

IIM Calcutta – Executive Program for Young Managers - Batch 16

Programme Name	16th Batch of Executive Programme for Young Managers
Institute	Indian Institute of Management Calcutta
Certificate	Executive Programme for Young Managers
Duration	1 year
Course Structure	<ul style="list-style-type: none"> • No of Hours on platform: 135 hours • Faculty Contact Component at Campus: 5 days (30 hours)
Studio Location	Kolkata
Programme Director(s)	Professors Manisha Chakrabarty, Preetam Basu, Ramendra Singh
Programme Description	<p>Young managers graduating from professional programmes with specialization in areas such as engineering, medicine, pure sciences, commerce, etc., enter the workplace with little exposure to managerial concepts and skills. For them, the initial immersion into the complex world of practice can be challenging. After a period unwavering commitment and attention to the details of one's work, the executive in search of excellence requires fresh insights and inputs. There arises a need for sharpening skills and strengthening the value of one's experience with theoretical buttress.</p> <p>Towards this end, EPYM aims to equip these professionals with the appropriate managerial know-how. EPYM is designed to provide both perspective and managerial skills to successfully meet the challenges of today's global business environment. The program provides an integrated overview of core business functions, key concepts, tools and techniques and enhances skills to provide a programme participant critical inputs required to do well in select functional areas. The program would enhance the participant's ability to face current and future challenges of management and business administration.</p> <p>Programme USP:</p> <ul style="list-style-type: none"> • Premier & successful General Management Programme from IIMC – India's foremost business school • Revised and updated course content and coverage • Books, Cases and Study Materials included in the Course • Specially selected core faculty • Quality interactions and increased peer group learning • Specifically designed for working executives with all the flexibility benefits of Interactive Onsite Learning. • Participants selected, based on elaborate selection process and profiling. • Alumni Status from IIMC • Huge alumni base from past 15 batches have been largely benefited from this programme. Several participants have advanced their careers within and outside their organizations. <p>Programme Benefits:</p> <ul style="list-style-type: none"> • Superior performance on the job • Exclusive focus on imparting managerial skills • Development of career
Program Objectives	<ul style="list-style-type: none"> • Premier certification from IIM Calcutta • Career Enhancement

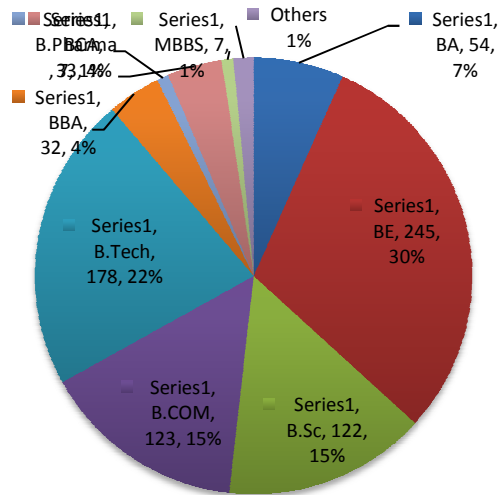
Sales launch date	25 th January 2013
Why should a student chose this Program	<ul style="list-style-type: none"> • Recognized Certification from IIMC - the foremost B School in the country and reputed to be one of Asia's finest business schools • Special inputs from International Faculty and accredited International Institute • Competitive Price of about 2 lacs (all inclusive) - This price for a program of this brand is not available in country today • Learning from the best faculty in India and Industry Experts • Option to specialize in management area of choice • Alumni membership of IIMC present globally - which has its own sets of advantages for identity, brand value, and marketability of the participants • Peer learning through rich student profile & Networking opportunities.
Eligibility	<ul style="list-style-type: none"> • Applicants should be working professionals/self-employed. • Must possess minimum 1 years of work experience (full-time paid employment) post completion of graduation as on Application Closure Date. • Full Time Degree Graduates (10+2+3) in any discipline with min. 50% marks [aggregate - considering results of all years (e.g. 3 or 4 together)] recognized by UGC/AICTE. • Desired Proficiencies in the Candidate (in addition to the Eligibility Criteria) – Proficiency in English since it would be the medium of instruction. • Basic numerical ability and mathematical skills - including Algebra (e.g. Equation of Straight Line), Basic Differential & Integral Calculus and Ability to Interpret Graphs. • Ability to reason logically • General awareness – including knowledge of Industry
Core Value	<ul style="list-style-type: none"> • Recognized Certification from the foremost B School in the country • Learning from the best faculty in India and Industry Experts • Special inputs from International Faculty and accredited International Institute • Well researched & up-to-date Course Content • Rigorous Programme Structure with assessments for every course • Case studies and simulations • Option to specialize in management area of choice • Continue earning while you gain a high quality Certification and improve eligibility for better job profiles with a recognized certification • Alumni membership of IIMC present globally - which has its own sets of advantages for identity, brand value, and marketability of the participants

Target Segment

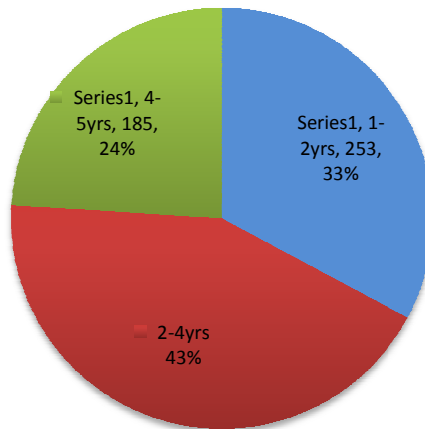
Student Profile in Previous batches:

- Those wanting to build a career in management: working executives keen on paying a higher price for the brand
- The programme offers quality interactions with experienced executives, and peer group learning.

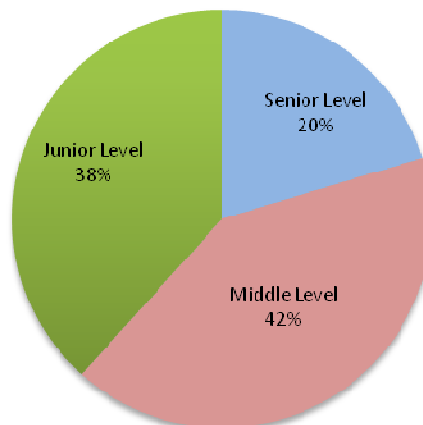
Education Background



Years of Experience



Level of Management



Course Content	<p>The programme covers:</p> <ul style="list-style-type: none"> • Broad factors that define business environments • Specific issues affecting business organizations and workplace • Managerial skills and their utilization in different domains • Key functional areas in management • Analytic tools for decision making in managerial situations <p>Core Modules</p> <p>Behavioral Science</p> <ul style="list-style-type: none"> • Perception, Personality, Sea Pines (Case) • Interpersonal Communication, Managing Interpersonal Relationships, Blackman-Dodds (Case) • Managing Conflict in Teams, Bob Knowlton(Case) • Understanding Team Dynamics, Henry Tam (Case) <p>Economics & Public Policy</p> <ul style="list-style-type: none"> • Understanding Micro economics: The key concepts of Economics such as Trade-off, opportunity cost, Cost-benefit principle & Optimal decision taken based on Marginal analysis. • Understanding Macroeconomics: Some Major issues in Macroeconomics such as Gross Domestic Product (Definition and measurement issues in National Income Accounting), Unemployment and Inflation are included. • Regulatory and business environment <p>Marketing</p> <ul style="list-style-type: none"> • Product Decisions • Integrated Marketing Communication Strategy and Advertising & Sales Promotion • The Marketing Environment • New Product Development • Sales & Distribution <p>Finance</p> <ul style="list-style-type: none"> • Overview of financial accounting • Preparation of financial statements • Analysis of financial statements and ratios • Cost accounting • Overview of financial management - deliberations to cover problems & illustrations on all relevant topics <p>Operations Management</p> <ul style="list-style-type: none"> • An Overview • Process Analysis • Efficient Planning of Operations • Inventory Management • Supply Chain Management <p>Advanced Modules</p> <p>Advanced Behavioral Management</p> <ul style="list-style-type: none"> • Advanced behavioral issues • Structuring organizations for performance • Talent sourcing and development • Performance oriented practices
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	<ul style="list-style-type: none"> Managing careers <p>Advanced Marketing</p> <ul style="list-style-type: none"> Strategic Brand Management Branding of Services and Global Branding Sales & Distribution Management I Sales & Distribution Management II Personal Selling and Retailing Project Presentations <p>Advanced Finance</p> <ul style="list-style-type: none"> Overview of corporate finance Avenues for long term finance Capital budgeting techniques Avenues for short term finance & working capital management Financial markets - liberalization, globalization, integration and volatility Risk, kinds of risk and risk management Risk hedging and derivatives – deliberations to cover problems and illustrations on all relevant topics <p>Advanced Operations</p> <ul style="list-style-type: none"> Application Of Linear Programming Fallacy Of Averages Project Management Simulation Integer & Dynamic Programming Decision Analysis 								
Pedagogy	<ul style="list-style-type: none"> Theory & Practical Inputs Case study approach. Assignments, E-Learning, & Business Simulation 								
Faculty	The IIMC faculty includes a blend of academic excellence and Top management industry experience. IIMC also engages international faculty from top B-schools.								
Study Materials	Standard course books and Cases will be provided by IIMC								
Campus Visit	5 days. Attendance is mandatory.								
Assessment & Evaluation	<p>Assessments: Written Test, Assignments, Project & Online Examinations</p> <p>Evaluation: Evaluation shall be conducted by the institute. Participants are evaluated on the basis of examinations for all the courses.</p> <p>Certification: IIMC shall carry out the examination and evaluation required for certification. It will award the certificate of successful completion to participants who complete the programme successfully</p>								
Possible career options	<ul style="list-style-type: none"> No Placement Assistance will be provided IIMC certification and Alumni network enables participants for a better career. Management Positions in corporates , IT/ITES & other segments 								
Programme Price	<table border="1"> <tr> <td>Application Fee</td> <td>INR 2000</td> </tr> <tr> <td>Programme Fee</td> <td>INR 165000</td> </tr> <tr> <td>Service Tax @ 12.36 %</td> <td>INR 20 394</td> </tr> <tr> <td>Registration Fee (inclusive of Tax)</td> <td>INR 4125 + 510 S.T.</td> </tr> </table>	Application Fee	INR 2000	Programme Fee	INR 165000	Service Tax @ 12.36 %	INR 20 394	Registration Fee (inclusive of Tax)	INR 4125 + 510 S.T.
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	IIMC invests a lot to maintain high quality of program delivery. The student fee includes all the course material which is books, simulations and cases, certification and alumni membership for IIMC. Campus Fee is additional and approximately Rs. 15000 exclusive of applicable taxes, payable directly to IIMC.	
Installment Structure	1 st Installment – As per Offer Letter	INR 65000 + tax + 4635 as registration fee
	2 nd Installment – 7 th June 2012	INR 55000 + tax
	3 rd Installment – 7 th September 2012	INR 45000 + tax
	Installment amounts does not include campus fees.	
Minimum Batch Size	150	
Programme Class Schedule	Sunday – 12:15 to 3:15 pm. Advanced Module Class timing will be twice a week, Saturday – 6:45 to 9:45 pm and Sunday – 12:15 to 3:15 pm.	
Proposed Timelines	Sales Launch Date	25 th January 2013
	1 st Sales Cycle end Date	19 th March 2013
	2 nd Sales Cycle end Date	17 th April 2013
	Technical and academic orientation	Last week of May
	Class Start Date	First week of June 2013
	Campus Dates	To be announced
	Class End Date	May 2014
	Please note that batch size is limited and admission will be granted on first-come basis.	
How to Apply	Online - Pl call 9371032837 for obtaining online link for application .	
Profile & Documentation	Graduation Mark sheet & all experience Documents	

<p>Any Other Clauses/Remarks</p>	<p>Student Feedback:</p> <p>EPYP has been so aptly designed that the young professionals get the flavor of all the important subjects which would help them in fast track their career. The topics covered in the program revolve around the relevant subject lines which boosts the knowledge and skills of the students. As a student of EPYP I am extremely benefitted as I can apply the learning outcomes at my work place and by which I can see a 360 degree improvement and growth in my career. Thanks Hughes and IIMC to bring this wonderful program for us.</p> <p style="text-align: right;">- Sushma Shukla, EPYP-12</p> <p>The program is well structured according to the need of participants. This is like a kaleidoscope which gives us the insight of the subjects and builds our skills in various functional areas. The program is made to capture the flavor of all possible verticals and area of knowledge which are the mandate for today's young professionals.</p> <p style="text-align: right;">- Barnita Biswas, EPYP-11</p> <p>All faculties of the programs are just superb, well experienced and experts of their own area. Faculties help a lot to the students to understand and conceptualize the learning. They make the pedagogy an experience to cherish.</p> <p style="text-align: right;">- Arun Mishra, EPYP-11</p> <p>Learning experience at Hughes is great. I could come out and be able to explore the new ways of learning which I am applying at my work place.</p> <p style="text-align: right;">- Saptarshi Roy, EPYP-12</p> <p>IIMC has proved itself as a foremost management institute of the country. It is its sheer brand value which brought me to this course and I have enjoyed every bit of it.</p> <p style="text-align: right;">- Harinder Singh, EPYP-11</p>
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