBA Program for Working Professionals specializing in Entrepreneurship and International Business is designed to equip professionals with the knowledge, skills, and global mindset essential for success in entrepreneurial ventures or international business settings. Through a strategic focus on entrepreneurship, innovative learning approaches, a global perspective, networking opportunities, interdisciplinary learning, and support through incubator and accelerator programs, this program prepares individuals to thrive as entrepreneurial leaders and navigate the complexities of the international business arena. Graduates emerge with the confidence and competence to drive innovation, growth, and sustainable success in the rapidly evolving world of entrepreneurship and international business.

01 **STRATEGIC FOCUS ON ENTREPRENEURSHIP**

The program focuses on entrepreneurship, aiming to nurture the entrepreneurial spirit within working professionals. Participants learn to identify opportunities, assess risks, develop business plans, secure funding, and effectively manage and grow entrepreneurial ventures. Real-life case studies and interaction with successful entrepreneurs enrich the learning experience, offering valuable insights into the challenges and triumphs of entrepreneurial endeavors.

02 **INNOVATIVE LEARNING APPROACHES**

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The specialization in international business equips participants with a deep understanding of the global business environment. They learn about international market entry strategies, cross-cultural management, global supply chain dynamics, and the regulatory frameworks of different regions. Immersion programs and international case studies provide a firsthand understanding of diverse markets, preparing professionals to navigate the intricacies of global business transactions.

The program facilitates networking opportunities with industry professionals, successful entrepreneurs, and alumni who have excelled in international business or entrepreneurship. Networking events, guest lectures, and industry workshops provide a platform for participants to broaden their horizons, seek mentorship, and establish valuable connections that can accelerate their entrepreneurial or international business careers.

Recognizing the interdisciplinary nature of entrepreneurship and international business, the program integrates knowledge from various fields such as economics, finance, marketing, and strategy. This interdisciplinary approach enhances participants' ability to analyze complex business scenarios comprehensively and make informed decisions that align with the goals of their ventures or multinational organizations.

The program may offer access to incubator and accelerator programs within or affiliated with the institution to support aspiring entrepreneurs. These programs provide a platform for participants to refine their business ideas, receive mentorship from industry experts, access funding opportunities, and accelerate the growth of their startups.

The program's foundation lies in its commitment to fostering an exciting and dynamic learning environment. It recognizes that the business world is in constant flux, with new challenges and opportunities emerging daily. To prepare working professionals for this reality, the MBA program encourages them to embrace change, adapt quickly, and confidently lead.

Traditional classroom learning forms the program's cornerstone, where participants gain essential knowledge in various business disciplines. However, this program also emphasizes peer learning, recognizing the value of diverse perspectives and experiences. Collaborative discussions, group projects, and peer feedback provide a rich environment for professionals to learn from one another.

Case studies are a critical program component, offering a bridge between theory and real-world application. Participants develop problem-solving skills by analyzing and discussing real-life business scenarios and learn to make informed decisions in complex situations. These case discussions encourage critical thinking and help participants understand the practical implications of their knowledge.

The program doesn't stop at theoretical learning. Hands-on workshops enable participants to apply their knowledge and skills in practical settings. Whether it's financial modeling, market analysis, or leadership development, these workshops provide valuable experiential learning opportunities.

To foster a global perspective, immersion programs are integrated into the curriculum. Participants can explore international business environments, immerse themselves in different cultures, and understand the nuances of conducting business globally. These experiences broaden their horizons and prepare them to work in diverse, multicultural teams.

Participants engage in real-world projects, often in collaboration with partner organizations. This hands-on experience allows them to apply their classroom learning to business challenges, providing tangible results and solutions that can drive organizational success.

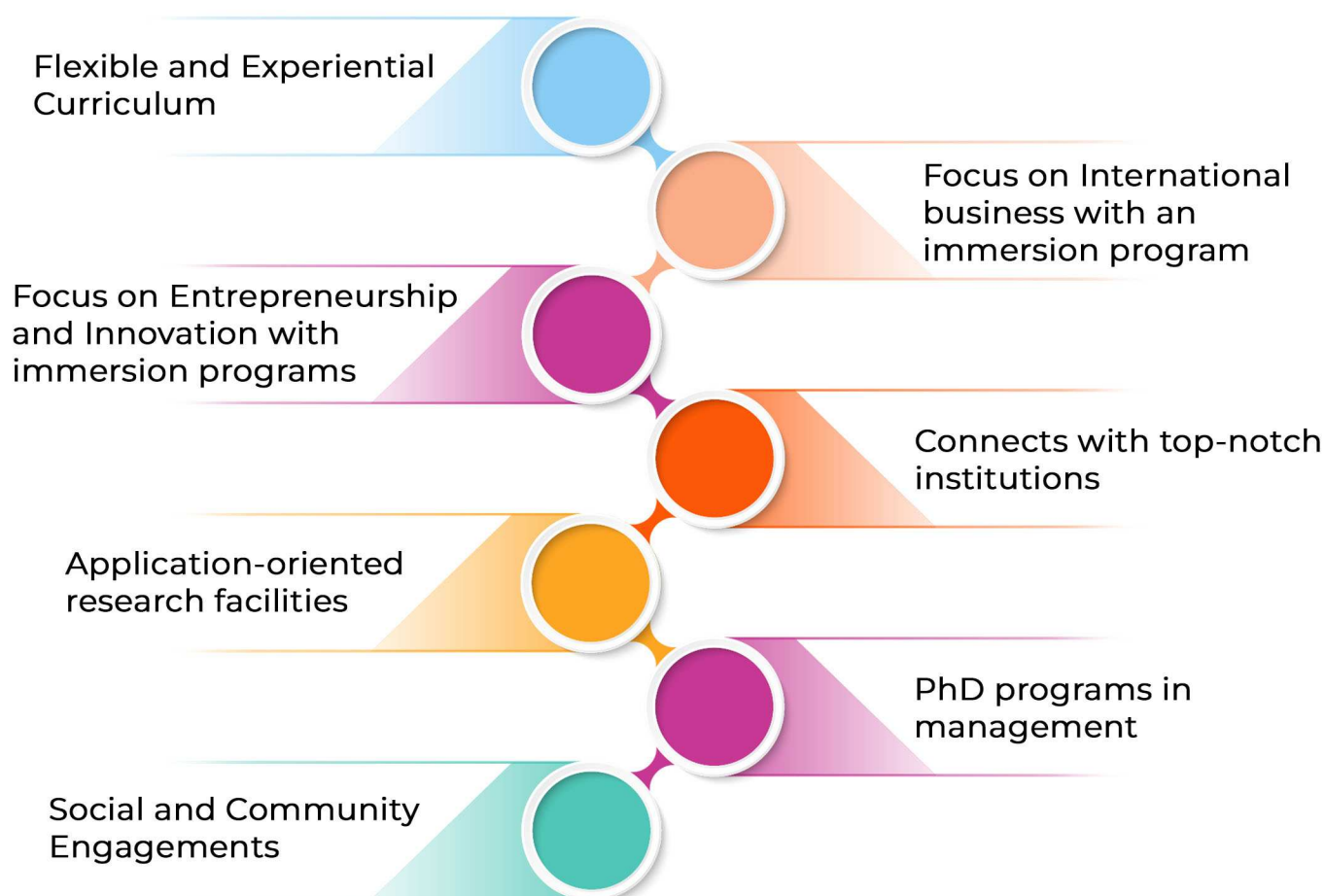
PROGRAM DESCRIPTION

The MBA Program for Working Professionals is more than just a degree; it's a transformative journey that equips individuals with the skills, knowledge, and mindset needed to lead modern business organizations successfully. This program prepares working professionals to thrive in the ever-changing global business landscape through classroom learning, peer interactions, case discussions, hands-on workshops, immersion programs, and project work. It creates leaders who can not only adapt to change but also drive innovation and excellence in their organizations, ultimately contributing to the growth and success of the business world.

The MBA program offers a flexible curriculum catering to working professionals' needs. It emphasizes experiential learning, ensuring students gain practical insights and skills directly applicable to their careers. The program strongly emphasizes international business, offering an immersion program that exposes students to diverse global markets, cross-cultural management, and international business strategies. In addition to international business, the program also offers a specialized focus on entrepreneurship and innovation. Immersion programs in this area help students develop entrepreneurial thinking and problem-solving skills. The program provides valuable networking opportunities by connecting working professionals with top-notch institutions, industry experts, and successful professionals.

These connections can open doors to mentorship, partnerships, and career advancement. The working professionals have access to state-of-the-art research facilities that support application-oriented research projects. This allows them to engage in cutting-edge research relevant to business and apply their findings to real-world scenarios. For those seeking to further their academic pursuits, the program offers a pathway to PhD programs in management. This option enables students to delve deeper into research and contribute to advancing knowledge in the field. The program also encourages social and community engagements, emphasizing the importance of responsible and ethical business practices. Working professionals can participate in community service projects and initiatives promoting social responsibility.

The MBA Program for Working Professionals stands out for its flexibility, experiential learning approach, international business and entrepreneurship focus, strong connections with prestigious institutions, research opportunities, Ph.D pathways, and commitment to social and community engagements. These highlights make it a well-rounded program that prepares professionals to excel in diverse aspects of the business world while fostering a sense of responsibility to society.



PROGRAM STRUCTURE

The credit distribution for the Program is as follows

Program courses		University courses		Project	Additional credits beyond mandatory coursework and internship		
Program Core (Mandatory)	Program electives (Mandatory)	University Core (Mandatory)	Open electives (Mandatory)	Project (Mandatory)	Activities (Mandatory)	Activities (Optional)	Additional courses (Optional)
16 credits	15 credits	5 credits	15 credits	15 credits	5 credits	5 credits	4 credits

The semester wise limits for the courses are

Semester	University Core	Program Core (maximum)	Program/Open Elective courses	Capstone Project/thesis
Semester 1 (Range 15-18 credits)	University core 0-5 credits Activities 0-5 credits	PC 0-16 credits	PE+OE 0-15 credits	0 credits
Semester 2 (Range 15-18 credits)	University core 0-5 credits Activities 0-5 credits	PC 0-16 credits	PE+OE 0-15 credits	0-3 credits
Semester 3 (Range 15-18 credits)	Activities 0-5 credits	0 credits	PE+OE 0-15 credits	0-15 credits
Semester 4 (Range 15-18 credits)	Activities 0-5 credits	0 credits	PE+OE 0-9 credits	Internship 15 Credits

ELECTIVES	International Business, Entrepreneurship and Innovation, Data and Business Analytics, Digital Transformation with functional verticals with Finance, Human Resources, Marketing, Operations, Systems and Technology Management
TIMING	The program will be conducted on Fridays (evenings) and Saturdays. Also, a one-week session in burst mode per semester will be undertaken to match the total hours of the full-time program.
VENUE	Digital University Campus, Technopark Phase -1, Thiruvananthapuram
CAPACITY	30 Working Professionals
DEGREE	MBA (AICTE approved course)
PRE-REQUISITES	Any bachelor's Degree of at least three years duration or a master's degree of at least two years from a recognized University and a minimum of two years of relevant industry work experience.
FEES	The tuition fee for the whole program is four lakhs, Other fees and caution deposit will be applicable as per the University norms.
HOW TO APPLY	Visit the Admissions page https://duk.ac.in/admission/apply/ You can create your account by selecting the Program and then log in to apply with the required documents.

IMPORTANT DATES

30 September 2023	23 September 2023	7 October 2023	13 October 2023
Last Date to apply	First Round of Admission Entrance Examination	Second Round of Admission Entrance Examination	Date of Commencement of first semester classes

More information is available at

<https://duk.ac.in/mba-flexible/>



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