



Indian Institute Of Management
Calcutta

HUGHES
GLOBAL EDUCATION

Executive Programme in
Banking & Financial Sector

Batch 03

Get ready to be the catalyst of change
In the post pandemic economy



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. Sengupta, 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 their 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.



40K+
Students
Empowered



65+
Classrooms



37
Cities



8
Studios

About Executive Programme in Banking & Financial Sector (EPBFS)

The program is designed to provide bank managers and professionals with a broad overview of the key concepts, tools and techniques needed to successfully meet the challenges of today's dynamic banking environment. It will cover various essential topics in the field of banking.

Domain specific courses on Finance & Accounting, Economics, Organizational Behavior, Marketing and Strategy will give participants the much-needed business acumen to work cross-functionally within the organization and become more skilled in the basics of management. This program will also be extremely useful in providing mid-level and senior executives with exposure to fintech & analytics, legal aspects, statistical tools & risk management techniques. The course modules have been updated to cover the potential disruptions and the managerial challenges ahead in the post-pandemic era.

4 Reasons why EPBFS is for you

- A unique blend of Accounting & Finance, Economics, Banking, Organisational Behaviour, Marketing, Strategy, FinTech, Regulation & Quantitative tools.
- Incorporates practical industry applications with cutting-edge and research-based curriculum.
- Peer learning through rich student profile & Networking opportunities.
- Get the prestigious IIM Calcutta Executive Education Alumni Status

Highlights

- Study material including case studies are taught.
- Live online classes by the Industry Experts and Best Faculty.
- Specifically designed for working executives with the flexibility benefits of interactive onsite learning.
- Selection of participants is based on elaborated selection process and profiling.
- Exclusive focus on imparting relevant skills for career development and it enables superior performance on the job.

Who Should Attend?

EPBFS has been designed for Banking Professionals who are interested to enhance their knowledge. Junior and Middle managers with 3-7 years of experience may apply. Professionals outside the experience bracket may also apply. Screening and final selection will be done by IIM Calcutta. This is to ensure uniformity of criteria adopted across years, and to also respond to emerging market realities.

Pedagogy

- Theory & Practical Inputs
- Case study approach
- Assignments, E-Learning, & Business Simulation

Eligibility

- Minimum 3 years of work experience and maximum 7 years and currently employed.
- You should be a Graduate with a total score of 50%, an aggregate of 3 or 4 years.
- The degree should be recognised by UGC/AICTE.

Course Content

Introduction

Constituents of the Financial Sector – Institutional Structure (Banking, Insurance, Mutual Funds, Pension Funds, Foreign Institutional Investors) – Financial Markets (Money, Equity, Debt, G-Sec, Forex & Commodities) – Financial Sector and the Pandemic

Economics

Microeconomic Forces, Macroeconomic Policies (Fiscal and Monetary) – International Economics impacting financial sector (FED Announcements, Exchange rates), Basics of Insurance Markets Economic Policies in a Post-Pandemic World

Organizational Behavior

Inter-personal & leadership skills specifically needed to excel in financial sector, Managing Change, Working with teams in virtual environment

Strategy

Understanding strategy formulation and implementation, Expertise to assess the strategic positioning in the context of competition and growth, Strategies in Post-Pandemic Digital World

Regulation

Latest updates on dynamic changes in the regulatory environment of financial sector, Post-Pandemic Regulatory Adaptations

Capstone Project

There would be a capstone group project to be submitted by the participants before the end of the programme. Four grades namely, Excellent, Good, Fair and Poor, would be awarded.

Accounting and Finance

Understanding the basics of Financial Accounting and Financial Statements; Financial Statement Analysis; Understanding Cost behavior for managerial internal decision-making (CVP); Accounting challenges in the context of Pandemic,

Understanding the concepts of Financial Management, Understanding innovative financial instruments like options, futures, and swaps

Banking

The three pillars of Basel regulation (including Risk Management), Challenges in Value Creation, Corporate banking products (including working capital loans); Mergers & Acquisitions in Banks; Credit Assessment in post-pandemic world

Marketing

Customer Relationship Management in financial sector, Developing innovative financial products and services, Digital Marketing, Marketing Challenges in a Post-Pandemic World

Fintech

Digital finance, Financial analytics, Understanding opportunities and threats of Big Data, Rethinking Cybersecurity in the context of pandemic.

Quantitative tools

Customer data analysis for improvement, Service process management, Decision making under uncertainty and Risks

Course Fee

Application Fee - INR 2,500/- + GST*

Registration Fee - INR 7,400/- + GST *

Programme Fee - INR 2,64,000/ + GST *

Campus Visit - INR 32,000/- + GST*

Total Fee - **INR 2,96,000/- + 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	Date	Amount INR
I	20th Feb 2021	INR 66,000/- + GST*
II	20th May 2021	INR 66,000/- + GST*
III	20th Aug 2021	INR 66,000/- + GST*
IV	20th Nov 2021	INR 66,000/- + GST*
Campus visit		INR 32,000/- + GST*

Campus visit fees is to be paid 30 days prior to the actual campus dates.*

Schedule:

Frequency: Once a week

Days- Sunday: 12:15 pm - 3:15pm

Duration- 12 months

*Note- Dates are subject to change if applicable

Important Dates:

Class start- February 2021

Campus Visit - 4 Days



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