



vcubusiness

Dual Degree Program

MBA, Christ University, India

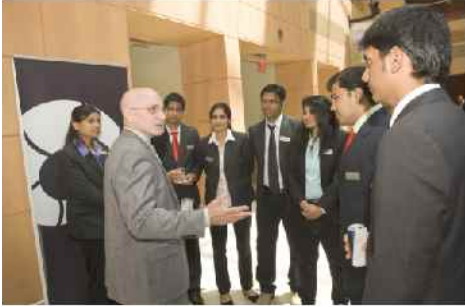
MS, Virginia Commonwealth University, USA



Two Universities, Two Degrees, Two Years
ONE OF A KIND GLOBAL EXPERIENCE



Class of 2012 - Richmond Experience



The VCU School of Business hosts a reception for the Christ University students.



Students attend a live telecast event from Christ University with Virginia Governor, Bob McDonnell.



Christ University students watch a presentation in class.



Christ University students present on an international marketing case.



Students attend one of the many career fairs hosted by the VCU School of Business.



Christ University students enjoy lunch at one of VCU's many dining halls.



Students attend the 2011 Festival of India in Richmond, Virginia.



Christ University Students explore the VCU campus.



Greetings from the School of Business at Virginia Commonwealth University! As a major business institution of higher education (ranked in the top 5% of all such schools in the world), we take great pride in providing the highest quality advanced business education, using the latest technologies, in our state-of-the-art facilities. We also take great pride in our local, regional, national, and international partnerships. We care about our students, what they learn while studying with us, and what they do in their careers after they graduate.

Twenty-five years ago, the world was separated by ideological barriers and physical walls. A long-term struggle for the way to organize human endeavors was being waged between those who believed in free-market enterprise and those who believed in central planning and collectivism. After the Berlin Wall came down in 1989, "globalization" brought down the barriers of the past and opened up a world of possibilities to billions of people. This monumental change continues to have profound effects on business activity. *If you are considering enrolling in the MBA MS Program created by the alliance between Christ University (CU) and Virginia Commonwealth University (VCU), you now have the opportunity to pursue a business career that past generations could only imagine.*

We at the VCU School of Business, in partnership with Christ University, invite you to take advantage of the opportunities unfolding all around us. *The CU-VCU MBA-MS is an international learning experience that will prepare you to operate successfully in global business environment of the 21st century.* The program will help you build the skills needed to prosper in today's dynamic and evolving marketplace. I encourage you to set yourself apart and position yourself for greater success by earning your MBA-MS from CU-VCU.

Ed Grier
Dean - VCU School of Business

Christ University Institute of Management is most pleased to partner with Virginia Commonwealth University School of Business to bring this unique program to our students. The opportunity to study at two universities (CU and VCU), earn two degrees (an MBA and Master of Science) in two years will allow participating students to not only receive cutting edge, globally focused education in the field of business but will provide them with life-changing knowledge derived from the experiences garnered from living and studying in both India and the U.S. The American author, Thomas Wolfe, is known for saying that once one has traveled abroad, he or she "can never go home again." By this, he did not mean that one could not return to his or her country or province or town, but rather, experiences that come with living in another land will forever change one in how he or she looks at the world, thinks about its wonders, and relates to its people. And thus the returning explorer is no longer the same person that left home. With respect to the CU-VCU program, I firmly believe that the transformation that will occur from the embedded overseas educational experience offered by the program will make all who participate more valuable to their communities and to the organizations for which they will work. For these reasons, I encourage all CU Institute of Management students who might be interested in the CU-VCU dual degree program to apply and see how you might change and grow.



Father Thomas C Mathew (Ph.D.)
Vice Chancellor - Christ University, Bangalore, India

VIRGINIA COMMONWEALTH UNIVERSITY



THE CAMPUS

VCU has a metropolitan campus with 32,000 students, located in the city of Richmond, in central Virginia.

THE CLASSROOM

State of the art facilities in Snead Hall, opened in January of 2008.

THE FACULTY

Learn from leading field experts who are advanced in their scholastic achievement and teaching experience in their respective fields.

THE STUDENTS

Experience a diverse campus with a strong international student population.

THE HEART OF VIRGINIA—CITY OF RICHMOND

Located in the center of the Commonwealth of Virginia, Richmond is conveniently located on the eastern seaboard of the United States. By car or train, residents can reach the nation's capital, Washington D.C., within two hours.

Virginia was ranked as America's top state for business by Forbes.com-2009, ranked second 2010-2011.

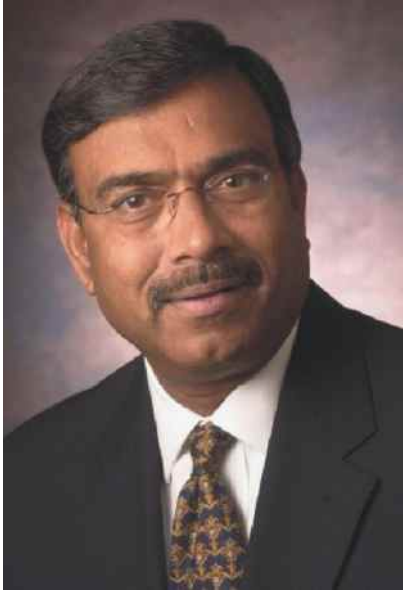
Richmond is one of the nation's 50 best places for business and careers (Forbes.com).

One of the 20 best cities of its size for young professionals to live and work (Next Generation Consulting).

Richmond is America's healthiest city and one of the best cities for families (Parenting.com).



A GREAT PLACE TO BE, A GREAT PLACE TO LEARN!



FINANCE CONCENTRATION

Message from the Program Coordinator

The Master of Science in Business with a concentration in Finance is primarily designed for students who possess an undergraduate or graduate degree in business. By specializing in Finance, you will gain extensive training and skills in financial decision making in the areas of corporate financial management, investments and security analysis, international finance, funds management in financial institutions and derivatives.

We are very pleased to welcome students from Christ University to our MS in Business Finance concentration program.

Nanda Rangan, Ph.D.

Department Chair of Finance, Insurance and Real Estate

CURRICULUM DESCRIPTION

Before entering Virginia Commonwealth University, students must complete the 'foundation' courses (Fundamentals of Accounting, Statistical Elements of Quantitative Management, Financial Concepts of Management, Concepts in Economics) to prepare them for the core courses in the MS in Business - Finance Concentration Program.

The core courses, taken at VCU, will provide students with a well-rounded business perspective by teaching nuances of finance and the latest applications in the business environment. Students then tailor their curriculum to suit their professional interests by selecting *four elective courses within finance concentration and one elective course from a wide array of business courses.*

The following are the required core courses:

- FIRE 622 Financial Management of Financial Institutions
- FIRE 623 Financial Management
- FIRE 635 Investments and Security Analysis
- FIRE 639 International Finance
- FIRE 650 Derivatives

Additional courses: choose four elective courses in the Finance concentration and one general business elective, to complete your degree.



FEATURED FINANCE FACULTY



Kenneth N. Daniels, Ph.D. specializes in the areas of financial services and community development. He received a Sydney Futures Exchange Prize for outstanding paper on derivatives and outstanding paper on investments from the Eastern Finance Association. Dr. Daniels has published over 20 refereed articles in journals such as *Journal of Money, Credit and Banking*, *Journal of Corporate Finance*, *Financial Review*, *Journal of Financial Services Research*, the *Journal of Fixed Income*. Dr. Daniels is currently the Vice-Chairman of the Richmond Retirement System, the Chairman of Virginia Community Development Corporation and a Bank Director at Virginia Community Capital.



Manu Gupta, Ph.D. is an assistant professor of Finance in the department of Finance, Insurance and Real Estate. He also serves as advisor for the MS Finance Program at Virginia Commonwealth University. His research interests include Corporate Governance, Executive Compensation, Earnings Manipulation, and Regulatory Institutions. He has published in *Journal of Law and Economics*, *Journal of Banking and Finance*, and *Journal of Business Finance and Accounting*. He has been cited in *Financial Times*, *London* and *The Washington Post*. He has received several awards for his contributions to research and teaching.



Puneet Prakash, Ph.D. is an assistant professor of Finance in the department of Finance, Insurance and Real Estate. His research interest lies broadly in the area of Risk Management and he teaches Risk, Insurance and Corporate Finance courses. He has won competitive research grants from the VCU School of Business Dean and presented research papers at both national and international conferences. He recently spent one semester teaching at the Indian Institute of Technology.



Daniel Salandro, Ph.D. teaches graduate and undergraduate courses in Corporate Finance. Dr. Salandro is a member of the American Finance Association, Eastern Finance Association, Southern Finance Association and the Financial Management Association. He has conducted research projects investigating asset market microstructures (bid/ask spread estimation) and investor preferences in experimental asset markets. He currently uses simulation modeling to align business strategic plans and financial planning.



David Upton, Ph.D. specializes in Security Analysis and Portfolio Management. Dr. Upton has published twelve refereed articles in leading journals, four refereed proceedings, and presented twenty-seven conference papers. He is active in the Association for Investment Management and Research and is a member of the National Association of Securities Dealers Board of Arbitrators. He serves on the Investment Committee of the Richmond Retirement System. He is a past president and trustee of the Eastern Finance Association.



Greg Waller, Ph.D. specializes in corporate governance, corporate investment policy and corporate restructuring. He has taught classes in all areas of corporate finance at the undergraduate and Master levels. Prior to joining the faculty at VCU, he was on the faculty at Ohio University where he was awarded the Finance Teacher of the Year award by the graduating finance majors. He holds a Ph.D. in finance from Purdue University and a B.A. and M.B.A. from Ohio University.

GLOBAL MARKETING CONCENTRATION

Message from the Program Coordinator

The Master of Science in Business program with a concentration in Global Marketing Management is designed for students who are interested in learning the skills needed for successfully working as marketing managers in the global environment. All courses in this concentration present global content, assignments, case studies, and many other learning tools. Our marketing instructors have vast experience working in and teaching about the global marketing environment. We are confident that this program will prepare students extremely well for their marketing-oriented careers.

This concentration provides an MBA student with a deeper understanding of the work of a marketing manager and more exposure to international business studies. Students who have previously completed this concentration have gone on to successful careers with many multi-national companies such as Altria, MeadWestvaco, IBM, Deutsche Bank, UBS, and the Federal Reserve Bank.

We welcome Christ University students to the VCU family and hope that they will enjoy their experience in the MS in Global Marketing Management program!



A handwritten signature in black ink that reads "Van R. Wood".

Van Wood, Ph.D.
Philip Morris Chair in International Business

CURRICULUM DESCRIPTION

The Master of Science in Business with a concentration in Global Marketing Management offers students the opportunity to focus their studies in two related areas - marketing management and global business management. Students take required core courses in marketing and management and select elective courses from a variety of complimentary disciplines, such as accounting, economics, finance, or management. Students interested in preparing for the increasingly global nature of business will be well suited for this unique Master's program.

The following are required core courses:

- MKTG 671 Marketing Management
- MKTG 673 Marketing Research
- MKTG 656 International Marketing
- MKTG 657 International Marketing Planning Project
- MGMT 642 Business Policy

The following are required marketing course electives:

- MKTG 672 Concepts in Consumer Behavior
- MKTG 674 Service Quality Management
- MKTG 691 Topics in Marketing: Product Development
- MKTG 691 Topics in Marketing: Retail Management



FEATURED MARKETING FACULTY



Frank Franzak Ph.D. is an associate professor of Marketing in the VCU School of Business. Dr. Franzak has been a part of the department since 1986 and was chair from July 2002 to July 2008. Previous to his appointment at VCU, he was on the faculty of Boston College School of Management. He is currently a board member with the American Marketing Association Global Marketing Special Interest Group. He is also a faculty mentor and in charge of recruiting students to the da Vinci Center, a program sponsored by the Schools of Arts, Engineering, and Business.



Haeran Jae Ph.D. has been an assistant professor of Marketing in the VCU School of Business since 2006. She is a native of South Korea and an alumnus of the University of Kentucky and Florida Gulf Coast University. Dr. Jae's research centers on marketing communication with low-literacy consumers. Dr. Jae's current projects are looking at comparisons of reading processes and working memory between high and low-literacy consumers.



Michael W. Little, Ph.D. is the Chair of the Marketing Department and an associate professor of Marketing in the VCU School of Business. Dr. Little has been with VCU since 1983. Dr. Little has also served as Associate Dean of Graduate Studies in Business and Program Faculty Advisor to students in the Executive MBA Fast Track Degree. Dr. Little's teaching interests include retailing and marketing strategy. His current area of research is in Electronic Retail/Marketing on the World Wide Web.



Kenneth B. Kahn, Ph.D. is Director of the da Vinci Center for Innovation at Virginia Commonwealth University. His teaching and research interests include market development, product management, and demand forecasting of current and new products. His professional focus emphasizes company collaborations to augment the education and research experience for students and faculty. He will focus on student team collaboration between VCU and Christ University as it applies to business opportunities.



David J. Urban Ph.D., P.C.M. is professor of Marketing and the Executive Associate Dean of the VCU School of Business. He has received eight peer-reviewed national/international awards for teaching excellence. He has also received a Distinguished Teaching Award, Distinguished Service Award, and Award of Excellence, honors all given by his School of Business peers. He is the only professor from the VCU School of Business to have ever received an Outstanding Faculty Award from the State Council of Higher Education for Virginia (SCHEV).



Van Wood Ph.D. is a professor of Marketing and the Philip Morris Chair in International Business at the VCU School of Business. He has been with VCU since 1994 and is the lead faculty member for the International Business Certificate program. He is a specialist in international business with over 30 years of experience in global marketing and trade. Dr. Wood has been awarded grants to develop international programs from the Fulbright Commission, the World Bank, the U.S. Department of Education, the U.S. Department of Commerce, VCU, Texas Tech University, and other institutions.

INFORMATION SECURITY CONCENTRATION

Message from the Program Coordinator:

The Master of Science in Information Systems with concentration in Risk, Security and Assurance is primarily designed for students who possess an undergraduate or graduate degree with some emphasis on information technology related subject areas. By specializing in Risk, Security and Assurance you will gain an education in assessing information security risks, developing security policies, defining contingency plans, understanding compliance aspects and existing international regulations. All these are grounded in a solid technical foundation, necessary for a career in information security management. I am certain that students from Christ University will benefit immensely from a concentration in Risk, Security and Assurance - a field that is poised to grow multifold over the next few decades.



A handwritten signature in black ink, appearing to read 'Gurpreet Dhillon'.

Gurpreet Dhillon, PhD
Program Director, Information Security

CURRICULUM DESCRIPTION

The Master of Science in Information Systems with concentration in Risk, Security and Assurance is primarily designed for students who possess an undergraduate degree in Science and Engineering with an exposure to information technology fundamentals. Commerce students with little or no background in information technology may have to undertake additional preparatory work prior to admission.

Before entering Virginia Commonwealth University, students from Christ University must demonstrate sufficient training and successfully complete the MS in Information Systems with specialization in Risk, Security and Assurance.

The following are the **required core courses**:

- INFO 610: Analysis and Design of Databases
- INFO 620: Data Communication
- INFO 630: Systems Development
- INFO 640: Information Systems Management

On completion of the core courses, students will complete the remaining six courses for the concentration. These include:

- INFO 644: Principles of Information Systems Security
- INFO 622: Network Security and Administration
- INFO 634: Ethical, Social and Legal Aspects of Security
- INFO 614: Data Mining
- INFO 646: Security Policy Formulation and Implementation
- INFO 691: Special Topics (Ubiquitous Computer Security)



FEATURED INFORMATION SYSTEMS FACULTY



Gurpreet Dhillon, PhD is a professor of Information Systems at the VCU School of Business. Dr. Dhillon's main area of interest is information security. He has authored several books and research manuscripts in this area. He is also Editor-in-Chief of the Journal of Information System Security. Dr. Dhillon consults regularly with the government and industry. His expert comments have appeared in The New York Times, Washington Post, Knowledge@Whatron, among others.



George Kasper, PhD is a professor of Information Systems at the VCU School of Business. His main area of interest is decision making in the context of information technology. He is the lead faculty in aspects of ethical and legal challenges with respect to information security. Dr. Kasper is the US/ACM National Representative to the International Federation of Information Processing (IFIP) TC 8. He has also been actively involved in various national accrediting bodies.



Kweku-Muata Osei-Bryson, PhD is a professor of Information Systems in the Information Systems Department at the VCU School of Business. Dr. Osei-Bryson's main area of interest is data mining, expert systems and multi-criteria decision-making. He has used several decision analysis techniques in studying information security problems. Dr. Osei-Bryson's work transcends the information systems and management science literatures, which has been very well received by the academic community.



Richard Redmond, PhD is an associate professor of Information Systems in the Information Systems Department at the VCU School of Business. He specializes in software engineering and application of artificial intelligence to business. More recently his research has focused on using ontologies in Semantic Web environments. Dr. Redmond sees information systems security to play a rather important role in the management of enterprises, where artificial intelligence and semantic webs will be integrated for ensuring protection of information resources.



Manoj Thomas, PhD is Director of Information Technology in the Information Systems Department at the VCU School of Business. His area of interest is in information security, autonomous computing and knowledge management. He sees an important role of agent technologies in ensuring security of enterprises. Dr. Thomas is currently working on several information systems security projects, which transcend industry and academia.



Roland Weistroffer, PhD is associate professor of information systems in the Information Systems Department at the VCU School of Business. His research into multi-criteria decision-making has been extended to encompass aspects of information technology investments and information security. Dr. Weistroffer is an ardent believer in strong methods and the contributions that can be derived from them in ensuring the security and integrity of enterprises.

Richmond in Pictures



VCU students walk across campus.



A view of the Richmond skyline at night.



The city of Richmond overlooks the James River



An aerial view of the city of Richmond



'The Compass', located on main campus of VCU



For more information and to apply:

Call: +91 94487 06666

Email: saramaswamy@vcu.edu and admission@christuniversity.in

Websites: www.business.vcu.edu and www.christuniversity.in

To Learn More About VCU and Richmond, please visit:

<http://www.vcu.edu/about>



VCU BY THE NUMBERS

32,000 students

1,500+

Master's degrees conferred annually

One of the **top 100** research
Universities in the U.S.A.

More than **\$230 million**
a year in sponsored research funding

A Princeton Review **“Best 300** Business
Schools”

In the **top 5%** of business schools
Worldwide (AACSB International)

Part time MBA **Ranked 51** in the
United States (Bloomberg Business week)