

SCALE YOUR BUSINESS TO  
**NEW HEIGHTS**

# OWNER MANAGER PROGRAM

A POST GRADUATE CERTIFICATION PROGRAM FOR LEADERS

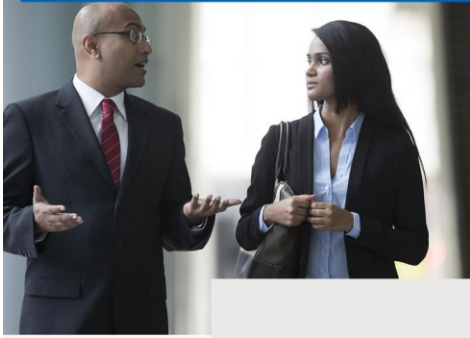


**Program commences on  
Jan 14, 2017 at 10 AM on  
Shiv Nadar University campus.**

**Cut Costs and Boost Margins with a Digital Strategy**  
Learn business Best Practices from international Industry Experts

## OWNER MANAGER PROGRAM

### BUSINESS ADVANTAGE



The Digital Economy offers great new opportunities to re-imagine your business, but to be a winner you need the latest knowledge and fresh strategies for:

- Rapid analysis and decision making
- Robust financial models
- Scaled service and product innovation
- Lean operations and quick time-to-market
- Integrated digital marketing
- Sustainable profitability

The program will help you develop a structured and systematic framework for Business Leadership and equip you with the knowledge and skills to lead your organization.

### PROGRAM OVERVIEW

The School of Management and Entrepreneurship (SME) has been created to usher in a paradigm shift in business education in India.

To address the dynamic learning needs of entrepreneurs in today's global competitive environment, SME offers the Owner Manager Program (OMP). OMP will fuse analysis and action to provide a targeted learning and business growth opportunity for entrepreneurs. The program will enable entrepreneurs to apply a systematic approach to drive innovation, manage change and secure a competitive edge.

### ENROLMENT PROCEDURE

#### ADMISSION

Admission to the program is streamlined and granted through:

- An written test to assess the fitment between a potential participant's background and the program
- An interview with the applicant

OMP requires participants to commit substantial energy and time to the program. Consequently, we seek individuals with appropriate academic background and vision.

### TRAINING METHODOLOGY



#### INSTRUCTIONAL DESIGN

SME will offer OMP as a hybrid learning ecosystem with a blended technology driven mix of learning approaches.

- In-person and online classes
- Self-paced learning content
- industry-focused interactive seminars
- Peer learning
- Business mentoring

The program will provide an immersive learning experience while minimizing the time spent away from your company.

#### PROGRAM FEES

The program fee, which is inclusive of tuition, books and materials, Harvard Business School cases, online courses, tutorials, cases, and simulations for the entire program is INR 300,000.

#### TENURE

The program will involve 48 days of classroom instruction and off-campus simulations or online courses and projects spread over one year. Learners will spend approximately 32 Saturdays in attending 6-hour classes and seminars in the university campus and the remaining Saturdays in online courses, simulations or project work at their own location.



# SHIV NADAR UNIVERSITY EDGE

## World Class Infrastructure

Shiv Nadar University is built in a sprawling 286 acres of full residential campus. The built up area of the University in phase one is 1.8 million sq. ft. We have best-in-class infrastructure and facilities on campus.

## Quality Courseware

The program offers contemporary cases, simulations, online tutorials and videos from leading business schools such as the Harvard Business School.

## Flexible Learning

The program makes innovative use of online courses and simulations to supplement classroom learning; all nested in a collaborative learning ecosystem. This accelerates the learning curve without demanding significant time on campus.

## Contextual Applied Learning

You will get encouraged to work on your own business challenges as projects and will be mentored in solving those challenges using the concepts and methodologies acquired in the program. The dynamic interaction with faculty members and other participants, specifically in the context of your project work, will challenge your thinking and offers new insights to issues faced by your organization.

## Distinguished Faculty

The program is conducted by faculty members of Shiv Nadar University, executives from reputed companies and academicians from well-known business schools. Many of our faculty are drawn from top universities such as University of California at Berkeley, Cambridge, University of Pittsburgh, Wisconsin Madison, Texas A&M, the IITs and the IIMs to name just a few.



## CURRICULUM

The theme of the program is to provide a comprehensive view of what it takes to lead and grow a successful business enterprise in a volatile and rapidly evolving competitive environment.

Topics covered include:

- Leadership and Change
- Strategy Formulation and Deployment
- Managing Innovation and New Product Development
- Effective Negotiations
- Measuring and Managing Product Costs
- Marketing and Brand Management
- Economic and Legal environment
- Performance Management
- Financial Accounting and Control
- Financial Management
- Hiring and Managing Talent
- Managing and Innovating with Information Technology

**THE NEXT LEVEL AWAITS YOU!**

# SHIV NADAR UNIVERSITY

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