

# OPEN ENROLMENT PROGRAMMES

April 2020 – June 2021



Executive Education  
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD



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## Open Enrolment Programme - April 2020 to June 2021 (Areawise Calendar)

Indian Institute of Management Ahmedabad (IIMA) has a long and proud history of being the change-maker and driver of innovation in business, management, strategy and policy. IIMA is well known for educating leaders of enterprises who flourish in varied settings; be it Indian or Global, private or government, socialist or capitalist. IIMA's motto "Vidya Viniyoga Vikaasah" (Sanskrit: development through the application of knowledge) is a living culture embodied by the faculty in their pedagogy, research, consultancy and case writing. Our Executive Education Programmes are the most expansive management programmes in India, with a portfolio of over 250 programmes on offer, exclusively designed to help individuals, corporate enterprises, and government organisations to develop management capabilities and retain high potential talent.

Programme Title	Faculty Chair(s)	Programme Dates	Fees (INR)
<b>BUSINESS POLICY</b>			
Strategy Implementation	Sunil Sharma	TBD Nov 30-Dec 2, 2020 Apr 19-21, 2021	90,000 90,000 90,000
Working Conference on Authority, Organisation, Strategies and Politics of Relatedness (AOSPOR)	Ajeet N. Mathur	Apr 23- 29, 2020	1,95,000
Design Thinking	Mukesh Sud	Apr 27-30, 2020 Nov 30-Dec 3, 2020 Apr 26 -29, 2021	1,40,000 1,40,000 1,40,000
Transformational Leadership	Sunil Maheshwari	TBD Apr 5-9, 2021	1,20,000 1,20,000
Leading Professional Service Firms	Sunil Sharma	Jun 1-3, 2020 Jun 7-9, 2021	1,00,000 1,00,000
Managing Businesses in International Market	Chitra Singla & Sourav Borah	Aug 16-20, 2020	1,20,000
Strategies for Growth	Sunil Sharma	Aug 24-28, 2020	1,50,000
International Business	Ajeet N. Mathur	Aug 27-29, 2020	1,75,000
Doing Business in Nordic Europe (DBNE)	Ajeet N. Mathur	Sep 2-4, 2020	1,95,000
Young Entrepreneurs Programme (Module I) (Module II)	Chitra Singla	Sep 7-12, 2020 Jan 18-23, 2021	2,75,000

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## BUSINESS POLICY

Family Businesses, Organisation, Strategies, Internationalisation and Succession	Ajeet N. Mathur	Sep 23-25, 2020	1,75,000
Contract Management	Akhileshwar Pathak	Oct 5-9, 2020	1,20,000
Innovation, Corporate Strategy and Competitive Performance	Amit Karna	Oct 5-10, 2020	1,60,000
Organisational Leadership for 21st Century	Asha Kaul & S. Manikutty	Dec 15-18, 2020	1,20,000
Managing Strategic Alliances	Amit Karna, Farok Contractor & Mohammad Fuad	Jan 11-13, 2021	1,10,000
Business Negligence, Liability and Legal Risk	M. P. Ram Mohan	Mar 1-3, 2021	1,50,000
Creating Entrepreneurial Organizations	Mukesh Sud	Mar 1-4, 2021	1,20,000
Managing Online Business	Sanjay Verma	TBD	TBD

## CENTRE FOR MANAGEMENT IN AGRICULTURE

Land Tenure Risk Management (LTRM) for Sustainable Investment	Pranab Choudhury & Ranjan Kumar Ghosh	Aug 17-19, 2020	80,000
Agricultural Input Marketing	Sukhpal Singh	Jan 4-9, 2021	1,40,000

## CENTRE FOR MANAGEMENT OF HEALTH SERVICES

Hospital Management	Rajesh Chandwani	Jun 22-27, 2020 Jun 21-26, 2021	1,40,000 1,40,000
Data Analysis for Healthcare Management	Arnab Kumar Laha	TBD	1,20,000

## CENTRE FOR INNOVATION INCUBATION AND ENTREPRENEURSHIP

Developing Entrepreneurial Mindset and Leadership	Amit Karna & Kirti Sharda	Jun 8-11, 2020 Jun 14-17, 2021	90,000 90,000
Creative & Cultural Businesses Programme (Module-I) (Module-II) (Module-III)	Amit Karna & Anchal Jain	Aug 24-29, 2020 Oct 12-17, 2020 Feb 3-5, 2021	5,00,000

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## COMMUNICATIONS

Taking People Along: Managing by Persuasion	Vaibhavi Kulkarni	Jul 13-17, 2020	1,20,000
The Winning Edge: Communication Strategies for Leaders	Meenakshi Sharma	Aug 24-29, 2020	1,40,000
Communicating Corporate Reputation	Asha Kaul	Nov 23-26, 2020	1,00,000

## ECONOMICS

Getting Infrastructure and PPPs Right	Ajay Pandey & Sebastian Morris	Jun 1-5, 2020	1,20,000
Doing Business in India	Ajeet N. Mathur & Satish Deodhar	TBD	TBD
The Future of Work and its Markets	Ajeet N. Mathur	TBD	TBD

## FINANCE AND ACCOUNTING

Management and Finance for Young Chartered Accountants	Ajay Pandey & Sobhesh Agarwalla	Aug 3-Sep 5, 2020	3,80,000
Developing Commercial and Financial Skills for Strategic Business Decisions	Sobhesh Agarwalla	Aug 24-28, 2020	1,30,000
Financial Analysis of Business	Neerav Nagar	Oct 1-3, 2020 Feb 18-20, 2021	80,000 80,000
Management and Finance for Experienced Chartered Accountants (Module-I) (Module-II)	Ajay Pandey & Sobhesh Agarwalla	Nov 23-Dec 4, 2020 Feb 22- Mar 5, 2021	4,00,000
Mergers, Acquisitions and Restructuring	N. Venkiteswaran & Sobhesh Agarwalla	Nov 30-Dec 5, 2020	1,50,000
Strategic Cost Management	Shailesh Gandhi	Jan 25-29, 2021	1,20,000
Big Data Analytics in Finance	Arnab Kumar Laha	TBD	TBD

## GENERAL MANAGEMENT

Accelerated General Management Programme (Blended Learning Batch 07) First Module Interim Module Final Module	Chitra Singla & Neerav Nagar	May 6-9, 2020 Sep 30-Oct 3, 2020 May 19-22, 2021	6,15,000
Senior Management Programme (Blended Learning Batch 06) First Module Interim Module Final Module	Arvind Sahay & Sachin Jayaswal	May 27-30, 2020 Nov 25-28, 2020 May 5-8, 2021	6,40,000
3TP: Emerging Leaders' Programme	Joshy Jacob & Saral Mukherjee	Jul 12-Aug 8, 2020	4,00,000
Transforming Small and Medium Enterprises	Abhiman Das	TBD	TBD
3TP: Senior Leaders' Programme	Arindam Banerjee & Naman Desai	Jan 10-30, 2021	5,00,000

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## HUMAN RESOURCE MANAGEMENT

Enhancing Sales Force Performance	Arvind Sahay & Biju Varkkey	Mar 1-5, 2021	1,35,000
Strategic Human Resource Management	Sunil Maheshwari	TBD	1,40,000
Developing Internal Talent and Leadership	Biju Varkkey	TBD Apr 19-21, 2021	80,000 80,000
HR Analytics	Rajesh Chandwani	Sep 7-9, 2020	80,000
Advanced Human Resource Management	Biju Varkkey & Manjari Singh	Dec 7-12, 2020	1,40,000
Managerial Effectiveness	Sunil Maheshwari	Jan 11-16, 2021	1,40,000
HR Auditing-Preparing the Ground for Strategic HRM	Rajesh Chandwani	Feb 17-19, 2021	80,000
Employer Branding: Concept, Strategies and Success Factors	Biju Varkkey	Mar 11-13, 2021	80,000
Neuroscience of Leadership	Promila Agarwal	TBD	TBD

## INFORMATION SYSTEMS

Effective Data Visualization for the Data-Driven Organisation	Kavitha Ranganathan	Dec 8-11, 2020	90,000
Big Data Analytics	Kavitha Ranganathan & Srikumar Krishnamoorthy	Feb 22-27, 2021	1,40,000
Digital Transformation	Sanjay Verma	TBD	TBD

## MARKETING

Building and Managing Brands	Subhadip Roy & Soumya Mukhopadhyay	TBD	1,50,000
Neuroscience in Marketing	Arvind Sahay	Jun 3-5, 2020 Jun 7-9, 2021	1,10,000 1,10,000
Advanced Customer Analytics	Soumya Mukhopadhyay & Sourav Borah	Jun 22-24, 2020 Jun 14-16, 2021	90,000 90,000
Customer Based Business Strategy	A. K. Jain, Amit Karna & Rama Bijapurkar	Jul 8-10, 2020 Jun 21-23, 2021	1,15,000 1,15,000
Fintech: Business Models, Marketing, Strategy and Tactics	Arvind Sahay & Rajan Raju	Jul 20-23, 2020	1,20,000
Pricing for Profit	Arvind Sahay	Aug 4-8, 2020	1,50,000

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## MARKETING

Managing Businesses in International Market	Chitra Singla & Sourav Borah	Aug 16-20, 2020	1,30,000
Advanced Data Analysis for Marketing Decisions	Anand Kumar Jaiswal	Oct 12-17, 2020	1,40,000
B2B Marketing	Anand Kumar Jaiswal	Feb 1-6, 2021	1,40,000
Enhancing Sales Force Performance	Arvind Sahay & Biju Varkkey	Mar 1-5, 2021	1,35,000
Strategic Decision Making Using Analytics	Sourav Borah & Soumya Mukhopadhyay	TBD	TBD

## ORGANIZATIONAL BEHAVIOUR

Negotiations Analysis	Amit K. Nandkeolyar	TBD Apr 5-7, 2021	80,000 80,000
Enhancing Leadership Capacities and Potential Among Professional Women	Neharika Vohra	Jul 13-16, 2020	1,00,000
Leadership and Change Management	Neharika Vohra	Aug 3-7, 2020	1,20,000
Interpersonal Effectiveness and Team Building	Parvinder Gupta	Jan 4-7, 2021	1,20,000
R&D Management	Vishal Gupta	Mar 15-20, 2021	1,20,000

## PRODUCTION & QUANTITATIVE METHODS

Revenue Management and Dynamic Pricing	Goutam Dutta	Apr 27-May 1, 2020	1,20,000
Advanced Analytics for Management	Arnab Kumar Laha	Aug 24-29, 2020	1,40,000
Uncertainty, Complexity and Risk in Projects	Goutam Dutta	Jun 8-12, 2020	1,20,000
Manufacturing Strategy	Sundaravalli N.	Jul 2-4, 2020	80,000
Warehouse Design and Management	Debjit Roy	Jul 27-31, 2020	1,20,000
Project Management	Goutam Dutta	Aug 31-Sep 5, 2020	1,40,000
Supply Chain Management	Ankur Sinha	Sep 21-26, 2020	1,40,000

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## PRODUCTION & QUANTITATIVE METHODS

Logistics Management	Sundaravalli N.	Sep 28-30, 2020	80,000
Strategic Analytics: Weaving Analytics into Decision Making	Arindam Banerjee & T. Bandyopadhyay	Sep 28-Oct 2, 2020	1,85,000
Restaurant Design and Management	Debjit Roy	Nov 23-27, 2020	1,20,000

## PUBLIC SYSTEMS GROUP

Sustainable Finance	Amit Garg	Sep 28-30, 2020	80,000
Intelligent Transportation Systems	Sundaravalli N.	Oct 19-21, 2020	80,000
Urban Transportation	Sundaravalli N.	Feb 8-10, 2021	80,000
General Management for Shipping	Capt. Yashoverman Sharma & Sundaravalli N.	Feb 21-27, 2021	1,40,000
Experiments for Business Decisions	Sandip Chakrabarti & Ambrish Dongre	Nov 23-26, 2020	1,00,000

## R J MATTHAI CENTRE FOR EDUCATIONAL INNOVATION

Strategic Leadership for Schools in a Changing Environment	Kathan Shukla	Oct 19-23, 2020	80,000
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### NOTES:

- Programmes, dates, fees, and faculty are subject to change at the discretion of the institute without any prior notice. All rights reserved
- GST as applicable.
- For registering online: <http://www.iima.ac.in/exed>
- All on-campus programmes are residential and accommodation will be provided either on campus or with empanelled hotel partners.

## BLENDING LEARNING PROGRAMMES

Our e-Enabled Programmes offer online executive programmes through highly interactive and live sessions. The focus of these programmes is to provide knowledge and learning support to business leaders and management talent in real-time with the help of cutting-edge technology.

We offer both open and customised online programmes for those who are unable to attend our on-campus programmes. Please get in touch with us if you want us to design a customised online programme for your organisation.

## CUSTOMISED PROGRAMMES

A significant part of our portfolio consists of the engagements in constructing and conducting customised programmes for different organisations, corporates, government, public sector undertakings, educational institutions, regulatory bodies and other similar organisations. The aim is to address their specific requirements and provide them with suitable development interventions and strategic solutions. The training modules for these programmes are designed in close association with our clients to ensure value added delivery.

## INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

### MAJOR PROGRAMMES OFFERED BY IIMA

- » Two-Year Post Graduate Programme in Management (MBA)
- » Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- » Ph.D. Programme in Management
- » One-Year Full Time Post Graduate Programme in Management for Executives (MBA- GPX)
- » Executive Education offers short duration programmes through open enrolment, customisation and online for various levels of experienced professionals across industry Faculty Development Programme (FDP)
- » Two-Year e-Mode (online + campus) Post Graduate Programme in Management (ePGP)
- » Post Graduate Diploma in Advanced Business Analytics (ePGD-ABA)

The Institute has 103 faculty members working in the following management areas and centres:

### DISCIPLINARY AREAS AND GROUPS

- » Centre for Management in Agriculture (CMA)
- » Ravi J. Matthai Centre For Educational Innovation (RJMCEI)
- » Business Policy
- » Communication
- » Economics
- » Finance and Accounting
- » Human Resources Management
- » Information Systems
- » Marketing
- » Organizational Behaviour
- » Production and Quantitative Methods
- » Public Systems Group

### INTERDISCIPLINARY CENTRES

- » Ravi J. Matthai Centre for Educational Innovation
- » Centre for Innovation, Incubation and Entrepreneurship (CIIE)
- » Centre for Management in Agriculture (CMA)
- » Centre for Management of Health Services (CMHS)
- » Gender Centre
- » IIMA-Idea Telecom Centre of Excellence
- » India Gold Policy Centre
- » Misra Centre for Financial Markets and Economy (MCFME)
- » NSE Centre for Behavioural Science in Finance, Economics and Marketing



कार्यकारी शिक्षा  
भारतीय प्रबंध संस्थान अहमदाबाद

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