

IIM Calcutta – Executive Program in Business Management – 18th Batch

Programme Name	18th Batch of Executive Programme in Business Management
Institute	Indian Institute of Management Calcutta
Certificate	Executive Programme in Business Management
Duration	12 months excluding campus, holidays and examinations.
Course Structure	<ul style="list-style-type: none"> • No of Hours on platform plus campus visit of 5 days: 260 hours
Studio Location	Kolkata
Programme Director(s)	Profs. Manisha Chakrabarty, Sudip Chaudhuri and Suren Sista
Programme Description	<p>As the world advances into the twenty - first century, managers face the challenge of increasing competition due to the globalization of business and economy. Salient changes witnessed are the deregulation and liberalization of economies, changing industry structures, mergers, acquisitions & alliance formations to sustain growth, privatization, technological advances, changes in the consumer preferences and life-style, and emergence of new forms of organization & management practices.</p> <p>Not only business organizations, but the managers themselves need to equip themselves with new skills and resources needed to manage such enterprises. These skills are needed for the managers to assume greater responsibilities through career advancement based on knowledge, skills and competence.</p> <p><i>The Executive Programme in Business Management</i> is designed to provide managers and professionals with a broad overview of the key concepts, tools and techniques needed to successfully meet the challenges of today's global business environment. Individual courses will give participants the knowledge needed to work cross-functionally within the organization and become more skilled in the basics of business management.</p> <p>Programme USP:</p> <ul style="list-style-type: none"> • Premier & successful General Management Programme from IIMC – India's foremost business school • Revised and updated course content and coverage • Books, Cases and Study Materials included in the Course • Specially selected core faculty • Quality interactions and increased peer group learning • Specifically designed for working executives with all the flexibility benefits of Interactive Onsite Learning. • Participants selected, based on elaborate selection process and profiling. • Alumni Status from IIMC • Huge alumni base from past 17 batches have been largely benefited from this programme. Several participants have advanced their careers within and outside their organizations.
Program Objectives	<ul style="list-style-type: none"> • Premier certification from IIM Calcutta • Career Enhancement
Sales launch date	January 25, 2013

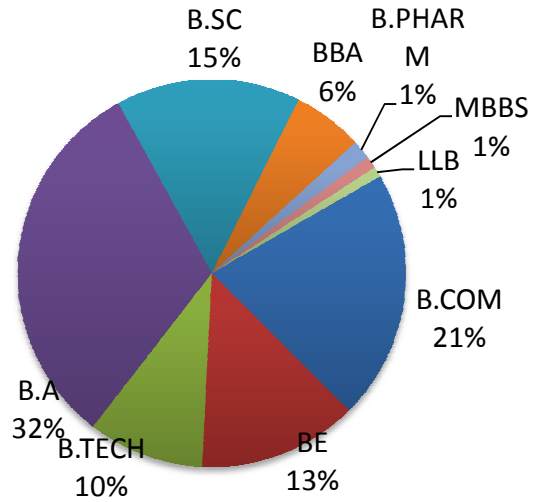
Eligibility	<ul style="list-style-type: none"> • Applicants should be working professionals/self-employed. • Must possess 5 - 15 years of work experience (full-time paid employment) post completion of graduation as on Application Closure Date. • Full Time Degree Graduates (10+2+3) in any discipline with min. 50% marks [aggregate - considering results of all years (e.g. 3 or 4 together)] recognized by UGC/AICTE. • An Entrance Test will be conducted to select eligible candidates to the programme. Candidates who qualify the above eligibility criteria will be considered for the Entrance Test. Final Selection will be made basis the candidates' performance in the Entrance Test. No deviations to the laid out Eligibility Criteria (unless otherwise mentioned above) will be considered. For ready reference, download preparation material from - http://www.ncert.nic.in/NCERTS/textbook/textbook.htm <p>Desired Proficiencies in the Candidate (in addition to the Eligibility Criteria) – Proficiency in English since it would be the medium of instruction.</p> <ul style="list-style-type: none"> • Basic numerical ability and mathematical skills - including Algebra (e.g. Equation of Straight Line), Basic Differential & Integral Calculus and Ability to Interpret Graphs. • Ability to reason logically • General awareness – including knowledge of Industry
Core Value	<ul style="list-style-type: none"> • Recognized Certification from the foremost B School in the country • Learning from the best faculty in India and Industry Experts • Well researched & up-to-date Course Content • Rigorous Programme Structure with assessments for every course • Case studies and simulations • Continue earning while you gain a high quality Certification and improve eligibility for better job profiles with a recognized certification • Alumni membership of IIMC present globally - which has its own sets of advantages for identity, brand value, and marketability of the participants •

Target Segment

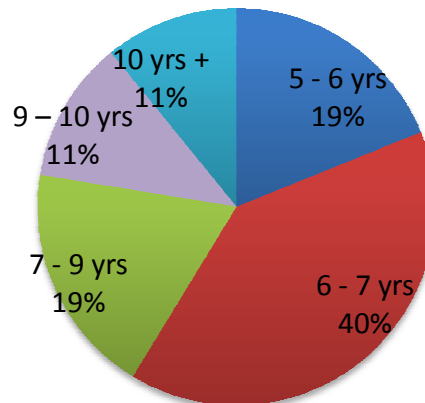
Student Profile in Previous batches:

- Middle Managers with 5 - 15 years of experience
- Those wanting to build a career in management: working executives keen on paying a higher price for the brand

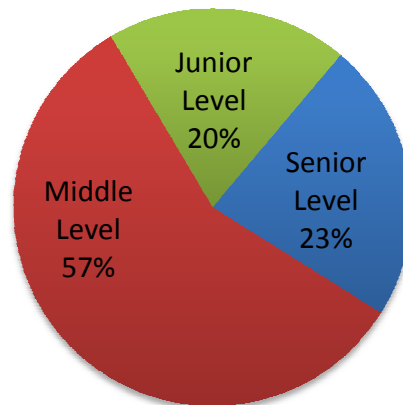
Education Background



Years of Experience



Level of Management



Course Content	<p>Term I</p> <p>Course Title: Behavioral Sciences-1</p> <ul style="list-style-type: none"> • Introduction & Foundations • Personality, & Perception • Values & Attitudes • Motivation • Group & Team Dynamics • Case Discussion • Leadership • Case Discussion <p>Course Title: Behavioral Sciences-2</p> <ul style="list-style-type: none"> • OD: Strategy-Environ-Effectiveness • Fundamentals of Structure • Technology, Age, Life cycle • Organizational Culture • Organizational Change • Case Discussion <p>Course Title: Managerial Economics I - Micro-economics</p> <ul style="list-style-type: none"> • Demand-supply Analysis • Elasticity , Opportunity Cost , Production Costs • Production Costs contd., Firm Behavior, Perfect Competition • Perfect Competition contd., Monopoly • Pricing Strategies, Game Theory • Game Theory contd., Asymmetric Information • Asymmetric Information contd., Externalities, Public Goods <p>Course Title: Managerial Economics II - Macro-economics</p> <ul style="list-style-type: none"> • Introduction • National Income Accounting • Theory of income Determination • Monetary Policy • Fiscal Policy • Open Economy Macroeconomics <p>Course Title: Financial Accounting</p> <ul style="list-style-type: none"> • Conceptual Framework of Accounting • Understanding Financial Statements - I • Concepts of Corporate Financial Statements • Balance Sheet • Profit & Loss Statement • Understanding Financial Statements - II <ul style="list-style-type: none"> • Preparation & presentation of financial statements – Balance Sheet • Understanding Financial Statements – III <ul style="list-style-type: none"> • Preparation & presentation of financial statements – Profit & Loss Statement • Understanding Financial Statements – IV <ul style="list-style-type: none"> • Cash Flow Statement • Exercises on Cash Flow Statement • Understanding Financial Statements – V <ul style="list-style-type: none"> • Select Corporate Accounting Policies: Implications • Financial Statements Analysis – I <ul style="list-style-type: none"> • Basic Analytical Tools
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- Analyzing an Annual Report
- Financial Statements Analysis - II
- Profitability Analysis

Course Title: Cost & Management Accounting

- Overview of cost accounting principles. elements of cost; cost classification; cost sheet
- Accounting for overheads, allocation of Service department costs, joint products
- Absorbtion and marginal costing methods.
- Job costing, process costing (1)
- Process costing (2), assessment of cost behaviour, learning curves
- Cost - Volume - Profit analysis; break even analysis, cost information for special decisions (relevant costing)
- Standard costing, budgetary control, variance analysis, introduction to Activity Based Costing (ABC)

Course Title: Statistics

- Probability Theory & its Applications
- Utility & Decision Making
- Distribution Theory – Modeling Real Data
- Bi-variate Data Analysis
- Sampling Theory
- Statistical Inference
- Advance Inference (case studies & applications)

Term II

Course Title: Marketing Management

- Introduction to Marketing Management – Customer Focus and Managing Customer Loyalty
- Evaluating Opportunities in the Changing Marketing Environment
- Marketing Research and Market Intelligence
- Marketing Research Process
- Designing Customer Driven Marketing Strategy and Marketing Mix Management
- Product Decisions
- Promotion Decisions
- Pricing Decisions
- Sales and Distribution Decisions

Course Title: Human Resource Management

- Human Resource Management Context and Challenge.
- Trends and Challenges.
- External and Internal factors.
- Organizational and Individual Perspective.
- HRM System.
- Human Resource Planning, Recruitment, Selection and Induction.
- Forecasting
- Sources
- Selection Process and Methods
- Training, Development and Career Planning
- Training Plan and Process
- Evaluation
- Career Development

	<ul style="list-style-type: none"> • Performance Appraisal & Reward System • Control and Motivation Needs. • Purpose, Process, Outcomes. • Feedback, Developmental Appraisal. • Individual and Group Rewards <p>Course Title: Operations Management</p> <ul style="list-style-type: none"> • Operations Management: An Overview • Process Analysis • Production & Operations Planning • Total Quality Management • Managing Inventory • Building Quality in Products/Processes • Supply Chain Management <p>Course Title: Corporate Finance</p> <ul style="list-style-type: none"> • Corporate Finance Overview. • Capital Structure. • Longterm Finance • Capital Budgeting Techniques • Working Capital Management <p>Course Title: Information Technology for Competitive Advantage</p> <ul style="list-style-type: none"> • Foundations – Excel Skills for Modelling • Lookup, Data Table, Scenario Manager, Pivot Tables, Goal Seek, Solver • Model Engineering & Analysis <p>Course Title: Strategic Management</p> <ul style="list-style-type: none"> • Course Overview • What is strategy? • Industry Analysis & Competition • Positioning • Growth Strategies • Diversification and Corporate Strategy • Strategic failure and core rigidities • Nuances of strategy implementation • Managing strategic change
Pedagogy	<ul style="list-style-type: none"> • Theory & Practical Inputs • Case study approach. • Assignments, E-Learning, & Business Simulation
Faculty	The IIMC faculty includes a blend of academic excellence and Top management industry experience. IIMC also engages international faculty from top B-schools.
Study Materials	Standard course books and Cases will be provided by IIMC
Campus Visit	5 days. Attendance is mandatory.
Assessment & Evaluation	<p>Assessments: Written Test, Assignments, Project & Online Examinations</p> <p>Evaluation: Evaluation shall be conducted by the institute. Participants are evaluated on the basis of examinations for all the courses.</p> <p>Certification: IIMC shall carry out the examination and evaluation required for certification. It will award the certificate of successful completion to participants who complete the programme successfully</p>

Possible career options	<ul style="list-style-type: none"> No Placement Assistance will be provided IIMC certification and Alumni network enables participants for a better career. Management Positions in corporates. 	
Programme Price	Application Fee	INR 2000
	Programme Fee	INR 272000
	Service Tax @ 12.36 %	INR 33619
	Registration Fee (inclusive of Tax)	INR 6800 + 840 S.T.
	IIMC invests a lot to maintain high quality of program delivery. The student fee includes all the course material which is books, simulations and cases, certification and alumni membership for IIMC. Campus Fee is additional and approximately Rs. 20000 inclusive of applicable taxes.	
Installment Structure	1 st Installment – As per Offer Letter	INR 90,000
	2 nd Installment – 15 th July 2013	INR 80,000
	3 rd Installment – 1 st October 2013	INR 80,000
	4 th Installment – 15 th December 2013	INR 55,620
	Installment amounts inclusive of taxes. Does not include campus fees.	
Minimum Batch Size	250	
Programme Class Schedule	Friday - 6.45 pm to 9.45 pm, Sunday – 3:30 to 6:30 pm	
Proposed Timelines	1 st Cycle Application Closure Date	11 th March 2013
	Entrance Test for 1 st Cycle	17 th march 2013
	Class Start Date	Last week of May 2013
	Campus Dates	To be announced
	Class End Date	May / June 2014
	Please note that batch size is limited and admission will be granted on first-come basis.	
How to Apply	Online – PI call 9371032837 for obtaining application link.	
Profile & Documentation	Graduation Mark sheet & all experience Documents	
Any Other Clauses/Remarks	<p>Student Feedback:</p> <p>IIMC in itself is a brand which attracted me to take admission to EPBM and it has lived up to its expectation. Parikshit Ghosh, Mahindra & Mahindra, EPBM-14</p> <p>Course content is quite good and comprehensive too. It is very well designed and is really useful & effective to acquire necessary knowledge and skills required to excel in our respective area of work. Kaushik Dan, Honda Motors, EPBM-11</p>	