



Executive Education

Indian Institute of Management Ahmedabad

## Calendar of Open Enrollment Programmes - April 2018 to March 2019

Executive Education programmes of IIMA are interdisciplinary, cross functional and problem centered. The focus is on design, policy and decisions. Programmes are developed and delivered by faculty in groups with the Faculty Chair leading the efforts. OEPs of IIMA are listed below under the area / functions / centres / source disciplines of the Faculty Chair of the programme. Most of the programmes cover the ground of more than one discipline or functional area.

Programme Title	Faculty Chairs / Co-Chairs (Professors)	Programme Dates	Fees (INR)
<b>GENERAL MANAGEMENT</b>			
3TP: Emerging Leaders' Programme	Naman Desai and Apratim Guha	July 22 - August 18, 2018	350,000
Transforming Small and Medium Enterprises	Viswanath Pingali and Chitra Singla	September 30 - October 13, 2018	200,000
3TP: Senior Leaders' Programme	Goutam Dutta, Amit Karna and Arnab Laha	January 13 - February 2, 2019	400,000
<b>BUSINESS POLICY</b>			
Design Thinking	Mukesh Sud	April 9-11, 2018	100,000
Transformational Leadership	N. Ravichandran	June 28-30, 2018	80,000
Strategies for Winning in International Markets	Chitra Singla and Anuja Gupta	August 9-11, 2018	80,000
Leading Professional Service Firms	Sunil Sharma	August 20-24, 2018	180,000
Young Entrepreneurs Programme	Chitra Singla	Module I: Aug. 27 - Sept. 1, 2018 Module II: January 14-19, 2019	250,000
Workshop on Signs of Organisational Toxicity, Health and Enlightenment (SOOTHE)	Ajeet N. Mathur	August 28 - September 1, 2018	200,000
Strategies for Growth	Sunil Sharma	September 3-7, 2018	150,000
Working Conference on Authority, Organization, Strategies & Politics of Relatedness (AOSPOR)	Ajeet N. Mathur	September 20-26, 2018	175,000
Contract Management	Akhileshwar Pathak	October 8-12, 2018	120,000
Innovation, Corporate Strategy and Competitive Performance	Amit Karna	November 12-17, 2018	150,000
Design Thinking	Mukesh Sud	December 3-6, 2018	120,000
Organizational Leadership for 21st Century	S. Manikutty and Sebastian Morris	December 18-21, 2018	120,000
Strategy Implementation	Sunil Sharma	January 28 - February 1, 2019	120,000
International Sale Contracts	Akhileshwar Pathak	February 4-7, 2019	120,000
Family Businesses: Organisation, Strategies, Internationalisation and Succession	Ajeet N. Mathur	February 20-22, 2019	125,000
Doing Business in Nordic Europe	Ajeet N. Mathur	February 26-28, 2019	95,000
Mysteries in Management	Ajeet N. Mathur	March 6-8, 2019	95,000
Cultivating Entrepreneurship in Organisations	Mukesh Sud	March 11-13, 2019	100,000
Doing Business Abroad	Ajeet N. Mathur	March 27-29, 2019	125,000
Discipline of Strategy Execution	N. Ravichandran	To be announced	80,000
Succeeding in Emerging Markets	Chitra Singla	To be announced	
<b>COMMUNICATIONS</b>			
Taking People Along: Managing by Persuasion	Vaibhavi Kulkarni	August 6-10, 2018	120,000
The Winning Edge: Communication Strategies for Leaders	Meenakshi Sharma	September 24-29, 2018	140,000

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Strategic Communication for Reputation Management	Asha Kaul	December 2-7, 2018	140,000
Crisis Communication	Asha Kaul	December 19-20, 2018	80,000
Crafting Meaningful Stories through Data	Vaibhavi Kulkarni	To be announced	
<b>ECONOMICS</b>			
Getting Infrastructure and PPPs Right	Sebastian Morris	June 11-15, 2018	120,000
Leadership of Banks & Financial Institutions - The Challenges Today	Sebastian Morris	November 12-16, 2018	150,000
The Future of Work and Its Markets	Ajeet N. Mathur	February 23-25, 2019	95,000
The Indian Economy for Business Leaders	Sebastian Morris	To be announced	
Benchmarking for Performance Evaluation	Abhiman Das	To be announced	
<b>FINANCE AND ACCOUNTING</b>			
Developing Commercial and Financial Skills for Strategic Business Decisions	Sobhesh Agarwalla	June 18-22, 2018	130,000
Financial Analysis of Business	Neerav Nagar	August 20-24, 2018	150,000
Advanced Corporate Finance	Sidharth Sinha	October 22-27, 2018	140,000
Mergers, Acquisitions and Restructuring	Sobhesh Agarwalla and N. Venkiteswaran	November 26 - December 1, 2018	140,000
Investment Decisions & Behavioural Finance	Joshy Jacob	December 11-13, 2018	80,000
Strategic Cost Management	Shailesh Gandhi	January 8-12, 2019	120,000
Project/Credit Appraisal in a Volatile Business	Sobhesh Agarwalla and Ajay Pandey	To be announced	
Bitcoin and the Blockchain	Jayanth R. Varma	To be announced	
Public Private Partnership (PPP): Structuring, Financing & Restructuring	Sidharth Sinha	To be announced	
Advanced Portfolio Management	Vineet Virmani	To be announced	
Corporate Governance	Jayanth Varma and Samir K. Barua	To be announced	
Program on Management and Finance for Young Chartered Accountants	Sobhesh Agarwalla and Ajay Pandey	To be announced	
Program on Management and Finance for Experienced Chartered Accountants	Sobhesh Agarwalla and Ajay Pandey	To be announced	
Corporate Hedging and Derivatives	Vineet Virmani	To be announced	
<b>HUMAN RESOURCE MANAGEMENT</b>			
Employer Branding Strategies	Biju Varkkey	August 27-29, 2018	80,000
Talent Management for 21st Century	Promila Agarwal	September 4-8, 2018	130,000
HR Analytics	Rajesh Chandwani	September 20-22, 2018	TBA
Strategic Human Resrouce Management	Sunil Maheshwari	October 8-13, 2018	140,000
HR Auditing-Preparing the Ground for Strategic HRM	Rajesh Chandwani	November 19-23, 2018	120,000
Advanced Human Resource Management	Manjari Singh and Biju Varkkey	December 3-8, 2018	140,000
Managerial Effectiveness	Sunil Maheshwari	February 18-23, 2019	140,000
Leadership Perspective from Bhagavad Gita	Sunil Maheshwari	To be announced	
<b>INFORMATION SYSTEMS</b>			
Managing IT Projects	Sanjay Verma	August 20-25, 2018	140,000
Strategic IT Management for CIOs	Sanjay Verma	September 17-22, 2018	140,000
Effective Data Visualization for the Data-Driven Organisation	Kavitha Ranganathan	November 26-30, 2018	120,000
Big Data Analytics	Srikumar Krishnamoorthy and Kavitha Ranganathan	February 18-23, 2018	150,000
<b>MARKETING</b>			
Pricing for Profit	Arvind Sahay	August 6-10, 2018	135,000
Neuroscience in Marketing	Arvind Sahay	August 20-22, 2018	90,000
Digital and Social Media Marketing	Lil Mohan and Arvind Sahay	September 4-8, 2018	180,000

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Customer Based Business Strategies	Rama Bijapurkar, M. R. Dixit, Abhinandan K. Jain and Amit Karna	September 6-8, 2018	115,000
Advanced Data Analysis for Marketing Decisions	Anand Kumar Jaiswal	December 10-15, 2018	140,000
B2B Marketing	Anand Kumar Jaiswal	February 18-23, 2019	140,000
Enhancing Sales Force Performance	Biju Varkkey and Arvind Sahay	March 4-8, 2019	120,000
Excellence in Service Marketing	Anand Kumar Jaiswal	To be announced	
Winning Strategies for the Bottom of the Pyramid (BOP)	Anand Kumar Jaiswal	To be announced	
<b>ORGANIZATIONAL BEHAVIOUR</b>			
Leadership and Change Management	Neharika Vohra	September 17-21, 2018	120,000
R&D Management	Vishal Gupta	October 22-26, 2018	120,000
Enhancing Leadership Capacities and Potential Among Professional Women	Neharika Vohra	November 12-16, 2018	120,000
Interpersonal Effectiveness and Team Building	Parvinder Gupta	January 21-24, 2019	120,000
Corporate Theatre: Developing Creative Competencies through Storytelling and Film-Making	To be announced	To be announced	
Inclusive Diversity: Looking into the future	Ernesto Noronha	To be announced	
Negotiations Analysis	Amit Nandkeolyar	To be announced	
<b>PRODUCTION &amp; QUANTITATIVE METHODS</b>			
Revenue Management and Dynamic Pricing	Goutam Dutta	May 7-11, 2018	120,000
Strategic Analytics: Weaving Analytics into Decision Making	Arindam Banerjee and Bandyopadhyay Tathagata	July 9-13, 2018	180,000
Advanced Quality Management	Arnab Kumar Laha	July 16-20, 2018	1,20,000
Warehouse Design and Management	Debjit Roy	August 5-9, 2018	120,000
Design Fundamentals of Operations Management	Sundaravalli N.	August 27 - 31, 2018	120,000
Project Management	Goutam Dutta	September 17-22, 2018	140,000
Advanced Analytics for Management	Arnab Kumar Laha	September 24-29, 2018	140,000
Risk: Modeling and Management	Arnab Kumar Laha	March 4-8, 2019	120,000
Cutting Edge Analytics	Arnab Kumar Laha	March 18-22, 2019	120,000
Supply Chain Management	N.Ravichandran	To be announced	140,000
Manufacturing Strategy	N. Ravichandran	To be announced	140,000
Workshop on Manufacturing	N. Ravichandran	To be announced	80,000
Art and Craft of Decision Making	N. Ravichandran	To be announced	80,000
Service Operations Management	N. Ravichandran	To be announced	
Logistics Management	Sundaravalli N	To be announced	
<b>CENTRE FOR MANAGEMENT IN AGRICULTURE</b>			
Agricultural Input Marketing	Poornima Varma	January 21-26, 2019	140,000
Managing Contract Farming	Sukhpal Singh	February 11-15, 2019	120,000
Rural Marketing	Sukhpal Singh	February 25 - March 1, 2019	120,000
<b>CENTRE FOR MANAGEMENT OF HEALTH SERVICES</b>			
Hospital Management	Rajesh Chandwani	June 18-23, 2018	140,000
Data Analysis for Healthcare Management	Arnab Kumar Laha	November 26-30, 2018	120,000
Clinical Laboratory Management	Rajesh Chandwani	December 11-13, 2018	80,000
<b>PUBLIC SYSTEMS GROUP</b>			
General Management for Shipping	Debjit Roy and Capt. Yashoverman Sharma	February 24- March 2, 2019	140,000
Intelligent Transportation Systems	Sundaravalli N.	To be announced	80,000
<b>R J MATTHAI CENTRE FOR EDUCATIONAL INNOVATION</b>			
Strategic Leadership for Schools in a Changing Environment	Kathan Shukla	October 1-6, 2018	60,000



### Additional Information

Brochures for programmes can be downloaded from our website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed) or a hard/soft copy can be provided by IIMA, Executive Education Office on request (see contact details).

For participation, sponsoring organizations are required to submit the filled-in nomination form/s along with the fee by the last date (as mentioned in the brochure, usually two weeks before the commencement of the programme).

Organizational sponsorship is generally required but can be waived off in exceptional cases where the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness. A formal acceptance letter will be sent to the nominees subject to approval by the programme faculty.

IIMA Executive Education may add, remove or change programmes/dates.

### Payment of Programme Fee

The fee includes tuition fees, programme materials, boarding and lodging. Kindly note that **18% GST** is applicable in addition to the fee.

The programme fee should be received at the Executive Education Office before the programme commencement date. 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 / organization concerned.

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

#### A. Electronic Fund Transfer. The relevant details are:

For credit to Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad  
(IFSC: YESB0000007, SWIFT Code: YESBINBB)

Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organization)

Purpose of Remittance:

IIMA Permanent Account Number (PAN): AAATI1247F

IIMA Tax Deduction Account Number (TAN): AHMI00189A

IIMA GST Registration Number: 24AAATI1247F1Z4 SAC: 999293

#### B. Payment Gateway

For more information, please visit the respective programmes listed on our website ([www.iima.ac.in/exed](http://www.iima.ac.in/exed)).

If you pay online, please email us the complete transaction details immediately so that we can connect your remittance to your nomination.

### Discounts

#### Early Bird Discount

Nominations received with payment three weeks before the programme commencement date will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not, however, guarantee acceptance of application.

#### Group Discount

Any organization 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.

Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization 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.

**For more information, please write to:**

#### Executive Education

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