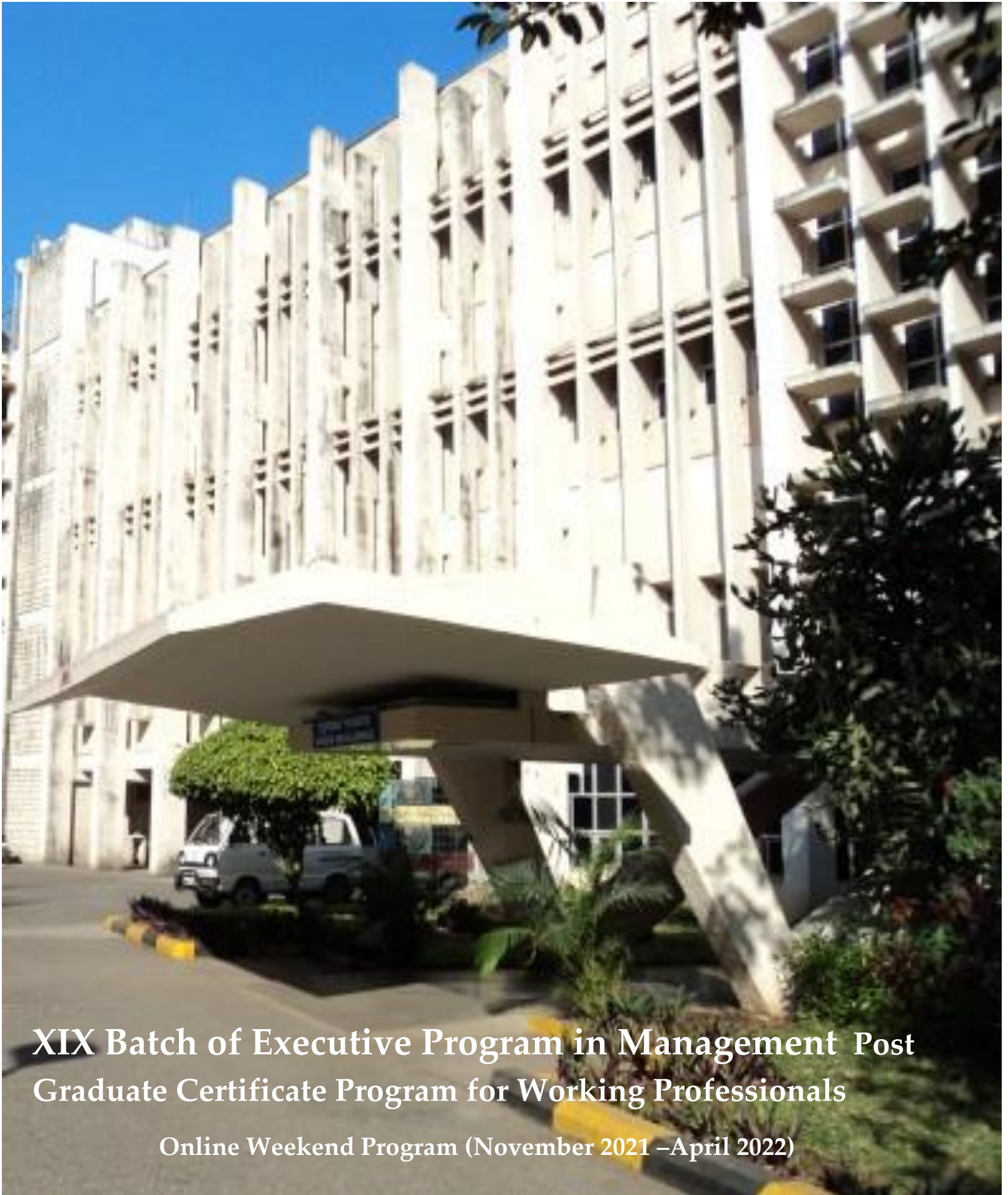




IIT Bombay



INDIAN INSTITUTE OF TECHNOLOGY, BOMBAY



**XIX Batch of Executive Program in Management Post
Graduate Certificate Program for Working Professionals**

Online Weekend Program (November 2021 –April 2022)

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.



XIX Batch of Executive Program in Management: Online mode 2021-2022

XIX batch of Executive Program in Management (EPM) is proposed to be held **Online** mode, through CE&QIP of IIT Bombay during November 2021 – April 2022. 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 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 different functional domains.

This program was running as Classroom mode at IIT Bombay, Mumbai till 2019. Now due to disruptions in physical classes due to pandemic, programme is being offered in Virtual mode across India.

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 and leadership.

Course Outline: The structure of this online programme includes topics of all functions of management enabling one to have fundamental exposure for 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

1. Principles of Management
2. Introducing Finance & Accounting
3. Organizational Behavior
4. Fundamentals of Marketing
5. Business/Market Research

B Strategy & General Management

1. Strategic Management
2. Economic Environment Analysis
3. Effective Business Communication

C Marketing Management

1. Segmentation Targeting and Positioning
2. Product, Services and Brand Management
3. Sales and Distribution Management
4. Pricing Strategies
5. Promotion Strategies including Advertisement & PR
6. E-Business, Social Media and Online Marketing

D People Management

1. HR KPIs & HR Analytics
2. Talent Acquisition & Attrition Management
3. HR & Business Intelligence
4. Performance Management
5. Training and Development: Developing Leadership and Creating Professional Culture

E Financial Management

1. Corporate Finance
2. Cost Analysis
3. Investing and Portfolio Management

F Operations Management

1. Operations Management
2. Project Management

G Technology Management & Decision Science

1. Artificial Intelligence and Machine Learning Application in Management
2. Data Analytics & Management Decisions
3. Big Data Impact on New-age Business

H Entrepreneurship and Innovation Management

1. Entrepreneurship and New Ventures
2. Innovation & Knowledge Management

LIVE PROJECT in form of Experiential Learning (Book Review/Project). The above topics are indicative. There may be some change in topics later. Depending upon the requirements, above topics will be introduced to cover basics under the slot of 2/4 hours in virtual mode with 15 minutes break after 90 minutes. Exams and meeting with Coordinator will be held after session by concerned faculty on topic is over. Participation/involvement in sessions/programme is voluntary and therefore, one should not expect any reminder/pressure from Coordinator but Satisfactory performance is pre-requisite for certificate.

Programme Duration:

XIX batch of the Executive Program in Management is proposed to be held mode during November 2021 – April 2022. Classes are proposed to be held on Digital platforms (Zoom or others) Online, on weekends, Saturdays (2.30 pm - 6.30 pm) and Sundays (10 am to 2 pm).

Programme Fee:

Total fee for the programme is INR 224,200 (Rupees two lakhs twenty-four thousand two hundred only).

This includes 18% GST.

There are two ways to pay the fee.

1. The fee is payable in three installments. First installment of INR 99200 (Ninety-nine Thousand Two Hundred) is to be paid along-with the application form for registering in the programme. Second and third installments of INR 62500 (Sixty-two thousand, five hundred only) each are to be paid on or before 7th Jan 2022 and 7th march 2022.
2. One can however pay full fee at the time of application and avail an attractive discount. Single installment will include Discount. One need to pay Rs198240 (One Lakh Ninety-eight Thousand Two Hundred and Forty) inclusive of GST, only in single installment. 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).

Note: CE&QIP, IITB will issue the certificate to those applicants only, who have paid full fee. Defaulter will have no right to claim for refund or appeal for certificate. IITB will issue the fee-receipt only.

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



EPM class activity Past batches



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 Instructions

- 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.
- 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 requirement will be as per rules of IIT Bombay, CE&QIP.
- A certificate of participation in the postgraduate CEP course on Executive Program in Management will be issued only after the satisfactory performance.
- 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=4416

Sample of Certificate:



Important Dates

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

First Cutoff date for submission of application & admission
:15th October, 2021

In case seats are vacant, next round of application & admission:
7th Nov, 2021

Program will start on 13th Nov 2021 and end on 10th April 2022

CONTACT:

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