

Program Overview

Enhance your Business Acumen to make Effective Managerial Decisions and Overcome Business Challenges

The Executive Program in Business Management, from IIM Lucknow, seeks to help working professionals develop capabilities that will enable them to make effective managerial decisions and overcome future business challenges. The course focuses on developing the participant's functional management skills, strategic planning and execution, and complimentary soft skills to enhance their technical expertise. This course also aims at developing the interpersonal and communication skills of the participants, which are crucial for higher-level managerial responsibilities.

Taught by the eminent faculty of IIM Lucknow, and covering the entire gamut of business concepts ranging from marketing and financial management to data analytics and digital transformation of businesses and economies, this course serves as an essential building block for the career progression of the participants.

Benefits of Executive Alumni status of IIM L MDP include:

- » Receipt of all programme brochures and newsletters from IIM Lucknow (MDP Office)
- » Details of Souvenirs available with the MDP office can be shared.
- » Lifelong access to a network of distinguished IIM Lucknow Executive Alumni
- » Access to the IIM Lucknow Campus Library (onsite access)
- » 10% discount in fee for any additional program (Open program, Online) at IIM Lucknow (Lucknow and Noida campus)
- » 10% group discount on the fee for reference of participants (Minimum group of five)
- » A one time registration fee of Rs.10,000 + GST is payable directly to the Institute upon successful completion of the program

Program Highlights



Opportunity to earn a Certificate of Completion by IIM Lucknow

Upon successful completion of the course, participants will get a certificate of completion from IIM Lucknow



360-Degree Understanding of Dynamic Aspects of Business

Comprehensive and dedicated coverage of all the pertinent and dynamic aspects of present day Business Practices



Gain In-Depth Understanding of Strategic Business Concepts

Gain mastery of business concepts ranging from marketing and financial management, to data analytics and digital transformation of businesses and economies



Work on a Capstone Project

A capstone project assignment that requires intellectual culmination of the learnings throughout the course



2 On-Campus Interventions

Opportunity to participate in 2 On-Campus interventions of 2 days each, which will take place at IIM Lucknow campus



Comprehend relevance of Transformational Leadership

Understand the importance and relevance of People Management and Transformational Leadership in leading the new age workforce



Qualify for Executive Alumni status from IIM Lucknow

Participants successfully completing the program and registering with IIM L, by paying a one-time alumni fee will receive an MDP Executive Alumni status from IIM Lucknow

Eligibility

Education

- »» **For Indian Participants** - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline with minimum 50% marks
- »» **For International Participants** - Graduation or equivalent degree from any recognized University or Institution in their respective country
- »» Proficiency in English, spoken and written, is mandatory

Work Experience

- »» Working professionals with a minimum of 8 years of work experience

Note: For program aspirants with more than 20 years of work experience, selection will be on a case-to-case basis

Selection Criteria

- »» Completed application form
- »» Satisfaction of the pre-defined qualification and work experience criteria
- »» Substantiating Documents
- »» Clearing the Entry Assessment

Who Should Attend

- »» Working Executives who are handling key management roles in their organization
- »» Mid-level professionals engaged in the operational and functional decision-making processes of the business
- »» Senior experienced executives at the top-level of management who seek to gain a more structured and relevant understanding of the current business scenarios

Syllabus

- »▶ **Economy & Business in Digital Age**
- »▶ **People Management & Transformational Leadership**
- »▶ **Financial Management**
- »▶ **Marketing Management**
- »▶ **Digital Transformation of Business**
- »▶ **Operations Management & SCM**
- »▶ **Data Analytics for Business Decisions**
- »▶ **Strategic Business Decisions and Management**
- »▶ **Capstone Project**
- »▶ **Campus Component: 2 On-Campus Interventions**

This program includes 2 on-campus interventions of 2 days each, which will take place at IIM Lucknow. The on-campus modules are tentatively scheduled to be held in September 2021 (Campus Component 1) and January 2022 (Campus Component 2).

Attendance to the campus components is mandatory for all participants. However, the campus visit dates may be rescheduled due to any revised advisory from the government authorities or the institute's policy on residential training, owing to COVID-19 related developments at that time. In case of such rescheduling, adequate notice will be provided to participants to make necessary travel arrangements.

Faculty



Prof Ajay Garg

Program Director
Professor - Finance & Accounting
IIM Lucknow

Dr. Ajay K. Garg is a Professor of Finance and Accounting area at the Indian Institute of Management Lucknow. Before joining IIM Lucknow in July 2007, he was served as an Associate Professor at the University Business School, Panjab University, Chandigarh.

Prof. Garg has completed his FPM (Finance & Control) from Indian Institute of Management Bangalore, MBA (Finance) from University Business School, Panjab University, Chandigarh, and B.Com (Hons) from University of Delhi. He teaches Corporate Finance, Financial Reporting and Analysis and Corporate Valuation & Restructuring at the IIM Lucknow and his research interest lies in Earnings Management, Public Issues and Value Creating Restructuring Strategies.



Prof D Tripathi Rao

Program Director
Professor - Business Environment & Economics
IIM Lucknow

Dr. D Tripathi Rao is a Professor of Economics in Business Environment Area at the IIM Lucknow since 2005. Prior to joining the institute, he was with XIMB and TAPMI, Manipal for a brief period.

Prof. Rao has obtained a Ph.D. in Economics from the Department of Economics, University of Mumbai under the auspices of RBI Monetary Economics Endowment Research Fellowship and an M.Phil. in Applied Economics from the Centre for Development Studies (CDS), Trivandrum, Jawaharlal Nehru University (JNU), New Delhi.

Prof. Rao teaches Macroeconomic Environment, Managerial Economics, International Trade Policy and Open-Economy Macroeconomics. He also holds expertise in the subjects of Money, Banking and Monetary Policy and part of Econometrics. Moreover, Dr. Tripathi has also conducted national and international in-company executive programmes for IRS, IES, ISS, IRTS, SPCIL, BEL, SBI, ONGC, BPCL and GAIL.

Certification and Assessment

A minimum of 75% attendance to the LIVE lectures is a prerequisite for the successful completion of this course. There are periodic evaluations built-in throughout the duration of the program. These may be in the form of a quiz, assignment, project, case studies, or other objective/subjective assessments. The evaluations are designed to ensure continuous student engagement with the program and encourage learning. Participants who successfully complete the same along with the COPM of 50% and requisite attendance criteria, an end program assessment, and project work will be awarded a certificate of completion by IIM Lucknow. Participants not fulfilling the requisite criteria will receive a Certificate of Participation. However, no Certificate will be issued in cases where attendance to live sessions is less than 40%.



Pedagogy

The primary method of instruction will be through LIVE lectures that will be beamed online via Internet to student desktops/laptops or classrooms. The pedagogy will comprise a balanced mix of lectures, case studies, live corporate examples and general discussions. All enrolled students will also be provided access to the Cloud Campus through which students may access other learning aids, reference materials and assessments, case studies, projects and assignments as appropriate. Throughout the duration of the course, students will have the flexibility to reach out to the professors, real time during the class or offline via the Cloud Campus to raise questions and clear their doubts.

Program Details

- »» **Program Commencement:** 06 June 2021
- »» **Schedule of classes:** Saturdays from 07.00 p.m. to 09.00 p.m. IST and Sundays from 10.30 a.m. to 12.30 p.m. IST
- »» **Duration:** 8 months

Program Fee

- »» **For Indian Residents:** INR 2,50,000 + GST
 - »» **For International Residents:** USD 4,950
- Instalment Options Available

