



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

Management Education Program

December 14, 2009 - March 5, 2010



INDIAN INSTITUTE OF MANAGEMENT INDORE

Prabandh Shikhar, Rau, Indore - 453 331, Madhya Pradesh

Management Education Program

December 14, 2009 - March 5, 2010

In the ever-changing dynamic economy, managers/entrepreneurs need holistic understanding of the business to lead and innovate. Identifying right opportunities, business models, markets etc. requires considerable exposure to various facets of management. Functional managers need to look beyond their domain and also develop general management skills to succeed. Similarly entrepreneurs need to broaden their managerial competencies to lead businesses effectively. Sound managerial competencies coupled with adequate understanding of the business environment will enable managers to take their organizations to higher levels.

This twelve week intensive program is designed to provide an understanding of the economic and business environment and help participants to appreciate its impact on the businesses. The program will attempt to equip the participants with necessary skills to effectively use various management tools and techniques. Up gradation of diagnostic and problem solving skills will be the focus area of the program.

Participants will be provided with an exposure to various functional areas of management in order to help them appreciate the interlink ages. This will entail development of holistic view and enhancement of competencies to identify, formulate and execute appropriate business strategies. Emphasis will be laid on developing effective communication skills, team building skills and more importantly the leadership competencies.

In this program the participants will be encouraged to convincingly express their views and appreciate others' view points. They will be geared up to do self-learning, work in teams and come out with innovative ideas. The program is aimed to provide an enriching learning experience.

Who Should Participate?

Ideally this program is for middle level managers who have excelled in their functional areas and are likely to take up general management positions. Managers who are already in general management positions and are part of fast expanding organizations will also find this program very useful. Entrepreneurs who are in the process taking their businesses to higher levels, officers from Public service organizations and managers from NGOs and Public trusts will gain in terms of getting exposure to professional management education.

Course Design

Module I: Fundamentals

This module is designed to provide a broad understanding of the business and the regulatory environment. Participants will also be exposed to fundamentals of management accounting, quantitative techniques and managerial communication.

Module II: Functional areas

The focus of this module is to deepen the knowledge of the participants with regard to various functional areas of management. The topics covered in this module will include marketing, finance, human resource, operations and

organizational behavior.

Module III: - Integration

This module is aimed at developing insights into the interlink ages of different functions. The subjects in this module will be strategic management, management information systems, leadership and organizational design.

Module IV: Business & Society

In this module the participants will be sensitized to the expectations of the society from the business world. The topics such as business ethics, corporate social responsibility, legal issues etc. will be covered.

Module V: International exposure

In the final part of the program the participants will undertake a study tour to South East Asia in order to develop an insight into international perspective on management practices. During the visit the participants will have an opportunity to interact with the CEOs of leading organizations and have a feel of good management practices.

Pedagogy

Besides classroom instructions, the thrust will be on self-directed learning. Case studies, experiential exercises, business games etc. will be used to create real life management situations in the classroom. The participants will be encouraged to work in teams, make presentations and lead discussions.

Curriculum

Keeping in view the requirements and the objectives of the program the following broad topics will be covered:

Managerial communication

- Oral communication
- Written communication
- Presentation
- Organizational communication

Management Accounting

- Understanding statements
- Preparing financial statements
- Cost Analysis
- Accounting systems and procedure
- Budgeting

Quantitative Techniques

- Business statistics
- Linear Programming
- Decision-making

Economics

- Demand forecasting
- Cost of production
- Taxation
- Macro Economics

Human resource management

Recruitment and selection
Performance management
Talent management
Competency management

Organizational Behavior

Individual processes
Group Dynamics
Inter group conflicts

Leadership and Organizational Design

Organizational process
Organizational structure
Organizational culture
Leading for change
Organizational learning

Financial Management

Cash flow and fund flow
Working capital management
Forecasting
Debt and equity
Financial markets
Mergers and acquisitions

Marketing Management

Market segmentation
Positioning
Promotion
Consumer Behavior
Market Research

Operations Management

Production Planning and control
Inventory Management
World-class manufacturing
Project Management
Quality management
Supply chain management

Business and Law

Legal aspects of business
Labor laws
Regulations

Business and society

Role of business in society
Business Ethics
Corporate social responsibilities

Strategic Management

Strategic management process
Competitive analysis
Strategy and competitive advantage
Strategy formulation & implementation
Strategy evaluation

Management information system

IT Tools
System design
Decision support system
E-commerce

Programme Dates and Venue

The programme will be organized at IIM Indore during December 14, 2009 - March 5, 2010. Twin sharing accommodation shall be provided to the residential participants from December 13, 2009 evening to March 5, 2010 evening.

Registration

The last date for receiving nomination along with Demand Draft of course fee is December 4, 2009. Please help us confirm the nominations by depositing the course fee by December 4, 2009. Without the course fee, the nomination would not be confirmed. Sponsorship is optional.

Fee

Rs. 4,00,000 (Residential) per participant. The fee includes board, lodging, course material and stationery.

If the nomination is cancelled, 50% of the fee would be refunded if the intimation reaches the MDP Office 11 days before the programme and 100% would be refunded if intimation is given 30 days before the programme. However, substitution of participants is permissible.

In case the participant is not able to attend the programme, then no refund request will be entertained. However, the participant would be entitled to a course kit. If the Institute cancels the programme, the fee will be refunded by way of demand draft within one week after the programme dates.

All withdrawals and substitutions should be confirmed in writing.

Payment of Fee

Fee for MDP programme should be sent through crossed demand draft in favour of Indian Institute of Management Indore, payable at Indore.

IIMI Permanent Account Number (PAN) is AAAJI0057R.

Please send nomination forms along with a crossed demand draft to: MDP Office, Indian Institute of Management Indore, Prabandh Shikhar, Rau-Pithampur Road, Indore - 453 331, (M.P.) E-mail: mdp@iimidr.ac.in

You may also submit online nomination form by browsing the link <http://www.iimidr.ac.in/iimi/pages/institute/mdpcalendar.php>

Alumni Association

Participants will become members of the IIMI Alumni Association on completion of the programme. The alumni enjoy certain benefits related to institute's activities, facilities, and publications.

Programme Coordinator

S.K. Ghosh
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INDIAN INSTITUTE OF MANAGEMENT INDORE (IIMI)

Indian Institute of Management Indore was established in the year 1996 by the Government of India with the support of Government of Madhya Pradesh. The Institute provides education, training, consulting and research facilities in management. The campus is located on a picturesque hilltop on the outskirts of the city of Indore covering 194 acres of land. State-of-the-art infrastructure and facilities are available here. The architecture of buildings is a wonderful combination of ethnic and modern style. It is fully sensitive to environment as well as to physically challenged individuals.

The Institute conducts the following major programmes:

Two-year Post Graduate Programme in Management (PGP)

18 Month Executive Post Graduate Programme in Management (Exe-PGP) for working executives and entrepreneurs.

Fellow Programme in Management (FPM) is a four/five years programme. It is designed to provide both breadth and depth of knowledge to doctoral participants in management.

BroadBand Based Executive Education Programmes (BBEP)

- Post Graduate Certificate Programme in Management (PGCPM)
- Post Graduate Certificate Programme in Sales and Marketing (PGCPSM)
- Post Graduate Certificate Programme in Retail Management (PGCRM)
- Certificate Programme in Business Administration (CBA)

Certificate Course in Business Management for Defence Officers

Management Development Programme (MDPs) at IIM Indore are specifically designed to reflect the evolving realities of business and management practices & applications so that it adds knowledge and skill to the participants, facilitating their personal contribution to the future success of their organization.

In-company Programmes

In addition to MDPs, IIM Indore also conducts various tailor-made programmes for both corporate and non-corporate organizations catering to the specific needs of the client organization. IIM Indore is also engaged in providing consultancy to various corporate and government organizations in a variety of areas. In-company programmes are offered to design and deliver initiatives that address the strategic priorities and objectives of the partnering organization and deliver the expected results.

Research & Consultancy

The Institute also undertakes institute-funded research, sponsored research and consultancy.

The Institute has 35 faculty members specialising in the following areas:

Economics Finance & Accounting
General Management Information Systems
International Business Marketing
Operations Management & Quantitative
Techniques Organizational Behaviour & HRM
Strategic Management

MANAGEMENT DEVELOPMENT CENTRE (MDC)

The Management Development Centre, an independent facility and the venue for the MDPs, provides an intellectual environment to participants of MDPs. Its location on the campus encourages and facilitates interaction between participants and the faculty. There are air-conditioned, furnished and Wi-Fi / LAN enabled 12 single rooms, 24 double rooms and 6 suites in the Centre. A Multi-media equipped air-conditioned classrooms, reading lounge, gymnasium and a dining hall are the other facilities available at the Centre. Participants also have access to library and computer centre of the Institute. Staying in the tranquil and invigorating environment of the MDC is indeed a unique experience.

For further information please contact

MDP Office

Indian Institute of Management Indore

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INDIAN INSTITUTE OF MANAGEMENT INDORE Management Education Programme (MEP 2009)

A. PERSONAL DATA

Name: _____
(in CAPITAL letters)

Sex Male Female Nationality

Date of Birth
Day Month Year

Affix your
RECENT
passport size
colour
photograph here

Address:

City State Country

Pin Code Email: _____

Tel.(R) Tel.(O) Mobile

B. EDUCATION

Degree	Year	Institute/University	Division/ Percentage

Please list scholastic awards or scholarships conferred on you:

F. MEDICAL RECORD

Please state whether you have any existing physical disability or any chronic illness, including mental illness, which could affect your studies at the Institute. The information given here will be held in strict confidence.

I certify that the particulars given by me are true to the best of my knowledge and belief.

Date : Signature of the Candidate

Place :

G. SPONSOR
(Sponsorship is optional)

Signature of the Sponsoring Executive

Date

Name

Designation

Organisation

Address

Telephone No.

Fax No.

Email

Fee details: DD No. _____ date _____

Bank _____