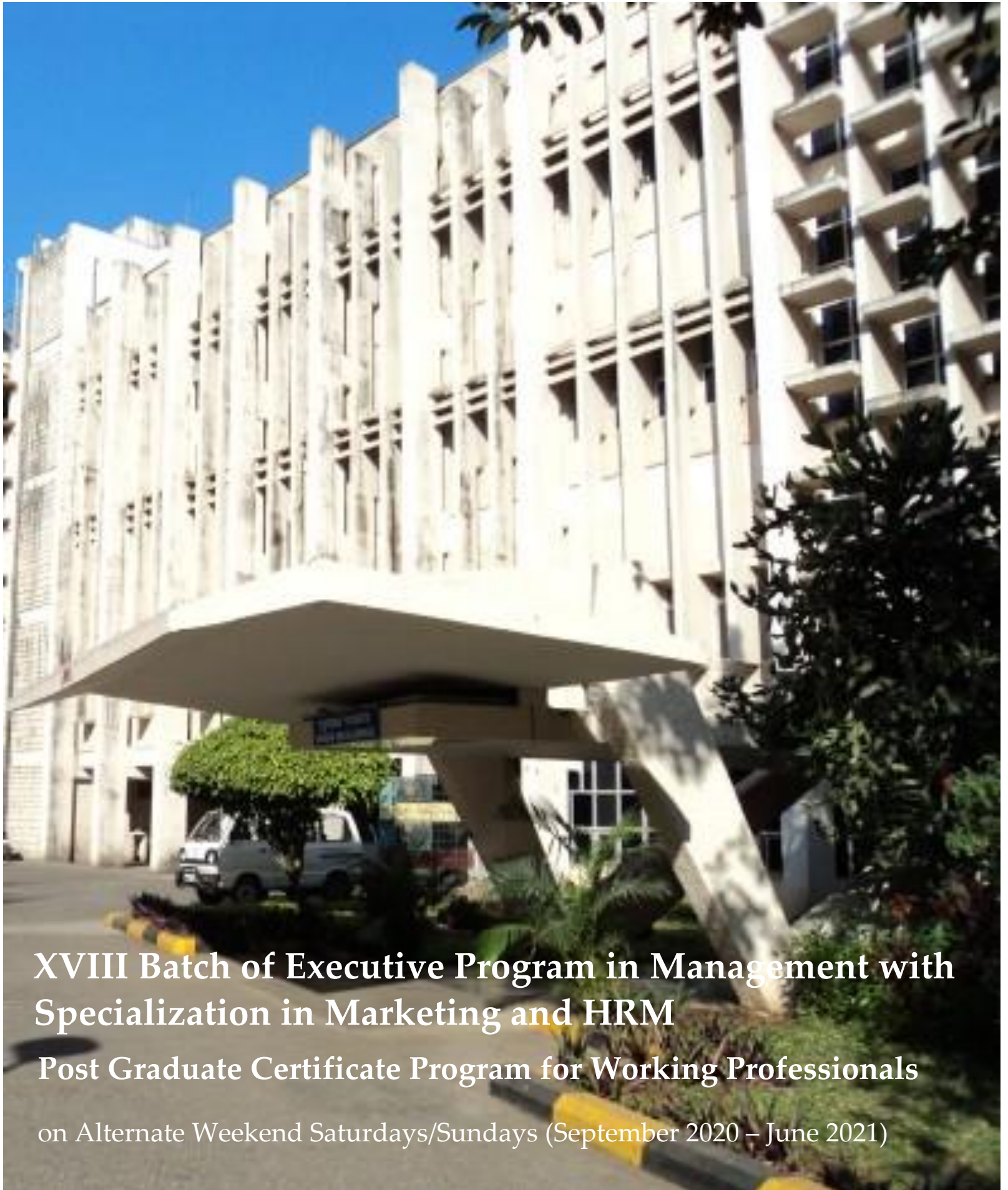




IIT Bombay



INDIAN INSTITUTE OF TECHNOLOGY, BOMBAY



**XVIII Batch of Executive Program in Management with
Specialization in Marketing and HRM**

Post Graduate Certificate Program for Working Professionals

on Alternate Weekend Saturdays/Sundays (September 2020 – June 2021)

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.



XVIII Batch of Executive Program in Management (2020-21)

XVIII 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 September 2020-June 2021. Post-graduate certificate of participation will be given after meeting all norms of the program.

Prof. S. Bhargava and Prof. Dinesh Sharma of SJMSOM, IIT Bombay will coordinate the programme.

Since last 16 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 **Emerging paradigms in the field of Management with....**

- 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:

XVIII batch of the Executive Program in Management with specialization in Marketing & HRM is proposed to be held during September 2020 –June 2021. Classes are proposed to be held on alternate weekend Saturdays (2.30 pm - 7.30 pm) and Sundays (9.30 am to 1.45 pm).

Programme Fee:

Total fee for the programme is INR198240 (One Lakh Ninety-eight Thousand Two Hundred and Forty) only. This includes Program fee of INR 168000 (One Lakh Sixty-eight thousands) and Service tax @18% i.e. INR30240 (Thirty Thousand Two Hundred and Forty).

The fee is payable in two installments. First installment of INR 99240 (Ninety-nine Thousand Two Hundred and Forty) is to be paid along-with the application form for registering in the programme. Second installment of INR 99000 (Ninety-nine Thousand) is to be paid on or before October 31, 2020. One can however pay full fee at the time of application. IITB will issue the receipt only.

Details for Online transaction:

Bank Name: State Bank of India
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
2. Transaction No.
3. Date of Transaction
4. Amount
5. Bank & Branch Name

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:

Programme has been useful to the entrepreneurs, executives and managers working in private, public, government and non-government organizations.

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



Programme Structure

The structure of this programme includes four major modules (below). Marketing function and managing people in any kind of business are backbone of sustainable competitive advantage. Successful corporate leaders realized it and are applying strategies to hone up the business development skills of people, who can bring creative/innovative edge to business.

Programme Structure

A Foundation of Management

- Principles of Management
- Introducing Finance & Accounting
- Orientation of Manufacturing / Operations Management
- Organizational Behavior & Human Resource Management
- Fundamentals of Marketing
- Business/Market Research
- Data Analytics & Management Decisions
- AI, ML & Big data impact on new age business

B Strategy & General Management

- Strategic Management
- Economic Environment Analysis
- Effective Business Communication
- Entrepreneurship and Innovation Management

C Marketing Management

- Consumer and Industrial Buyer Behavior
- Product, Services and Brand Management
- Sales and Distribution Management
- Pricing Strategies
- E-Business, Social Media and Online Marketing

D Human Resource Management (Managing People)

- Talent and Performance Management (HR Analytics)
- Training and Development
- Developing Leadership and Creating Professional Culture
- Experiential Learning (Book Review/Project) for developing Self

(Depending upon the requirements, above topics will be introduced to cover under the slot of 2/4/6/8/10 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 the 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 several case studies.

Important Points

- Please note that only graduates (in any discipline) with relevant work experience are eligible for programme.
- Medium of instruction will be English.
- The programme is non-residential. The classes are proposed to happen in IIT Bombay campus Powai. However, sessions will be conducted ONLINE if there are Government /IIT Bombay guidelines on social distancing/ non conduct of classes on personal mode.
- Total fee of our CEP programmes normally is to be paid in Advance but this programme has extended 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 (80%) requirement will be as per rules of IIT Bombay, CE&QIP.
- Postgraduate Certificate of Participation will be issued only after the satisfactory performance in evaluation criteria (attendance, tests etc.) set by the institute.
- 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 paid will be refunded as per IITB rules.
- For any issues to address, the Coordinators will be the point of contact.

Admission form link

https://portal.iitb.ac.in/ceqipapp/courseDetails.jsp?c_id=3774

Important Dates

It is rolling announcement now open to register online for confirmation in the programme.

First Cutoff date for submission of application & admission
30th July, 2020

In case seats are vacant, second round of application & admission: 30th August, 2020

Last round of application/admission, in case seats are vacant:
18th September, 2020

The program will start on 26th September 2020.

CONTACT:

Prof. S. Bhargava /Prof Dinesh Sharma Coordinator,
XVIII batch Executive Programme in Management
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Feedback from Past Participants

Video Feedback: https://www.youtube.com/watch?v=359eSj_KTUM
<https://www.youtube.com/watch?v=CHacg4Tl0rM>

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Subhajit Bhattacharya
IT Project Delivery Manager,
Accenture



Executive Program in Management at SJMSOM, IITB has significantly added a lot of values in my career. It has got an excellent world class curriculum and gives an opportunity to get specialization in two vital streams: HR & Marketing. It has given me an utmost inner satisfaction and certainly has built high end leadership and entrepreneurial capabilities. IIT has got a wonderful corporate connect which helps individual to get an opportunity to meet high profile people from top corporates and thus enhances your career growth. I feel proud to be a part of SJMSOM, IIT Bombay. Professors are really awesome and have always been supportive.

References-Past Participants

Prashant P Mishra Entrepreneur (Director) Mumbai
prasantmishra64@yahoo.com

Atul Shah Entrepreneur – Gold Star Group (Real Estate Developer, goldenstargroup@gmail.com)

Jatin Gala Project Manager, Mumbai
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Col. Ramesh Kumar Pullabhatla Indian Army
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Mahesh Shinde
Synergetics IT Services India Pvt. Ltd.



"Even after having 20+ years of experience as a Techno Marketing professional in IT industry; the EPM Program that I attended –the 10th Batch– proved to be a Game Changer and Eye Opener for me as a Professional. Based on my work experience as a marketer and extensive reading; I had developed a sense that I knew enough in marketing. I must admit in the first few sessions I realized how much I Don't Know. Therefore I strongly recommend it to all my fellow software professionals; aspiring to be managers and even senior managers to attend this program .Get your marketing and HR Skills sharpened for the modern age challenges. The Sincerity and passion with which the Program is conducted makes it impactful and different from other institution. Case Study approach, Book Review and Project based Research work sharpens your workplace skills beyond the conceptual understanding you gain during the classroom session conducted by seasoned professionals and experts on Subject matter – most were PhDs. Experienced co-participants made the program even more absorbing. Real life experience sharing and discussions on how to manage various consequences at work place drove up the level of the program.

About the professors Prof. Dinesh Sharma: Most striking is the simplicity with which Prof. Sharma put forth some of the complex topics of marketing like Value Chain Analysis, Pricing and Market Segmentation. Simply awesome.

Prof. ShivGanesh Bhargava: helped me see the deep connect and sensitivity required; being associated with Human Resource management and Business management to deliver eventual Success, Profit and Growth. "