

# 7th Batch of Executive Programme in Management (Specialisation in Marketing & HRM)

Alternate Weekend Program for Working Professionals at Delhi / NCR  
August 2010 - May 2011



INDIAN INSTITUTE OF TECHNOLOGY, BOMBAY





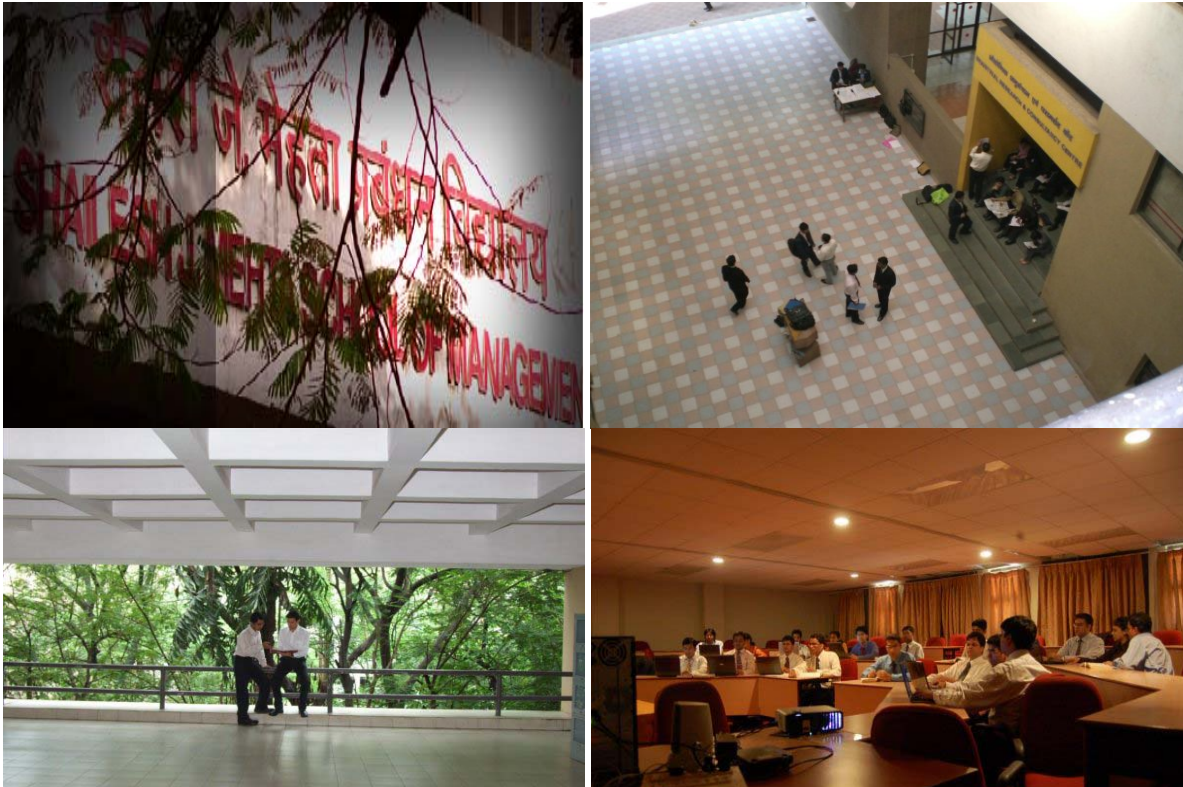
## Indian Institute of Technology, Bombay (IIT Bombay)

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 outstanding and innovative program in management education. (<http://www.som.iitb.ac.in/>)



### Continuing Education and Quality Improvement Programme at IIT Bombay

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.

### 7<sup>th</sup> Batch of Executive Program in Management

7<sup>th</sup> batch of **Executive Program in Management** will be conducted by Shailesh J Mehta School of Management (SJM SOM), IITBombay, faculty in Delhi / NCR. This programme is being coordinated by Prof. S.Bhargava, Prof Dinesh Sharma and Prof Ashish Pande of SJM SOM, IIT Bombay.

During last 6 batches, this programme was well received by the executives and managers working in different kinds of organizations, viz. government, private and family managed businesses in Mumbai and Delhi.

Marketing function and management of people in any kind of business are increasingly becoming important today to build and maintain the sustainable competitive advantage. Contemporary businesses scenario demands to have pace with the fast changing business scenario, which in turn requires more competent professionals with a broader base of skills and expertise in the field of Marketing and People Management. Successful business leaders in the corporate world 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.



This program has been exclusively designed to meet the emerging needs and includes topics that bridge the existing gap and facilitate easy transition to the required platform for success. Proposed Certificate Programme in Management with specialization in Marketing and Managing People is an endeavor to provide an opportunity to the working professionals to get an in-depth orientation and exposure of management through the faculty of repute.

### Issues Addressed through the Programme

This programme seeks to address a set of issues as stated below:

- Address the emerging paradigms in the field of Management.
- An emphasis on current concepts and applications.
- A focus on those skills most needed by Marketing and HR people today: Analytical reasoning, effective communication and teamwork.
- An integration of information management system applications within the curriculum.
- A blend of topics addressing conventional Marketing and People Management with a focus on the requirements of modern businesses.

### Programme Duration

This programme coordinated by CEP, IIT Bombay will be held during Aug 2010 - May 2011 at a venue in Delhi. Classes are proposed to be held on **every alternate weekend (Saturdays and Sundays)**. Total number of program days will be around 37 days over 19 weekends in a year. Classes will be held on Saturdays (afternoons) and Sundays.

### Target Participants

Through this programme, an attempt is being made to impart high quality education to the professionals, who are interested in building their career and business by acquiring a superior competency in the area of Management. Executives, who have some experience and assumed or aspire to assume higher responsibilities at the managerial level, will benefit from the proposed programme. It will be useful to *graduates working in private organizations, government, public sector firms, entrepreneurs, and managers of family managed businesses.*

### Pedagogy and Programme Faculty

The programme pedagogy will involve use of case studies, lecture-cum-discussions, video / film discussions etc. Prof. S. Bhargava, Prof. Dinesh Sharma and Prof. Ashish Pande of SJM SOM, IIT Bombay will be the programme coordinators and key teaching faculty for this programme. The programme will include other faculty members from IIT Bombay, leading experts from industry and academia.

### Programme Fee

Total fees for the programme will be Ninety six thousand nine hundred rupees (Rs.96, 900/-) only. Each participant is required to pay the total fee by a crossed demand draft drawn in favour of "THE REGISTRAR, IIT BOMBAY (CEP ACCOUNT)" and payable at Mumbai. The payment is to be made on or before 13<sup>th</sup> Aug, 2010. This fee includes the course material to be given to the participants.



## Award of Certificate

For successful completion of the programme, all participants will have to appear for a comprehensive examination at the end of the programme. Each participant will be awarded a certificate of completion by CEP, IIT Bombay on successful completion of the programme.

## Programme Structure

This programme will cover both the conceptual and practical aspects of the marketing and human resource (HR) functions. Following table indicates the broad coverage of the programme:

S.N.	Coverage of Topics
<b>A</b>	<b>Foundation and Fundamentals of Management</b>
1	Principles of Management,
2	Strategic Management: Business Strategies and Processes
3	Fundamentals of Organizational Behavior
4	Economics for Managers & Economic Environment Analysis
5	Introduction to Human Resource Management
6	Fundamentals of Marketing
7	Accounting Principles
8	Principles of Finance
9	Logistics & Supply Chain Management
10	Information technologies in Management
11	Project Management
<b>B</b>	<b>Marketing Management</b>
12	Consumer and Industrial Buyer Behavior
13	Product Planning and Management
14	Management of Marketing channels and Retailing
15	Managing Sales & Selling Techniques
16	Service Marketing
17	Pricing Strategies
18	Branding and Brand Management
19	Integrated Marketing Communication and Advertising
20	Relationship Marketing and CRM
21	Market Research
<b>C</b>	<b>Human Resource Management (Managing People)</b>
22	Talent acquisition and management
23	Performance Management System
24	Developing self for better People Management
25	Effective Communication
26	Leadership and Organization Culture
27	Building Developmental Relationships (Coaching, Mentoring and Counseling)
28	Basics of Organization Design and Structure
29	Leading and Managing Change in Organization (Training and Organization Development)



## Profile of the Programme Coordinators

Dr. S. Bhargava is Professor of Organizational Behavior & Human Resource Management at the SJMSOM, IIT, Bombay. He teaches Organizational Behavior, Human Resource Management, 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 practitioner, researcher and teacher. He has worked in Industry before joining research and teaching career. He 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 case studies.

Prof Ashish Pandey is an Assistant Professor of OB/HRM area. He has ten years of working experience in industry, research and consulting. Before joining SJMSOM he was leading Research & Development function at Pragati Leadership Institute, a Pune based consulting organization which works in the area of organization and leadership development. Along with research and development he has been involved in training and consulting work in the areas of people development.

## Important Instructions about the Certificate Programme

- Medium of instruction will be English.
- The programme is non-residential.
- The candidates are advised to go through the brochure carefully before applying for registration.
- The last date now for the receipt of the registration form along with total fee is on or before 13<sup>th</sup> Aug, 2010.
- Total fee is to be paid in Advance. There is no provision for installment.
- The tuition fee once paid would not be refunded under any condition.
- Registration fees paid by a candidate cannot be transferred to another candidate except in the case of company-sponsored candidates.
- Minimum attendance requirement will be as per rules of CEP, IIT Bombay.
- No participant will be allowed to appear in final exam without meeting attendance requirements.
- No certificate will be awarded without satisfactory performance in end examination.
- 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 participant fee will be fully refunded.

## Important Dates:

<b>Last date for Registration for Delhi / NCR</b>	<b>:</b>	<b>Aug 13<sup>th</sup>, 2010</b>
<b>Date of Start of the Programme at Delhi</b>	<b>:</b>	<b>Aug 21<sup>st</sup>, 2010</b>
Date of Start of the Programme at Pune	:	Aug 28 <sup>th</sup> , 2010
Date of Start of the Programme at Mumbai	:	July 24 <sup>th</sup> , 2010



**Contact: Course Coordinators**

**Prof. S. Bhargava / Prof Dinesh Sharma / Prof Ashish Pandey**

Shailesh J. Mehta School of Management,  
IIT Bombay Powai, Mumbai, 400 076

Telephone: (Office) 022-2576 7782 / 7897 / 7763 / 7792

Mobile: 09869126678, 9769907763, 9371613568

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



**6<sup>th</sup> Batch participants : different shades of interaction: Role Play exercise, Formal class, Informal Tea time Chat**





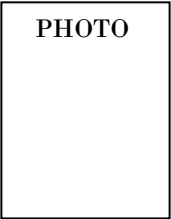
### Details of few Alumni of the Program

	<b>Alumni</b>	<b>Designation &amp; Organization</b>	<b>Contact</b>
1	Mr Sanjay Aggarwal	Jt. GM (ops) Indian Railways - IRCTC	sanjay@irctc.co.in
2	Ms. Anita Ajgaonkar	Vice President -HR ICICI Venture, Mumbai	anita.ajgaonkar@iciciventure.com
3	Atul Shah	Entrepreneur – Gold Star Group (Real Estate Developer, Mumbai)	goldenstargroup@gmail.com
4	N Raghuraman	Editor , DNA, Mumbai	nraghuraman@vsnl.com, raghu@dnaindia.net
5	Prashant P Mishra	Entrepreneur (Director ) Mumbai	prasantmishra64@yahoo.com
6	Jatin Gala	Project Manager , Mumbai	jatinkgala@gmail.com
10	Sabita Pereira	Marketing, Pfizer , Mumbai	sabita.pereira@gmail.com
7	Mr. Nitin A. Revdekar	Marketing , Vardhman Textiles Ltd., Mumbai	nitin.revdekar@gmail.com
6	Akshay Baruah	Project Consultants IFS Solutions , Noida	aks_bar@yahoo.com
7	Mr Tarun Mathur	Zonal Sales Manager NATCO Pharma	tarunmathur_70@rediffmail.com
8	Mr R.R.Jindal	Managing Director Turrant Packing Delhi	rramjindal@yahoo.co.uk
11	P.S.Gahlaut	Product Manager –Conveyer Belts Forech India	gahlautps@forech.com
12	Ankit Kumar Duggal	HCL Technologies	ankit_duggal@hotmail.com
13	Deepak Vaid	Entrepreneur (Director- Sunbeam Industrial Products Pvt Ltd. , New Delhi	dvoid@essaargroup.com
14	Siddharth Goyal	Entrepreneur (Director- Ratan Industries Pvt Ltd., Delhi	goyalsiddhartha@gmail.com
15	Akshay Baruah	Project Consultants IFS Solutions, Noida	aks_bar@yahoo.com
16	Sridhar Ramachandrani	SAIC India Business Development Delhi	srsidh@hotmail.com
17	Deeksha Nagi	WCH Head - B.D. Delhi	deeksha.nagi@gmail.com
18	Mahak Jain	Honeywell Design Engineer , Pune	jain.mahak0703@gmail.com
19	Anup Chowdhary	Oswal Footwear Pvt. Ltd. Territory Sales Manager , Pune	chowdharyanup@ymail.com
20	Mr. Daanish Amir Ellias	Amir Ellias/Ellias Intl. Partner Mumbai	daanish@worldofsteel.com
21	Mr. Jacob Kutty	Hohenstein Country Manager , Mumbai	jacb.s.kutty@gmail.com
22	Ms Chhaya	Levis Admin- HR Mumbai	cpereira@levi.com
23	Mr Gitesh	Emerson Process Management , Pune	chavan.gitesh@gmail.com, Gitesh.Chavan@Emerson.com
24	Ms Sweta	Gamon India Ltd., Assistant Manager Mumbai	chaturvedisweta@gmail.com
25	Mr. Jyoti P Panigrahi	Oracle Project Manager	jyoti.panigrahi@oracle.com





# REGISTRATION FORM



Executive Programme in MANAGEMENT (Specialisation in Marketing & HRM)  
Conducted by Continuing Education & Quality Improvement Programme, IIT Bombay

At Delhi / NCR (Aug 2010-May 2011)

### Participant's Details

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Phone (Office) \_\_\_\_\_ (Res.) \_\_\_\_\_ (Mobile) \_\_\_\_\_  
Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### Academic Details

Degree	Year of Completion	Major	Marks Obtained

### Work Experience

Organization	Duration	Role	Responsibilities

### Sponsored Participant

Signature of Sponsoring Authority: \_\_\_\_\_  
Name: \_\_\_\_\_  
Designation: \_\_\_\_\_  
Name of the Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### Registration Details

DD No.: \_\_\_\_\_ Dated: \_\_\_\_\_  
Drawn on: \_\_\_\_\_ Bank  
Amount: Rs. \_\_\_\_\_

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

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

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

