

COLLEGE OF **BUSINESS MANAGEMENT**



TEXILA
AMERICAN
UNIVERSITY
GUYANA



- ✓ Master of Business Administration
- ✓ Doctor of Business Administration
- ✓ PhD in Management

Message From The Founders

Dear Students,

We, Mr. S.P. Saju Bhaskar, and Ms. Chithra Saju are immensely grateful to be able to reach you through this Texila American University (TAU) Program Brochure. It has been an eventful journey thus far and will continue to only get more exciting further. We are proud of all your achievements and involvement in the activities thus far.

Texila has seen several students through the years and what has never failed us is the memories each cohort leaves behind. We are blessed with students who possess priceless talents and are passionate about their dreams. That is why TAU is fully focused on nurturing every student so that each individual student will be able to contribute to society in any possible way.

We commend the students for adhering to the campus culture, accepting fellow students with warmth, and working tirelessly towards their goals. These are the driving factors that propel Texila towards progress. Our students have never failed to wow us with their work and dedication in all the opportunities that knock on their door. Texila will keep shaping its students towards excellence and send them as the finest professionals into society.

We once again take this opportunity to welcome our students and freshmen batch into the portals of this great institution and look forward to their individual contribution towards the growth in their careers as well as in Texila.

Best Wishes!

**President and Executive Vice President,
Texila American University.**

A woman with voluminous curly brown hair, wearing a light blue button-down shirt and a dark blazer, stands with her hands on her hips, smiling. She is positioned in front of a blue-tinted city skyline with numerous skyscrapers. The image is framed by a white diagonal line that separates the top section from the bottom text area.

About Texila

Texila American University (TAU) stands as a highly coveted educational institution, renowned for its cutting-edge facilities and a contemporary curriculum meticulously crafted to shape top-tier professionals. Adhering to global standards, we are dedicated to equipping our students with the knowledge and mentorship essential to thrive in the fiercely competitive global landscape. Our rigorous curriculum and programs seamlessly integrate theoretical expertise with hands-on experiences, cultivating the leaders of the future.

At TAU, we believe that adaptation and change are the key to competing in today's dynamic work environment. We prepare our students to think globally and act locally. With guidance from our internationally experienced faculty, our students leave TAU with all the qualities to succeed in their chosen fields.



Master of **BUSINESS ADMINISTRATION**



Program **AIMS** and **OBJECTIVES**:

MBA Program at TAU incorporates various management skills to the students in a more interactive manner. The program will equip the students to face the business environment with lot of confidence and also will kindle the underlying skills of the students to face the global business challenges.

1. Helps students to implement the best decisions in critical business situations.
2. The students will develop the best practices in operating small businesses and non-profit organization.
3. The students will be able to foster sound fiscal practices through analysis of financial statements and establishment of accounting procedures to ensure effective managerial decision making.
4. Case studies and Article reviews help the students to develop their learning ability by enhancing their knowledge.
5. Capstone projects and Research work would enhance the student's knowledge regarding the Realtime scenarios of business across the globe.

ELIGIBILITY:

Any Bachelor's Degree from a Recognized University

Duration: 2 years

Membership & Recognition



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BAC

The British Accreditation Council (BAC)



International Association of Universities

IAU- UNESCO

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INTERNATIONAL COUNCIL FOR OPEN AND DISTANCE EDUCATION

INTERNATIONAL COUNCIL FOR OPEN AND DISTANCE EDUCATION (ICDE)

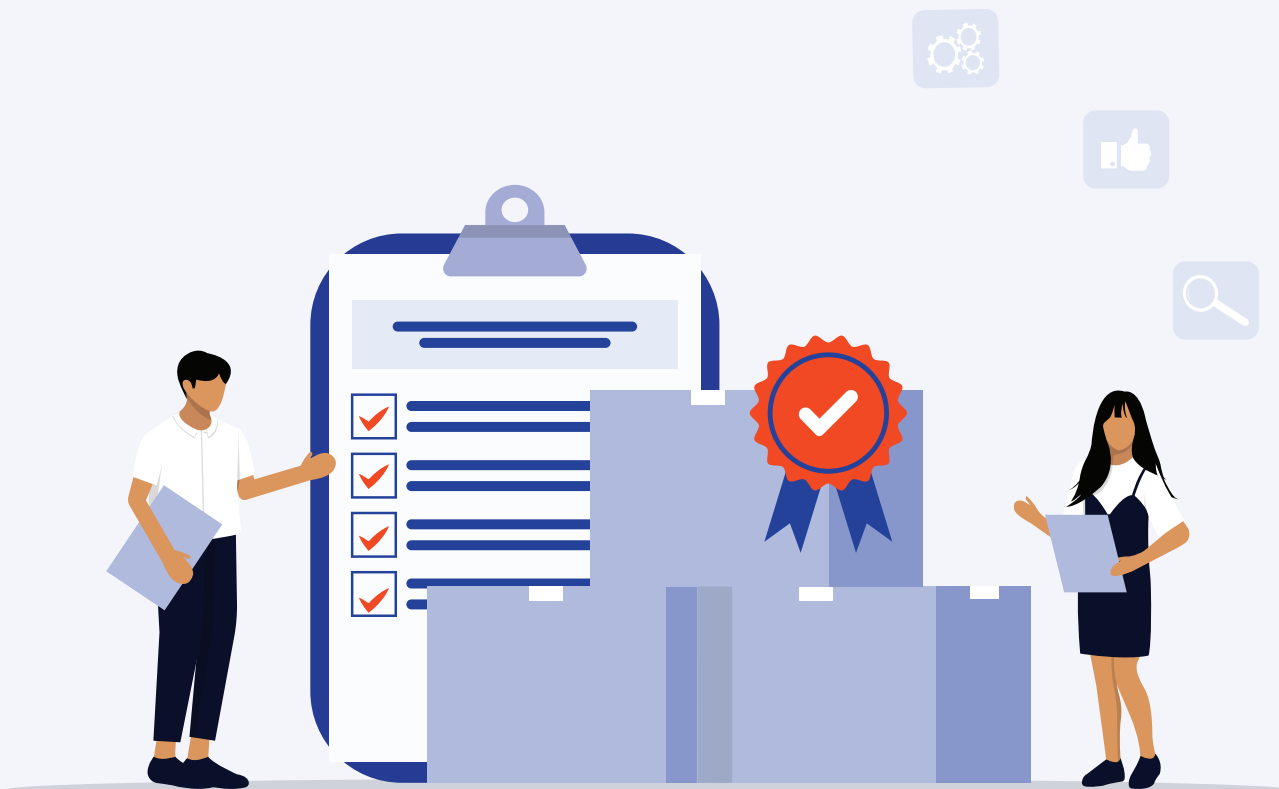
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academic impact

UNITED NATION ACADEMIC IMPACT

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Structure OF THE PROGRAM

Year	Semester	Block	Code	Subjects	Credits
CORE COURSES					
Year 1	Semester 1	Block 1	MG4101	Management Principle & Organization Behaviour	4
		Block 2	EC4101	Managerial Economics	4
		Block 3	AC4101	Advance Business Accounting & Financial Management	4
	Semester 2	Block 4	MA4101	Business Research Methods & Statistics	4
		Block 5	MG4104	Marketing Principles and Practice	4
		Block 6	MG4103	Strategic Management	4
SPECIALIZATION COURSES					
Year 2	Semester 3	Block 7		Specilization Course	4
		Block 8		Specilization Course	4
		Block 9		Specilization Course	4
	Semester 4	Block 10-12	MG4204	Project Work	9
Total Credits					45



SPECIALIZATION:

S.No	Specialization	Courses
01	General Management	1. Strategic Cost Management
		2. Total Productivity Maintenance
		3. Legal Aspects in Business
02	Human Resource Management	1. Employee Relations and Labour laws
		2. Human Resource Planning
		3. Managerial Competencies and Career Development
03	Financial Management	1. Security Analysis and Portfolio Management
		2. Risk Management (Financial Risk Management)
		3. Financial Derivatives Control and Audit
04	Marketing Management	1. Consumer Behavior
		2. Advertisement and Sales Promotion
		3. International Marketing
05	Strategic Management	1. Global Strategic Management
		2. Innovation Management
		3. Technology and Innovation Strategy
06	Oil and Gas Management	1. Legal Aspects of the Oil and Gas Industry
		2. Project Management for the Oil and Gas Industry
		3. Strategic Planning for the Oil and Gas Industry
07	Supply Chain and Logistics Management	1. Supply Chain Planning and Strategy
		2. Logistics Management
		3. Procurement Management
08	Project Management	1. Project Management
		2. Project Finance and Marketing
		3. Quality Assurance

What DO YOU GAIN?

- Enhanced decision making and managerial ability

- Critical thinking and reasoning skills

- Focus oriented strategic planning ability

- Heightened out-of-box thinking and innovation skills

- Superior leadership skills



Academic Timeline

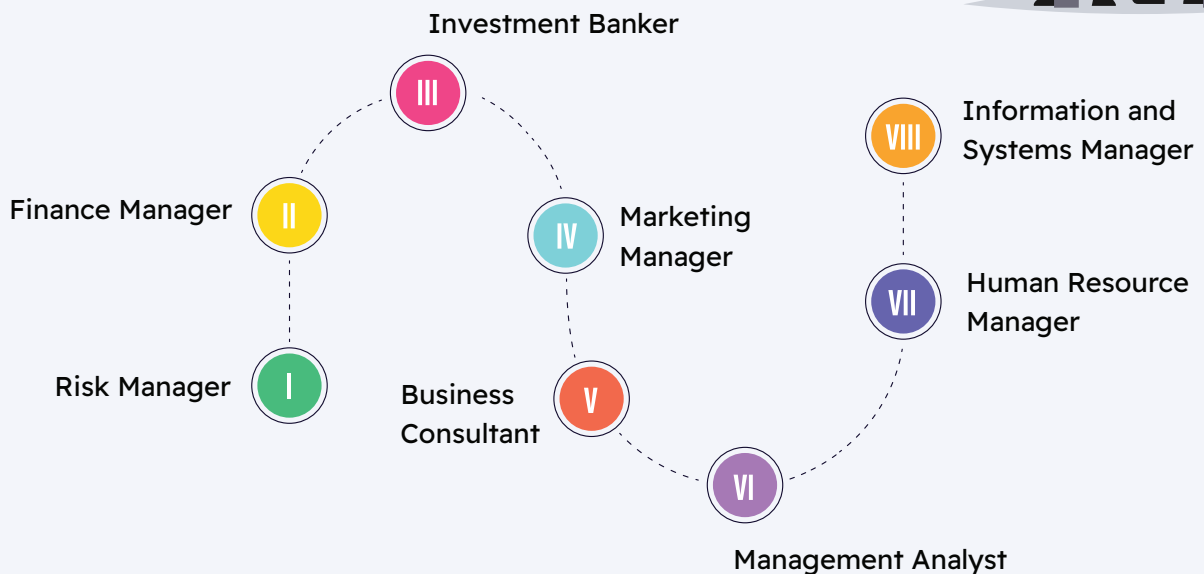
S.No	Particulars	Timeline (Tentative)
01	International Assessment Weekly test	End of every week upon Module Completion
02	Forum Q&A & Webinar	Mandatory to attend
03	Case Study	6 th Week of the Block
04	Final Block Exam	7 th to 8 th Week of the Block start
05	Result Publishing	1 Month from the Final Exam
06	Research Work	As per the Academic Calendar

Why **CHOOSE US?**

- Extensive network of students from different nationalities and professional backgrounds
- Flexible online programs at par with on-campus programs
- Interactive curriculum with block-based learning modules
- Internationally recognized degree
- Opportunity to explore your true potential as a business professional



Career **OPPORTUNITY:**



Further Study **OPPORTUNITIES:**

MBA Program is the stepping stone toward pursuing research and specialized certifications. Some of the key certifications one can choose include:

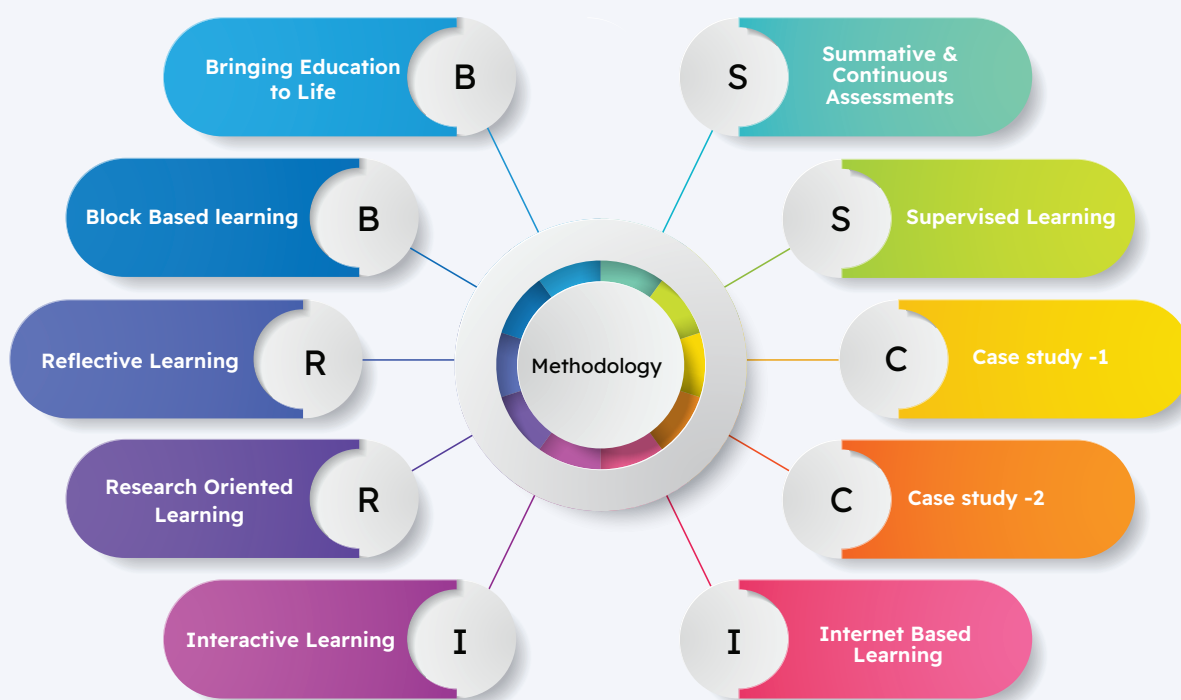


One can also opt for a Ph.D. in Management, which is necessary to pursue a career in academics or research.



Teaching **METHODOLOGY**

Texila American University uses a unique BRICS methodology to deliver its online degree courses. BRICS is a block-based teaching-learning methodology designed exclusively for online degree courses. Moreover, we structured all our online programs to help working professionals upgrade their educational qualifications without leaving their job!



Benefit of Doing Program with **TEXILA**

- Module-Based Curriculum That Focuses on the Core Competency and Skills.
- Intense and Continuous Faculty and Moderator Support.
- Study Materials and Learning Resources Prepared Based on Bloom's Taxonomy.
- Personalized Support from Student Mentors Throughout the Program.
- Opportunity to Participate in Forum Discussions.



Faculty and **OTHER SUPPORT**

Faculty Support:

We have faculty from across the globe. They are committed to delivering quality education and timely support, thereby helping students complete their courses on time. By giving valuable feedback, they make students fit for their intended career.

Student Mentors:

Our student mentors are designated to deliver personalized support to students. They will be by the side of students to guide throughout the program tenure. With their help, it will be easy for students to complete their courses on time.

Academic Advisors:

Our academic advisors will guide, develop, and manage comprehensive academic activities. They also render the faculty support to the students on submission and evaluation to complete their assignments on time.

Academic Head:

Our academic heads have vast experience. They provide expert guidance to the students to ensure that their period of study is smooth and effortless. Students can reach them through email, Skype, or telephone calls.

Award of Degree:

On successful completion of the program, the candidate will be conferred with the "Master of Science in Business Administration" Texila American University International Association of Universities and UNESCO listed University. Degree that has been awarded and valid around the globe.





DOCTOR OF
BUSINESS
ADMINISTRATION

Program Aim

The program aims for academic excellence, and it is blended specifically to educate research scholars in the concepts and techniques needed to understand a range of business disciplines and to conduct research on issues arising in professional business practice.

Program Objective

Advanced Leadership Skills: Equip students with the advanced knowledge and skills necessary to lead and manage organizations effectively, fostering strategic thinking, ethical decision-making, and innovation.

- **Research Excellence:** Develop students' research capabilities, enabling them to contribute to the body of knowledge in business administration through rigorous scholarly inquiry and the production of high-quality research outputs.
- **Applied Business Knowledge:** Enhance students' understanding of advanced business concepts, theories, and practices, enabling them to apply their knowledge in real-world organizational settings and address complex business challenges.
- **Critical Thinking and Problem-Solving:** Foster students' ability to think critically, analyze complex problems, and develop innovative solutions, preparing them to tackle the dynamic and rapidly changing business environment.
- **Professional Development:** Cultivate a commitment to continuous learning and professional growth, equipping students with the skills and mindset necessary to adapt to evolving business trends and excel in their careers.
- **Collaborative Engagement:** Encourage collaborative learning and the exchange of ideas among students, faculty, and industry professionals, fostering a supportive and intellectually stimulating community that promotes interdisciplinary perspectives and networking opportunities.
- **Impactful Contributions:** Empower students to make meaningful contributions to organizational and societal advancement through their research, leadership, and expertise, driving positive change and influencing business practices at a global level.

ELIGIBILITY:

- Any master degree & 3+ years of managerial experience
(or)
- Master's degree (1 year) in the same discipline or equivalent stream from a recognized university + 10 years of work experience with last 3 years of work experience in relevant field.

Duration: 2 years

Membership & Recognition



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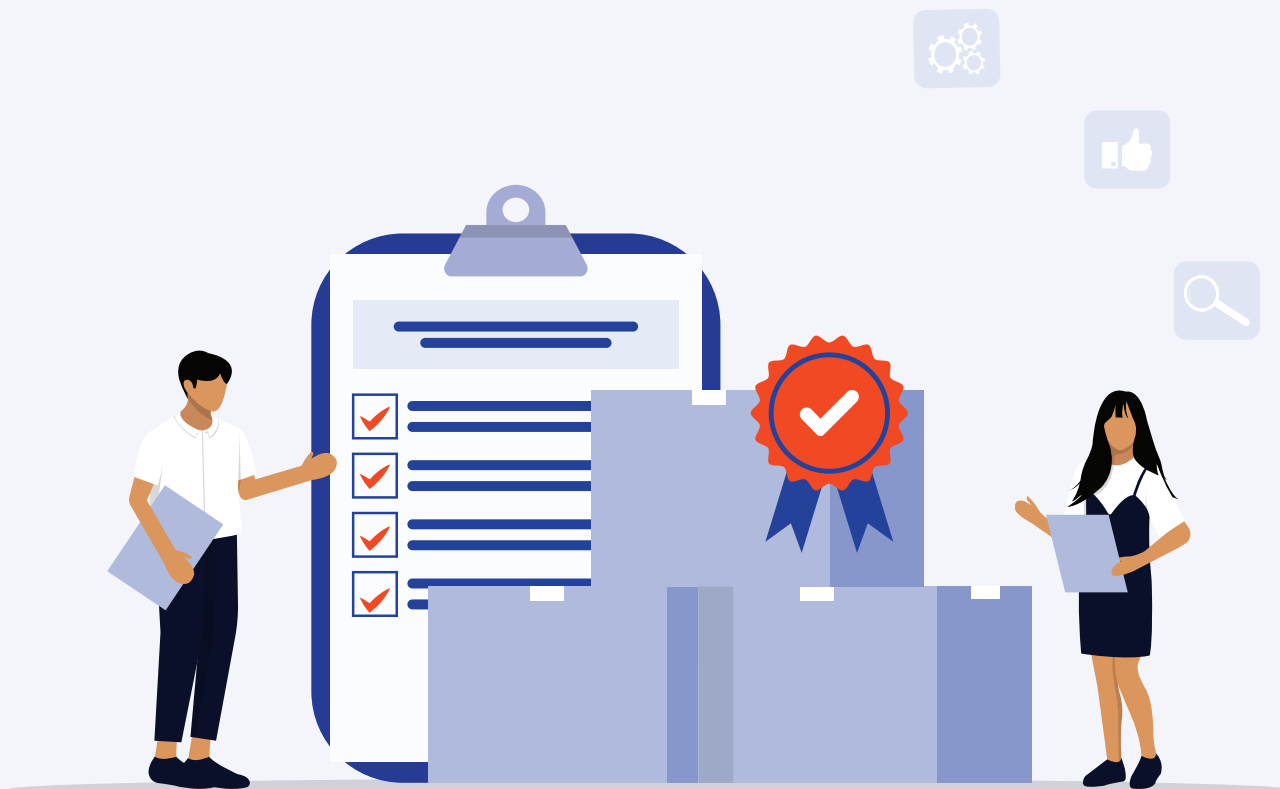
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Salient FEATURES

01

Implement various new teaching methodologies and tools.

03

Develop both personal and professional skills.

02

Enhance leaderships skills through book and article reviews.

04

Enhance knowledge regarding the real time school scenarios.

Course STRUCTURE

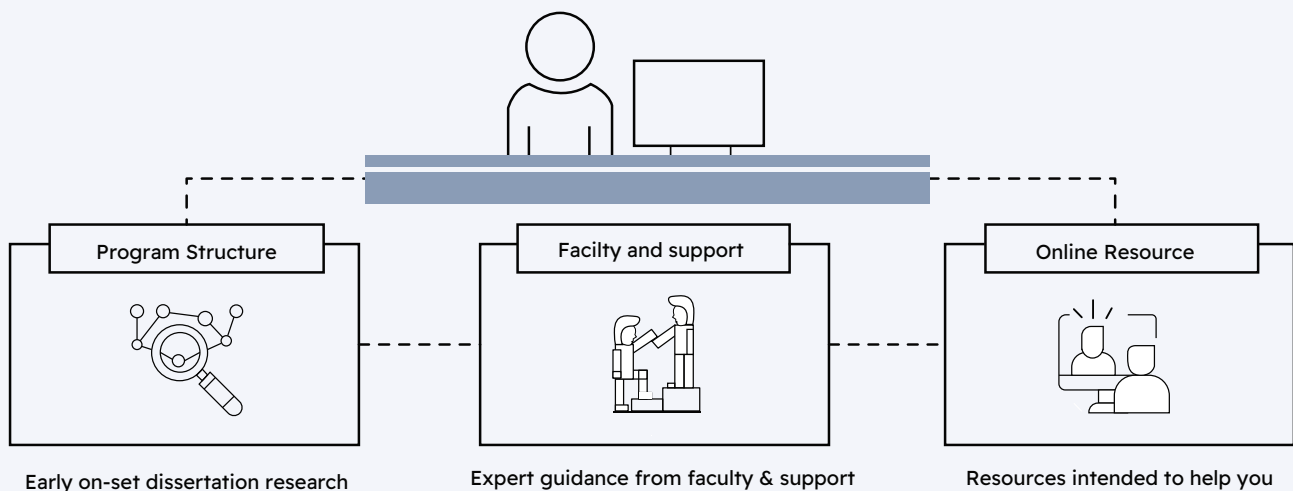
Block	Course Work	Credits	Research Work	Role of Doctoral Committee Against the Research Work
Block 1	Research Methodology	4	Identification of Guide and Approval of Guide	Approval of the Main Guide and the Co-Guide.
Block 2	Strategic Management	4		
Block 3	Accounting and Finance for Decision Making	4		
Block 4	Leading Organizational Change	4		
Research Work				
Block 5	Research proposal	9	Research proposal submission	Research proposal submission
Block 6-7	Progress Report 1	20	Progress report – 1 presentation & Approval Journal Publication (1)	Interaction with the Co-Guide (Review and approval)
Block 8-9	Progress Report 2	20	Progress report – 2 presentation & Approval Journal Publication (1) E-conference (1)	Interaction with the Co-Guide (Review and approval)
Block 10	Synopsis Presentation		Synopsis	Interaction with the Co-Guide (Review and approval)
Block 11-12	Thesis	25	Thesis	Thesis evaluation and Conduction of Viva
Total Credits		90		

Why Choose **US**?

- Online programs designed to match the quality of on-campus courses
- Engaging block-based learning modules focused on real-world outcomes
- Gain a globally respected degree with a personalized, interactive curriculum
- Connect with a diverse community of students from around the world and various industries
- Uncover your full potential as a business leader

Doctoral **STRUCTURE:**

Our Doctor of Business Administration program is designed to remove roadblocks for you and demystify the dissertation process. This unique approach centers on supporting you in three ways: through program structure, a dedicated faculty and support team, and online resources. To help generate momentum toward graduation, you'll begin your dissertation early in the program. Our faculty, support team, and online resources will help guide you every step of the way.



Career OPPORTUNITY

Career Opportunities for DBA Graduates:

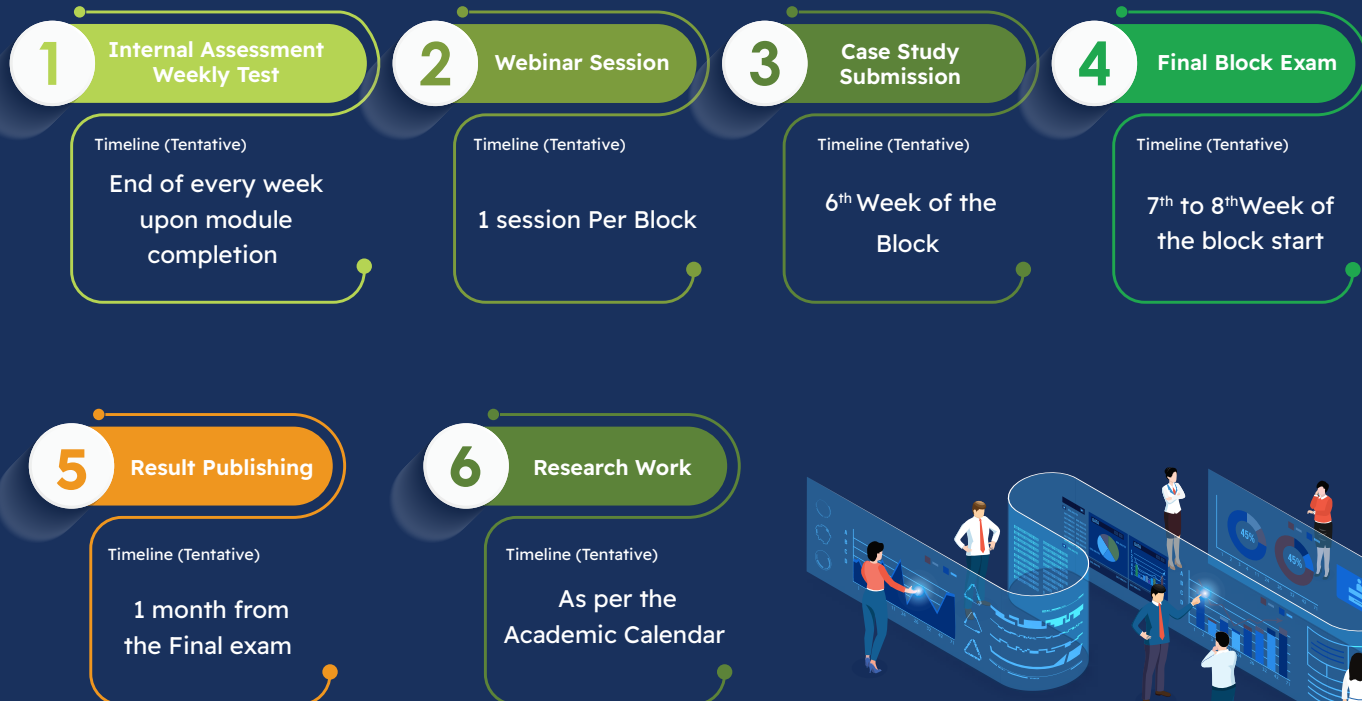
- Executive Leadership Roles (CEO, COO, CFO, Director, etc.)
- Business Consulting & Advisory
- Corporate Strategy & Innovation Management
- Entrepreneurship & Business Development
- Policy Making & Government Advisory
- International Business & Trade Leadership
- Management Education (Teaching in B-schools/Universities)
- Board Memberships & Corporate Governance
- Operations & Supply Chain Leadership
- Business Research & Publications

Research work topics can be carried out from the below-mentioned list



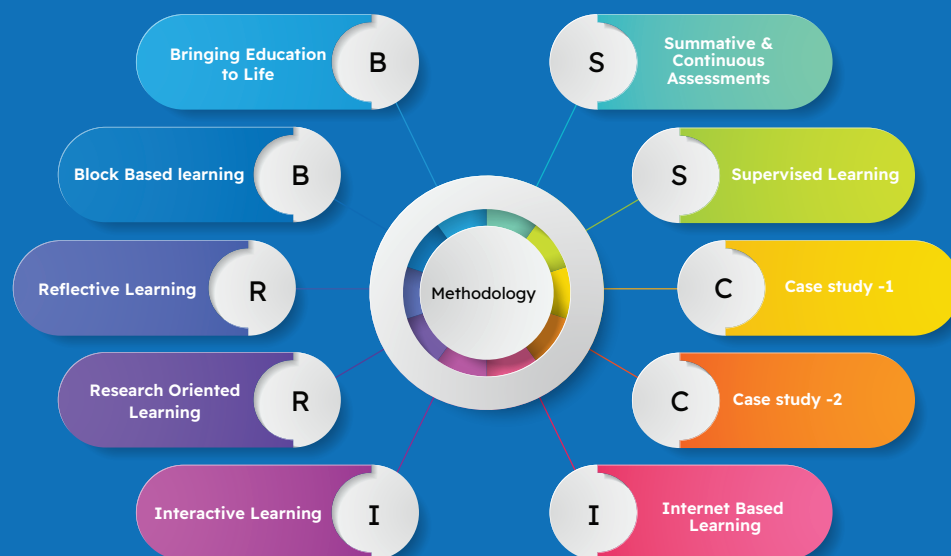
Note : Students can undergo their research work by choosing any one of the above-mentioned specialization areas or in any other relevant areas subject to the approval of Ph.D Advisory Committee.

Academic **TIMELINE:**



TEACHING METHODOLOGY

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Benefit of Doing Program with **TEXILA**

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Faculty and **OTHER SUPPORT**

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Ph.D in **MANAGEMENT**



PROGRAM AIMS and OBJECTIVES:

- Well-structured, international standard curriculum
- Gain proficiency to become a thought-leader and decision-maker
- Complete the PhD courses in management with ease

TAU's acclaimed online PhD in management is provided on a par with the regular program as this Ph.D course in management blends the flexibility of online learning with hands-on experiences to get you ready to become a management expert. Earning a PhD in management will help you meet your professional goals as a thought-leader and change-maker in your organization.

ELIGIBILITY:

- A Master's Degree in Business Administration/Management from a Recognized University.
(or)
- Executive MBA with 10 Years of Work Experience.

Duration: **3 years**

Membership & Recognition



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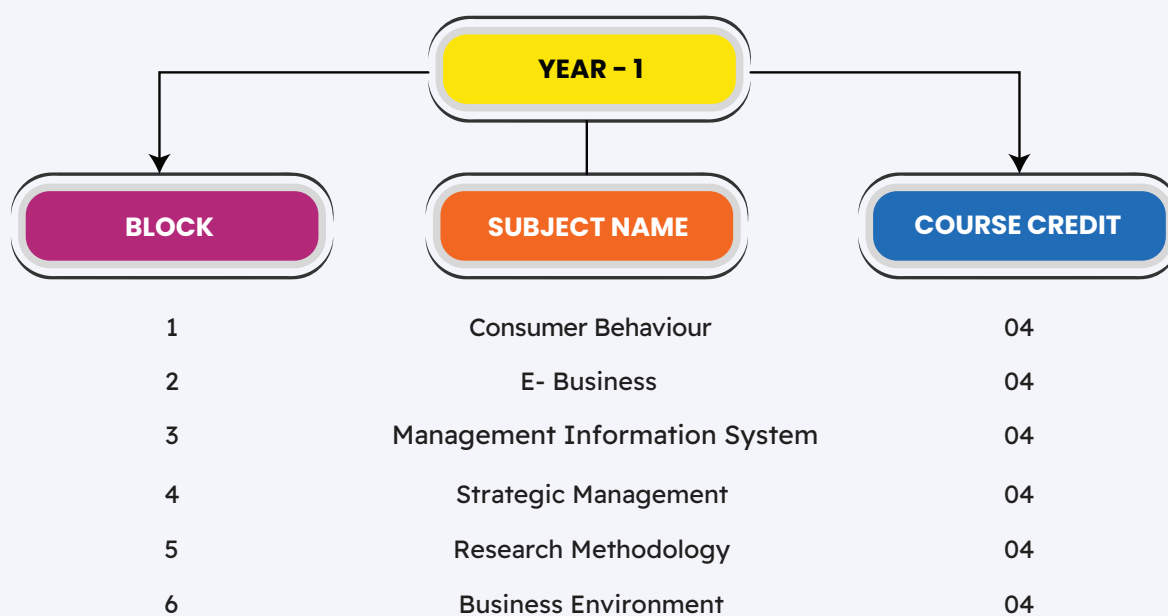
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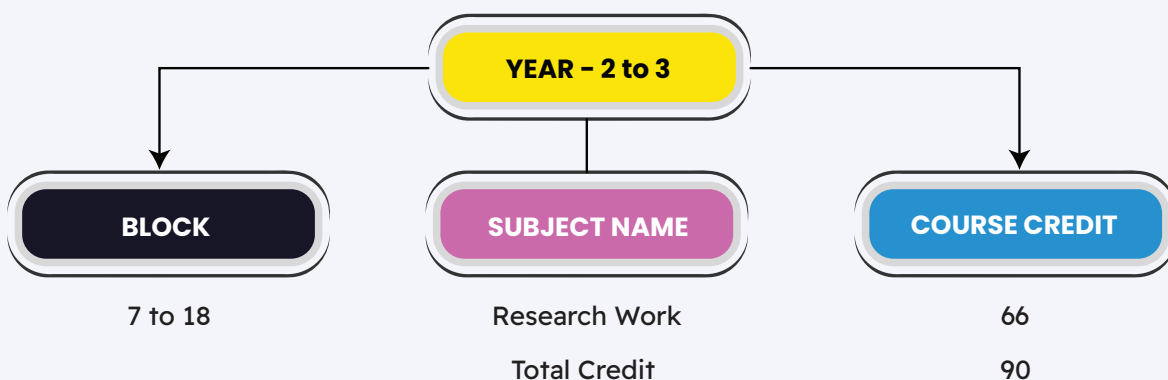
Enhance knowledge regarding the real time school scenarios.

Course STRUCTURE

COURSE WORK



RESEARCH WORK

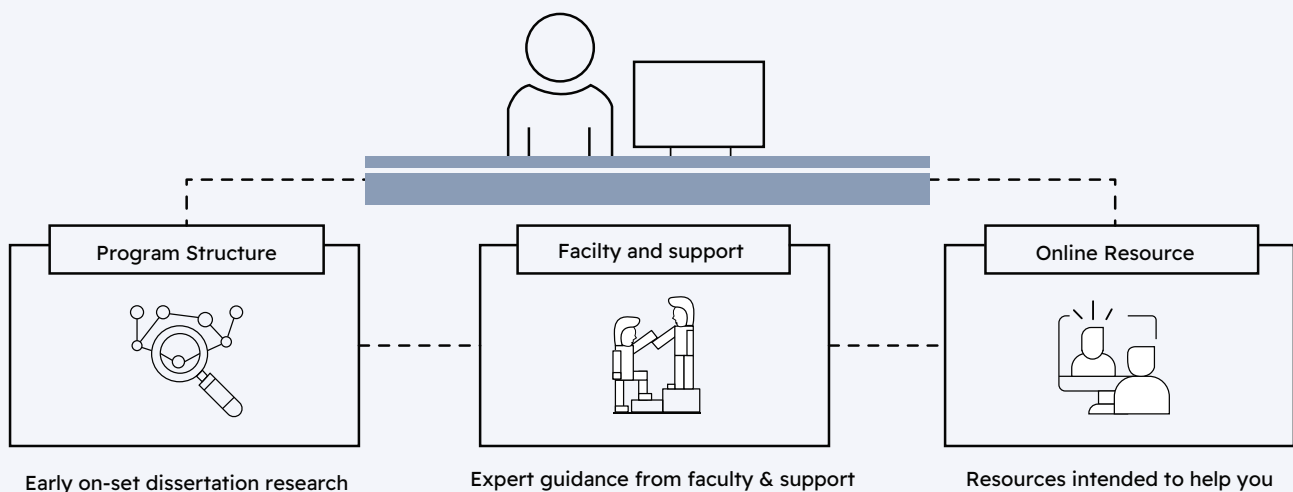


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Career OPPORTUNITY

Ph.D scholars would have lucrative opportunities in fields like:

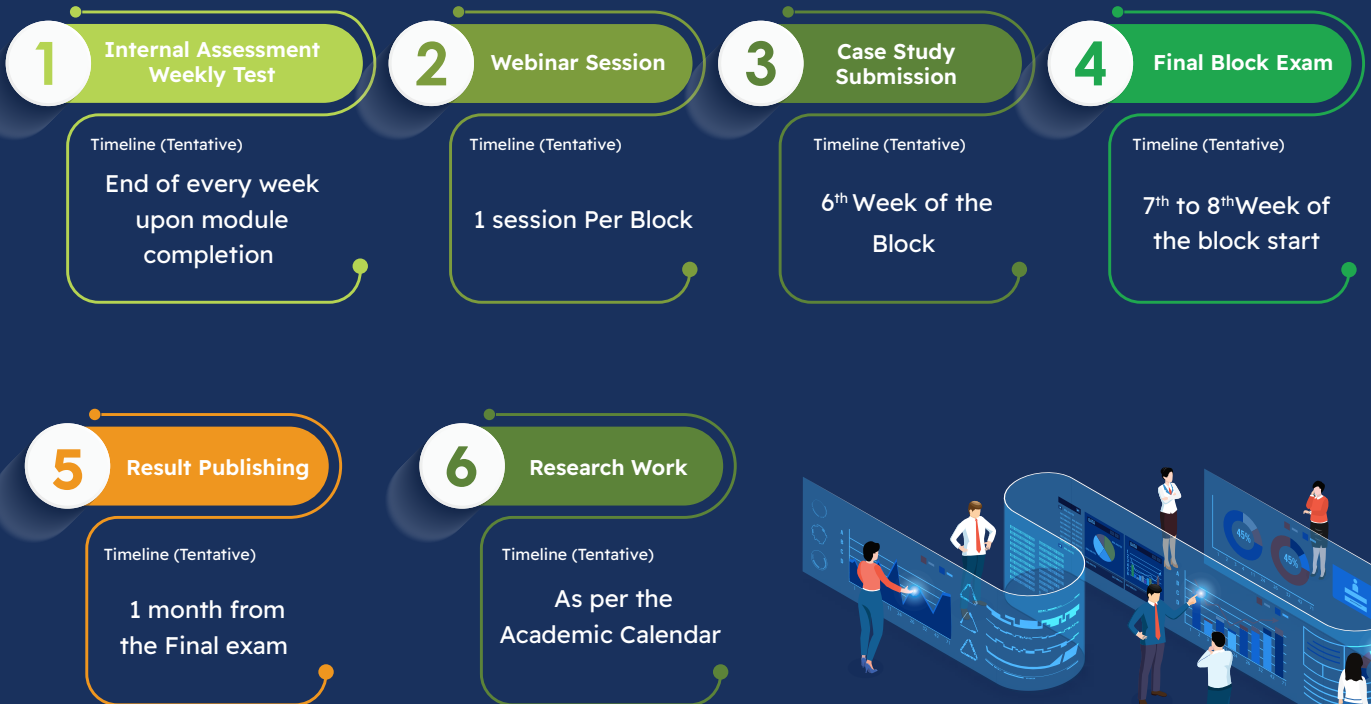


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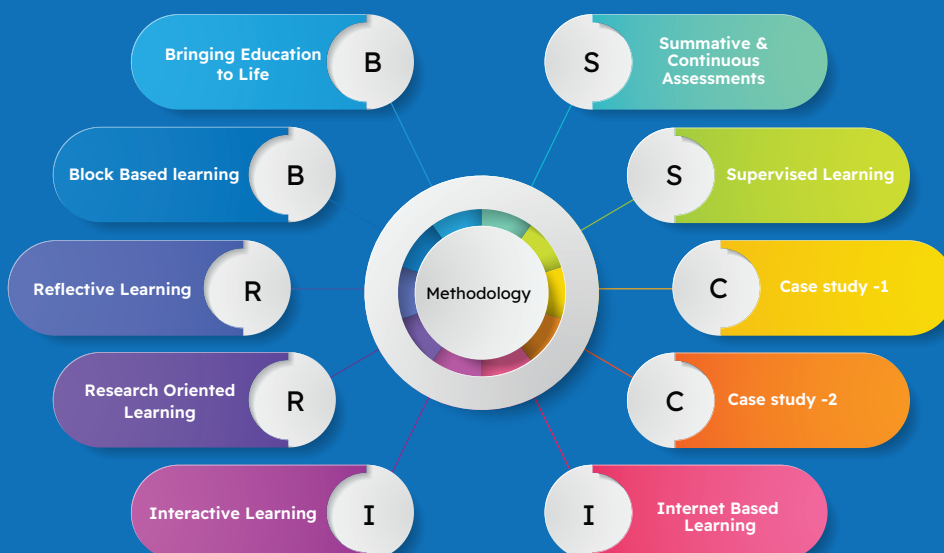
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**TEXILA
AMERICAN
UNIVERSITY
GUYANA**

CONTACT US



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