



IIMU

भारतीय प्रबंध संस्थान उदयपुर
Indian Institute of Management Udaipur



**LIVERPOOL
JOHN MOORES
UNIVERSITY**

Liverpool
Business
School

Powered by

upGrad

Master of Business Administration from Liverpool Business School with IIM Udaipur Certification

**Alumni Status from Liverpool Business School and
Executive Alumni Status from IIM Udaipur**

WES

Recognised MBA Degree

18 months





About

Liverpool John Moores University

Liverpool John Moores University (LJMU), founded in 1823, is a prominent UK institution recognised for its impactful research and strong academic offerings. The university is celebrated for its commitment to providing an excellent learning experience, both online and on-campus, with a focus on quality education, innovative research, and student satisfaction.

Liverpool Business School

Pioneering Business Education
Excellence Through Research

With over 30 years of excellence, Liverpool Business School is recognised for its innovative approach to business education. Home to a dynamic community of industry leaders, its graduates excel across global markets. Located in the heart of the Liverpool City Region, LBS offers unparalleled opportunities for networking and career growth, fostering strong connections with both local and international businesses.



WES Recognised Degree
Global Recognition of Qualification



AACSB Member - Global Standard for Business Education
(AACSB International)



Gold Winner for Leadership Development
(EFMD Global Excellence in Practice Awards, 2023)

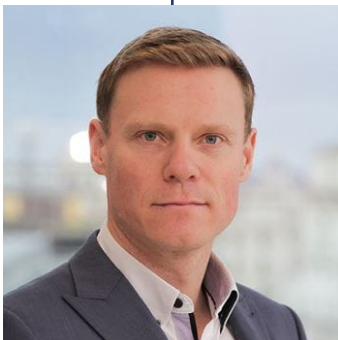
Message From the Program Director

Welcome to the MBA program from Liverpool Business School. We are delighted to have you as an addition to our 100+ year legacy. Our MBA program aims to respond to the evidence-based need for trained senior managers by developing confident, competent, forward-thinking leaders who can balance strategic thinking with excellent operational focus.

This is a distinctive MBA program that is intellectually challenging, insightful and focused on improving practice in the workplace across all areas of management, leadership, and business functions. The program also offers electives so learners can dive deep into a functional area of their choice.

With upGrad, we promise to equip you with the perfect mix of business acumen and technical capabilities to help you achieve your career goals. I look forward to welcoming you to Liverpool Business School and the progressive learning and development experiences of our MBA.

With extensive experience delivering clinical business practice and high-quality work-based manager and leader development programmes, Liverpool Business School is well regarded for its wide range of expertise from finance and strategy to marketing, consumer behaviour and operations management.



Prof. Adam Shore

Director, Liverpool Business School



**LIVERPOOL
JOHN MOORES
UNIVERSITY**

Liverpool
Business
School



About

IIM Udaipur

A New-Age IIM with a Global Vision

Established in 2011, the Indian Institute of Management Udaipur (IIMU) is one of India's premier management institutions and an Institute of National Importance. Since its inception, IIMU has rapidly emerged as one of the country's leading business schools, recognized globally for its excellence in management education, research, and innovation.

2011

Founded

AACSB Accredited

Global Benchmark of
Excellence in Business
Education

Top Research-Focused IIM

Ranked among India's leading
management schools for
research output

Global Recognition

Featured in prestigious QS and
Financial Times Global Rankings

What Sets IIM Udaipur Apart

» Academic Excellence

Delivering world-class management education through a rigorous, industry-relevant curriculum designed for future leaders.

» Research-Led Institution

Recognized among India's top management schools for impactful research published in leading international journals.

» Global Outlook

One of the youngest business schools globally to feature in international management rankings, reflecting its growing global reputation.

» Innovation & Entrepreneurship

Fostering a culture of innovation, critical thinking, and entrepreneurial leadership to address complex business challenges.

» Sustainability & Responsible Leadership

Committed to developing socially conscious leaders who create sustainable value for organizations and society.

» SHAPING LEADERS FOR A GLOBAL FUTURE

IIM Udaipur combines academic rigor, cutting-edge research, global exposure, and industry engagement to develop leaders capable of driving transformation in an increasingly dynamic and interconnected world.



What does the LBS MBA with certification from IIM Udaipur offers

Experience the most personalised and research-focused online MBA tailored to your individual needs. Here are additional reasons to choose this program



Earn Double Credentials

Get an MBA from Liverpool John Moores University and an Executive Programme in Business Management & AI Leadership from IIM Udaipur



Attain Double Alumni Status

Get Alumni status from Liverpool Business School and Executive Alumni status from IIM Udaipur



Customise Your Curriculum

Select electives tailored to your interests and career goals. Specialise in specific domains to enhance your expertise



Engage in Practical Learning

Hands-on learning to tackle real-world challenges featuring HBR case studies & simulations



Save significant value on Tuition Fees

Invest wisely in your future. Our online MBA is a fraction of the cost of traditional programs, offering significant value



Unlock the Global Network

Join a thriving network of 3,000+ alumni, offering valuable connections, insights, and career opportunities



Experience interactive live sessions led by

Renowned faculty from IIM Udaipur and Liverpool Business School



Gain practical AI skills through a curriculum

That seamlessly integrate AI concepts across core business and management disciplines, in the IIMU Phase

Disclaimer : This program is not a dual, joint, or twinning degree. upGrad is not a college or university and does not grant academic credit. Credit recognition or transfer is at the sole discretion of the receiving institution. LJMU is accredited in their home country but is not recognised by the UGC/AIU in India. Learners must independently verify the program's suitability for further studies, public-sector roles, immigration requirements, or any employment needing recognised credits. upGrad and the Universities do not make any representation regarding the standing, recognition, or acceptance of the program for such purposes. Eligibility criteria, and academic requirements are determined solely by the University and may change; learners are responsible for tracking modifications and all University communications. upGrad and the Universities will not be responsible for any consequences arising from the learner's failure to ensure the program meets their academic, professional, or regulatory needs. Please reach out to us if you have any queries. Terms & Conditions apply.

Your Program Journey



STEP 1

Executive Programme in Business Management & AI Leadership

(11 Months)

After successfully completing the Certification from IIMU, move to the LBS Phase



LIVERPOOL
BUSINESS
SCHOOL

STEP 2

MBA SPECIALISATIONS
(2 Months)

Begin the LBS phase by selecting your specialisation to deepen knowledge and enhance academic expertise



LIVERPOOL
BUSINESS
SCHOOL

STEP 3

APPLIED BUSINESS RESEARCH

(1 Month)

Prepare to apply research methodology skills to create a comprehensive, well-developed research thesis



LIVERPOOL
BUSINESS
SCHOOL

STEP 4

STRATEGIC BUSINESS CONSULTANCY PROJECT

(3 Months)

Apply all your learning to create a research thesis which impacts the domain of your choice

Program Structure

Designed by leading faculty and industry leaders, our MBA program features a unique curriculum tailored to the specific interests of learners. This program equips students with the skills and knowledge needed to tackle future challenges and seize opportunities in their chosen fields.

***Note: The first phase upto Course 9 is part of the Executive Programme in Business Management & AI Leadership from IIMU. It will be delivered by IIMU with no involvement from LJMU. Please note that your offer of admission to the Liverpool John Moores University's MBA Program is strictly provisional and conditional upon your successful completion of the IMT Ghaziabad Advanced General Management Program and continued satisfaction of the eligibility criteria stated above.*

Executive Programme in Business Management & AI Leadership | 11 Months

Course 1: Leadership, People Performance & Communication

Communicative Leadership: From Clarity to Connection

- Principles of Effective Business Communication
- Role of Emotions: Communicating with Clarity and Empathy

The Inner Leader and the Power of Story

- Personality: Attributes and Inner Qualities of a Leader
- Team Process: Storytelling as a Leadership Tool

Managerial Decision Making

- Managerial Decision Making in a Complex Environment
- Managerial Decision-Making Biases

Leading Organisations Through Change

- Strategic Leadership and Organisational Vision

Persuasive Communication to Enhance Performance

- Structuring and Delivering Effective Presentations

Course 2: Marketing Management and Sales

Marketing Foundation and Customer Value

- Marketing Foundations: Growth and Customer Value
- STP Strategy and Positioning

Marketing Mix in Practice

- Product, Brand Experience and Pricing
- Integrated Marketing Communication

Sales and Distribution Management

- Understanding the Sales Process
- Territory Planning and Key Account Management

Data-Driven and Digital Marketing

- Data-Driven Marketing Decisions
- Digital Marketing and Effective Measurement
- Assets and Creatives in the Digital Mix
- Marketing Analytics and Dashboards

Course 3: Accounting & Finance

Accounting Fundamentals

- Role of Accounting in Decision Making
- Building Blocks of Accounting
- Processing Financial Transactions and Preparing Position Statements
- Preparing the Cash Flow Statement

Analysing Financial Statements

- Horizontal, Vertical, and Trend Analysis
- Ratio Analysis

Financial Forecasting and Modelling

- Basics of Financial Statement Forecasting
- Forecasting the Three-Statement Model

Principles of Corporate Finance

- Time Value of Money
- Estimating Cash Flows
- Evaluating Projects
- Working Capital Management

Corporate Valuation

- Fundamental Principles of Valuation
- Intrinsic Valuation
- Relative Valuation

Course 4: Business Strategy & Economics

Foundations of Business Strategy

- What Is Strategy and Why It Matters
- Emergent Strategy, Stakeholders, and Strategic Models

Analysing the Company Environment

- External Environment Analysis
- Porter's Five Forces and Strategic Groups
- Internal Environment Analysis
- Applying VRIO, Value Chain Analysis, and Dynamic Capabilities

Competitive Strategy and Competitive Dynamics

- Competitive Strategy
- Strategic Positioning and Competitive Dynamics

Economic Foundations of Managerial Decisions

- Fundamentals of Managerial Economics
- Market Forces: Demand and Supply Analysis

Market Structure and Firm Strategy

- Elasticity and Its Applications
- Consumer and Producer Behaviour

Course 5: Data-Based Decision Making

Business Analytics and Data Literacy

- Introduction to Analytics and Data-Driven Decision Making
- Applications of Analytics Across Business Domains

Statistical Foundations for Managers

- Numerical and Graphical Summaries
- Probability, Bayes' Theorem, and Applications
- Random Variables and Probability Models
- Sampling and Confidence Intervals

Software and Data

- Software Programming (R and Python)
- Data Extraction and Handling (SQL)

Time Series Analysis and Forecasting

- Time Series Basics
- Foundations and Regression Methods
- Exponential Smoothing Methods
- ARIMA Models
- Model Comparison and Advanced Applications

Course 6: Operations and Supply Chain Management

Operations Foundations

- Introduction to Operations Management and Process Design
- Managing Service Operations and Variability
- Lean, Agile, and Quality Systems

Supply Chain Fundamentals

- Fundamentals of Supply Chain Management
- Network Design and Location Strategy
- Forecasting, Demand Planning, and Coordination
- Inventory Management

Supply Chain Execution

- Procurement and Vendor Management
- Logistics and Transportation
- Warehousing and Distribution

Advanced and Strategic Supply Chains

- Operations Strategy
- Sustainability in Operations and Supply Chains
- The Future of Operations Management

Course 7: Building with AI

Foundations of AI, ML, and Generative AI

- What AI, Machine Learning, and Generative AI Actually Are
- Supervised, Unsupervised, and Reinforcement Learning
- How Large Language Models Work
- Prompts, Tokens, and Context Windows

Spotting AI Opportunities in the Business

- Mapping Processes Suited to AI
- Framing Business Problems as AI Solutions
- Build, Buy, or Automate Decisions
- Feasibility, Cost, and Risk Assessment

Building AI-Powered Workflows and Agents

- Prompt Engineering for Business Tasks
- No-Code and Low-Code Automation
- Connecting Data, Models, and Tools
- Designing a Simple AI Agent

Prototyping, Testing, and Deployment

- Building a Working Prototype
- Testing and Evaluating Outputs
- Measuring Productivity and Impact
- Responsible Use and Guardrails

Course 8: Generative AI for Business Leaders

The Generative AI Landscape for Leaders

- From Traditional AI to Generative AI
- Capabilities and Limitations of Generative AI
- The Tools Shaping the Market
- Reading the Hype Cycle Critically

Generative AI and the Way Organisations Work

- Impact on Workflows and Roles
- Redesigning Processes Around AI
- Productivity and Quality Trade-offs
- Change Management for AI Adoption

Strategic Opportunities and Risks

- Generative AI as an Innovation Enabler
- Competitive Advantage and Disruption
- Risks: Accuracy, Bias, IP, and Data Privacy
- Governance and Responsible AI

Integrating Generative AI into Strategy

- Embedding AI in Business Models
- AI in Products and Service Delivery
- Building the Business Case and ROI
- Crafting an AI Adoption Roadmap

Course 9: AI Leadership, Ethics & Responsible Transformation

Leading Yourself and the Transformation

- Frameworks for Leadership Self-Reflection
- Personal Development and a Growth Mindset
- Leading Organisational Transformation
- Building Change Readiness

The Ethics of Organisational Change

- Ethical Dimensions of Change
- Balancing Competing Stakeholder Interests
- Social Responsibility and Inclusion
- Formulating Ethical Policy Recommendations

Leadership in Crisis

- The Leader's Role in a Crisis
- Ethical Change Management
- Decision-Making Under Pressure
- Communicating Through Uncertainty

Cultures of Innovation and Continuous Improvement

- Ethical and Change-Oriented Leadership
- Cultivating Creativity and Innovation
- Psychological Safety and Inclusion
- Sustaining Continuous Improvement

LBS Phase: Master of Business Administration | 6 Months.

This phase is delivered by LJMU

LBS phase is applicable only to students who have successfully completed the Executive Programme in Business Management & AI Leadership program and have atleast 2 years of relevant work experience by the start of the LBS phase



Specialisation: Business Analytics

Course 1: Introduction to Python

- Getting Started with Python
- Data analysis with Pandas and NumPy
- ML modelling using scikit-learn

Course 2: Data Mining and Dashboarding

- Introduction to data mining and SQL
- Data visualisation with Tableau

Specialisation: Finance

Course 1: Financial Modelling

- Introduction to financial modelling
- Financial forecasting
- Financial risk analysis

Course 2: Corporate Finance

- Introduction to corporate finance
- Capital budgeting techniques
- Introduction to markets

Specialisation: Marketing

Course 1: Digital Marketing Channels Deep-dive

- Digital marketing channels and metrics
- Social media marketing
- Search engine optimisation and marketing

Course 2: Branding and Communication

- Building a brand
- Integrated marketing communications
- B2B marketing

Specialisation: Leadership

Course 1: Leading in a VUCA World

- Dealing with volatility and uncertainty
- Managing complexity and ambiguity
- Leading global teams

Course 2: Taking the Next Leap

- L: Leading your vertical towards solutions
- E: Excelling with a growth mindset
- A: Acing your role
- P: Planning your next leadership phase

Specialisation: Human Resource Management

Course 1: Strategic HR and HR Operations

- Strategic HRM
- HR operations: Core functions
- HR operations: Outsourcing models

Course 2: HR Analytics

- Basic concepts in analytics
- Exercises in HR analytics
- Data visualisation and storytelling

Specialisation: Operations and Supply Chain Management

Course 1: Designing and Managing Distribution Channels

- Distribution channels
- Distribution channel planning & management
- Inventory management
- Integrated supply chain

Course 2: Supply Chain Analytics

- Distribution Analytics
- Fleet analytics & management
- Capacity planning

Applied Business Research: Research Methodologies (1 month)

- Types of research
- Research process
- Research project management
- Report writing and presentation

Strategic Business Consultancy Project (3 months)

- Specialise in any of the key functional domains through a 3-month-long research project. Refer to the sample list of projects below.

STRATEGY

- **BFSI:** Design a digital expansion strategy for a traditional bank
- **FMCG:** Facilitate an FMCG company's entry into a new market
- **IT:** Create a digital transformation strategy for small-business clients of an IT firm
- **AUTOMOTIVE & MANUFACTURING:** Increase the efficiency of a manufacturing unit by analysing process flows

MARKETING

- **BFSI:** Introduce loyalty programs to increase the adoption of an online banking app
- **FMCG:** design a marketing campaign for a new sub-brand of an FMCG giant
- **AUTOMOTIVE & MANUFACTURING:** Manage a digital campaign for a new motorcycle
- **E-COMMERCE:** Conduct market research to identify the USP of an e-commerce company

Hands-On Learning Projects

Solve practical real-world projects that challenge you to master industry relevant skills during the course to succeed in your field



The COVID Retail problem

Step into the consultant's role, working with a retail chain to strategize digital transformation and innovation for the business.

Skills learned

Innovation Strategy

Business Strategy

Performance evaluation

SINEFLEX SOLUTIONS

The Co-founder's Pitch

As a co-founder of Sineflex, implement communication activities with a strong emphasis on communication content and principles

Skills learned

Pitch Deck Presentation

Audience Identification

Effective Communication



Swayam Inc.

Execute human resource planning exercises, create concise job descriptions, and deploy employee retention strategies to achieve organizational objectives.

Skills learned

Manpower planning

Candidate sourcing and retention

Performance management



Random Motors Project

Utilize data analysis techniques such as hypothesis testing and regression analysis to drive data-driven decisions that boost a company's revenue and profit growth

Skills learned

Data Analysis and Excel Proficiency

Effective Presentation Skills

Business Decision-Making



Demand Forecasting Task

Hone your analytical, forecasting, and problem-solving prowess in this real-world supply chain scenario. Tasks include demand forecasting for TechHub's gadgets for the next six months, calculating forecast errors, assessing key performance metrics, and formulating recommendations for enhanced supply chain planning

Skills learned

Demand Forecasting

Data Analysis and Metric Calculation

Recommendation and Strategy Development



Random Motors Project

Conduct market research for Fast-Moving Consumer Goods (FMCG) while guiding TruEarth Healthy Foods' decision-making for a new product launch. Use data-driven market research processes to make an informed decision on the product launch

Skills learned

Market Research Proficiency

Data-Driven Decision-Making

Product Launch Strategy



The FMCG Product Launch

Conduct market research for Fast-Moving Consumer Goods (FMCG) while guiding TruEarth Healthy Foods' decision-making for a new product launch. Use data-driven market research processes to make an informed decision on the product launch

Market Research Proficiency

Data-Driven Decision-Making

Product Launch Strategy

LBS Faculty



Dr Olatunde Durowoju
Associate Dean
(Diversity and Inclusion)



Dr Olatunde has a PhD in management research, and his research interests are operations, supply chain management, and quality management. He has published his work in several research outlets, such as conferences and academic journals, and edited several books.



Dr H M Belal
Reader, Operations and
Quality Management



Dr Belal is a lecturer of Operations/Quality Management. He is a Certified Management & Business Educator (CMBE). His principal research focuses on business operations management and service innovation.



Prof. Dhiya Al-Jumeily
Professor, Artificial Intelligence



Prof Dhiya has published over three hundred peer-reviewed scientific international publications over the course of his illustrious career.

IIMU Faculty



Prof. Anirban
Operations and Supply Chain



Prof. Anirban Adhikary teaches Operations and Supply Chain Management. His expertise spans operations strategy, supply chain optimization, logistics, and process improvement.



Prof. Dina
Operations and Supply Chain



Prof. Anirban Adhikary teaches Operations and Supply Chain Management. His expertise spans operations strategy, supply chain optimization, logistics, and process improvement.



Prof. Atanu
Sales and Marketing



Prof. Atanu Ghosh is a marketing and strategy expert with extensive industry and academic experience. His teaching emphasizes customer-centric marketing, digital transformation, and strategic business growth.



Prof. Gokul
Sales and Marketing



Prof. Gokul Kamath specializes in marketing analytics, consumer behaviour, and sales strategy. He combines academic insights with practical business applications to help professionals navigate evolving market dynamics.



Prof. Pradeep Hota
Business Strategy and Economics



Prof. Pradeep Kumar Hota teaches Business Strategy and Economics at IIM Udaipur. His expertise includes strategic management, corporate strategy, and organizational competitiveness in dynamic business environments.



Prof. Ranojoy Basu
Business Strategy and Economics



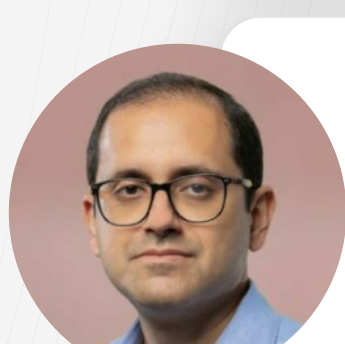
Prof. Ranojoy Basu specializes in economics and public policy. His research and teaching focus on macroeconomics, policy analysis, and economic decision-making in a global business context.



Prof. Ujjwal Das
Data-Based Decision Making



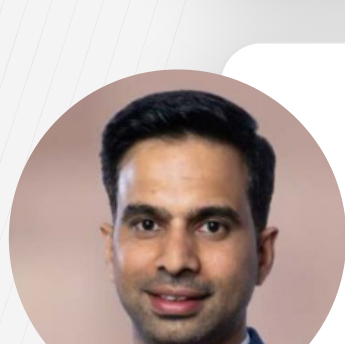
Prof. Ujjwal Das is a faculty member in Business Analytics and Information Systems. His expertise includes data analytics, machine learning, and data-driven decision-making for business transformation.



Prof. Debanjan Mitra
Data-Based Decision Making



Prof. Debanjan Mitra specializes in analytics, operations research, and decision sciences. His work focuses on leveraging quantitative methods and data analytics to solve complex business problems.



Prof. Govind
Operations and Supply Chain



Prof. Govind Lal Kumawat specializes in operations management, supply chain analytics, and business process optimization. His teaching emphasizes practical approaches to improving operational performance.



Prof. Shobhit
Accounting and Finance



Prof. Shobhit Aggarwal is a finance and accounting expert with interests in corporate finance, financial reporting, and valuation. His teaching bridges financial theory with real-world business applications.



Prof. Amish
Accounting and Finance



Prof. Amish Dugar specializes in accounting, financial management, and corporate finance. His research and teaching focus on helping professionals make informed financial and strategic business decisions.



Prof. Harsh
Organizational Behaviour &
HR Management



Prof. Harsh Kumar Jha is an expert in leadership development, people management, and organizational behaviour. With extensive experience in executive education, he focuses on developing effective leaders and high-performing teams.

Industry Experts - LBS Phase



Rajiv Bagayetkar
Director, Nielsen India

A product specialist and seasoned brand health & communication expert with decades of experience, including leadership roles as Former Research Director at Kantar and Former Director at DDB Mudra Group.



Director



Ex-Director



Ex-Director



Sunil Bharadwaj
Managing Partner, Impacteazer Consulting

An experienced Supply Chain & Operations Management professional with over 20 years of expertise, including serving as Former DGM at Raymond Limited. A passionate speaker, mentor, and visiting faculty member.



Managing Partner



Visiting Faculty



Ex-Deputy GM



Dr. Shibani Belwalkar
Deputy Director, IEMB, SDA Bocconi Asia Center

A Leadership Coach, TEDx Speaker, and Founder of Theory of Purpose, with expertise in organizational culture. Former VP at Kotak Mahindra Bank, faculty member, author, and published researcher in Workplace Spirituality, Emotional Intelligence, and Organizational Behavior.



Deputy Director



Ex-VP



Chris Oates
Adjunct Faculty

Political Risk Analyst with expertise in US & EU policy | Founder of Two Lanterns Advisory | Consultant | Researcher in Political Risk Methodologies | Founder of Legislater



Denis Oakley
Growth Mentor

Director of Innovation, Denis Oakley&Co. | Startup Mentor | Lecturer | Consultant in Business Model Innovation & Disruptive Innovation | Over 200 Tech Startups Mentored



Frank Strenk
President, Cypress Risk Advisors LLC

Expert in Risk Strategy, Enterprise Risk Management & Aligning Risk with Organizational Culture | Former Senior VP, Enterprise Risk Practice Leader at Lockton



Immersion at Liverpool Business School

The program offers international immersion at Liverpool, where students can interact and network with peers and experts.



Hear From Our Learners



Vishal Vijay Singh

Technical Project Manager, Arab Financial Services, Bahrain
12 Years of Experience

As I announce my graduation from the LJMU MBA program, I'm overwhelmed with thanks to everyone who encouraged me to keep learning. With a broad skill set and keen business insight, I intend to leverage the information and experience I've gathered on this journey to make a significant contribution to the business community. I'd also like to express my gratitude to all of my friends, teammates, and coach for their unwavering support. This should encourage others to start their educational journeys, take advantage of job development Reeti possibilities, and reach their full potential.



Shanoop Parambil

Head - Software Development,
Mettler-Toledo International, Inc. 17 Years of Experience

Lot of learnings from industry experts , simulations and research project Absolutely excited to share that I earned a MBA from Liverpool Business School . Lot of learnings from industry experts , simulations and research project .Thanks to upGrad and LJMU for offering a great learning experience . #learning #upgrad Activate to vie



Neeraj Choudhary

Assistant Manager Holtec consulting Pvt. Ltd.

Excited to share that I have successfully completed my MBA in Business Analytics from Liverpool John Moores University. It has been an incredible journey of learning and growth, equipping me with valuable skills to tackle complex business challenges using data-driven insights. Grateful for the support of my professors, peers, and the university's excellent resources that made this achievement possible. Looking forward to applying my knowledge and expertise in the dynamic.



Reeti Sharma

CMO, GB Technologies: Small Business Owner

As I announce my graduation from the LJMU MBA program, I'm overwhelmed with thanks to everyone who encouraged me to keep learning. With a broad skill set and keen business insight, I intend to leverage the information and experience I've gathered on this journey to make a significant contribution to the business community. I'd also like to express my gratitude to all of my friends, teammates, and coach for their unwavering support. This should encourage others to start their educational journeys, take advantage of job development Reeti possibilities, and reach their full potential.

LBS MBA + IIMU Certification: Double Certification Edge

Get a certificate in the Executive Programme in Business Management & AI Leadership from IIMU Udaipur as you master cutting- edge business strategies to flourish in management roles.



Earn Liverpool Business School MBA Degree Certificate



Liverpool John Moores University

This is to certify that

Name of Student

has been awarded the

Degree of Master of Business Administration

(Classification if applicable)

having followed an approved programme of study

Conferral Date



Professor Mark Power
Vice-Chancellor

Professor Clare V. Milsom
Registrar

Student ID / Prog No / MBA
Further information relating to the delivery of this programme is shown on the transcript.

The upGrad Advantage Career Support

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

1-1 Career Coaching

- Goal clarity & action plans
- Application & interview readiness

Post-Program Career Support

- Continued support up to 6 months
- Stay prepared for opportunities

Career Preparation Modules

- Bite-sized videos & templates
- Focused interview preparation content

AI-Powered Profile Builder

- ATS-compliant resumes in minutes
- Optimized LinkedIn for top roles

Integrated Job Portal

- Curated roles from top portals
- Faster applications, better fit

High-Impact Networking Events

- Connect with industry leaders & alumni
- Gain insights on trends & challenges

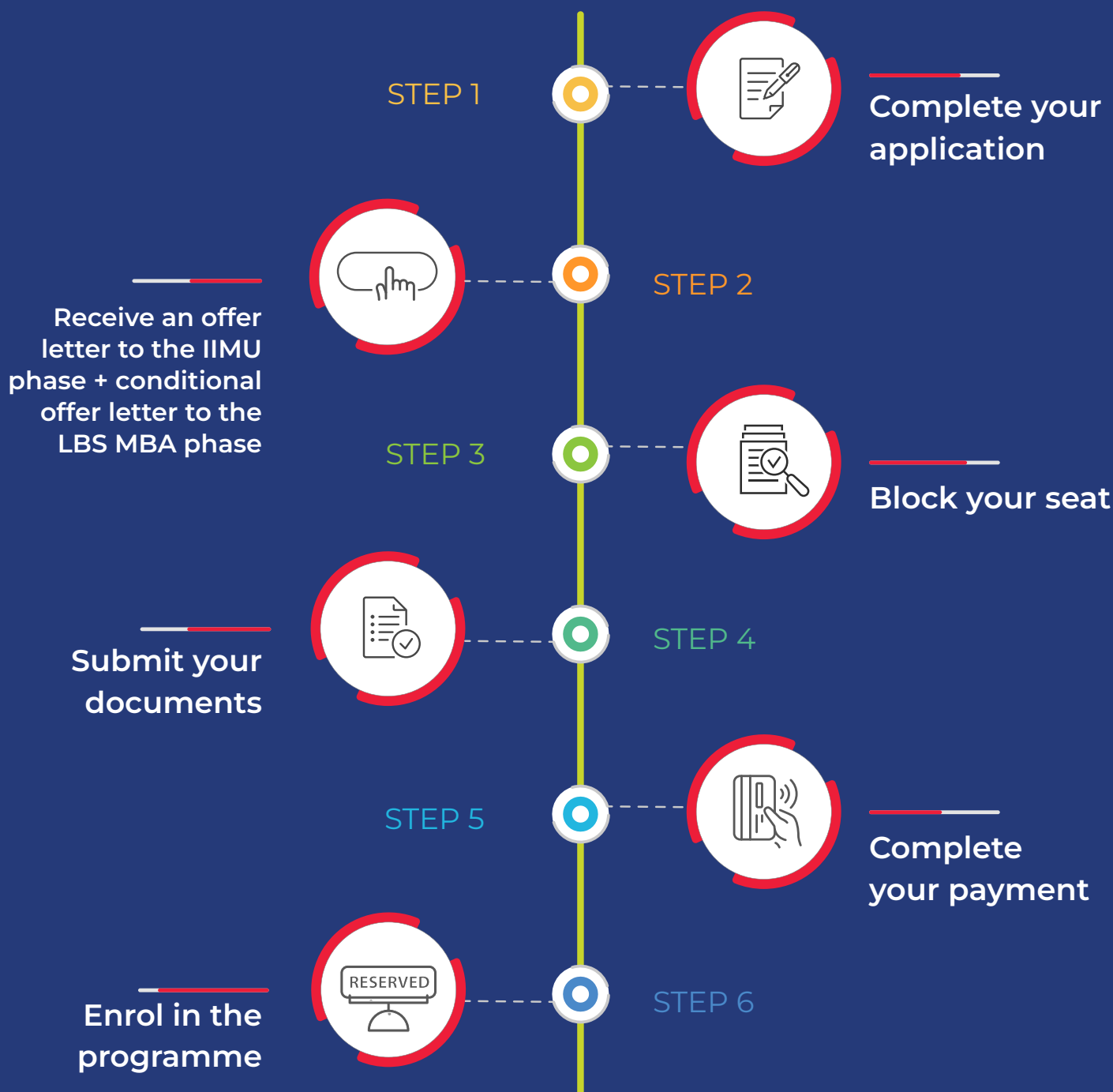
Just-In-Time Interview Support

- Technical & HR mock interviews
- Boost confidence to ace interviews

Enrolment

Eligibility:

- Valid bachelor's degree issued by any university under UGC with a minimum of 50% marks and at least 2 years of full-time work experience by the second year of the course. Successful completion of the Executive Programme in Business Management & AI Leadership is a prerequisite to enter the LJMU phase and subsequently obtain the MBA degree from LJMU.



Please note that your offer of admission to the Liverpool John Moores University's MBA Program is strictly provisional and conditional upon your successful completion of the IIMU Udaipur Executive Programme in Business Management & AI Leadership and continued satisfaction of the eligibility criteria stated above

ABOUT upGrad

“upGrad is a leading global learning and workforce development company. We’re on a single-minded mission of powering career success for every member of the global workforce as their trusted lifelong learning partner. Established in 2015, we have over 10 million learners who have upskilled in a range of online and offline programmes from top universities in India and the world.”



Ronnie Screwvala

Co-founder & Executive Chairman

GSV EDTECH 150
Top 150 Most Transformative
Growth Companies

**BRANDON HALL
GOLD AWARDS**
15+ Across 2 Years

PROMISING BRAND 2022
The Economic Times

**EDUCATION COMPANY
OF THE YEAR**
VC Circle, 2022

Entrepreneur India
**EDUCATION INNOVATION
AWARDS 2020**
Best Communication &
Teaching Platform



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upGrad

LET'S TALK