



Learn to **Solve complex Business Problems** with **Expertise.**

Executive Programme in Business Management

Batch - 25

About IIM Calcutta

The Indian Institute of Management Calcutta (IIMC) was established as the first national institute for Post-Graduate studies and Research in Management by the Government of India in November 1961 in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and Indian industry. During its initial years, several prominent faculty formed part of its nucleus, including Paul Samuelson, Jagdish Sheth, J. K. Sen-gupta, among others.

Over the years, IIMC has grown into a mature institution with global reputation, imparting high quality management education. It has been playing a pioneering role in professionalizing Indian management through its Post Graduate and Doctoral level programs, Executive Training Programs, Research and Consulting Activities. Today, the institute serves as an autonomous body, continuously evolving to meet its goals in an ever-changing business environment.

The vision of the Institute is to emerge as an International Centre of Excellence in all facets of Management Education, rooted in Indian ethos and societal values. Over the past four decades, IIM Calcutta has blossomed into one of Asia's finest Business Schools. Its strong ties to the business community make it an effective mechanism for the promotion of professional management practices in Indian organizations. Today, IIM Calcutta attracts the best talent in India - a melting pot of academia, industry and research. The best and brightest young men and women pursue its academic programs.

The main thrust of training is to imbibe a sense of strategic outlook to management problems in the students. The emphasis, therefore, is on management as an integrated process and requires the students to develop a global view of economic, technological, cultural and political environment of the business. IIMC has a very strong alumni base, which makes it unique among the top management institutes of the world. IIMC alumni are occupying leadership positions as corporate managers, academicians and successful entrepreneurs, worldwide. The alumni maintain a close relation with the institute, helping each other in their growth.



About Hughes Global Education

Hughes Global Education, is a premier institution providing interactive onsite learning through satellite based education and training service. It was initiated by Hughes for corporate and working professionals/ students. It has live, interactive, real-time, two way video, voice and data classes with a spread across 75+ classrooms in 40+ cities/towns. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). Its platform seamlessly integrates the strengths of the traditional method of education -classroom teaching with the latest in technology.

- The first and the pioneers in Interactive Onsite Learning in India for working executives
- Alumni base of over 30,000 students
- 2500 + students enrolling every year
- 200 + programmes successfully completed so far



Introduction

The Executive Programme in Business Management (EPBM) programme ensures that participants are constantly evolving and are equipped to adapt to the fast-paced technological and organisational challenges faced today. We aim to prepare managers of the future offering practical and industry-ready skills that can be used to guide them in their business decisions through a better understanding of the complex socio-economic environmental and ethical challenges faced by a firm.

Acquire the confidence, based on developing business acumen and gaining knowledge, to transition from a functional leader to a business expert, leading teams to transformation.

Learning Outcome by the end of the Programme

- › Set the strategic direction of their future in today's knowledge economy
- › Challenge existing preconceptions and explore new ideas to lead and deliver change
- › Understand and address the continuous changes in preferences and expectations of individuals as customers, employees, and, in general, stakeholders by reinventing themselves to make the most of better insight and foresight.
- › Analyse business models in the context of the broader environmental political and social landscape in which organisations operate
- › Enhance the understanding and acquisition of skills required to be an effective manager

Highlights

- › Get the prestigious IIM Calcutta Executive Education Alumni Status
- › Peer learning through rich student profile & networking opportunities
- › We provide recognized certification from the Premium Business Management Programme from IIMC – India's foremost business school.

Pedagogy

The pedagogy is highly interactive. It will leverage the use of technology and will comprise a judicious blend of lectures, case studies, experiential learning, simulations and assessment methods.

Who Should Attend?

Middle & Senior level working executives and professionals in business organisations with a minimum of 5 years of experience

Eligibility

- › Graduate (10+2+3) or a Postgraduate in any discipline with an aggregate of minimum 50% marks, considering results of all years. For e.g. 3 or 4 years together
- › The degree should be recognized by recognized by UGC/AICTE
- › You should have minimum 5 years of work experience (full-time paid employment) post completion of graduation as on Application Closure Date
- › No deviations to the laid out Eligibility Criteria (unless otherwise mentioned above) will be considered

Course Content

PERSPECTIVES AND FOUNDATIONS

- The Business Environment
- Business Decision Making
- People Management
- Introduction to the Case Method

CORE BUSINESS SKILLS

- Project Management
- Managerial Finance
- Marketing Management
- Communication and Presentation Skills
- Business Simulations

MANAGING INTO THE FUTURE

- Digital Transformation
- Design Thinking, Innovation and Entrepreneurial Mindset
- Strategic Management
- Business Analytics and its Applications
- Driving business in exigencies and contingencies

Application Fee - INR 2,500/- + GST
Registration Fee - INR 11,500/- + GST

Programme Fee - INR 4,00,000/- + GST
Campus Visit - INR 80,000/- + GST
Total Fee - INR 4,80,000/- + GST
(exclusive of Application & Registration Fee)

Note-
Application and Registration Fee are non-refundable.
Registration fees payable on selection
Collection of Fee:

Fees Mentioned above are exclusive of GST
*GST (currently @ 18%) will be charged extra on these components Any extra payment due to any change in any of the applicable taxes during the tenure of the program will have to be borne by the students

Installment	Amount INR
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I	INR 1,00,000/- + 40,000/- + GST
II	INR 1,00,000/- + GST
III	INR 1,00,000/- + GST
IV	INR 1,00,000/- + 40,000/- + GST

Schedule:

Frequency: Once a week

Days- Sunday: 03: 30 pm - 06:30 pm

Duration- 12 months

*Note- Dates are subject to change if applicable

Important Dates:

Class start- September 2020

Campus Visit:

1st Campus visit- 5 Days

2nd Campus visit- 5 Days



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