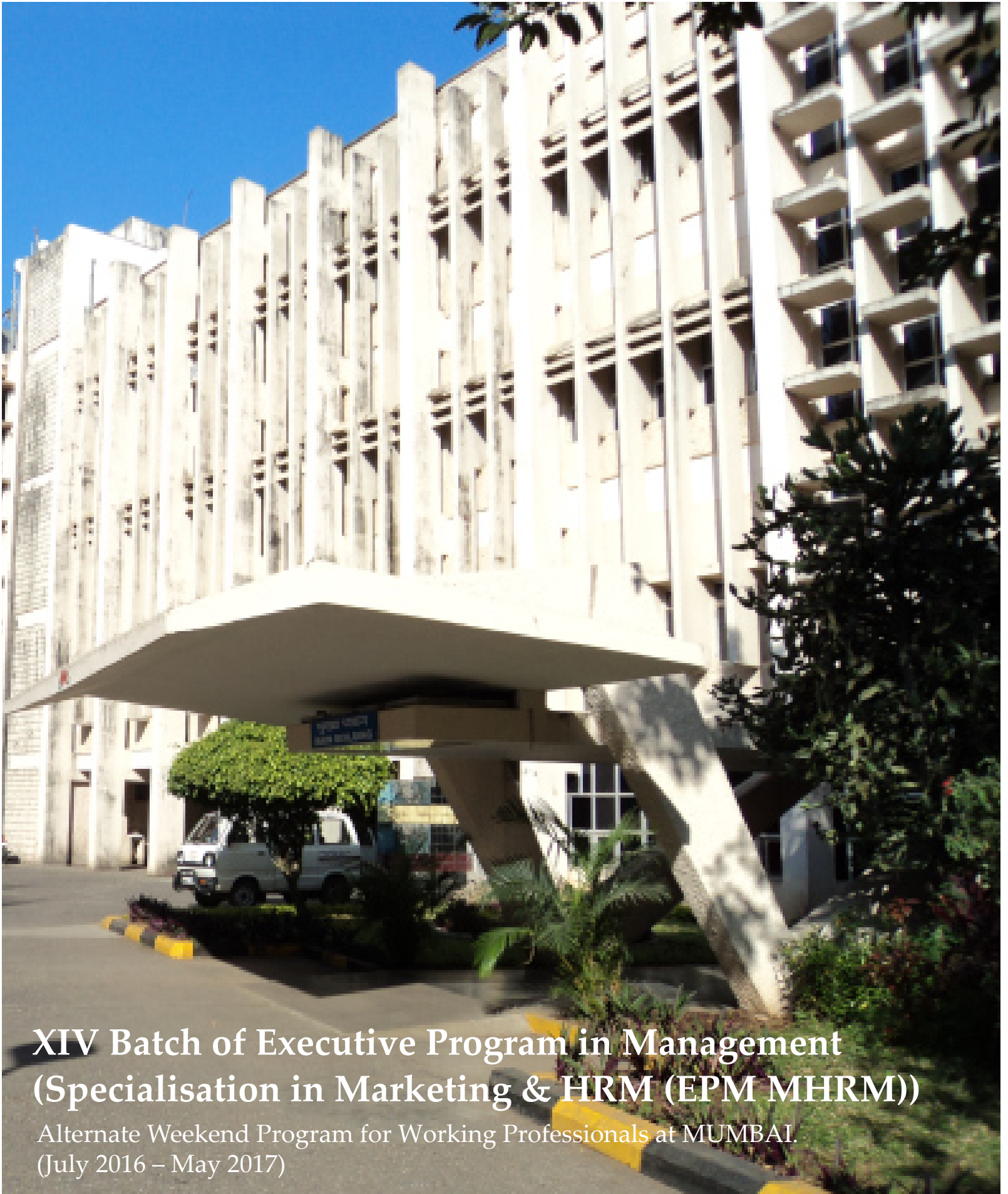




**IIT Bombay**



INDIAN INSTITUTE OF TECHNOLOGY, BOMBAY



## XIV Batch of Executive Program in Management (Specialisation in Marketing & HRM (EPM MHRM))

Alternate Weekend Program for Working Professionals at MUMBAI.  
(July 2016 – May 2017)

## Indian Institute of Technology, Bombay (IIT Bombay)

IIT Bombay set up by an Act of Parliament, was established in 1958, at Powai, a northern suburb of Mumbai. Today the Institute is recognized as one of the centers of academic excellence in the country. Over the years, the dynamic progress at IIT Bombay in all academic and research activities, and a parallel improvement in facilities and infrastructure, has kept the institute on par with the best institutions in the world. About 20 percent of its graduates and post-graduates are entrepreneurs—many of them first generation. (<http://www.iitb.ac.in/>).

## Shailesh J Mehta School of Management (SJM SOM)

IIT Bombay established its management school in 1995 to promote interdisciplinary learning and to keep up with the changing environment and with the objective of transforming professionals to "Renaissance Leaders" of tomorrow. In the year 2000, the school was renamed as Shailesh J Mehta School of Management, in honor of Dr. Shailesh J. Mehta, a distinguished alumnus of IIT Bombay and a generous contributor to the school. SJM SOM already leads the way in preparing its Graduates to respond to the new challenges by drawing on the varied intellectual resources of IIT Bombay and providing an outstan

## Continuing Education and Quality Improvement Programme (CE&QIP)

With the rapid pace of growth in technological knowledge and frequent paradigm shifts in technology, Continuing Education of working professionals in industry is a vital need. Continuing Education Programmes are being conducted all over the country and abroad. In addition to regular short term programmes, CE&QIP also conducts intensive courses on selected topics leading to a certificate on successful completion and evaluation.



### **XIV Batch of Executive Program in Management (2016-17)**

XIV batch of Executive Program in Management with specialization in Marketing and HRM (EPM MHRM) is proposed to be held through CE&QIP of IIT Bombay during July 2016 – May 2017.

The programme will be coordinated by Prof. S.Bhargava and Prof. Dinesh Sharma of SJM SOM, IIT Bombay.

Since last 13 years, this programme has attracted executives, managers and entrepreneurs engaged in different domains viz. government, private and family managed businesses. This programme has been designed to meet their emerging needs, bridge the existing skills gap and facilitate easy transition to the required platform for success. EPM-MHRM is an endeavor to provide an opportunity to get an in-depth orientation and exposure to the foundations of Management and addressing specialized aspects of Marketing and HRM. This programme seeks to address the following:

#### **Address the emerging paradigms in the field of Management**

- An emphasis on current concepts and applications.
- Emphasizing on skills such as analytical reasoning, communication and teamwork.
- Contemporary & Conventional marketing and people Management with focus on entrepreneurship.

### Programme Duration :

XIV batch of the Executive Program in Management with specialization in Marketing & HRM is proposed to be held during July 2016 – May 2017. Classes are proposed to be held on alternate weekend Saturdays (2pm-8.30 pm) and Sundays (9 am to 2 pm).

### Programme Fee :

Total fee for the programme is 186300-00 (One lakh eighty six thousand and three hundred only). This includes Program fee of Rs 162000-00 (One lakh sixty two thousand only) and Service tax @15% ie Rs 24300-00 (Twenty four thousand and three hundred only).

The fee is payable in two installments. First installment of Rs 99300-00 (Ninety nine thousand three hundred only) is to be paid with the application form. Second installment of Rs 87,000-00 (Eighty seven thousand only) is to be paid on or before 30th July 2016. One can however pay full fee at the time of application.

#### A) Details for Online transaction:

Current account no. : 10725729128

Name of Account: Registrar, Indian Institute of Technology, Bombay

IFSC code:SBIN0001109

Bank code no./MICR code:400002034

Branch: IIT Powai,

City: Mumbai

Once you make the online fund transfer, kindly send us the following details to track the payment and issue the receipt in your name.

1. Name of the person who deposits the amount in Bank
2. Transaction No.
3. Date of Transaction
4. Amount
5. Bank & Branch Name

#### B) For payment of Fee by Demand Draft :

Alternatively the total fee can be paid by a crossed Demand Draft drawn in favor of "THE REGISTRAR, IIT BOMBAY (CEP ACCOUNT)" and payable at Mumbai.

### Pedagogy and Programme Faculty :

The programme pedagogy will involve use of case studies, lecture-cum-discussions, video / film discussions, seminars, role plays, projects etc. The programme will include faculty from IIT Bombay, leading experts from industry and academia.

#### Who Will Benefit :

This programme is useful to the executives, managers and entrepreneurs working in private, public, government and non-government/voluntary organizations.

This programme, emphasises on high quality education to the professionals, who are interested in enhancing (building/developing) their career and business competencies.



## Programme Structure

The structure of this programme includes three major modules. General Management, Marketing & HRM. Marketing function and managing people in any kind of business are backbone of sustainable competitive advantage. Successful corporate leaders have realized it and are applying all possible strategies to hone up the business development skills of people, who can bring the creative and innovative edge to the business.

### S.N. Programme Structure

#### Course Structure

#### A Foundation of Management

- Principles of Management
- Finance & Accounting
- Operations & Project Management
- Organizational Behavior & Human Resource Management
- Fundamentals of Marketing
- Business / Market Research
- Big Data Analytics

#### B Strategy & General Management

- Strategic Management
- Economic Environment Analysis
- Effective Business Communication
- Innovation Management
- Entrepreneurship (including Business Plan writing)
- Conducting a Project study

#### C Marketing Management

- Consumer and Industrial Buyer Behavior
- Product, Services and Brand Management
- Sales & Distribution Management
- Pricing Strategies
- Relationship Marketing and CRM
- E-Business, Social Media and Online Marketing
- Advertising , PR & Promotion Management

#### D Human Resource Management (Managing People)

- Talent Management (Recruitment & Selection)
- Performance Management
- Training and Development
- Developing Leadership
- Creating Professional Culture
- Mentoring (Assessing Book Review/Project): Developing Self

(Depending upon the requirements, above topics will be covered under the slots of 2/4/6/8/12 hours .)



### Profile of the Programme Coordinators

Dr. S. Bhargava is Professor at the SJMSOM, IIT Bombay. He teaches Organizational Behavior, HRM and Business Entrepreneurship Development and is engaged in research as well as consulting in same areas. Dr Dinesh Sharma comes with diverse experience in marketing – as practioner, researcher and teacher. He has worked in Industry before joining research and teaching career. His teaches marketing strategy, marketing research brand management, sales management. He has published several research papers in many peer reviewed international journals and also has written several case studies.

### Important Instructions

- Please note carefully that only graduates (in any discipline) with 2 years of work experience in any organization are eligible for this programme.
- Medium of instruction will be English.
- The programme is non-residential.
- Total fee is to be paid in Advance. There is no provision for installment. The fee once paid would not be refunded under any condition.
- Registration fees paid by a candidate cannot be transferred to another candidate.
- The class schedule will be finalized at the start of the course. However there can be some changes at later stage due to unforeseen circumstances.
- Minimum attendance requirement will be as per rules of IIT Bombay, CE&QIP.
- Certificate will be issued only after the satisfactory performance in the programme
- Conduct of this program is sole discretion of IIT Bombay and can be rescheduled or cancelled due to any unavoidable circumstances. In that case the registration fee will be fully refunded.
- For any issues, the Coordinators will be the point of contact.

### **Important Dates**

The confirmation of admission to the programme will be done only after personal interaction /interview.  
For personal interview on 28 July, the last date of submission of forms (along with fee) is 28 July 2016. The program will start on 30th July 2016.

### **CONTACT:**

**Prof. S. Bhargava /Prof Dinesh Sharma**  
Coordinator, XIV batch Executive Programme in Management  
Shailesh J. Mehta School of Management,  
IIT Bombay Powai, Mumbai, 400 076

**Telephone:** (Office) 022-2576 7897 / 7763

**Mobile:** 09869126678, 9769907763

**Email:** [epm@som.iitb.ac.in](mailto:epm@som.iitb.ac.in), [bhargava@iitb.ac.in](mailto:bhargava@iitb.ac.in), [dineshsharma@iitb.ac.in](mailto:dineshsharma@iitb.ac.in)



## **REGISTRATION FORM (XIV Batch EPM MHRM)**

**(Pls fill this form in Duplicate)**

Conducted by Continuing Education & Quality Improvement Programme of IIT Bombay  
MUMBAI (July 2016 - May 2017)

Affix  
PHOTO  
+ Staple 2  
more  
photos for  
office  
records

### **Participant's Details**

Name: \_\_\_\_\_

Gender: \_\_\_\_\_ Date of Birth: (DD-MM-YEAR) \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ PIN \_\_\_\_\_

Phone (Office) \_\_\_\_\_ (Res.) \_\_\_\_\_ (Mobile) \_\_\_\_\_

Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### **Academic Details** (please attach photocopy of the graduation/last qualifying degree)

Degree	College	University	Discipline	Year	% of Marks/Grade

### **Work Experience Summary** (Pls attach detailed Resume)

Organization	Duration	Role	Responsibilities

**Centre: IIT Bombay, MUMBAI**

### **Registration Details**

DD/Online Transaction No.: \_\_\_\_\_

Bank & Branch: \_\_\_\_\_

Dated: \_\_\_\_\_

Amount: \_\_\_\_\_

*The draft should be drawn in favour of "The Registrar, IIT Bombay – CEP Account".*

*The DD is to be submitted along with the application form. However, the same DD will be returned, if the candidate is not selected to the program.*

I hereby declare that the information provided above is true & correct. I promise to abide by the norms and rules of the programme.

Date: \_\_\_\_\_

Signature of the applicant: \_\_\_\_\_

