



MANAGEMENT DEVELOPMENT PROGRAMMES

June 2012 - May 2013

Management Development Programmes Committee

CHAIRPERSON

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Chairperson's Message



Professor Diptesh Ghosh

Chairperson

Management Development Programmes

Greetings from the Management Development Programmes (MDP) team of IIMA.

On behalf of my colleagues in the MDP Committee, I thank you for visiting our website (www.iimahd.ernet.in/mdp) and for your interest in our Executive Education Programmes. You may please find the calendar of programmes scheduled during June 2012 – May 2013 in our website.

At IIMA, we see Executive Education as one of our core activities as we strongly feel that it is essential for our symbiotic existence with the corporate world. Our MDPs act as a bridge between IIMA and the corporate world as they are meant for working executives who have a strong desire to learn, improve, and think differently and would like to keep themselves abreast of the latest concepts, ideas, tools, and techniques in general management as well as in different functional areas. As a participant in our programmes, most likely, you will find that your views and understanding of doing business are challenged leading to emergence of fresh ideas.

Since most of our programmes focus on the enhancement of organizational capacity, we would require organizational sponsorship. However, a few programmes focusing on the development of individual capacity do not require such sponsorship.

At IIMA, you will have a unique experience of learning through the case method pedagogy. In the case method approach, you learn as much through discussions with your peers as from the instructors. Since cases are based on specific organizational situations with specific information on people, places, timing, and other relevant factual descriptions, you would need to figure out how to analyse the situation, what to infer, and what actions to take. While experiencing this process, you would start realizing the importance of bringing others' perspectives into the analysis of a situation.

We have truly strong and dedicated faculty teams to deliver these programmes. Each faculty member has his/her own unique style. Needless to add, the faculty members would have high expectations from you in terms of preparedness for the class, quality of participation, and desire to learn and apply. All the sessions are taken by full-time faculty members of the Institute barring situations where specific inputs from specialists are expected to enhance the overall quality of the programme.

During your stay, you will have access to our library which is considered to be one of the best in the country. We also have a very well equipped gymnasium with modern amenities which you can use during your stay. The stay and board facilities at our guest houses (Kasturbhai Lalbhai Management Development Centre and International Management Development Centre) have been consistently rated as excellent by the participants and we are continuously improving them.

Besides MDPs, we also conduct customized programmes for companies specifically tailored to suit their requirements. These are not included in our programme calendar. Usually, companies contact the Director or the concerned faculty requesting for specific programmes to be offered to them.

Once again, on behalf of the MDP Committee, I welcome you to IIMA and experience IIMA's Executive Education Programmes.

Best wishes.

IIMA: An Institute that Sets International Standards



The Indian Institute of Management, Ahmedabad (IIMA) was set up by the Government of India in collaboration with the Government of Gujarat and Indian Industry as an autonomous Institute in 1961. Conceived not only as a business school but also as a management Institute, IIMA builds on 51 years of excellence and leadership in management education. IIMA's vision is to be a global institution that influences managerial and administrative practices by creating new frontiers of knowledge and developing entrepreneurial and socially sensitive leader-managers committed to excellence and ethical standards.

Rated as **India's best** and **Asia's foremost Business School**, IIMA continues to be ranked as one of the finest institutions in the world having an academic rigour that matches the top league. In 2008, IIMA became the first Business School in India to receive the EQUIS (European Quality Improvement System) accreditation by the European Foundation for Management Development which has subsequently been renewed in 2012. With a distinguished faculty, an

exceptional student-faculty ratio, and a 100-acre world class campus conducive to continuous learning, IIMA is an Institute that sets international standards in the field of management education.

The Institute is the **pioneer of the case study approach to management education in India**, the result of its early collaboration with Harvard. This approach entails working in groups and encourages intense participation as students learn to present their perspectives, defend their stand, and think through management problems.

IIMA's mission is to help India and other developing countries improve their managerial practices both in the private and the public sector and adopt superior public policies. It seeks to do this through producing risk-taking leader-managers who will pioneer new managerial practices and set new standards; through producing teachers and researchers who will generate new ideas of international significance; and through purposeful consulting aimed at helping client organizations scale new heights.

The Institute conducts the following major programmes:

- Two-year Post-Graduate Programme in Management (equivalent to MBA)
- Two-year Post-Graduate Programme in Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives (PGPX, equivalent to MBA)
- Faculty Development Programme for Teachers in Universities and Colleges

Management Development Programmes: Transforming to Lead

It was a deliberate decision to begin the academic activities at IIMA with a Management Development Programme (MDP). The first set of executive courses designed, developed, and offered by IIMA have now become popular as the **3-Tier Programmes (3-TP)**. Since then, IIMA has been constantly adding to the list of MDPs. For the academic year June 2012-May 2013, around **50 MDPs** have been planned out of which there are 4 new programmes. This list includes the flagship MDPs like the 3-TP and the programme for Small and Medium Enterprises (SMEP). These MDPs known as **General Management Programmes (GMPs)** are designed with the objective of providing insights into managerial concepts and techniques relevant for formulating and implementing strategies in functional areas and an overall perspective for decision-making by integrating functional and general management approaches.

The GMP in Bhutan was a new initiative by the Institute which was offered twice at Bhutan in the year 2011-12 in collaboration with DHI Infra of Bhutan. The programme had a mix of participants from India, Bhutan, and other countries.

Besides GMPs, the **Institute's MDPs offered as open enrolment programmes** are designed to address specialized needs in areas such as business policy, communication, economics, finance and accounting, marketing, organizational behaviour, personnel and industrial relations, production and quantitative methods, computers and information systems, agriculture, public systems, health, and education. These MDPs enable participants to gain insights into managerial concepts and techniques for formulating and implementing strategies and enhance their overall perspective for effective managerial decision-making.

In response to the growing challenges of a globalized world, the Institute collaborates with world renowned business schools like the ESSEC Business School, Paris-Singapore to offer uniquely phased joint MDP on Luxury Management in India and France. The Institute also conducts long duration General Management Programme, Retail Management Programme, and Strategic Supply Chain Management Programme for working executives based at Dubai.

As part of the Global Programmes, the Institute will be offering a new programme—BRICs on BRICs—which is an Executive Education Programme to be delivered jointly by four reputed institutes from BRIC.

At IIMA, it is a tradition to constantly update the course content, revise the course design, and experiment with innovative pedagogy. Around **100 full-time faculty** at IIMA continuously attempt to integrate research, teaching, and applied work. **Pedagogical tools** create a participative learning environment. While the case method is the major tool, it is supplemented by group exercises, computer-based simulation games, lecture-cum-discussions, role plays, project work, and presentations by participants.

The response of the corporate, government, and non-government sectors to MDPs has been very encouraging. Over the years, more than **49,250 managers** have benefited from more than **1,380 MDPs** conducted by IIMA.



Programme	Dates	Coordinator(s)	Fee	
			India & SAARC Countries INR	Non-SAARC Countries US\$
GENERAL MANAGEMENT				
3-TP: Middle Management(Summer)	June 24-July 21, 2012	Sachin Jayaswal	285,000	8,750
3-TP: Senior Management	July 29-August 18, 2012	Shailesh Gandhi	310,000	9,500
Small and Medium Enterprises Programme	October 21-November 3, 2012	Sunil Sharma	115,000	3,600
3-TP: Middle Management(Winter)	January 20-February 16, 2013	Sachin Jayaswal	285,000	8,750
3-TP: Top Management	To be announced			
GLOBAL PROGRAMMES				
General Management Programme in Bhutan	July 15-28, 2012	T. Bandyopadhyay	Except Bhutan 1,20,000*	US\$ 4,000*
* Cost of stay for the duration of the programme will be charged extra.				
Global Management Programme on Luxury	To be announced	Piyush K. Sinha	To be announced	
BRICs on BRICs(New) A BRIC experience through an Executive Education Programme to be delivered jointly by four reputed institutes from BRIC	Brazil: October 14-19, 2012 Russia: December 3-7, 2012 India: March 4-8, 2013 China: May 20-25, 2013	T. Bandyopadhyay/ Ajay Pandey/ Atanu Ghosh	To be announced	

Programme	Dates	Coordinator(s)	Fee	
			India & SAARC Countries INR	Non-SAARC Countries US\$
BUSINESS POLICY				
Contract Management	September 10-14, 2012	Akhileshwar Pathak	75,000	2,350
Strategies for Growth	October 8-13, 2012	M.R. Dixit/D. Karthik	95,000	2,950
Innovation, Corporate Strategy, and Competitive Performance	October 29-November 3, 2012	M.R. Dixit	95,000	2,950
Organizational Leadership for the 21st Century	November 19-22, 2012	S. Manikutty	70,000	2,200
Business Leadership and Law	December 17-19, 2012	Anurag K. Agarwal	60,000	1,900
Knowledge Management	December 10-15, 2012	M.R. Dixit	80,000	2,500
COMMUNICATION				
Taking People Along: Managing by Persuasion	August 6-11, 2012	M. M. Monippally	80,000	2,500
The Winning Edge: Communication Strategies for Leaders	September 17-22, 2012	Meenakshi Sharma	80,000	2,500
COMPUTERS AND INFORMATION SYSTEMS				
ERP Systems: Technology Planning and Implementation	December 17-19, 2012	V. Venkata Rao	60,000	1,900

Programme	Dates	Coordinator(s)	Fee	
			India & SAARC Countries INR	Non-SAARC Countries US\$
FINANCE AND ACCOUNTING				
Advanced Corporate Finance	October 29-November 3, 2012	Sidharth Sinha	80,000	2,500
Pricing and Hedging Derivative Securities(New)	December 17-21, 2012	Vineet Virmani	75,000	2,350
Strategic Cost Management	February 4-7, 2013	Shailesh Gandhi/ Rajendra D. Patel	70,000	2,200
MARKETING				
Advanced Data Analysis for Marketing Decisions	August 27-September 1, 2012	Anand Jaiswal	95,000	2,950
Pricing for Profit	September 24-28, 2012	Arvind Sahay	80,000	2,500
International Business	October 1-6, 2012	Dheeraj Sharma	80,000	2,500
Managing Retailing	November 26-December 1, 2012	Piyush K. Sinha	80,000	2,500
Customer Relationship Management	January 7-12, 2013	Sanjay Verma/ Piyush K. Sinha	80,000	2,500
Enhancing Sales Force Performance	February 18-21, 2013	Biju Varkkey/ Piyush K. Sinha	70,000	2,200
B2B Marketing	March 4-9, 2013	Dheeraj Sharma	80,000	2,500
Developing and Managing Brands	To be announced	Abraham Koshy	To be announced	

Programme	Dates	Coordinator(s)	Fee	
			India & SAARC Countries INR	Non-SAARC Countries US\$
ORGANIZATIONAL BEHAVIOUR				
Leadership and Change Management	August 13-17, 2012	Deepti Bhatnagar/ Neharika Vohra	75,000	2,350
Enhancing Leadership Capacities and Potential Among Professional Women	October 9-12, 2012	Neharika Vohra	70,000	2,200
Interpersonal Effectiveness and Team Building	January 7-10, 2013	Parvinder Gupta	70,000	2,200
Creativity and Innovation as Core Competence: Developing Personal and Organizational Capability	March 26-29, 2013	Premilla D’cruz	70,000	2,200
PERSONNEL AND INDUSTRIAL RELATIONS				
Negotiations Skills Clinic	August 30-September 1, 2012	Jerome Joseph	60,000	1,900
Advanced Human Resource Management	December 3-8, 2012	Manjari Singh/Biju Varkkey	80,000	2,500

Programme	Dates	Coordinator(s)	Fee	
			India & SAARC Countries INR	Non-SAARC Countries US\$
PRODUCTION AND QUANTITATIVE METHODS				
Advanced Quality Management	July 2-6, 2012	Arnab K. Laha	75,000	2,350
Project Management	September 3-8, 2012	Goutam Dutta	80,000	2,500
Risk: Modeling and Management	September 10-14, 2012	Arnab K. Laha	75,000	2,350
Advanced Analytics for Management	October 1-5, 2012	Arnab K. Laha	75,000	2,350
Revenue Management and Dynamic Pricing	November 25-29, 2012	Goutam Dutta	70,000	2,200
Delivering Logistics Solutions	November 25-December 1, 2012	Debjit Roy	80,000	2,500
Supply Chain Management	December 3-8, 2012	Saral Mukherjee	80,000	2,500
Food Supply Chain Management	February 10-16, 2013	Chetan Soman	80,000	2,500
Uncertainty, Complexity, and Risk in Projects	April 8-11, 2013	Goutam Dutta	70,000	2,200
Quantitative Data Analytics and Its Applications in Business/Marketing	April 15-17, 2013	T. Bandyopadhyay/ Arindam Banerjee	90,000	2,800

Programme	Dates	Coordinator(s)	Fee	
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AGRICULTURE				
Agricultural Input Marketing	January 7-13, 2013	Vijay Paul Sharma	80,000	2,500
Managing Contract Farming	January 28-February 1, 2013	Sukhpal Singh	75,000	2,350
Harnessing Intellectual Property for Strategic Competitive and Collaborative Advantage	February 14-16, 2013	Anil Gupta	60,000	1,900
PUBLIC SYSTEMS AND CENTRE FOR MANAGEMENT OF HEALTH SERVICES				
Public Private Partnerships (PPPs) in Infrastructure	October 15-20, 2012	Rekha Jain	80,000	2,500
Legal and Regulatory Issues in Infrastructure	November 5-9, 2012	Anurag K. Agarwal	75,000	2,350
Clinical Lab Management(New)	November 21-23, 2012	K. V. Ramani	To be announced	
Hospital Management	December 3-7, 2012	K. V. Ramani	75,000	2,350
Investigating Corporate Social Irresponsibility(New)	February 13-15, 2013	Ankur Sarin/ Navdeep Mathur	60,000	1,900

Programme	Dates	Coordinator(s)	Fee	
			India & SAARC Countries INR	Non-SAARC Countries US\$
RAVI J MATTHAI CENTRE FOR EDUCATIONAL INNOVATION (RJMCEI)				
Strategic Leadership for Schools in a Changing Environment	October 1-6, 2012	Rajeev Sharma	35,000	-
Innovating for Excellence: Programme for Leaders in Management Education	December 10-15, 2012	Rajeev Sharma/ Vijaya Sherry Chand	60,000	-

The Process

The programme brochure is usually printed eight weeks prior to the programme commencement date. It can be downloaded from the web-page: www.iimahd.ernet.in/mdp or a hard/soft copy can be provided by IIMA-MDP office on request (see contact details). For participation, sponsoring organizations are required to submit the filled-in nomination form/s along with the fee by the last date (as mentioned in the brochure, usually two weeks before the commencement of the programme).

Organizational sponsorship is generally required but can be waived off in exceptional cases where the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness. A formal acceptance letter will be sent to the nominee subject to approval by the programme faculty. The participation is confirmed only after receiving an acceptance letter from the MDP office.

Payment of Fee

Fee can be paid by a Demand Draft payable at Ahmedabad, India or a pan India cheque payable at par drawn in favour of “Indian Institute of Management, Ahmedabad.” Fee can also be paid through Electronic fund transfer. The details are:

ECS in Indian Rupees

For credit to Savings Bank, A/c No.032010100040460
M/s. IIM, Ahmedabad with Axis Bank, Vastrapur Branch,
Ahmedabad
(RTGS Code: UTIB0000032)

With following instructions:

For further credit to Savings Bank A/c No. 032010100040460
M/s. IIM, Ahmedabad with Axis Bank, Vastrapur Branch, Ahmedabad
Swift Code: UTIBINBB003

Name of Remitter:

Purpose of Remittance: MDP on (Please mention MDP Title)

Please do inform us about the transfer with full details.

Income-tax Exemption

The income of the Indian Institute of Management, Ahmedabad is exempt from tax u/s. 10(23C) (vi) of the Income Tax Act, 1961. Kindly provide the PAN and TAN number of your organization while forwarding the Nomination Form of the participants sponsored by your organization. On the basis of PAN / TAN numbers received, the Income Tax Department would be issuing TDS Exemption Certificate at Nil rate in the name of the organization. Accordingly, you are requested NOT to deduct tax at source on the Programme Fees.

IIMA PAN No: AAATI1247F

Early Bird Discount: Nominations received with payments three weeks before the programme commencement date will be entitled to an early bird discount of 10%. Early submission of fee and nomination does not, however, guarantee acceptance of application.

Group Discount: Any organization sponsoring five or more participants to a programme will be entitled to a discount of 10% on the total fee payable provided that at least five participants actually attend the programme. Sponsors should pay the full fee along with nomination forms. Applicable discounts will be given on completion of the programme through refund cheques.

Organizations can avail themselves of both the discounts subject to a maximum overall discount of 15%. **Kindly note that 12.36% service tax is applicable in addition to the fee.**

Please note that the programme fee should be received at the MDP Office before the programme commencement date. In case of cancellation, the fee will be refunded only if a request is received at least 15 days prior to the programme commencement date.

Accommodation

Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and **International Management Development Centre (IMDC)** located on the new campus provide an academic and learning environment for participants of the MDPs. All rooms at KLMDC and IMDC are furnished and air-conditioned. They have separate dining halls, a reading lounge, well equipped classrooms, auditoriums, syndicate rooms, and computer labs. The campus is wi-fi enabled. Fitness centre and facilities for indoor and outdoor games exist on the campus. Participants can also take advantage of Institute's library.





FOR MORE INFORMATION, PLEASE WRITE TO:

MANAGER (MDP)

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