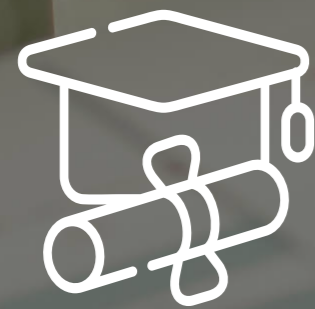




INTERNATIONAL MANAGEMENT INSTITUTE

Executive Post Graduate Certificate Programme In Management

(Specialization in Business Analytics)



IMI ALUMNI STATUS



3 CAMPUS VISITS



PLACEMENT ASSISTANCE

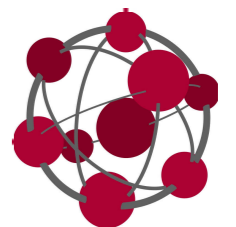


WEEKEND ONLINE CLASSES



International Management Institute

International Management Institute (IMI) established in 1981, is India's first corporate - sponsored Business School. IMI follows international standard curriculum, which has been enriched in the past, by its academic collaborations with erstwhile International Management Institute, Geneva; Faculty of Management, McGill University, Montreal, and Manchester Business School, U.K. The school with strong support from the Indian industry has grown into one of the most prestigious business schools in the country and has been consistently ranked amongst the top 15 B-schools in India.



EFMD



DIRECTOR'S MESSAGE

Prof. Ramesh Behl

The institution believes in a well rounded and all-pervasive student experience to maximize learning opportunities. To achieve this, the institution provides the course structure that has been designed to enable the students to hone their managerial skills and get them acquainted with the new developments taking place in the industry. The pedagogical tools applied by the faculty members constantly motivate the students to be innovative, competent and creative. The learning imparted by our highly experienced faculty encourages students to inculcate in them, the values of self-reliance, which stand them in good stead in becoming successful managers and brand ambassadors of their organizations.



FOUNDER & CEO'S MESSAGE

Sumit Kumar

We have been meticulously working on bridging the gap between industry needs and skill-set of working professionals. With the launch of this one year Executive PG Certification Programme in Management with IMI Group, we are offering extensive learning modules to working professionals with minimum disruption to their work-life balance. Talking about the course, this particular module has been designed carefully by industry experts keeping relevant industry trends in mind.

The idea is to bring working professionals from diverse domains together who are willing to have specialization into Business Analytics & upgrade their management skills. We are looking forward to see enrolled professionals perform exceedingly well and cross unmarked terrain in this learning journey. The placement drive will provide an opportunity for professionals like these to uplift and take a step forward in their respective careers.

ECONOMICS

Prof. Ramakrushna Panigrahi

FINANCE

Prof. Devesh Baid

Prof. Santanu Das

Prof. Sushil Kalyani

INFORMATION MANAGEMENT & ANALYTICS

Prof. Ramesh Behl

Prof. Niraj Vishvakarma

Prof. Sourabh Sharma

MARKETING

Prof. Manit Mishra

Prof. Pravesh Kumar Padamwar

Prof. Rahul Gupta Choudhary

Prof. Rohit Vishal Kumar

OPERATIONS MANAGEMENT & QUANTITATIVE TECHNIQUES

Prof. Aman Dua

Prof. Rajesh Katiyar

Prof. Ranjit Roy Ghatak

ORGANIZATION BEHAVIOUR & HUMAN RESOURCES

Prof. Bindu Chhabra

Prof. Kapil Pandla

Prof. Pallavi Pandey

Prof. Yamini Prakash Sahay

STRATEGY & GENERAL MANAGEMENT

Prof. Arun Kumar Rath

Prof. Supriti Mishra

Programme Objectives

- 01 | To impart theoretical knowledge in the foundational and functional areas of business analytics (Conceptualisation)
- 02 | To develop understanding of Descriptive, Predictive, and Prescriptive analytical tools and techniques (Analysis)
- 03 | To enhance understanding of real world business complexities through exposure to case studies and various experiential learning situations (Application)
- 04 | To inculcate skills and competencies which would contribute towards analytical leadership behaviour (Leadership)

Overall course structure

03 Number Of Terms	10 No. Of Courses Per Terms	30 Total No. Of Courses Offered
150 Hours Offline Sessions (On-Campus)	300 Hours Online Sessions	150 Hours Project Work
03 Campus Visit (One In Each Term)	18 Days Total Duration Of Campus Visits	600 Hours Total Number Of Hours

Courses features

Course Key Highlights

- Blended Learning With 35% Classes In Face-To-Face Model
- IMI Alumni Status
- Placement Assistance
- Post Graduate Certification in Management From IMI
- Specialisation into Business Analytics
- Opportunity To Access Library And Other Academic Resources Across Multiple Campuses (New Delhi, Kolkata & Bhubaneshwar)
- Adding Professional Qualification While Maintaining Work-Life Balance
- Professional Programme With Opportunities For Higher Learning
- Large Pool Of Faculty Resources Across Three IMI Campuses
- Application-Based Learning Using Analytical Labs
- Industry Recognized Certifications (SAP-ERP, KPMG-Six Sigma Green Belt)
- Contemporary Courses/Content As Per Industry Requirements

Important Dates

Online Application Opens	10-Oct-2019
Last date for submission of online Application	10-Jan-2020
IMI All India Entrance Test	12-Jan-2020
Personal Interview Dates	14th & 15th Jan
Announcement of Selection List	16-Jan-2020
First Installment Deadline Date	18-Jan-2020
Orientation & 1st Campus Visit	1st to 6th Feb

- Classes will be held 3 days/week over 32 weeks with 16 weeks left for work-life balance & internalization of knowledge attained.

Courses to be offered

Course Term 1

1. Information Technology In Decision Making
2. Business Statistics
3. Marketing Management
4. Financial Accounting & Analysis
5. Organizational Behavior
6. Managerial Economics
7. Business Communication Skills
8. Introduction To Machine Learning Using R
9. Operations Management
10. Financial Management

Course Term 2

1. Digital Marketing
2. Human Resource Management
3. Strategy Management
4. Cost & Management Accounting
5. Leadership And Interpersonal Group Process
6. Macro-Economic Theory & Policy
7. Project Management
8. Marketing Research
9. Entrepreneurship Theory & Practice
10. Quality Management – Six Sigma Certification

Course Term 3

1. Business Analytics
2. Decision Sciences Using Python
3. Visualization & Dashboard
4. Enterprise Resource Planning – SAP Certification
5. Block Chain & Cyber Security
6. Social Media & Web Analytics
7. Supply Chain Analytics
8. Marketing Analytics
9. Financial Risk Analytics
10. HR Analytics

Who Should Attend

- Functional Managers in any industry/domain who are willing to learn management skills and hands-on exposure in business analytics.
- Executives whose cross-functional role is significantly expanding.
- Executives who will soon become business-unit, divisional, regional or leaders at the national level
- Engineering graduates for more exposure to business & management related issues.
- Professionals looking to expand their professional network and pursue professional opportunities that will arise during or after the completion of the program.

Eligibility Criteria

- Graduation with min. 3 years of experience.
- GRE 300+, GMAT 620+ & CAT 90+ Score from Indian Institutes/Universities will be exempted from the Entrance Test.
- Experience relaxation for deserving candidates
- 10% of seats reserved for International Candidates.

Tools to be Used



Project

One capstone project to be undertaken by students during the course.

Selection Process & Fee Structure

Selection Process

Application form submission with all documents

All India IMI Entrance Examination
(GRE 300+, GMAT620+ & CAT 90+ Scorer will be exempted from the Entrance Test)

Interview with Shortlisted Applicants

Letter of Intent Issued by IMI

Fee Structure

Application Fee	INR 2,000
Course Fee	INR 2,00,000 + GST
1st Instalment (on joining)	INR 60,000 + GST
2nd Instalment (20th March 2020)	INR 30,000 + GST
3rd Instalment (20th April 2020)	INR 30,000 + GST
4th Instalment (20th May 2020)	INR 30,000 + GST
5th Instalment (20th June 2020)	INR 30,000 + GST
6th Instalment (20th July 2020)	INR 20,000 + GST
Campus Fee (For 18 Day Stay)	INR 2500/day + GST (Residents)
	INR 1500/day + GST (Non-Residents)

*Loan option available in 12, 15, 18 & 24 EMI's

Courses

Sample Certificate





COURSE DELIVERY

Duration: Twelve Months blended

Delivery mode: Nulearn Plug n Learn

Frequency: Three times in a week

Campus Module: 3 Campus Visit During Course

All the sessions will be conducted post 7 PM to maintain a healthy work life balance for Enrolled professionals.



COURSE PEDAGOGY

The program consists of 300 hours of online sessions delivered by IMI faculty panel and senior professionals from the field of analytics. With 150 hours of Project Work and 150 hours on-campus sessions, this curriculum is crafted meticulously for working professionals with minimum disruption to their work-life balance. A combination of Cases, Exercises, Lectures, Project Work and Hands-on Practice using analytics tools will be used.



PAYMENT MODE

Online payment or DD in favor of "Human Racers Advisory Private Limited" payable at "New Delhi".



COURSE SCHEDULE

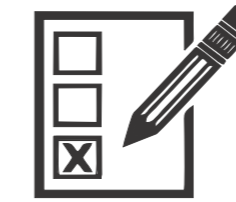
3.00 hrs on Friday, Saturday & 4.00 hrs on Sunday

Total Numbers of Online Hours: 300 Hours

Total Number of Offline Hours: 150Hours.

Total Number of Project Hours: 150Hours.

Course Commencement Date: 01st Feb, 2020



CAPSTONE PROJECT

The Capstone Project gives you the opportunity to apply what you've learned about how to make data-driven decisions to a real business challenge. The project shall be mentored and evaluated by faculty from IMI. The project will be presented to the faculty board during 6 days of campus visit at the end of the course as a part of the requirement for the successful completion of the program.



HOW TO APPLY

To apply, students and working professionals can register at <http://nulearn.in> or call at +918882720101 (Toll Free)

Admission & Technology Partner **Nulearn**



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Email: connect@nulearn.in, Website: www.nulearn.in, Contact No.: +91-8882 720 101