



**IIM**

भारतीय प्रबंध संरचना विशाखपट्टणम्  
Indian Institute of Management Visakhapatnam

Starts June 2024

# Executive Program In Business Management

12 Months | Online | Top Faculty Led



Ministry of Education  
Government of India

सत्यमेव जयते



# **Message from the Program Director**

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**This program will bring new perspectives & learnings to expand your thought process and will help you emerge as a successful business leader.**

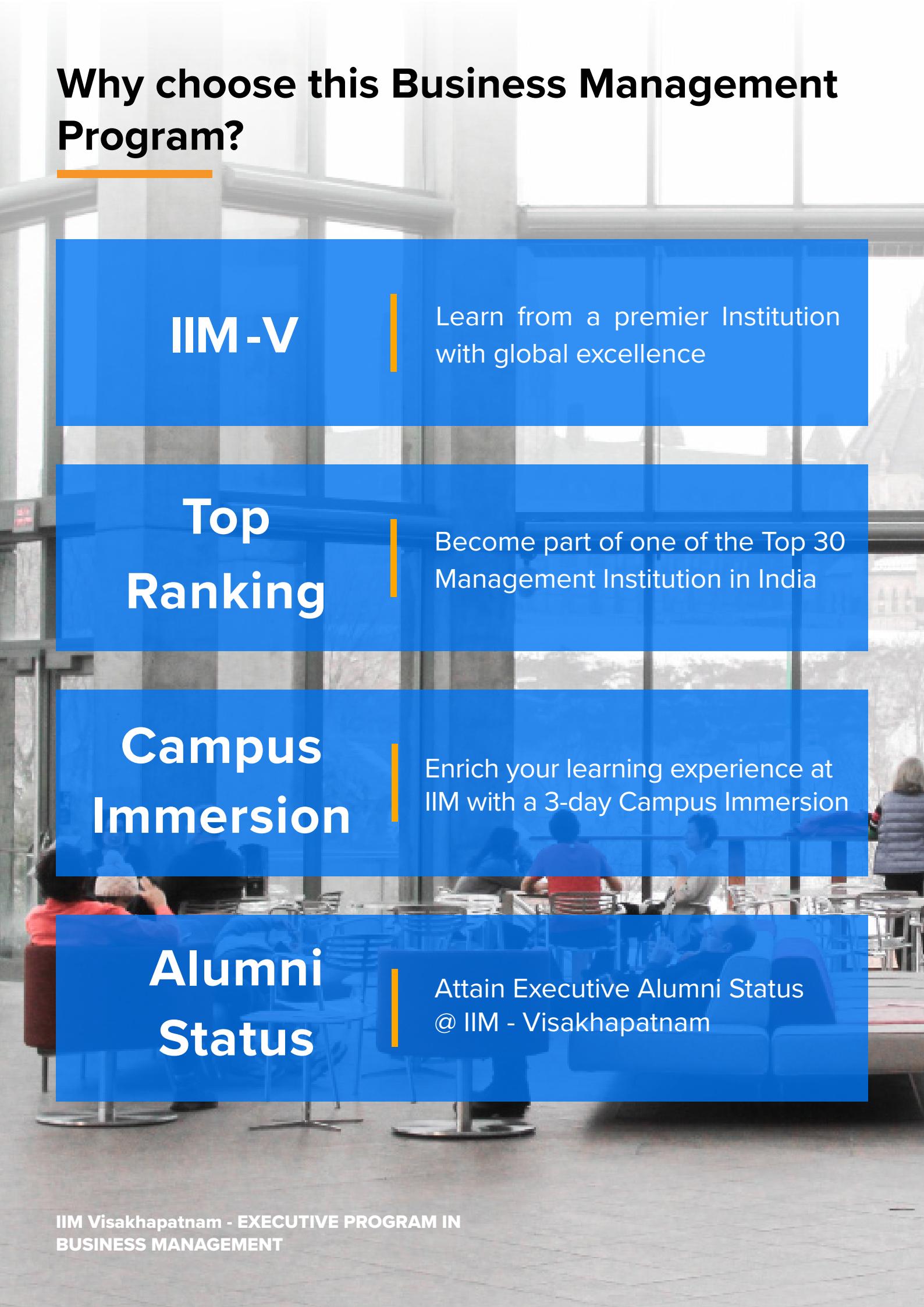
”

**Dr. Sushil Kumar**

Program Director | EP in Business Management  
IIM Visakhapatnam



# Why choose this Business Management Program?



**IIM-V**

Learn from a premier Institution with global excellence

**Top  
Ranking**

Become part of one of the Top 30 Management Institution in India

**Campus  
Immersion**

Enrich your learning experience at IIM with a 3-day Campus Immersion

**Alumni  
Status**

Attain Executive Alumni Status @ IIM - Visakhapatnam



# Trending Business Management Skills in 2024

**Functional  
Management**

**Strategic  
Management**

**Leadership  
Management**

**Risk  
Management**

**Decision  
Analytics**

**Digital  
Leadership**

Enhance your grasp of Business Management strategies to drive your organization's growth. From Management basics to strategy, this program prepares you for the most in-demand skills required in Managers and Leaders in 2024.



# A Year of Transformation

# Who should Enroll in this Program?

Unlock your managerial potential with the Business Management Program—ideal for emerging leaders and ambitious professionals. Gain a profound understanding of business operations and elevate your leadership skills. Accelerate your career as an entrepreneur or business owner. Master finance, marketing, operations, and strategy fundamentals.



# Why choose IIM Visakhapatnam for Business Management Program?

## Top Tier Institution

Standout from the competition & move up the career ladder quickly by adding a top IIM to your resume.

## Gain Strategic View

Attain a holistic understanding of various business functions, including Marketing, Sales, HR, and Operations, to foster a strategic viewpoint.

## Applied Learning

Break free from traditional learning & get ready to conquer challenges through case studies, assignments, & simulations.

## Dynamic Learning Journey

Embark on thrilling 12 months adventure exploring every facet of Business Management.

## Accelerate Your Career with Business Management

The program is designed for professionals who aspire to become successful Business Managers & Leaders.

## Powerful Alumni Network

Be part of a strong executive alumni network, connect with other like-minded professionals, and gain lifetime access to this network.

**Up Next >>**

# BUSINESS MANAGEMENT **PROGRAM SYLLABUS**



**Learn what matters in 12 months!**

# What you'll learn

## Pillar 1: Business Management

### Module 1: Fundamentals of Business Management

- Topic 1: Introduction to Business
- Topic 2: Principles of Management
- Topic 3: Business Ethics and Corporate Social Responsibility
- Topic 4: Managerial Economics

### Module 2: Marketing Management

- Topic 5: Introduction to Marketing Principles
- Topic 6: Market Research and Consumer Behaviour
- Topic 7: Branding and Positioning
- Topic 8: Integrated Marketing Communication
- Topic 9: Digital Marketing Fundamentals

### Module 3: Finance and Accounting

- Topic 10: Introduction to Financial Accounting Principles
- Topic 11: Basics of Managerial Accounting
- Topic 12: Financial Statement Fundamentals & Analysis
- Topic 13: Budgeting, Cost Control and Financial Planning
- Topic 14: Investment and Risk Management

# What you'll learn

## Module 4: Operation and Supply Chain Management

- Topic 15: Introduction to Supply Chain & Operations Management
- Topic 16: Inventory Control & Demand Forecasting
- Topic 17: Supply Chain Network Design
- Topic 18: Quality Management in Operations
- Topic 19: Process Improvement & Lean Principles
- Topic 20: Project Management

## Module 5: Human Resource Management & OB

- Topic 21: Introduction to Human Resource Management
- Topic 22: Organizational Culture Development
- Topic 23: Talent Acquisition and Retention
- Topic 24: Learning and Development Programs
- Topic 25: Conflict Resolution for Managers
- Topic 26: Motivation and Rewards
- Topic 27: Employee Engagement and Well-being



# What you'll learn

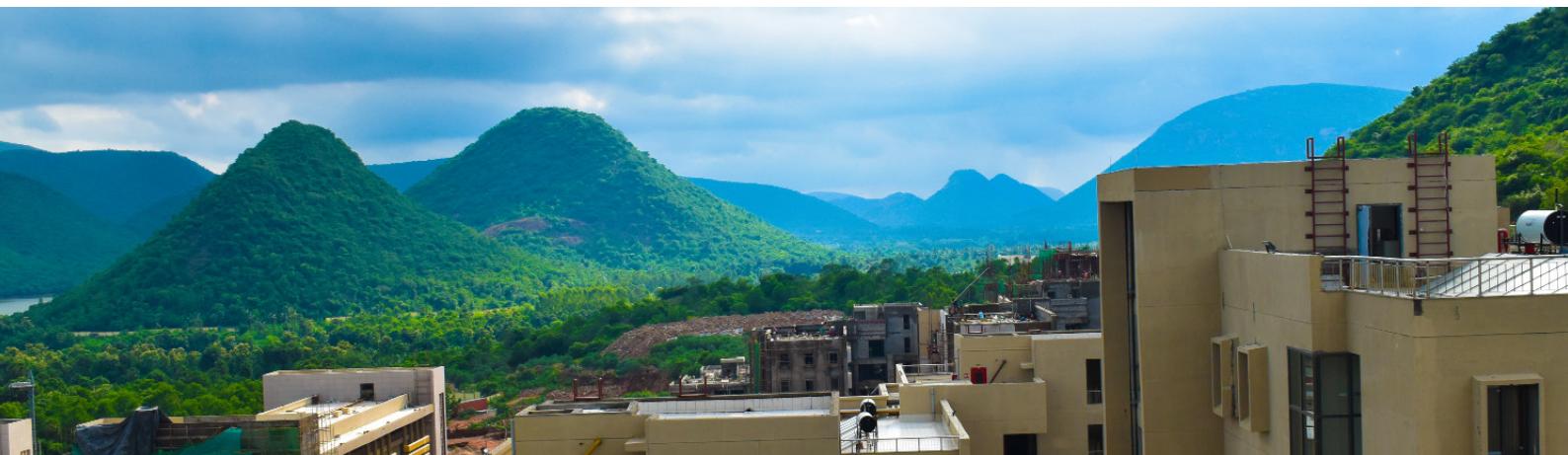
## Pillar 2: Leadership & Strategic Management

### Module 6: Leadership Fundamentals

- Topic 28: Introduction to Leadership Styles and Theories
- Topic 29: Communication Skills for Effective Leadership
- Topic 30: Decision Making & Problem Solving in Leadership
- Topic 31: Team Building and Motivation Techniques
- Topic 32: Emotional Intelligence in Leadership

### Module 7: Strategic Management

- Topic 33: Strategic Management Fundamentals
- Topic 34: Strategic Planning
- Topic 35: SWOT Analysis
- Topic 36: Industry & Environment Analysis
- Topic 37: Competitive Advantage & Positioning
- Topic 38: Strategy Implementation



# What you'll learn

## Module 8: Enterprise Risk Management

- Topic 39: Introduction to Enterprise Risk Management
- Topic 40: Types & Categories of Enterprise Risks
- Topic 41: Risk Identification & Assessment
- Topic 42: ERM Planning & Strategic Implementation
- Topic 43: Department Risk Planning & Implementation
- Topic 44: Challenges & Solutions in ERM



# What you'll learn

## Pillar 3: Analytics, Digital & AI - Leading the Future

### Module 9: Business Analytics and Data-driven Decision Making

- Topic 45: Introduction to Business Analytics
- Topic 46: Managerial Applications of Business Analytics
- Topic 47: Statistical Concepts for Business Analytics
- Topic 48: Exploratory Data Analysis Techniques for Beginners
- Topic 49: Introduction to Predictive Analytics & its Applications

### Module 10: Digital Transformation

- Topic 50: Fundamentals of Digital Transformation
- Topic 51: Digital Disruption & its Impact on Industries
- Topic 52: Formulating Digital Business Strategy
- Topic 53: Key Digital Tools & Technologies
- Topic 54: Customer Centric Approaches in Digital Transformation

### Module 11: Artificial Intelligence for Leaders

- Topic 55: AI Basics for Managers & Leaders
- Topic 56: AI-Driven Decision-Making
- Topic 57: Leading AI Teams and Collaborations
- Topic 58: AI Driven Customer Experience & Engagement

# Capstone Project

## Strategic Business Transformation Project

Elevate your business with our Strategic Business Transformation Capstone Project. Unleash innovation, optimize operations, and drive growth through comprehensive strategies tailored to your unique needs. Experience the power of transformative solutions for a competitive edge.

### Key Tools Covered in the Program



Excel



Power BI



# Learn live from Top IIM Faculty

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**Dr. Sushil Kumar**

Program Director  
IIM-Visakhapatnam



**Dr. Amit Shankar**

Program Co-Director  
IIM-Visakhapatnam



**Harry Paul**

Professor- HRM & OB  
IIM-Visakhapatnam



**Joysula Srinivas**

Professor- Information System  
Ex- Accenture, TCS



**Dr. MV Anuradha**

Professor- HRM & OB  
IIM-Visakhapatnam



**Dr. PRS Sharma**

Professor- Ops. Management  
IIM-Visakhapatnam



**Dr. Pooja Kumari**

Professor- Finance & Accounting  
IIM-Visakhapatnam



**Aalok Kumar**

Professor- Ops. & Supply Chain  
IIM-Visakhapatnam



**Dr. Shalini Agnihotri**

Professor- Finance & Accounting  
IIM-Visakhapatnam

# Transformative Simulations

## for World-Class Learning



### Leadership Risk Management Simulation

Sharpen your understanding of risk management to identify and mitigate organizational risks



### Strategy Simulation

Participate in strategy simulation to develop strategic thinking for business & corporate growth



### Digital Leadership Simulation

Immerse yourself in navigating complexities in digital landscape and build strategies to succeed in digital era

## Network, Engage, and Interact at prestigious IIM Visakhapatnam Campus

Gain a unique opportunity to participate in a **three-day Campus Immersion** at the picturesque campus of Indian Institute of Management Visakhapatnam. Build lifetime connections with your peers, participate in workshops and hackathons, & experience student life at one of top IIMs in India. Some unique features you can expect in the immersion:

- Networking with Peers
- Interaction with faculty
- Offline classes
- Management and Leadership Simulations
- Valedictory Ceremony



## Get Executive IIM Alumni Status

On successful completion of Executive Program in Business Management, candidates will be eligible for executive alumni status of IIM Visakahapatnam. The benefits of the lifetime membership of executive alumni status are:

- Batch & Individual e-mail IDs
- Lifetime Executive Alumni Identity card
- Monthly access to IIM(V)ibes and IIMV newsletter
- Access to IIM Visakhapatnam Executive Alumni Network
- Access to Library and Campus Visits
- Alumni city meetups



# Assessment & Evaluation

At IIM Visakhapatnam, your business acumen thrives under rigorous assessment. We evaluate your critical thinking, problem-solving, and communication skills through diverse components:

- **Quizzes, in-class exercises, and assignments**
- **Attendance**
- **Oral examinations/presentations/Simulations**
- **End-module examination**
- **Four-point scale will be adopted for evaluating a student in individual modules.**

Our criteria ensure you graduate not just with knowledge, but with the ability to apply it in real-world scenarios, ready to lead in the dynamic business landscape.



# Key Program Highlights

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**12 months**

Comprehensive Learning

**150+**

Hours of Live Classes

**12**

Modules

**1**

Capstone Project

**8**

Career Assistance Sessions



# Career Support with 8 Powerful Sessions

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## 1-On-1 Career Counselling

Our career coach will help you with all your career related queries



## Resume Preparation

We will help you craft a sharp resume to boost your shortlisting chance



## Interview Resources

Get access to 2024 Interview Resources



## Simulated Mock Interviews

Participate in a mock interview to be ready for the real thing



“ Career coaching begins with self discovery and unfolds through strategic guidance. We are here to illuminate your path, amplify your strength, and navigate terrain of growth with you. ”

**Manjusha Jaggi**

Career Coach, Accredian

*The Career Services provided by Accredian are intended to empower you to actively manage your career and are not a guarantee of employment.*

# Admission Process

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-  **Apply at [iimv.acredian.com](http://iimv.acredian.com)**
-  **Fill the application form and pay the fee**
-  **Selected Candidates will receive Admission Confirmation Letter from IIM-V**

## Application Deadlines

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Application Fee: INR 10,000 + GST

Program Fee: INR 2.9 Lakh + GST

Round	Date	Seats	Scholarship	Applicable Fee
1	30 Apr 2024	20	INR 50,000	INR 2.4 L + GST
2	31 May 2024	30	INR 30,000	INR 2.6 L + GST
3	After 31 May 2024	30	NIL	INR 2.9 L + GST

# Program Snapshot

## START DATE

Tech Orientation: 30th June 2024

Batch Inauguration: 14th July 2024

## CLASS TIMINGS

10 AM - 1 PM IST on Sundays\*

## DURATION

12 Months

## WEEKLY SCHEDULE

Online classes on Sundays

Self practice/assignments on weekdays

## ELIGIBILITY CRITERIA

Total Years of Experience: **1+ Years**

Education: **Graduate** (*more than 50% score*)

## PROGRAM FEE

INR 2.9 Lakhs + GST

### Application Fee:

INR 10,000 + GST

EMI Options Available!

## Speak with Program Mentor



+91 85957 09940



in association with



admissions@accredian.com

www.accredian.com

\* IIM-V reserves the right to change class timings & curriculum as per faculty schedules & updates to curriculum.

# The World is your Campus

Experience a Transformative Journey to develop a world-class Leadership Mindset to thrive as a Global Business Leader.

