

OPEN ENROLLMENT PROGRAMMES

April 2021 - March 2022



Executive Education
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD



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Open Enrollment Programmes - April 2021 - March 2022 (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)
STRATEGY			
Managing Strategic Alliances(Online)	Amit Karna, Mohammad Fuad & Farok Contractor	June 7 - 18, 2021	88,000
Strategy Implementation(Online)	Sunil Sharma	August 13 - 28, 2021	72,000
Strategies for Growth (Online)	Sunil Sharma	September 29 - October 30, 2021	1,20,000
Young Entrepreneurs Programme (Online)	Chitra Singla	September 2 - 28, 2021 (Module I) November 9 - December 5, 2021 (Module II)	2,20,000
Contract Management (Online)	Akhileshwar Pathak	October 2 - 31, 2021	96,000
Innovation, Corporate Strategy and Competitive Performance	Amit Karna	October 25 - 30, 2021	1,60,000
Digital Transformation: Strategies and Business Models (Online)	Pankaj Setia & Sanjay Verma	November 13 - December 12, 2021	1,20,000
Design Thinking	Amit Karna & Mukesh Sud	December 14 - 17, 2021	1,40,000
Organizational Leadership for the 21st Century	S. Manikutty & Asha Kaul	January 5 - 8, 2022	1,20,000
Transformational Leadership (Online)	Sunil Maheshwari	January 28 - February 18, 2022	96,000
Creating Entrepreneurial Organizations	Amit Karna & Mukesh	May 7 - 9, 2022	1,20,000

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CENTRE FOR MANAGEMENT IN AGRICULTURE			
Agricultural Input Marketing	Poornima Varma	January 24 - 29,2022	1,40,000

CENTRE FOR INNOVATION INCUBATION AND ENTREPRENEURSHIP

Creative and Cultural Businesses Programme (CCBP)	Amit Karna & Anchal Jain (VF)	January 10 – 15, 2022 (Module I) April 11- 16, 2022 (Module II) June 22- 24, 2022 (Module III)	5,00,000
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COMMUNICATION

Communicating Corporate Reputation (Online)	Asha Kaul	September 25 - October 17, 2021	80,000
The Winning Edge: Communication Strategies for Leaders (Online)	Meenakshi Sharma	November 12 – December 5, 2021	1,12,000
Taking People Along: Managing by Persuasion (Online)	Vaibhavi Kulkarni	February 2 - 23, 2022	96,000

FINANCE AND ACCOUNTING

Management and Finance for Experienced CAs(Online)	Sobhesh Kumar Agarwalla & Ajay Pandey	July 10 - October 20, 2021	3,30,000
Developing Commercial and Financial Skills for Strategic Business Decisions(Online)	Sobhesh Kumar Agarwalla	July 11 - August 13, 2021	96,000
Mergers, Acquisitions and Restructuring (Online)	Sobhesh Kumar Agarwalla & N.Venkiteswaran	August 28 - September 23, 2021	1,20,000
Financial Analysis of Business (Online)	Neerav Nagar	September 7 - 26, 2021	64,000
Financial Reporting & Analysis(Online)	Neerav Nagar	November 19, 2021 – January 8, 2022	1,40,000
Strategic Cost Management	Naman Desai & Shailesh Gandhi	January 24 - 28, 2022	1,20,000
Investment Decisions and Behavioral Finance	Joshy Jacob	February 7 – 9, 2022	80,000
Financial Analysis of Business	Neerav Nagar	February 17 – 19, 2022	80,000

GENERAL MANAGEMENT

3TP: Senior Leaders' Programme	Kavitha Ranganathan & Naman Desai	January 9 - 29, 2022	5,00,000
3TP: Emerging Leaders' Programme	Saral Mukherjee & Joshy Jacob	February 20 – March 19, 2022	4,00,000

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HUMAN RESOURCE MANAGEMENT

Managing Internal Talent and Leadership Pipeline(Online)	Biju Varkkey	August20-September 4, 2021	64,000
Managerial Effectiveness (Online)	Sunil Maheshwari	September18-October 24,2021	1,12,000
Strategic Human Resource Management (Online)	Sunil Maheshwari	November 5 -28, 2021	1,12,000
Understanding Bhagavad Gita- A Journey towards Leadership Excellence (Online)	Sunil Maheshwari	December 13 - 22, 2021	64,000
HR Auditing-Preparing the Ground for Strategic HRM	Rajesh Chandwani	January 31 - February 2, 2022	80,000
Leading Digital Transformation	Rajat Sharma & Rajesh Chandwani	February 21 – 25, 2022	1,20,000
HR Analytics (Online)	Rajesh Chandwani	February 19 – March 6, 2022	64,000

INFORMATION SYSTEMS

Managing IT Projects (Online)	Sanjay Verma	August14- September 25,2021	1,12,000
Digital Transformation: Strategies and Business Models (Online)	Pankaj Setia & Sanjay Verma	November 13 – December 12, 2021	1,20,000
Effective Data Visualization for the Data-Driven Organisation (Online)	Kavitha Ranganathan	December4 - 26, 2021	72,000
Big Data Analytics	Srikumar Krishnamoorthy & Kavitha Ranganathan	March 7 - 12, 2022	1,50,000

MARKETING

Strategies for Winning in International Markets(Online)	Chitra Singla & Sourav Borah	August 3 - 24, 2021	1,04,000
Pricing for Profit (Online)	Arvind Sahay	November 13 – December 12, 2021	1,20,000
Customer Based-Business Strategy	Abhinandan K. Jain, Amit Karna & Rama Bijapurkar	November 25 – 27, 2021	1,15,000
Marketing Tools for Digital Media and Platforms (Online)	Rajat Sharma	November 26 – December 19, 2021	96,000
Neuroscience in Marketing	Arvind Sahay	December 8 -10, 2021	1,20,000
Customer Relationship Management (Online)	Sanjay Verma	December 30, 2021 – January 30, 2022	1,12,000
Fintech: Business Models, Marketing, Strategy and Tactics(Online)	Arvind Sahay & Rajan Raju (VF)	December 30, 2021 – January 30, 2022	96,000
Marketing Luxury: Understanding the Complexities of a New World of Business (Online)	Naveen Amblee & Sourav Borah	January 7 -28, 2022	96,000
	Anand Kumar Jaiswal	January 28 – February 20, 2022	1,12,000
B2B Marketing (Online)			
Enhancing Sales Force Performance	Arvind Sahay & Biju Varkkey	February 14 –18, 2022	1,35,000
Advanced Data Analytics for Marketing Decisions	Anand Kumar Jaiswal	TBA	1,40,000
Brand Management	Subhadip Roy & Soumya Mukhopadhyay	TBA	1,50,000

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ORGANISATIONAL BEHAVIOUR			
Interpersonal Effectiveness and Team Building (Online)	Parvinder Gupta	January 22 - February13,2022	96,000

PRODUCTION & QUANTITATIVE METHODS			
Warehouse Design and Management (Online)	Debjit Roy	July 26 – August 16,2021	96,000
Project Management (Online)	Goutam Dutta	August27 - September 12,2021	1,12,000
Artificial Intelligence and Machine Learning for Business (Online)	Ankur Sinha	September 8 - October 3,2021	1,12,000
Restaurant Design and Management(Online)	Debjit Roy	September 16 - October 7,2021	96,000
Supply Chain Management(Online)	Ankur Sinha	September 17 - October 10,2021	1,12,000
Advanced Quality Management(Online)	Arnab K Laha	December10 - 30,2021	96,000
Warehouse Design and Management (Online)	Debjit Roy	January 17 – February 7, 2022	96,000
Manufacturing Strategy (Online)	Sundaravalli Narayanaswami	February 7 – 16, 2022	64,000
Artificial Intelligence and Machine Learning for Business (Online)	Ankur Sinha	March 2 - 27, 2022	1,12,000
Supply Chain Management(Online)	Ankur Sinha	March 11 – April 3, 2022	1,12,000
Advanced Analytics for Management	Arnab K Laha	TBA	1,40,000
Cutting Edge Analytics	Arnab K Laha	TBA	1,40,000
Revenue Management and Dynamic Pricing	Goutam Dutta	TBA	1,20,000

PUBLIC SYSTEMS GROUP			
Sustainable Finance(Online)	Amit Garg& Mahua Acharya	September 11 -26,2021	64,000
Experiments for Business Decisions (Online)	Sandip Chakrabarti & Amrisha Dongre	November 20-December 12,2021	80,000

Programme Title	Faculty Chair(s)	Programme Dates	Fees (INR)
Intelligent Transportation Systems (Online)	Sundaravalli Narayanaswami	January 24 – February 4,2022	64,000
General Management for Shipping (Online)	Sundaravalli Narayanaswami	February 18 –March 13,2022	1,12,000
Logistics Management (Online)	Sundaravalli Narayanaswami	March 7 – 16, 2022	64,000

R J MATTHAI CENTRE FOR EDUCATIONAL INNOVATION

Strategic Leadership for Schools in a Changing Environment	Kathan Shukla	January 31 – February 4, 2022	80,000
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- Please visit our website for regular updates about our programmes.
- 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 online registration, please visit: <http://www.iima.ac.in/exed>
- All on-campus programmes are residential and accommodation will be provided either on campus or with empaneled hotel partners.
- In case of any query, please write to us at exed@iima.ac.in or call us on +91 79 7152 6400.

BLENDING LEARNING PROGRAMMES

The focus of Blended Learning is to merge campus experience with live online classes which ensures flexibility to working executives for attending sessions away from the campus. For the past four years, IIMA has been offering programmes in the hybrid format. Almost 30 core faculty members are involved in delivering these hugely popular programmes.

Our objective is to provide knowledge and learning support to business leaders and managements in real-time with the help of cutting-edge technology.

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.

INTERDISCIPLINARY CENTRES

- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship (CIIE)
- Centre for Management of Health Services (CMHS)
- Centre for Transportation and Logistics
- India Gold Policy Centre (IGPC)
- Gender Centre
- Misra Centre for Financial Markets and Economy (MCFME)
- NSE Centre for Behavioural Science in Finance, Economics and Marketing

DISCIPLINARY AREAS AND GROUPS

- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organizational Behaviour
- Production and Quantitative Methods
- Public Systems Group
- Strategy

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
- Executive Education offers short duration programmes through open enrollment, customization 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)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद

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