

Parul[®] University
NAAC GRADE A++

Executive
Development
Programs

Experience the Future of
Management with Excellence

**EXECUTIVE
MASTER OF
BUSINESS
ADMINISTRATION
(EMBA)**



EMBA

About Parul University

A Legacy of 3 Decades of Excellence in Education

Situated at the heart of the cultural capital of Gujarat, Vadodara, Parul University is a testament to the fusion of rich cultural heritage history and the contemporary 21st century. Since its establishment in 1993 to being recognized as Parul University in 2015 under the Gujarat Private Universities Act 2009, the University has emerged as the Best Private University in Western India and has evolved into one of the leading educational institutions in the country. The university has emerged to be a leading destination for innovation, entrepreneurship, research, internationalization, and industry-linked education; paving the way for next-generation leaders of tomorrow. In 2023, the university was accredited with the highest grade of NAAC A++ by the governing body, the National Assessment and Accreditation Council. In 2024, the university was conferred with the status of Category-1 University with a Grant of Graded Autonomy by University Grants Commission (UGC), becoming the youngest private state university to achieve this status. The university has ranked among the Top 50 Universities in Innovation across the nation for two consecutive years in the NIRF rankings, has received the Diamond rating in QS I-GAUGE Indian Universities Rating, and has received Platinum Rating in Outcome-Based Education by the R. World Institutional Rankings.



Discover Parul University

150+ Acre Campus

24,000+ In-campus Residency

24,000+ Placements

160+ Professors from IITs, NITs, IISc, NIDs, NIFT

2,200+ Companies

175+ National Rankings & Awards

2,500+ Facilities

120+ Foreign Partnerships

60,000+ Students

3,500+ International Students

A Record of Excellence in Education



**National Assessment
and Accreditation Council**

NAAC A++ Accredited University

Highest Accreditation of Quality Education in India.
Among the top 2% Universities in India to Have a
NAAC A++ Grade



**National Institutional
Ranking Framework**

Top 50 NIRF Rankings

Ranked Among the Top 50 Universities in India Innovation
by Ministry of Education NIRF Rankings

DIAMOND

QS I-GAUGE

INDIAN UNIVERSITY RATINGS

**QS I-GAUGE Diamond Rating
Among Indian Universities**



**UNIVERSITY
GRANTS
COMMISSION (UGC)**

**Category 1 University by UGC
with grant of graded autonomy**

About The Executive MBA Program

Shaping the Leaders in Business & Innovation

The purpose of the Executive MBA program is to prepare future leaders by capturing the aspects of futuristic enterprises through an engaging and dynamic learning environment. Emerging global trends, international interaction, alignment with the government ecosystem, and turning opportunities into actions will all be covered in the whole program. The course will emphasize digital transformation, sustainability, and responsible leadership.

An Executive MBA (EMBA) is a program for professionals who want to improve their leadership and strategic skills while working full time. EMBA programs are like full time MBA programs but are designed to accommodate working professionals.

Parul University is one of the premium Universities of India with NAAC A++ Accreditation is offering 24 Months Executive MBA Programs for the Working Professionals.

The limitations of working professionals who must spend long periods of time away from their jobs which are usually required entirely on campus, residential programs are addressed by the blended method of course delivery. Your journey from transactional manager to transformative leader starts here. The 24 month's Executive MBA program is designed for working professionals and delivered in Hybrid Mode using both Classroom and Virtual Lecture Delivery through the cutting edge online learning tools. The program offers the candidates the opportunity to connect with a diverse student community, learn from internationally renowned faculty, grow your global network and make an immediate impact at work.

Harvard Business Publishing Education Advantage

EMBA Candidates at Parul University have the opportunity to experience the Harvard Business Publishing Education Edge, which encompasses:

Online Courses

Candidates will have advantage to gain six online courses with Harvard Business Publishing Certificate. These offer a comprehensive introduction to each subject area that allow candidates to build a solid foundation for business education. The online courses are:

- Finance
- Financial Accounting
- Management Communication
- Mathematics for Management
- Quantitative Methods
- Spreadsheet Modeling

Cases

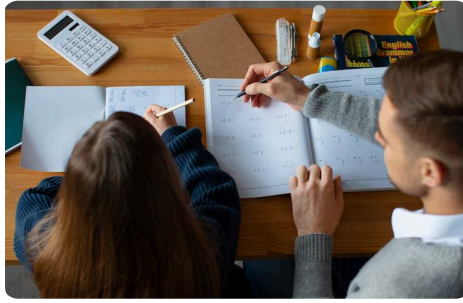
Case studies from Harvard Business School challenge candidates to suggest strategies, tactics, and solutions to real-world business dilemmas.

Online Simulations

Delivered online, simulations engage candidates with real-life management situations that require making critical decisions while challenging assumptions.



Discover PU's Executive Management Education Ecosystem Where Business Minds Thrive

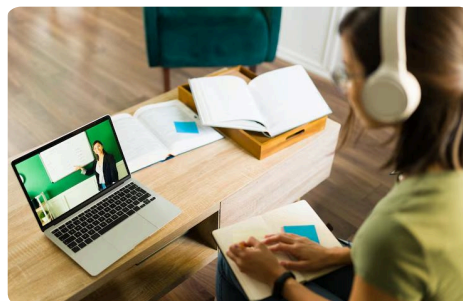


Capstone Projects

EMBA Candidate can apply their management learning through capstone projects

Capstone Project 1 (Semester 3)

Capstone Project 2 (Semester 4)



Free Self-Paced Certificate Program

Industry relevant certification would be offered to each EMBA Candidate in self-paced mode without any additional cost

Immersion Program

A 3-Days On-Campus

Immersion at Parul University, Vadodara campus, fostering academic and peer engagement

A 3-Days Outbound Immersion

Program, designed to enhance experiential learning and leadership development in a real-world setting



Blended Learning

EMBA Candidates can experience the Best of Both the World with Hybrid Learning approach that combines

- Classroom Teaching
- Virtual Live Class
- Self-Paced Learning



Discover PU's Executive Management Education Ecosystem Where Business Minds Thrive

Entrepreneurship & Innovation Ecosystem

A dynamic environment fostering entrepreneurship, strategy, and business innovation.



Industry-Linked Curriculum

Courses designed in consultation with business leaders to meet evolving industry needs.

Exclusive Business Talks & Workshops

Frequent interactions with leading industry experts to enhance the corporate insights.

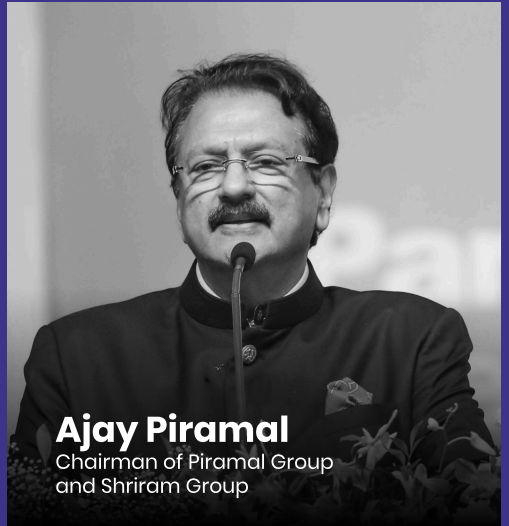


Parul University Alumni Status

EMBA Candidates will be a part of the Parul University Alumni Association after completion of the course.



Leading Executives & Business Minds Who Have Shared Their Insights with PU's Management Aspirants



Program Structure

Semester

1

- Organizational Behaviour
- Managerial Communications
- Quantitative Analysis for Managers
- Cost and Management Accounting
- Essentials of Marketing
- Economics for Managers

Semester

2

- Business Law and Ethics
- Strategic Human Resources Management
- Operations and Project Management
- Design Thinking
- Financial Management
- Entrepreneurship and Digital Transformation

Semester

3

- Corporate Strategy
- Capstone Project 1
- Specialization 1
- Specialization 2
- Specialization 3

Semester

4

- Environmental, Social and Governance (ESG) Leadership
- Capstone Project 2
- Specialization 1
- Specialization 2
- Specialization 3

EMBA

Specialisations

We offer the most comprehensive specialisations designed to provide an enhanced business exposure across multiple fields that hold the highest level of industry relevance.



Human Resources Management

Semester 3

Subject

- HR Analytics and Application
- Talent Acquisition and Development
- Compensation and Benefit Management

Semester 4

Subject

- Managing Diversity, Equity Inclusion (DEI) and Change
- Labor Laws
- AI Tools for HR Operations and Decision Making



Marketing Management

Semester 3

Subject

- Marketing Research and Analytics
- Advertising and Sales Promotion
- Consumer Behavior: Analysis and Product/Services Customization

Semester 4

Subject

- Applied Neuroscience for Business Decisions
- Digital Marketing
- AI Tools for Marketing Operations and Decisions Making

EMBA

Specialisations



Finance Management

Semester 3

Subject

- Security Analysis and Portfolio Management
- Strategic Financial Management
- Behavioural Finance

Semester 4

Subject

- Financial Derivatives
- Corporate Restructuring and Valuation
- AI Tools for Finance Operations and Decisions Making



Business Analytics

Semester 3

Subject

- Business Intelligence Using Power BI
- Data Science Using R Studio
- Data Management Using SQL and Predictive Analytics

Semester 4

Subject

- Machine Learning Using Python
- Data Mining and Advance Analytics
- AI Tools for Business Analytics

EMBA

Take the Step Towards A Leading Career With EMBA

How To Apply

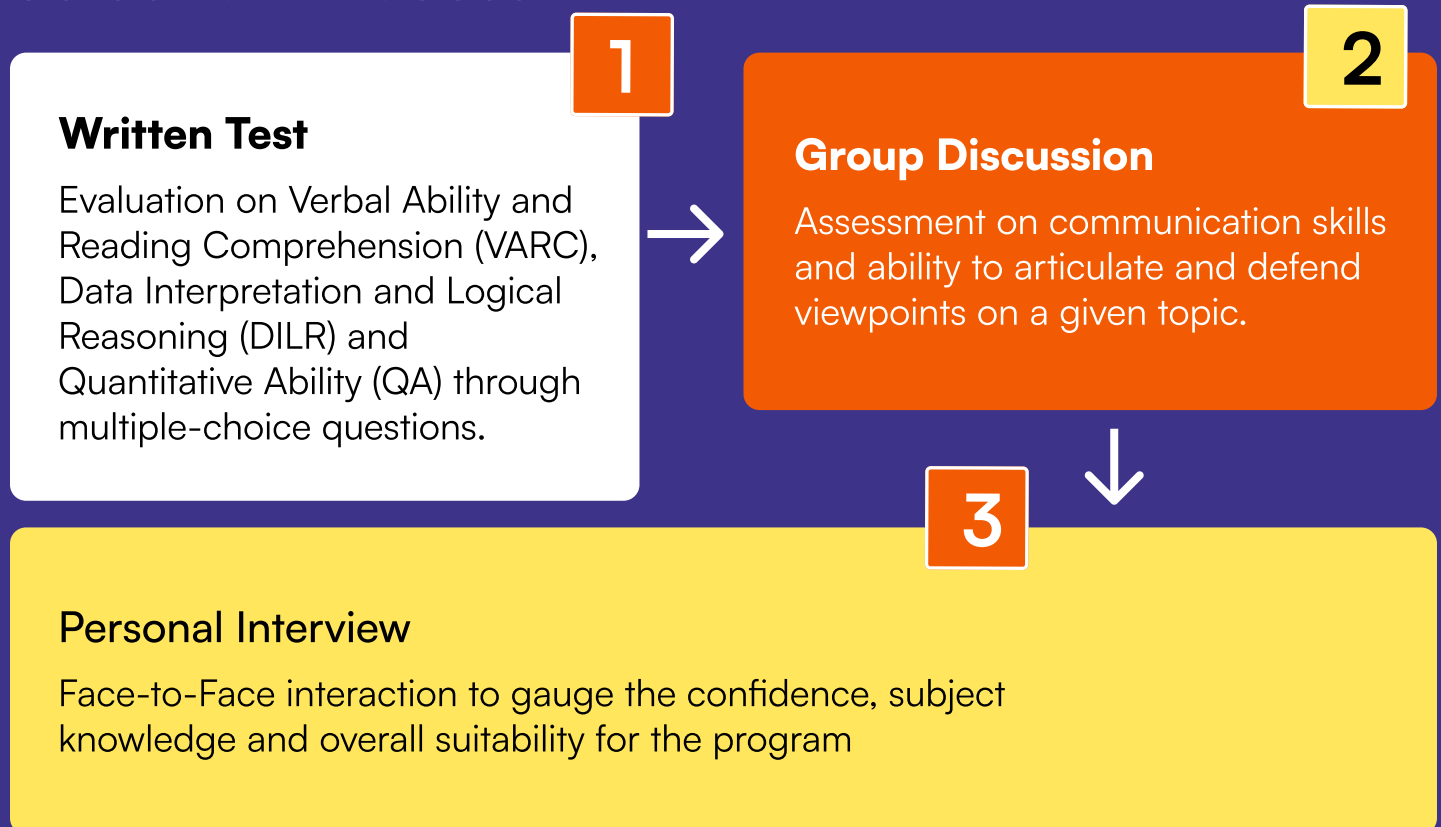
Eligibility

Candidate should hold a bachelor's degree or an equivalent qualification in any discipline

AND

A minimum of 2 years of managerial / entrepreneurial / professional experience as on the last date of application.

Selection Process



Program Fees

Registration Fee	Rs.1000/-
Course Fee	<i>(The total course fee for the Executive MBA covers the tuition fee, library access, campus immersion at Parul University and Outbound Immersion (Excluding Travel Expenses), and Harvard Publishing Education Materials)</i> Rs.6,00,000/-

EMBA

**Transform Ambition
into Achievement,
let your EMBA journey begin**

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