

# MGB SPECIALISATIONS

## **E-BUSINESS**

Our new specialisation in E-business equips students with an understanding of the complex process of conducting business through electronic means. E-business students learn about the theories and concepts of online business, and receive training in areas like product marketing, supply chain, pricing and profit management, customer acquisition, cross-selling, up-selling and customer service.

## **CONTEMPORARY MARKETING MANAGEMENT**

Our specialisation in Marketing Management prepares students for rewarding careers in Marketing. Students who opt for this specialisation gain the latest and up-to-the-minute insights into areas like consumer behaviour, marketing research, brand management, customer culture and digital interactive marketing. On completing the program, students will have learned to implement marketing strategies that build strong customer relationships, create substantial value and integrate market-facing activities.

## **GLOBAL FINANCE**

The specialisation in Global Finance is designed for participants who wish to take up managerial positions in global finance advisory firms, or pursue a career managing individual family wealth. The program provides participants with the tools and techniques needed to develop high quality and creative investment and financing solutions for governments, corporations and high net-worth individuals.

## **GLOBAL LOGISTICS & SUPPLY CHAIN MANAGEMENT**

Our specialisation in Logistics & Supply Chain covers a wide spectrum of topics like transportation management, lean supply chain, strategic sourcing, warehousing, performance-based logistics, constraints management, supply chain network design and demand management. Dubai, Sydney, Singapore and India are all important logistics hubs, and each of them provides an excellent backdrop to study this specialisation.