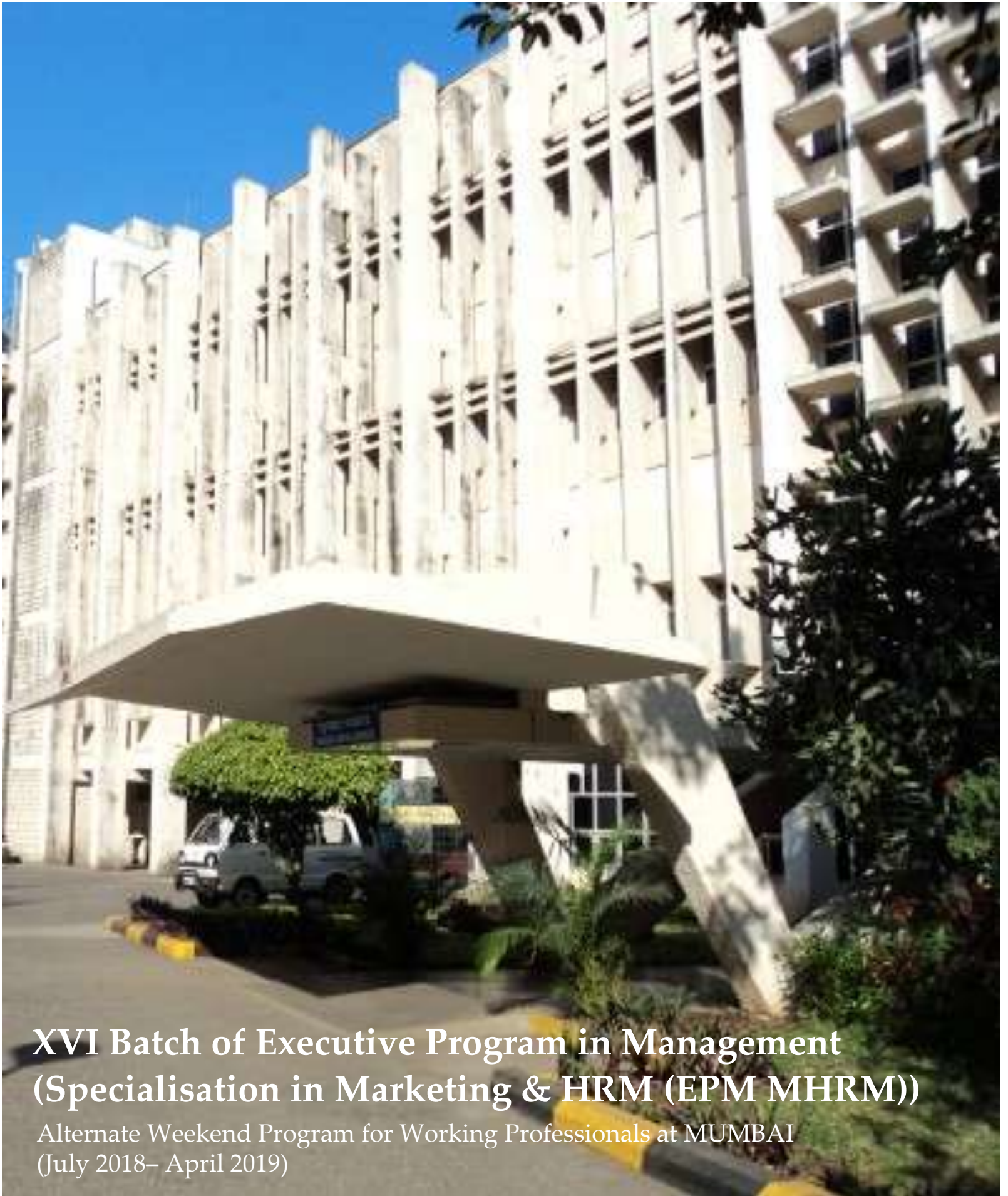




IIT Bombay



INDIAN INSTITUTE OF TECHNOLOGY, BOMBAY



**XVI Batch of Executive Program in Management
(Specialisation in Marketing & HRM (EPM MHRM))**

Alternate Weekend Program for Working Professionals at MUMBAI
(July 2018– April 2019)

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.



XVI Batch of Executive Program in Management (2018-19)

XVI 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 2018 – April 2019.

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

Since last 15 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 practices in Management.
- Emphasizing on skills such as analytical reasoning, communication and teamwork.
- Contemporary & Conventional marketing and people Management with focus on entrepreneurship.

Programme Duration:

XVI batch of the Executive Program in Management with specialization in Marketing & HRM is proposed to be held during July 2018 – April 2019. Classes will be held on alternate weekend Saturdays (2 pm - 8.30 pm) and Sundays (9.30 am to 2 pm). Apart from the regular weekend classes, each participant will be given time by the Coordinators at mutually convenient time as part of mentoring / guidance for project during the programme.

Programme Fee:

Total fee for the programme is Rs.198830-00 (One lakh Ninety eight thousand and eight hundred thirty only). This includes Programme fee and GST @18%.

The last date for registration is 4th May 2018.

The online registration and programme fee payment can be done on the following link:

https://portal.iitb.ac.in/ceqipapp/courseDetails.jsp?c_id=651

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 project execution and presentation is an integral part of learning. Every participant is required to choose a management book, read, write a review and share the learning in the Class.

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. Course Structure

A Foundation of Management

- Principles of Management
- Strategic Management
- Finance & Accounting
- Operations / Project Management
- Understanding Individual & Organizational Behavior
- Human Resource Management
- Fundamentals of Marketing
- Effective Business Communication
- Innovation and Entrepreneurship
- Understanding Business and Economic Environment

B 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

C Human Resource Management (Managing People)

- Strategic HRM
- Talent Management (Recruitment & Selection)
- Performance Management / HR Analytics
- Training and Development
- Developing Leadership
- Mentoring (Assessing Book Review/Project): Developing Self

(Depending upon the requirements, above topics will be covered under the slots 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 Instructions

- Graduates in any discipline with 2 years of work experience in any organization are eligible.
- Medium of instruction will be English.
- The programme is non-residential.
- The programme fee once paid would not be refunded.
- The programme 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 of Participation will be issued at the end of the programme only after the satisfactory performance in the programme by CE&QIP, IIT Bombay.
- There is no provision to issue Duplicate certificate of the programme.
- Conduct of this programme is sole discretion of IIT Bombay and can be rescheduled/ cancelled due to any unavoidable circumstances. In that case, programme fees will be refunded as per rules of CE&QIP, IITB.
- For any issues related to administrative and financial matter, the point of contact will be CE&QIP
- For any issues related to academic matter, the point of contact will be the Coordinators.

Registration Link

The registration and fee payment can be done online on the following link:

https://portal.iitb.ac.in/ceqipapp/courseDetails.jsp?c_id=651

CONTACT:

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