

IIMA PRESS RELEASE 2010-11



IIMA, June 23, 2010: Updates on academic Programmes 2010-11

Student Profile: PGP 2010-12 batch*

* Data based on student registrations as of June 21, 2010

Total PGP Student	Numbers	Percentage
MALE	341	89.74
FEMALE	39	10.26
Total	380	100%

AGE	Years
Average Age	23

WORK-EXPERIENCE	Numbers	Percentage
AVERAGE EXPERIENCE	229	60.26
WITHOUT EXPERIENCE	151	39.74

CATEGORY	Numbers	Percentage
GENERAL	189	49.73
OBC (NC)	103	27.11
SCHEDULE CASTE	56	14.74
SCHEDULE TRIBE	21	5.53
DIFFERENTLY ABLED	11	2.89

Student Profile: PGP-ABM 2010-12 batch*

* Data based on registrations as of June 21, 2010

Total ABM Student	Numbers	Percentage
MALE	26	65%
FEMALE	14	35%
Total	40	100%

AGE	Years
Average Age	22

WORK-EXPERIENCE	Percentage
AVERAGE EXPERIENCE	50%
WITHOUT EXPERIENCE	50%

CATEGORY	Numbers	Percentage
GENERAL	32	80%
OBC	8	20%
SCHEDULE CASTE	None	----
SCHEDULE TRIBE	None	----
DIFFERENTLY ABLED	None	----

FPM 2010-11

Number of Students admitted: 11

NEW ELECTIVE COURSES FOR PGP 2010-11 for two slots

The following courses have been planned to be offered:

1. NEW TECHNOLOGY APPLICATIONS, DESIGN AND BUSINESS MODELS

Course Objectives

It is widely recognized now that to build new business models around existing technologies a variety of linkages. Critical among them are linkages between design engineers and managers who understand the market needs. Strategic management of such linkages is increasingly becoming one of the key activities of managers in innovative organizations. Besides, such linkages can also create opportunities for entrepreneurial ventures. This course would focus on the issues relating to the development of new applications and business models around existing technologies for commercialization by existing firms and through new ventures. This would be done by teams of NID (designers) and IIMA (managers) students using various tools including those for customer interaction (e.g., lead user methods).

2. COMMUNICATING CORPORATE REPUTATION

Objectives

- To understand the relevance of communicating corporate reputation at the individual and collective level.
- To hone skills of communicating reputational content to internal and external stakeholders
- To analyse how corporate communication can be used as a tool for building intangible capital assets.
- To communicate credibility through enhancing corporate reputation.
- To develop skills of effective media interaction.

3. PUBLIC FINANCE

This course aims to introduce the principles and concepts of Public Finance. It examines the expenditure and revenue policies of different levels of government and their relationship to the macroeconomic environment. An important focus is on government budgeting and expenditure processes and the scope for reforms.

4. REVENUE MANAGEMENT AND DYNAMIC PRICING

Objective

- To provide an insight into concepts of Revenue Management.
- To provide an understanding of how Revenue Management systems improve revenue.
- To acquaint the participants with various tools and techniques used in Revenue Management.
- To discuss the practice of revenue management in various industries.
- To discuss the technical and organizational challenges for implementing Revenue Management Systems.

5. NEW PRODUCT STRATEGY

Objectives:

- To develop an understanding of the processes and steps involved in developing new products and services (new market offers) and
- To discern and discuss techniques, approaches, and analytical frameworks in identifying, developing, testing and launching products and services (new market offers)

6. PUBLIC POLICY

Objectives

The course will provide participants with concepts and methods to understand *why* public policy is formulated and implemented the way it is. The emphasis in this module of the course will therefore be on *explanation* and *analysis* and provide a strong theoretical grounding to students. The overall objective of the course is to conceptualize myriad challenges in public policy and construct socially sensitive and purposive policy frameworks.

Specific objectives are to:

- Understand the “State” as a policy actor
- Introduce participants to the policy process and the theoretical frameworks of public policy
- Understand and appreciate the role of “politics” in the policy process

MDPs @ IIMA 2010-11

For 2010-11, the total number of MDPs offered are 67.

More details can be found at www.iimahd.ernet.in/mdp

The following New MDPs have been planned to be offered for the year 2010-11

No.	Programme Name
1.	Strategies for Growth
2.	Innovation, Strategies and Corporate Performance
3.	Peoples Issues in Business Process Outsourcing
4.	Results-Framework Document (RFD): An Instrument for Government Performance Management (Supported by Performance Mgt. Division, Cabinet Secretariat, Gol) (Two offerings)
5.	Professional Management of Sports Organizations
6.	Human Resource Management (Dubai)
7.	Advanced Quality Management
8.	Risk: Modeling and Management
9.	Workshop on Project Risk Management
10.	Infrastructure Development and Policy
11.	Strategic GMP for Senior Public Enterprise Executives