

Advanced Masters Program in Management of Global Strategies (AMP-GS)



India
GSMA International
Technology Park,
Bangalore



China
International Business
School Sun Yat-sen
University, Guangzhou



Europe
SDA Bocconi School of
Management, Italy



USA
UCLA, Anderson School
of Business, LA

OVERVIEW

The Scenario:

In the 21st century four regions will dominate the global business and economic scenario. America, China, Europe and India between them account for 60 percent of the growth in World GDP in recent years. They also form the largest markets and are the source of much of scientific, technological and business innovation. The recent economic crisis has highlighted the importance of these leading economies once again as developments in these regions determine the global political and economic dynamics. Two of these are highly developed and at the forefront of technological and economic developments while the other two are the most important emerging markets.

The Opportunity:

The rapid changes of leading economies provide great opportunities for new business development and entrepreneurship in a wide range of products and services. Ambitious entrepreneurs can look forward to fresh opportunities for growth in emerging as well as renewing systems. As these regions and nations exhibit very different characteristics, business opportunities go hand in hand with challenges of understanding diverse cultures and economic systems and development of innovative business models. Organizations and businesses need to educate their senior managers on the opportunities and complexities of the new economic order and specific features of major markets.

The Program:

The AMP-GS addresses the need for an advanced education program specifically designed to educate managers in global firms and firms with global aspirations and strategies. The learning in the program consists of current management knowledge on Global strategies and structure as well specialization in local contexts of the major markets of today World.

The AMP-GS will be delivered through a consortium of leading business schools from India, USA, Europe and China.

AMP-GS organisation follows the pattern of the highly successful AMPM program held since 2007 at schools in India, China and the advanced economies.



THE TARGET GROUP

The Advanced Masters Program in management of Global Strategies (AMP-GS) is an advanced management education program for executives, who as a part of their job, need to develop markets, sources and manage business units in major emerging as well as developed economies. The prospective student of the program is typically a professional or an MNC executive who is being prepared for senior levels in a company with existing or planned operations and strategies in developed or emerging markets or who may be assigned to handle worldwide operations at headquarters or at locations in China, South Asia, North America and Europe.

PROGRAM OUTLINE

Curriculum and Course Structure

The curriculum has been developed in consultation with partner schools who have a wealth of knowledge and experience based on their faculty research and consultancy and executive teaching programs in the regions of interest.

Onsite sessions:

The program will have four teaching modules offered by the partner schools and held at the locations central to the regions of focus. The modules will consist of teaching sessions as well as site visits and interaction with senior business executives in the respective locations.

Interactive Online sessions and Project Report:

On completion of each of the onsite modules, students will complete and present a report of their learning and experience from the module. These will be through web based interactive seminars. Online interactive sessions will also be used to enhance onsite learning through interaction with the faculty.

On completion of the overall program, students are expected to complete a report on Globalization and business models in diverse context. The report could outline possible strategies for their companies or organizations in the regions of interest the report will be evaluated by the academic committee of the program who would certify satisfactory completion of the program.

CERTIFICATION

Each of the participating business schools and institutions (UCLA Anderson School of Business, Los Angeles; SDA Bocconi School of Management, Italy and Sun Yat-Sen University Business School, Guangzhou and GSMA) will provide a certificate for the respective module. In addition, the overall certificate 'Masters in Global Strategic Management' will be provided by GSM Academy. So, AMP-GS participants get 5 certificates on completion of the program.

GLOBAL EMBA

On completion of AMPGS, participants desirous of further learning have the option to take up GEMBA, an AACSB and EQUIS accredited Global MBA degree program at SDA Bocconi Milan. AMPGS graduates would be given full academic and financial credit for the AMPGS program.



COURSES

An indicative list of courses is as follows:

India Module:

- Strategy
- Corporate Finance
- Mergers and Acquisitions
- Brand Management
- Redefining Global Strategy
- International Legal Systems

China Module:

- Understanding Some Key Chinese Concepts and Their Impact on Management
- Broad Trends of Global Transformation and China's Role
- Global Strategy - A Chinese Perspective
- Protection of Intellectual Property in China
- Foreign Direct Investment in China
- When fork meets chopsticks – an understanding of Chinese consumer markets
- Chinese Company Export Competitiveness
- Some Management Issues on Multi- National Enterprises in China

Europe Module:

- Macro/Micro Economics
- European Economy
- European Banking System
- European financial Markets
- Cross-Cultural Management (Iceberg Model)
- Market Innovation and Discovery Driven Planning
- International Marketing including company visit
- Supply Chain Management with beer game and company visit

USA Module :

- Entrepreneurial Management with Idea Labs visit
- Latin America Business Environment
- Change Management
- US Economic Crisis & Recovery
- Negotiation & Conflict Resolution
- Information Economy and future of global economic systems
- Strategic Leadership
- Revenue/Yield Management
- Marketing (Marketing in US

COURSE FEE

- Indian Nationals ₹ 10 lakhs + Service tax (12.36%)
- Europe and UK € 15000 + Service tax (12.36%)
- USA and the rest \$ 20000 + Service tax (12.36%)

The above course fees includes tuition fees, books and other course material and lunch during the onsite modules. Travel and hotel expenses on location have to be borne by the candidate or sponsoring company. However, assistance would be provided for minimizing these costs through group booking.

Payment schedule:

Registration fee (to be paid on acceptance of the candidate)	20%
1st installment (to be paid before the beginning of 1st module)	40%
2nd installment (to be paid before the beginning of 2nd Module)	40%

Financial Assistance:

HDFC-Credila will provide education loan for students admitted to AMP-GS based on company's terms and conditions. Loan may cover complete course fee and travel expenses.

Enrollment for individual modules (applicable for AMPM Alumni):

The AMPM graduates will have the option to enroll for one or more modules of the AMP-GS program, independently. The tuition fees per module in such cases will be Rs. 2,50,000/- (+ service tax at 12.36%) 15000 + Service tax (12.36%)

REGISTRATION

Organizations interested in nominating participants or individuals interested in participation should mail their intent to ampgs@gsmacademy.com or contact us as given below. There is no application fee.

Contact Details:

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