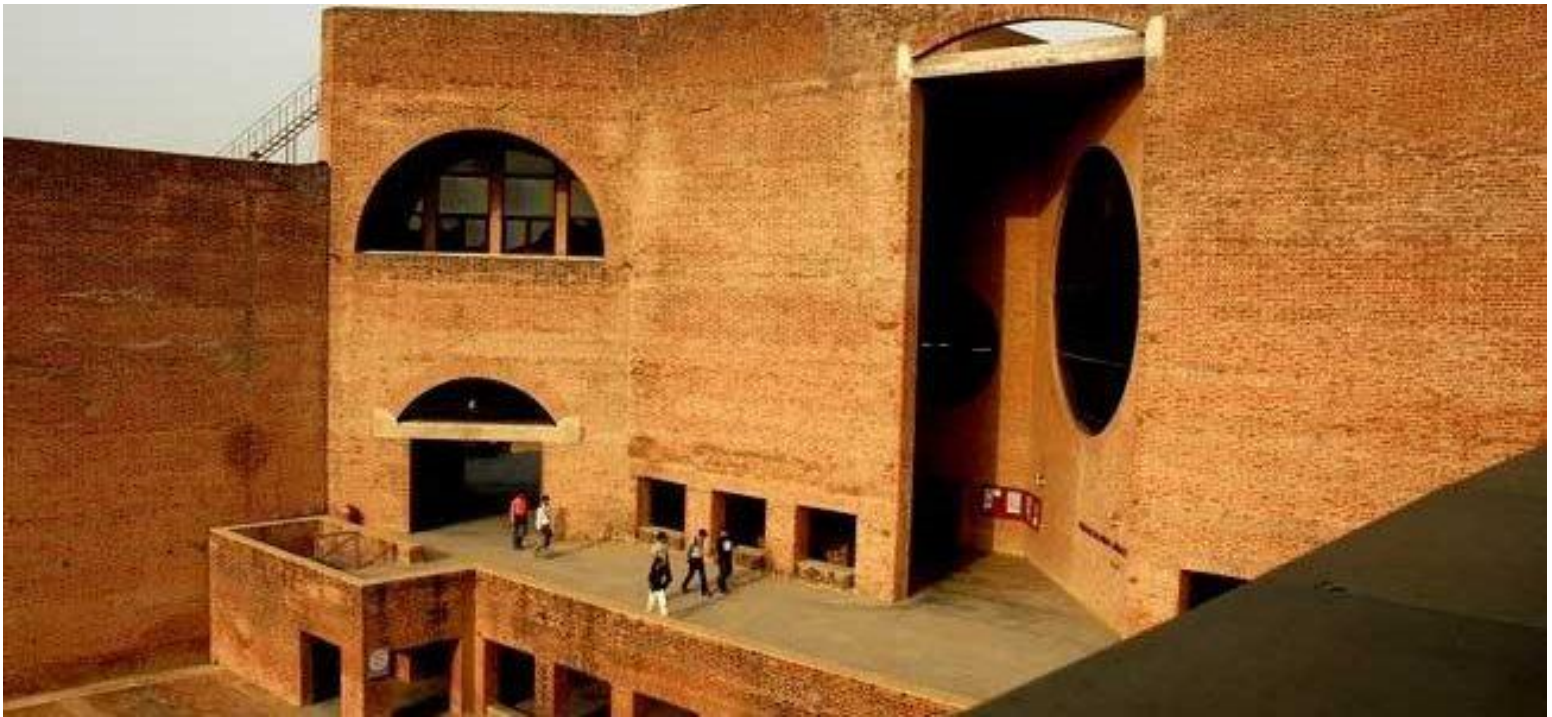# IIM AHMEDABAD
Senior Management Programme
Batch 04

Blended Learning (Virtual Classroom + Campus Immersions)

Executive Education
Indian Institute of Management Ahmedabad

Senior Management Programme Batch 04

Blended Learning (Virtual Classroom + Campus Immersions)

INTRODUCTION

IIM Ahmedabad (IIMA) has been consistently ranked as the premier management school in the country by several national agencies. IIMA programmes are also ranked highly in several international rankings. In 2008, IIMA became the first management school in the country to be awarded EQUIS (European Quality Improvement System) accreditation by the EFMD (European Foundation for Management Development).

At IIMA, innovation lies at the base of every programme and the aim is to cater the best, to the best, from the best. The IIMA's Senior Management Programme equips bright individuals with General Management perspectives and thinking skills. It delivers a high value through a blend of intensive and on Campus learning and immersive HD VC Virtual Classroom interactions. The programme covers functional areas of management, its source disciplines and builds on the experience of the participants, helping them understand the underlying concepts, paradigms and theories of management. The programme builds on the experience of participants who could not find time due to their personal and career commitments early on, to have undergone a top notch programme in management, but who have been learning and adding to their skills and competencies while working. It helps understand how the various management functions contribute to effective leadership, decision making, strategy, and organization of the business. Taking high quality experience as given the programme creates an environment in which participants learn from each other as well.

OBJECTIVES

- The Programme is open to experienced employees who have proven themselves and look forward to leadership roles soon. It seeks to further organizational effectiveness and excellence in performance through the development of human resources. It builds upon the experience of the participants, enhancing their effectiveness in leading their organization
- Programme provides unique perspectives on best practices in managing teams, handling adversity, and defining one's own personal leadership style
- Programme develops the skills required to take strategic and managerial decisions necessary in Senior Management roles

PROGRAMME USP's

- Academically rigorous. It inculcates reflection and self-study of concepts through intense collective 360-degree learning
- Opportunity to network and learn from the fellow participants who are achievers with their rich experience and diversified backgrounds
- 3 visits to IIMA campus of 4 days each, to constitute 12 days of in campus learning
- Certification from a premier institution.
- Learning from some of the best faculty. IIMA pedagogy of bringing problem situations to the classroom through cases.
- Successful candidates will be Awarded with IIMA Alumni Status

PROGRAMME DURATION

12 Months (Including 12 days of Campus Immersion through 3 visits)

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PEDAGOGY

The pedagogy consists of a judicious blend of lectures, discussions and real life cases delivered in a highly interactive way that builds on the multi-disciplinary and multi-domain experience of participants. The case study methodology of IIMA makes it an enriching experience for the participants as they 'learn-unlearn-relearn'.

MODULES

- Marketing
- Finance Management
- Financial markets and Risk
- Operations & Supply Management
- Organizational behavior
- Human resource management
- Negotiation & interpersonal communication
- Law, politics & society
- Global & Indian economic environment
- Oral Communication
- Information Systems
- Strategy

WHO MAY ATTEND / ELIGIBILITY

Working professionals/self-employed (Graduates) with minimum work experience of 10 years may apply and who have done well but now aspire to take a leap and lead the next level of Senior Management functions.

PROGRAM CO-CHAIRS & FACULTY

Prof. Amit Karna
Prof. Anurag Agarwal
Prof Arvind Sahay
Prof. Biju Varkkey
Prof. Chetan Soman (Co-chair)
Prof. J R Varma

Prof. Pradyumana Khokle (Co-chair)
Prof. Sanjay Verma
Prof. Sebastian Morris
Prof. Shailesh Gandhi
Prof. Vaibhavi Kulkarni

SELECTIONS

Selections will be based on evaluation of individual profile & statement of purpose (SOP)

CERTIFICATION & ALUMNI STATUS

Evaluation will be conducted by IIMA. Successful candidates will be awarded with a Certificate of successful completion and would be granted IIMA Alumni status.

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CLASSROOM LOCATION & SESSION TIMINGS

Live & Interactive Virtual Classroom Sessions will be held every Saturday from 3.00 PM to 6.00 PM at a nominated VCNow centre present in over 30 cities across India (Refer city list provided in last page).

Face to face classroom sessions covering nearly a third of the sessions would be at IIMA's Ahmedabad Campus

DATES & FEES

Applications closes: April 15, 2019
First In-campus modules: June 24 to June 27, 2019
Online Session Commences   July 6, 2019

Application fees (To be paid during online application): INR 2000 + GST (Non refundable)

FEES: INR 4,75,000 + GST towards Program Fees & INR 60,000 + GST towards Campus Module Fees payable in 4 easy installments (Loan Support Available)

INSTALLMENT PLAN AS BELOW:

INSTALLMENT-I	INSTALLMENT-II	INSTALLMENT-III	INSTALLMENT-IV
May 31, 2019	**August 31, 2019**	**November 30, 2019**	**February 28, 2020**
INR 1,18,750	INR 1,18,750	INR 1,18,750	INR 1,18,750
+ INR 20,000/-	+ INR 20,000/-	+ INR 20,000/-	
*GST (Currently 18%) will be charged extra on these components			

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HOW TO APPLY

Interested applicants may apply using the below admission link

Website: http://vcnow.in/index.php/virtual-classroom/iim-ahmedabad
OR direct application link: http://vcrvcnow.in/STUDENT-REG/registration-ahmedabad.php

OR alternatively call the following numbers for assistance:
9322402404, 9339207570, 9347466778, 9007765475

Contact details (from IIMA) : online-exed@iima.ac.in Phone : 079-66324474 / 78

*T&C Apply | all dates subject to change | centres subject to availability

Programme Partner VCnow

Stay Connected • Stay Ahead

VCNow Virtual Classroom Centres at

Ahmedabad | Bangalore | Bhopal | Bhubaneswar | Chandigarh | Chennai | Coimbatore | Goa | Gurgaon | Hyderabad | Indore | Jaipur | Jamshedpur | Kochi | Kolkata | Lucknow | Ludhiana | Madurai | Mumbai | Nagpur | New Delhi Noida | Patna | Pune | Raipur | Ranchi | Trivandrum | Vadodara | Vijayawada | Vishakhapatnam