ANNOUNCES

1st Batch

Of

Advanced Executive Programme in Management (A-EPM)

Weekend (Sunday) Program for Working Professionals during September-December 2017

1st batch of Advanced Executive Programme in Management (A-EPM) is proposed to be held during Sept-Dec 2017.

Who will benefit: This programme is useful to the executives in private, public, government and non-government / voluntary organisations and Entrepreneurs.

Eligibility: The eligibility for the program is graduation in any discipline with minimum 5 years of work experience.

Pedagogy and Programme Faculty: The programme pedagogy will involve use of case studies, role play & simulations. Professors S. Bhargava & Dinesh Sharma of Shailesh J. Mehta School of Management, IIT Bombay will be the programme coordinators. The programme will include other faculty members from IIT Bombay and leading experts from industry.

Programme Fee: Total fees for the programme 64900-000 (Sixty four thousand and nine hundred only).

Important Dates:

Last date for receipt of completed form: 21st September, 2017
Date of Start of the Programme: 24th September, 2017

CONTACT

Prof. S. Bhargava / Prof Dinesh Sharma
Coordinator, A-EPM
Shailesh J. Mehta School of Management,
IIT Bombay Powai, Mumbai, 400 076
Telephone: (Office) 022–2576 7781 7763
Mobile: 9869126678, 9769907763
Email: dineshsharma@iitb.ac.in, bhargava@iitb.ac.in,
Programme Structure

The structure of this programme includes three major modules. General Management, Marketing & HRM. Marketing function and managing people in any kind of business are backbone of sustainable competitive advantage. Successful corporate leaders have realized it and are applying all possible strategies to hone up the business development skills of people, who can bring the creative and innovative edge to the business.

S.N. Programme Structure

A    Foundation and Fundamentals of Management
1      Principles of Management,
2      Strategic Management
3      Understanding Individual and Fundamentals of Organizational Behavior
4      Economic Environment Analysis
5      Fundamentals of Marketing
6      Principles of Finance & Accounting
7      Introduction to Human Resource Management
8      Operations Management
9      Effective Business Communication

B     Marketing Management
10    Consumer and Industrial Buyer Behavior
11    Product Planning and Management
12    Marketing Channels: Distribution and Retailing
13    Sales & Negotiations
14    Market Research
15    Pricing Strategies
16    Branding and Brand Management
17    Integrated Marketing Communication and Advertising
18    Services Marketing
19   Relationship Marketing and CRM

C    Human Resource Management (Managing People)
20    Innovation, New Venture Management and Entrepreneurship
21    Recruitment & Selection : Talent Management
22    Performance Appraisal and Management System
23   Training & Development (Self, Team & Organisation)
24   Developing Leadership and Culture in Organizations

REGISTRATION FORM (AEPM)

Conducted by Continuing Education & Quality Improvement Programme of IIT Bombay
MUMBAI (Sept 2017 - Dec 2017)

Participant's Details

Name: __________________________________________ Date of Birth: (DD-MM-YEAR)
Gender: __________________ Address: ____________________________________________
Date of Birth: (DD-MM-YEAR) __________________
Phone (Office) ___________________ (Res.) ___________________ (Mobile) ___________
Fax: ___________________ E-Mail: ___________________

Academic Details (please attach photocopy of the graduation/last qualifying degree)

<table>
<thead>
<tr>
<th>Degree</th>
<th>College</th>
<th>University</th>
<th>Discipline</th>
<th>Year</th>
<th>% of Marks/Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Work Experience Summary (Pleas attach detailed Resume)

<table>
<thead>
<tr>
<th>Organization</th>
<th>Duration</th>
<th>Role</th>
<th>Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Centre: IIT Bombay, MUMBAI

Registration Details

DD/Online Transaction No.: ___________________ Bank & Branch: ___________________
Dated: ___________________ Amount: ___________________

The draft should be drawn in favour of “The Registrar, IIT Bombay – CEP Account”.

The DD is to be submitted along with the application form. However, the same DD will be returned, if the candidate is not selected to the program.

I hereby declare that the information provided above is true & correct. I promise to abide by the norms and rules of the programme.

Date: ___________________ Signature of the applicant: ___________________