SCHOOLS OF EXCELLENCE (ELECTIVES OFFERED)

- FINANCE
- MARKETING
- HUMAN RESOURCE
- OPERATIONS
- SYSTEMS

FINANCE

The School of Finance Excellence brings to management aspirants a perfect blend of theory and practices over Financial Management, Business Finance, and Accounts as the principal areas of coverage. While many of the courses are analytical in approach, emphasis has been placed on adequate conceptual inputs for a strong foundation, applicability of the concepts, techniques and strategies through project and industry vertical based case studies built around real life problems.

The School of Finance Excellence offers the following areas of study:

- Security analysis and portfolio Management
- Financial Markets
- International trade Finance
- Merchant Banking and Financial Services
- Corporate finance
- Micro Finance
- Risk Management
- Banking Financial services management
**MARKETING**

The importance of marketing has changed the shape of the business. As the world moves from being a sellers' market to a buyers' market, consumers have assumed a pivotal role in the structure of an organisation. Marketing recognizes the consumers as the fulcrum around which the plans and programs of an organisation revolves. The School of Marketing Excellence at VEC-DOMS, has a distinguished course structure, live and industry vertical specific case studies, live projects, workshops, and other creative pedagogic tools.

The School of Marketing Excellence offers the following areas of study:

- Brand management
- Retail management
- Services marketing
- Integrated marketing communication
- Customer Relationship Management
- Rural marketing

**HUMAN RESOURCES**

Aristotle told us that ‘the whole is more than the sum of its parts’, this is certainly true when it comes to having all managers fully understanding the organisation’s documented Business Plan and ensuring the alignment of management thinking... simply the process of ensuring that all managers are working and driving the organisation in the same direction”. 
An organisation cannot build a good team of working professionals without good Human Resources. To lead a successful organisation, Human Resource policies and practices must drive its strategic goals and help in their effective realization. In the first year compulsory courses, key concepts, issues, systems and tools relevant to the industry are covered. In the second year, wider areas are taught in depth with industry specific 'live' case studies, GDs, management games, industry projects and other innovative pedagogic tools.

The School of HR Excellence offers the following areas of study:

- Managerial Behaviour and effectiveness
- Entrepreneurship development
- Organizational Theory, Design and Development.
- Industrial relations and labour welfare
- Labour legislations
- Strategic human resource management

**OPERATIONS**

Operation refers to the coordination of those activities in a business that is involved in combining inputs for producing an output that is valued by consumers.

The operations department is responsible for acquiring the inputs and devising the best production methods so that value adding occurs in the most efficient and effective way. Thus, the role of operations management (and the operations manager) is to ensure a smooth production process that contributes to the output of goods and services of an organization.
Overall, operations are the heart of any organization that is providing a good and/or a service. When operations are managed well, it makes the function of all other departments easier.

The School of Operations Excellence offers the following areas of study:

- Logistics and supply chain management
- Services operations management
- Project management
- Lean six sigma

**SYSTEMS**

A specialization in systems is primarily concerned with the incorporation of business processes with technology. The key skill is the understanding of various hardware and software platforms and the ability to determine the exact IT requirements of an organization based on its processes and manual systems. The aim is to develop the latest advancements in technology to cater to the ever-growing business needs of corporates. It is very important to understand the various advanced databases used in the organization.

The school of Systems Excellence offers the following areas of study:

- Advanced Database Management Systems
- e-Business Management
- Software Project and Quality Management
- Datamining for Business Intelligence
PEDAGOGY

Leadership, persuasive communication and critical thinking are the abilities that define the MBA of 21st century. It is one thing to be technically competent and to have a wonderful idea, it’s quite another to implement it efficiently. Leadership skills make the difference. The programme is meant to awake the leader in the participating students. It is a balanced approach comprising of technical inputs and group tasks.

- **Classroom inputs** - aided by the state-of-the-art equipment, focused emphasis is given towards building a strong foundation.

- **Guest lectures** - eminent professionals from the industry share their experiences and enable the aspiring students to broaden their vision.

- **Living cases and role models** - most of the learning is through case presentations enabling the student to implement the skills acquired. With living cases one will learn how to think in cross-functional terms.

- **Industrial visits and seminars** - the students take non-credit seminars that deal with everything from planning career objectives to field specific interviewing techniques and resume preparation. Industrial visits are also regularly arranged.

- **Off-campus workshops** - DoMS holds off campus workshops on current topics on a regular basis.
• **80-20 model** - This 80:20 Model proposes that management graduates would learn and earn knowledge by way of practical experiences by deploying them into the corporate world. This model which is an 80% classroom learning and 20% taking up an internship in an organization.

• **Online courses** - Students take up online certificate courses offered from renowned universities from across the globe. This enables students to learn new courses that cannot be learnt through classroom attendance mode of education. Students can upgrade their domain knowledge in order to keep themselves updated and current to the industry expectations.

• **Summer internship** at the end of the first year and main project in the end semester.