



**CERTIFICATE COURSE
IN ADVANCED
BUSINESS
MANAGEMENT
For Defence Personnel**

IIM AMRITSAR

Igniting Possibilities

7 August 2023 – 22 January 2024

Course no. 19-08-2023

ABOUT IIM AMRITSAR

Indian Institute of Management (IIM) Amritsar is an institution of National Importance established by the Ministry of Human Resource Development, Government of India, in 2015. It is the 15th IIM set up by the Ministry of Human Resources Development with the support of the Government of Punjab. Being located in Amritsar, the land of the Golden Temple and Wagah Border, the Institute benefits from the enriching experience offered by this holy city.

IIM Amritsar offers a two-year Master of Business Administration (MBA) programme and two other niche MBA specialization programs in Human Resource Management and Business Analytics. The Institute also has an Executive MBA program (EMBA) for working professionals. Additionally, IIM Amritsar has doctoral and post-doctoral fellowship programs for budding scholars. These programs have been designed to provide world-class management education to meet the requirements of organizations across sectors for management professionals. The Institute is committed to imparting strong educational foundations and values in the thoughts and actions of future managers. Owing to its indefatigable allegiance to providing exemplary education, IIM Amritsar has established itself as the vanguard of quality education and learning in a short period.

The Institute follows the same pedagogy practiced by the other members of the prestigious IIM fraternity. IIM Amritsar provides a nurturing environment for its students to learn and grow. IIM Amritsar also focuses on creating an entrepreneurial culture where the students and faculty work together to create the best enterprising solutions.



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This document is designed for private circulation to inform the participants about their academic and non-academic performance expectations during the course at the Indian Institute of Management Amritsar.

GENERAL INFORMATION

1. EXECUTIVE EDUCATION OFFICE

The Chairperson of the Management Development Programme leads the Executive Education Department of IIM Amritsar and can be reached at mdp.chair@iimamritsar.ac.in. For any program-related query, one can write to abm.dp@iimamritsar.ac.in.

2. EXECUTIVE EDUCATION EXPERIENCE

The Executive Education programs at IIM Amritsar aim to help organizations and their executives continuously upgrade and upskill themselves to adapt to the world of relentless change. Today, organizations are reeling under the pressure of constant disruptions with reduced reaction times and a need to innovate business processes. The various programs offered at IIM Amritsar in multiple formats have been designed to tap into some latest advancements in the management field and provide innovative solutions to transform organizations. The participants undergoing such programs will gain deeper insights from the substantial discussions and a cross-pollination of ideas that will be exchanged during these programs. Our focus remains on collaborating and engaging with organizations from the corporate sector, government undertaking, and non-governmental organizations. IIM Amritsar has offered a series of short-duration and long-duration certificate courses on various themes for senior officials of many organizations, including IOCL, HPCL, SJVN, GAIL, DRDO, Department of Public Enterprises, Tata Power, etc.

3. FACULTY OVERVIEW

The Institute has a very diverse and excellent group of faculty members. Notably, the Institute has been able to attract the best of the faculty from across India. It has also built the faculty base significantly over the last few years. These faculty members come from the premier academic institution in India and abroad. These faculty are supported by an extensive set of highly accomplished industry professionals.

The profile of the resource persons is available here- <https://iimamritsar.ac.in/p/faculty-a-z.html>.

4. ABOUT THE PROGRAM



IIM Amritsar, in collaboration with the Directorate General Resettlement (DGR), Ministry of Defence, Government of India, has designed a six-month Advanced Business Management Programme for defence personnel (ABM – DP). It is a certificate programme intended to impart business and management skills and knowledge required for retiring officers who are in the transition stage. To create value for organizations, professionals need to learn to leverage opportunities as well as challenges through ways of communication, strategies, and collaboration with various stakeholders from around the organization. The programme is designed to impart broader skills and competencies that will help defence personnel become impactful and influential professionals.

5. OBJECTIVES OF THE PROGRAM

The objectives of the program are:

- To facilitate a smooth transition of defence personnel into the corporate world.
- To provide exposure to core business and general management competencies.
- To help the participant develop comprehensive skills and competencies required to thrive in organizations.
- To enhance understanding of the organization, its business model, and the larger institutional context in which organizations run.

6. DURATION OF THE PROGRAM

The duration of the program is spread over 24 weeks, and the program will commence on August 7, 2023, to January 22, 2024, and comprises four terms.

7. PROGRAM DELIVERY

The faculty members of IIM Amritsar will deliver the program at IIM Amritsar transit campus, located in the Punjab Institute of Technology Building, Inside Government Polytechnic Campus, Polytechnic Road, PO: Chheharta, G.T. Road Amritsar – 143105 in a non-residential mode. Participants are expected to arrange their accommodation outside the campus during the duration of the training. The classes will be scheduled between Monday to Friday from 9.00 am to 5.00 pm. The program participants might also be assigned tasks for group activities, industry talks, and field visits to increase experiential learning.

8. PEDAGOGY

The program will use a *blended* pedagogy, combining the following three elements:

- *Experiential learning*, through cases, situational analysis, and simulation role-plays in decision-making and interaction contexts of participants
- *Concept discussions* to understand and imbibe communication theories, frameworks, and approaches as foundations of effective professional communication
- *Guided instruction* through assigned reading materials on different topics

The training involves a lot of before-class preparations and after-class reflections. Hence, it is highly recommended that the participants carry their laptops.

9. PROGRAM SNAPSHOT

Term 1

Sl. No.	Course
1	Managing People in Organization
2	Business Economics
3	Financial Accounting
4	Business Computing and Data Visualization
5	Decision-Making with Statistics
6	Essentials of Marketing
7	Business Communication
8	The Language of Ethics and Business

Term 2

Sl. No.	Course
1	Recruitment & Selection
2	Macro-Economic Environment
3	Management Accounting
4	Managing Digital Business
5	Creating Values through Operations
6	Advanced Marketing
7	Talent Management and Development
8	Competition and Strategy

Term 3

Sl. No.	Course
1	Performance Management System and Feedback
2	Indian Economy
3	Corporate Finance
4	IT for the Future
5	Managing a Resilient Supply Chain
6	Consumer Behaviour
7	Corporate Strategy
8	Negotiation and Conflict Resolution

Term 4

Sl. No.	Course
1	Diversity, Inclusion, and Equality
2	Behavioral Decision Making
3	Investment Analysis and Portfolio Management
4	Machine Learning Foundations
5	Project Management
6	Options, Futures, and Other Derivatives
7	Business-to-Business Marketing
8	Business Storytelling Using Data

RULES AND REGULATIONS

1. ACADEMIC STANDARDS AND HONESTY

Participants are expected to comply with the academic standards with the right spirit and intent. Participants should avoid resorting to unfair means like plagiarism, falsification of academic material, misrepresentation of documents, selling and purchasing of academic assignments, violating IPR and copyright, distributing/sharing reading material with outsiders, and uploading any course content on different online portals. If any participant is found to indulge in any malpractice (cheating, plagiarizing, and misrepresentation) in any of the academic activities, s/he shall be liable for punitive action as prescribed by the institute from time to time.

2. ATTENDANCE

Classroom and peer learning are essential elements of the entire experience at IIM Amritsar. Every participant is expected to be prepared for the classroom sessions of various courses and must maintain a minimum of 90% attendance in all courses individually. Participants facing any medical emergency should immediately inform the MDP office/MDP Chairperson/Program Director of their medical emergency through email. Participants applying for medical leave should submit an application clearly stating the nature of the medical emergency, treatment given along with a prescription on the official letterhead of the Hospital/ Doctor, a discharge summary in case of hospitalization, a medical certificate (duly signed by the Government Medical Practitioner or Institute impaneled Hospital or a Doctor recommended by Institute impaneled Hospital), copies of bills of payments made within seven

days after discharge to the MDP Office. Applications submitted beyond the permissible time limit will not be considered under any circumstances.

3. EVALUATION AND CERTIFICATION

The performance of the participants will be continuously assessed on a varying combination of individual and group-based activities like quizzes, class participation, case analysis, projects and assignments, and (mid-term) end-term examination, to name a few at the end of each term.

The certificates will be provided to the participants upon successful completion of all the terms as per the evaluation guidelines of the course and the institute.

4. PAYMENT

- i. The fee for the program is Rs. 2.20 Lakh per participant (inclusive of GST) which will be paid by DGR (60%) and participants (40%).
- ii. 40% payment (88,000 INR) will be collected from participants through an online link before registration.

The fee includes the registration fee, costs of books, cases, and other costs related to study material. The fee excludes accommodation and food charges. The participants are required to arrange their own accommodation and food provisions.

5. REGISTRATION

Registration for the program will be done on 7th August, 2023 (tentative) before the inauguration of the programme.

6. RIGHT TO AMEND

The Institute reserves the right to amend and/or modify policy and procedures governing the programme, if deemed necessary.

To reach us, please contact:

Dr. Sweta Singh

Program Co-ordinator

Certificate Program in Advanced Business Management Programme for Defence Personnel

Indian Institute of Management Amritsar

Email: abm.dp@iimamritsar.ac.in



TESTIMONIALS FROM EXECUTIVE EDUCATION PROGRAMS

“It is a matter a great privilege that I was selected to undergo this exhaustive course “Executive Program in Data analytics” at the prestigious IIM Amritsar. The course material, teaching aids, case studies and “in class” exercises are aligned in line with the present and future market demands. Faculty members are renowned scholars, extremely qualified and knowledgeable. Their ability to clarify doubts and overall methodology of teaching is simply superb and are to my understanding at par with best management institutes in India and perhaps outside India as well. This course is a must for executives dealing in Business analytics, sales and marketing and it trains you for achieving leadership position based on factual data rather than intuition. Thank you so much, IIM Amritsar!”

- **Mr. Sumant Jha, DGM - Retail Region, Ranchi RO, Participant from Executive Program in Data Analytics**

“The program at IIM Amritsar was truly enriching and a big learning experience. I was lucky to be part of this program and look forward to other programs at IIM in near future.”

- **Mr. Shalabh Raj Gupta, DGM-Natural Gas Sourcing, CGD-HQO, Participant from Executive Program in Data Analytics**

“Very inclusive approach of all faculty with course content is very relevant to present and future prospective. Methodological Approach for talent management, New tools for capital investment planning and decision making and Significance of data analytics & its application were key learnings that I will apply going back to workplace. A good effort of giving an insight of management concept associated with leadership building. The course has been designed very scientifically”

- **Mr. Mohammad Abid Parvez Mr. Mohammad Abid Parvez, Chief Maintenance Manager (Elect), Participant from Leadership in Next Normal MDP**

“Training was holistic and covered different topics for improving managerial skills. Leadership skills, negotiation techniques, leading high performance teams, critical thinking are key learnings which I propose to apply for leading in the next new normal. Very informative and useful program for managers.”

- **Ms. R. Sankeetha, Chief Manager (Contracts), Participant from Leadership in Next Normal**

“These four days of training with IIM Amritsar were a complete power packed capsule. The sessions were engaging, interactive and thought provoking. All the resource persons had painstakingly compiled research backed data and policies for intensive deliberations. I've come back enriched and am certainly hungry for more!”

- **Ms. Shailja Tandon, Principal, The Millenium School Amritsar, Participant from CBSE School Leadership Program**