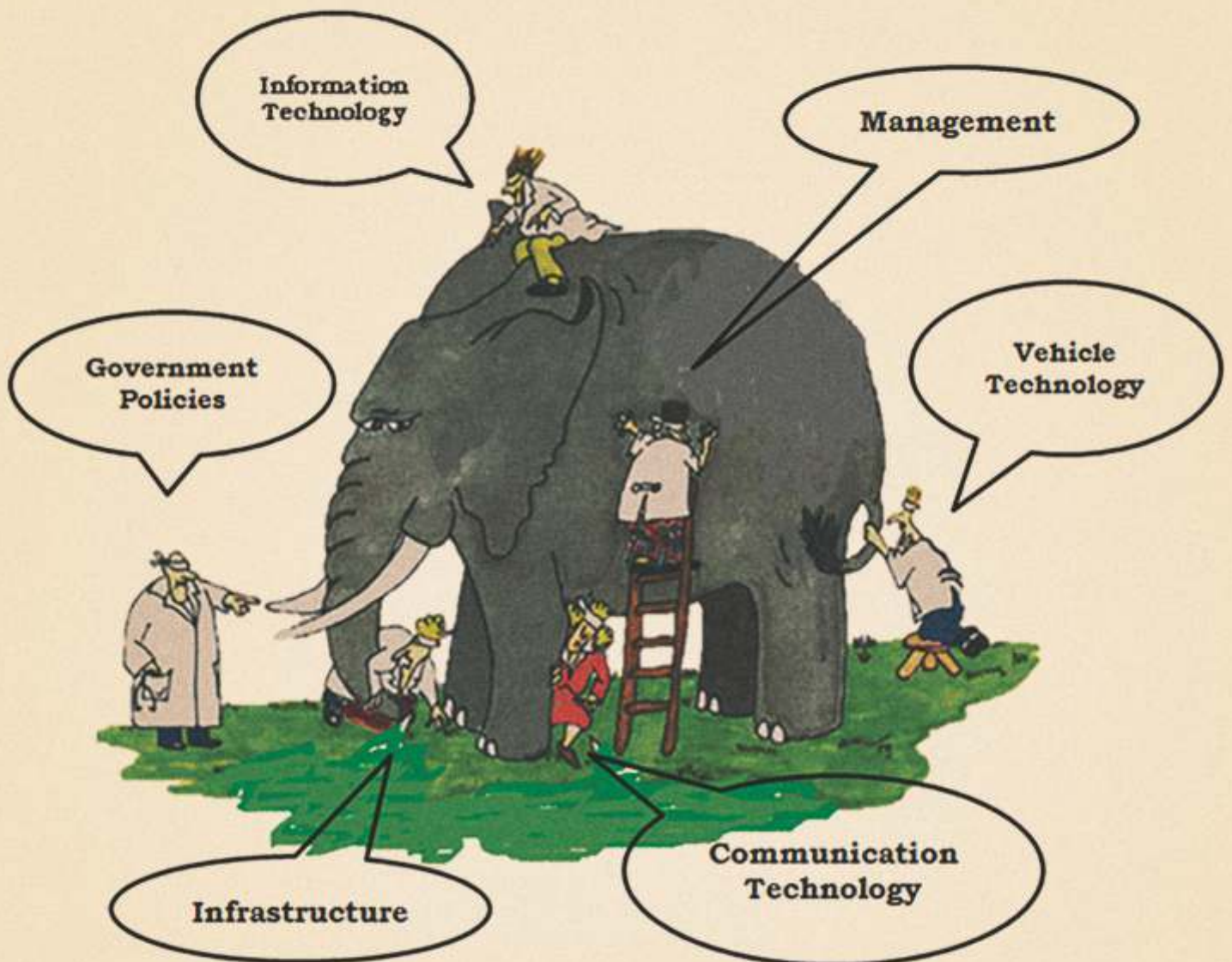


INTELLIGENT TRANSPORTATION SYSTEMS

March 19-21, 2018



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Intelligent Transportation Systems (ITS) is a multi-disciplinary, emerging and overarching field that covers Information and Communication Technology (ICT), infrastructure development, vehicular technology, data processing and computations, management of traffic supply-demand, mobility choices, fares and revenue modelling, project management, governmental policies and regulations. It holds a great potential in improving transportation efficiency. Scope for challenging and lucrative opportunities in ITS exist globally, and in all modes of transportation (road, rail, air and waterways) and traffic demands (passenger, freight and fleet). Creativity, necessity driven solution designs and innovative (problem-specific) approaches are fundamental to conceptualize and leverage ITS for betterment of transportation systems.

Nevertheless, the mobility challenges are very real from a global perspective, with depleting non-renewable energy resources; there is an ever increasing demand for quality and number of choices of smooth traffic. All stake-holders (citizen, transport operators, policy makers, regulators) vie for informed decision making and ITS is hoped to compensate for what infrastructure development has failed to deliver.

The Executive Education Programme on ITS, offered at IIMA is unique, in terms of its contextual relevance and managerial focus, unlike those offered by engineering/technical/logistic/IT schools. The programme is aimed at honing a conceptual and contextual clarity of ITS, with contemporary, real-life cases drawn from diverse economies all over the world; essentially, the curriculum is jargon-free.

Objectives

1. To understand ITS conceptually as a macro traffic management system.
2. To appreciate the multidisciplinary aspects of ITS, what is feasible and relevant in implementing ITS from multiple contexts.
3. To discuss the enabling role of technology (vehicular technology, infrastructure, information and communication technology, data processing).
4. To understand the operational aspects of ITS lifecycle (conceptualization, design, project management, operations and maintenance, policy and regulation).

Programme Highlights

The content given is only indicative; emphasis and coverage of a particular topic is likely to change based on audience profile.

Overview

- Challenges in ITS Development
- Purpose of ITS Deployment
- Determinants of ITS

Anatomy

- Information and Communication Technology
- Big Data Processing And Storage
- Communication Technology
- Mobile Networks

Operations Management

- Capacity Planning
- Operations, Maintenance and Control
- Project Management

- Fleet and Commercial Vehicle Operations
- Signalling and Traffic Priority
- Safety and Security

Business Management

- Strategic Business Planning
- Sustainability of Operations
- Role of State and Regulatory Bodies
- Emerging Trends

Participants' Profile

- Mid and senior-level managers and executives in transportation operations in public sector, state and central Government organizations.
- Owner – leaders in private fleet and commercial transport operations.
- Executives from IT services, who work predominantly in transport verticals.
- Consultants (freelance and from reputed agencies) in transportation domain.
- Transportation planners and regulators

Pedagogy

Case based; Discussions on real-life practices from a global perspective in ITS development

Faculty

- Sundaravalli, N. (Faculty Chair)
Email: sundaravallin@iima.ac.in
and other IIMA faculty

Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **March 12, 2018**. and last date for early bird discount is **March 5, 2018**.

Organisational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4461 to 69 and 4472 to 77

Fax: +91-79-2630 0352 (ExEd)/ 2630 6896 (General)

Email: exed@iima.ac.in

Website: www.iima.ac.in/exed

Certificate

A certificate of participation will be issued to the participants at the end, subject to attending all the sessions of the programme.

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

Programme Fee and Payment

INR 80,000 plus 18% GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.



The programme fee should be received by the Executive Education Office latest by **March 12, 2018**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/ organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:
Indian Institute of Management Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance:
Intelligent Transportation System
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA GST Registration Number:
24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information Please visit the respective programme in our website (www.iima.ac.in/exed).

Discount

Early Bird Discount: Nominations received with payments on or before **March 5, 2018** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

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 (equivalent to MBA)
- Two-Year Post Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrolment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post Graduate Programme in Management (ePGP)

The Institute has about 97 faculty members working in the following management areas and sectors:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation



Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद

**EXECUTIVE EDUCATION
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD**

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