



ITEC / SCAAP Course 2017 – 18

15-Month Executive Post Graduate Diploma in Management

March 30, 2017 to March 29, 2018 (52 weeks / 12 months) course work in India.
April 13, 2018 – July 12, 2018 (12 weeks / 3 months) Project in home country.

Course Director: Prof. Nalin Jain

International Management Institute, New Delhi

Aims & Objectives of the Course

Aims:

The Program (**12 months in India plus 3 months in home country for ITEC candidates**) is designed for experienced executives who wish to take up leadership roles and thus enhance their skills sets and broaden their managerial horizon. The program provides general management and functional area orientation with emphasis on international and cross-cultural exposure. The program would provide an opportunity for personal as well as professional growth through a rigorous interactive learning environment alongside Indian participants from leading private and public sector organizations.

Objectives:

- To equip middle level executives with management skills necessary for leadership roles.
- To supplement existing expertise of participant with general management & functional area knowledge.
- To enhance analytical skills for effective decision making
- To provide a learning platform to handle cross-cultural issue for managing a business in a global environment
- To inculcate values and attitudes which contribute to a socially sensitive & ethical behavior.

Course Contents I Syllabus

The program is built around 12 months of course work over 4 terms of 11 to 12 weeks each, and three months of field project at the end of the course work in the home country of the participant. The complete program is of 90 credits, where each credit corresponds to the equivalent of 10 hours of classroom contact. During this period students are required to complete 22 compulsory courses, 9 elective courses besides 3 months of Field project work.

A list of core courses that are offered in Executive PGDM 2016-2017 program are:

- Quantitative Analysis for Decision Making (3)
- Financial Accounting and Analysis (3)
- Managing People at Work (3)
- IT for Managers I (1.5)
- Managerial Economics (3)
- Organizational Communications (1.5)
- Written Analysis and Communication (1.5)
- Strategic Operations Management (3)
- Marketing Management (3)
- Competition and Strategy (3)
- Excellence in Operations (1.5)
- Quantitative Techniques for Decision Making (1.5)
- Cost and Management Accounting (1.5)
- Legal Aspects in Business (1.5)
- Macroeconomics Theory and Policy (3)
- Corporate Finance (3)
- IT for Managers II (1.5)
- Strategic Human Resource Management (1.5)
- International Business (1.5)

- Creating and Delivering Customer Value (3)
- Business Analytics (3)
- Emerging Economies and Markets (1.5)
- Corporate Governance & Business Ethics (3)
- 9 Electives courses in functional areas (27)
- Field Project in Home country (6)

(Courses are subject to review to suit the requirements of the course)

Mode of Evaluation

IMI follows a system of continuous assessment. The instructor can design appropriate method of evaluation as per the requirements of the course and method of instruction. Students evaluation may comprise of preparation made for the class and participation, quizzes, mid-term examination, term papers/projects, home assignments, end-term examination and any other criterion that the instructor concerned may decide.

Grading

IMI follows a letter grade system over a 10 point scale for evaluation of students academic work. The minimum CGPA required for qualifying for the Diploma is 4.5 in the program, apart from meeting other qualifying parameters.

Award of Diploma

In case any student does not satisfactorily complete the Field Project or fails to comply with the defined timelines & norms specified or does not meet the academic requirements, she/he will not qualify for the award of the Institute s Diploma, till the same has been satisfactorily completed.

Participants who are unable to fulfill the Academic requirements of the program for any reason, will not be eligible for the award of the Executive Post Graduate Diploma in Management, but will be given a Certificate of Participation after the Convocation.

Attendance

IMI place high emphasis on regularity and punctuality. Hence, attendance is compulsory in all courses. This requirement formalizes the reciprocal responsibilities between students and faculty to be fully prepared for class and to contribute to joint learning. More broadly, it reinforces our belief in education as a shared exercise. The success of learning model depends on broad, regular class participation by all students. This, in turn, depends crucially upon regular attendance by all students in all classes.

The penalty for shortage of attendance in various programs is defined in the student' s handbook provided to each student on enrollment.

General

The program is high in rigor, being a Post Graduate level program. Participants should be mentally prepared for a demanding working environment wherein pre-class preparation is an essential prerequisite. Case studies, field assignments, class presentations and group work form the core of the academic rigor. Each class is of 90 minutes duration and classes usually start at 8.30 am in the morning and may extend till late evening, as per the requirements of the course and the faculty, including on Saturday & Sunday.

Eligibility Criteria for Participants

Educational Qualification

Graduation in any discipline, as a regular candidate and not through correspondence courses with a consistently high academic record. Proficiency in high-school level of Mathematics, written & spoken English as well as working knowledge of Computers is an essential requirement.

Work Experience

Post-degree, 5 years or more full time experience at senior decision making levels within Ministries or Government Departments or private sector organizations.

Age Limit

As per ITEC norms not above 40 years as on 31st March 2017

Target group (Level of participants and target ministry/department etc.)

Government Officers at the level of Director/Dy. Director /HOD

Managers from Private Sector in middle management levels, heading Profit Centers or Heads of Department

Course Director:

Prof. Nalin Jain

Prof. Nalin Jain, PHD (IIT Delhi), MBA (FMS Delhi University) and B.Tech (Electrical) (IIT, BHU, Varanasi) is Associate Professor and Area Chair (Marketing) at IMI New Delhi. He has more than thirty three years of holistic and diverse experience relevant for Executive Business Education. He worked at Voltas Ltd as a product manager, building the LT Switchgear brand pan India and overseeing all aspect of the LT business including customer relationships. In his next responsibility as the CEO of a mid-size family business he doubled the business revenue in three years getting new accounts and customers for the business and setting up new business processes leading to substantial quality improvements and cost savings. Playing the role of a start-up entrepreneur, he successfully established a mid-size company for manufacturing and marketing electrical products and still steers it in the market as the honorary marketing director of the company. Subsequently, as a consultant he has been involved in significant Market, Channel, Brand Building, Communication, CRM, Marketing strategy and General Management consulting projects for organizations such as Rediffusion, Pepsi and MTNL. He has been a prolific trainer and training coordinator. He has conducted sales, customer relationship, marketing, negotiation and other training session in more than two hundred training programs for various public and private corporate organizations. As a core academician for eighteen years, he has conducted courses in almost all core and specialization areas of marketing including services marketing, marketing management, customer relationship management, channel and distribution management, brand management, Integrated marketing communications, marketing to base of pyramid, and strategic marketing.

About IMI

Nestled in Qutab Institutional Area, International Management Institute (IMI), New Delhi was established in 1981 in Collaboration with IMI Geneva (now IMD Lausanne). IMI is India's first corporate sponsored Business School with sponsorship from corporate houses like RPG Enterprises, Nestle, ITC, SAIL, Tata Chemicals, BOC and Williamson Magor etc. Over a period of time in the last 32 years the Institute has acquired a truly global status. The Institute received UNDP assistance for also various other international linkages with bodies like World Bank, UNDP, ILO, UNCTAD, Asian Productivity Organization etc. All our PGDM programmes are accredited by Association of MBAs (AMBA), UK as well as National Board of Accreditation (NBA), AICTE, Government of India. The National Institutional Ranking Framework, Deptt. Of Higher Education, Ministry of HRD, GOI in its recent rankings (April 2016) have ranked IMI New Delhi at No.7 in India Rankings 2016 and at No.1 as a Private Business School.

To provide a global prospective to the students, the Institute's flagship two year Post-Graduate Programme in Management has a student exchange programme with various European Schools such as ESC Rennes, France, MIP School of Management France, Graz University Austria, IESEG School of Management and IDRAC Lyon, France etc.

Besides this IMI is one of the empanelled Institute of the Ministry of External Affairs, GOI, for special Commonwealth Assistance Programme under which the Institute gets the executive MBA students from various Afro-Asian and Latin American countries for its 15 months Executive Post-Graduate Programme in Management. Today IMI enjoys the place of esteem among the leading management Institutes and the patronage of reputed business organization in the country. The aim, approach and activities of IMI are guided by all its stakeholders - students, alumni, corporate patrons and society in general.