

Senior Management Program (SMP) Batch 10



IIM Calcutta



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BROAD CONTOURS



Program Directors: Prof. Sudip Chaudhuri, Prof. Chetan Joshi and Prof. Ramendra Singh from IIMC

Duration: 1 Year

Eligibility: Graduation/Post Graduation in any discipline with minimum 50% *marks (Aggregate) and 10 years of Experience as on 1st September 2013

*Applicants with less than 50% marks in graduation but 50% or more in post graduation may apply

Schedule: Saturday and Sunday 09:00am – 12:00 noon

Program Fee: Rs. 3,06,600/- + 12.36% ST= 3,44,496/- [This does not include campus visit expenses, Program Fee payable in Installments, Bank Loan Facility Available]

UNIQUE FEATURES



Exclusively Designed Program

- Only Long Term Management Program in India exclusively designed for senior and middle level managers to develop future leaders

Pedagogy

- Designed with a mix of experience sharing, real life case discussions, assignments and industry/research based projects besides the lectures in class

Popularity With People

- More than 1600 Senior & Middle Level Managers have already been transformed into Strategic Leaders by this program

Learning Opportunity from Experienced Group

- Opportunity to Network and Learn from the best in the corporate world having an average work experience of 15 years equivalent to 4500 man years in the batch

Program Architecture

- Course divided into Fundamental (Brings all the participants onto the same platform) and Advanced modules (strategic in nature).

Certification

- Graded Certificate of Successful Completion from IIM Calcutta

WHO SHOULD ATTEND?



- Designed for Senior and Middle-level managers with more than ten years of work experience.
- Most useful for managers newly taking on (or likely to take on) senior management responsibilities
- Senior functional managers moving to general management/ leadership/ strategic roles
- Practicing senior managers who wish to update themselves on recent management thoughts

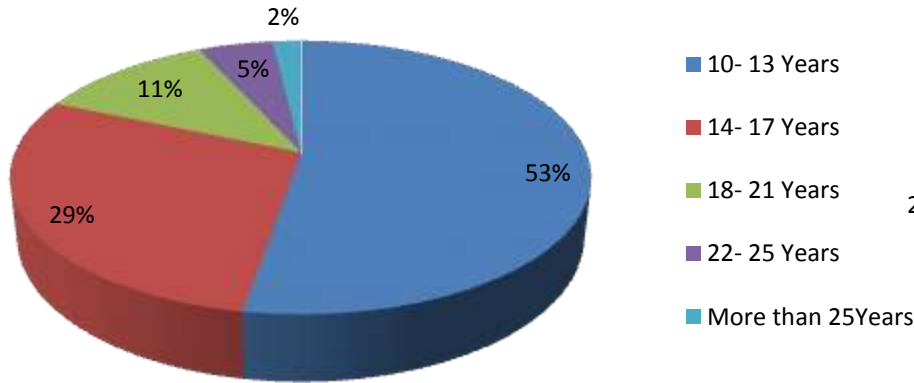


PROGRAM PROFILE

PROGRAM PROFILE *

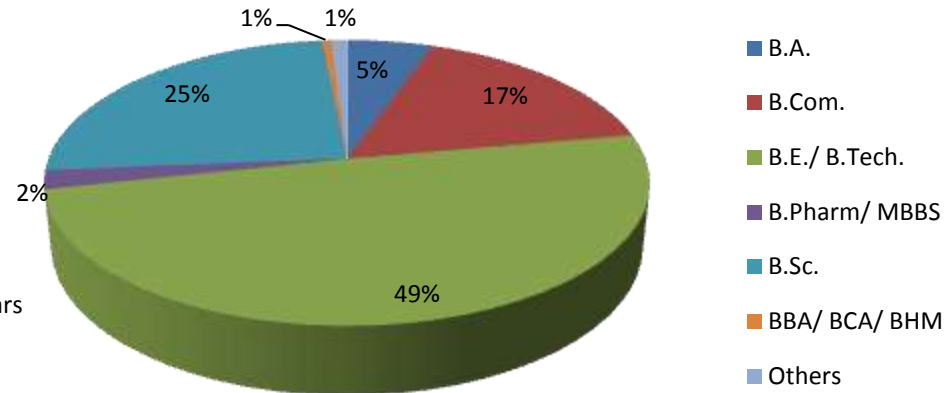


Experience



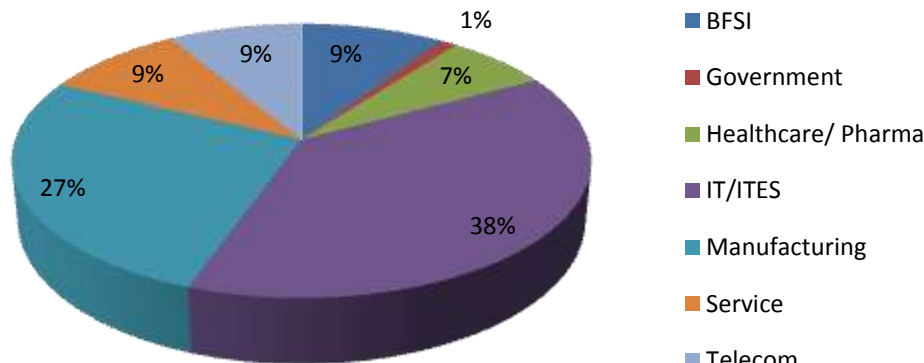
Rich in experience from 10 years to 31 years

Educational Background



Diverse educational background

Industry



Representatives from all industry Sectors

*Total participants- 1617
(SMP01- SMP09)

PROGRAM PROFILE- SAMPLE DEIGNATIONS*



- CEO- TSS, Surya Analytical And Research Centre, Veena Industries Limited
- COO- Parsoli Corporation
- CFO- DMCL
- Director (JP Morgan Financial Services, Johnson and Johnson, DRL, TATA Communications)
- Country Head Germany- Zensar
- Head Marketing Operations- Worldspace
- Group Project Manager- Infosys
- Asst. Director- Piramal Life Sciences
- Vice President- Bharti Walmart
- AVP (Future Generali, Nomura, Vedanta Steel, Axis Bank, WNS Global, HDFC Bank, Steria, Genpact, Thomson Reuters)
- OSD to CEO- Doordarshan
- Group Head- Wipro
- Group Marketing Head- Tribhuvan Das Bhimji Zaveri Ltd
- VP (Wallace Pharma)
- Manager- Vishakhapatnam Steel Plant
- DGM Dealers Development- TAFE
- Country Head HR- Towers Watson India
- Principal Consultant- TCS
- Zonal Head- TTSL
- Chief Manager- SBI
- Deputy Commissioner- Sales Tax Department, Govt. Of Maharashtra
- Medical Director and Consultant Surgeon- Woodlands Medical center

*Indicative List

STUDENTS FROM TOP ORGANIZATIONS



Telecom



IT



ITES



Healthcare



Government



BFSI



FMCG



*Indicative List

- When I joined I had the apprehension, whether this program will add value to what I already knew. During the course I learnt many new concepts required and applicable in work and my confidence grew significantly- **Priti Baijal, Asst. Director, Ranbaxy laboratories**
- The flexibility to attend the classes from any location in India, flexibility of schedule on weekends along with the excellent content helped me learn a lot and to apply the concepts in my organization- **Natraja, VP operations, Strategic Outsourcing Services Pvt. Ltd.**
- The program sessions were well-organized and worthy enough of investing the weekend time. Case study based modules/lesson, campus visit & guest lectures were some of the things which I like the most about the program. The program helped me in getting a holistic view of different areas of business, people, culture & values- **Srinivas Rao Gummadavelly, AVP, Mahindra Satyam**
- Before joining I was not clear whether the program is application orientation or not. However, I found the program to be helpful in applying concepts in daily work life. Interactive sessions, campus visits & networking with fellow participants were the high points of the program. It helped in gaining access to knowledge for future - **Rajiv R Porwal, National Sales Manager, 3M India Ltd.**

CAREER GROWTH



Batch	Previous Designation	Previous Organization	Current Designation	Current Organization
Batch 09	Logistics Manager	NOKIA India	Logistics Head	NOKIA India
Batch 08	General Manager	Philips	Senior Director	Philips
Batch 07	Senior Consultant	TCS	Head Technology	TCS
Batch 06	Chief Commercial Officer	Subhiksha	CFO	TNS India Pvt. Ltd.
Batch 05	Sr. Manager	HAVELLS	Dy. General Manager	HAVELLS
Batch 04	Manager Sales Operations	Tata Chemicals Limited	Head – Packaging Automation & QA	Tata Chemicals Limited

- IIMC is one of the most reputed business schools in Asia
- IIMC was established by Government of India in 1961
- IIMC Alumni includes prominent entrepreneurs and business executives like:
 - Indra Nooyi (Chairman and CEO of PepsiCo),
 - Ajit Balakrishnan (Founder, Chairman & CEO of Rediff.com),
 - Srinath Narasimhan (MD and CEO of Tata Teleservices) and
 - P M Murty (MD & CEO of Asian Paints).
 - Other notable alumni include academicians such as Ramchandra Guha and Krishna Palepu, and authors like Amish Tripathi.
- One of the Key Players in Synchronous Learning Platform, running more than 20 programs for working professionals in this mode in General Management and Allied Areas.



Prof. Sudip Chaudhuri (Professor, Economics)- He is PhD from Jawaharlal Nehru University, M.A. from Calcutta University (Gold Medalist) and B.A. from Presidency College, Kolkata. He has extensive teaching experience at IIMC



Prof. Chetan Joshi (Assistant Professor, Behavioural Sciences)- He is PhD from Richard Ivey School of Business, University of Western Ontario, Canada; MBA from University of Roorkee and BSc from University of Lucknow. He has extensive teaching experience at IIMC, IIMA and Richard Ivey School of Business, University of Western Ontario



Prof. Ramendra Singh (Assistant Professor, Marketing)– He is Fellow (PhD) from IIM Ahmedabad, MBA from XLRI Jamshedpur, B. Tech. from IIT-BHU, Varanasi. He has corporate experience of 6 years and academic experience of more than 8 years

Based on the feedback received from industries in India to enhance skills of employees that industry currently requires, SMP was jointly developed with NIIT Imperia to develop future leaders of India and to develop strategic imperatives through input of knowledge in various functional domains.

Overall objective of the program is that the participants would become leaders of respective organizations in 5-10 Years post completion of the program

Prof. Ashok Banerjee, Joint Program Director, SMP05

PROGRAM ARCHITECTURE



3 Days Campus Visit at the Start of the Program



7 Fundamental Module

(to bring every one on the same platform)



7 Advanced Modules

(covers Strategic Aspects of various functional areas)



4 Days Campus Visit towards the end of the Program



Certification from IIMC



IIMC MDP Alumni Status

FUNDAMENTAL MODULES

- Micro Economics
- Financial Reporting and Analysis
- Macro Economics
- Quantitative Applications in Management
- Marketing Basics
- Corporate Finance
- Operations Management Fundamentals

ADVANCED MODULES

- Supply Chain Management
- Managing Human Resources
- Marketing Strategy
- Strategic Management
- Corporate Financial Strategy
- Leading Organizations
- Legal aspects of Business

- **Attendance Criteria**
 - Minimum 66% Attendance in each module
 - Minimum 80% Attendance in the entire program
- **Certification Criteria**
 - For Successful Completion of the program
 - Maintain Minimum Attendance Criteria
 - Not More than 2 Below Average Grades
 - For Certificate of Participation
 - Maintain Minimum Attendance Criteria
 - More than 2 Below Average Grades



Indian Institute of Management Calcutta

This is to certify that

Pankaj K. Patwari

has successfully completed the

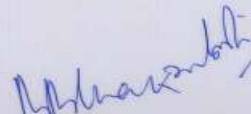
Senior Management Programme

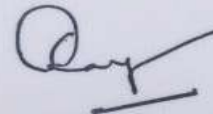
held during October, 2009 - November, 2010

SAMPLE CERTIFICATE


(Prof. Ashok Banerjee)
Programme Director


(Prof. Balram Avittathur)
Programme Director


(Prof. B. B. Chakrabarti)
Programme Director


(Prof. Sougata Ray)
Dean (PI)

The Programme :

1. This is a part time one year programme delivered primarily through satellite based distance learning technology and partly through in-campus mode.
2. This programme is designed to broaden the business perspective of the participants, develop on tools and techniques required for managing organizations in a globalised environment and very importantly transform them into strategic leaders in their organizations.
3. The programme is broadly divided into two modules - the Introductory Module and the Advanced Module. The Introductory Module focuses on the essentials of functional skills of management. The Advanced Module shifts focus to strategic thinking, decision making, leadership styles and managing business globally.

Eligibility for Admission :

1. Minimum eligibility criteria is under graduation (10+2+3 or equivalent) in any discipline with 50% marks
2. Minimum work experience of 10 years

Selection :

Candidates are selected based on performance in an entrance examination conducted by IIMC and NIIT Imperia and on the basis of their profile and statement of purpose.

Evaluation Report :

Course Name

Economic Analysis for Business Decisions
Financial Reporting and Analysis
Quantitative Applications in Management
Marketing Management
Corporate Finance
Operations Management Fundamentals
Corporate Strategy
Operations Strategy & Supply Chain Management
Marketing Strategy
Leading Organizations
Mergers and Acquisitions
Corporate Financial Strategy
Managing Risk

Grade

Average
Excellent
Excellent
Average
Average
Average
Good
Good
Average
Good
Good
Good
Good

CAMPUS VISIT PICTURES



SMP06

SMP07



SMP08



ABOUT NIIT IMPERIA

- Technology:
 - Inbuilt Redundancies
 - Infrastructure to reduce breakdown (Extended C-Band)
- Student Facilities
 - Transit: when travelling to other cities
 - Transfer: permanent change in location to other city
 - Recorded Lecture: when absent in a session
- Students Services
 - Students Services Portal
 - Learning Management System
 - Collaborative Environment
- Availability of Trained professional to address queries between 9 AM to 9 PM, 365 days
- Continuous Communication
 - Mails
 - Phone Calls
 - SMS
- Facility to pay fees in Installments

AWARDS AND ACCOLADES



- **“Best Training Institute for Working Professionals”**, World Education Summit, 15 July 2011.
- **“Outstanding Student Support Services”**, Asian Learning Leadership Awards, 25th September 2012
- **“Outstanding Blended Course”** for Post Graduate Diploma in International Business Strategy, World Education Congress, 29th June 2012.
- **“Best Telecom & Satellite Learning Providers in Education”**, ASSOCHAM National Education Excellence Awards 2013 , 8th April 2013
- Polycom Intelligent Enterprise Award for **Synchronous Learning Technology**, 2009



FEE PAYMENT SCHEDULE



- The fee can be paid by cash, cheque or DD drawn in favor of “NIIT Ltd. Imperia Collection Account”
- The fee can be paid in installments as given below:

Installment Schedule		Application Fee**	Initial Amount*	Registration Fee *	I*	II*	III*
	Month				Nov, 2013	Jan, 2014	Mar, 2014
	Amount	Rs. 1124/-	Rs. 11,236/-	Rs. 126563/-	Rs. 68899/-	Rs. 68899/-	Rs. 68899/-

**Application Fee is non- refundable

* Inclusive of service tax

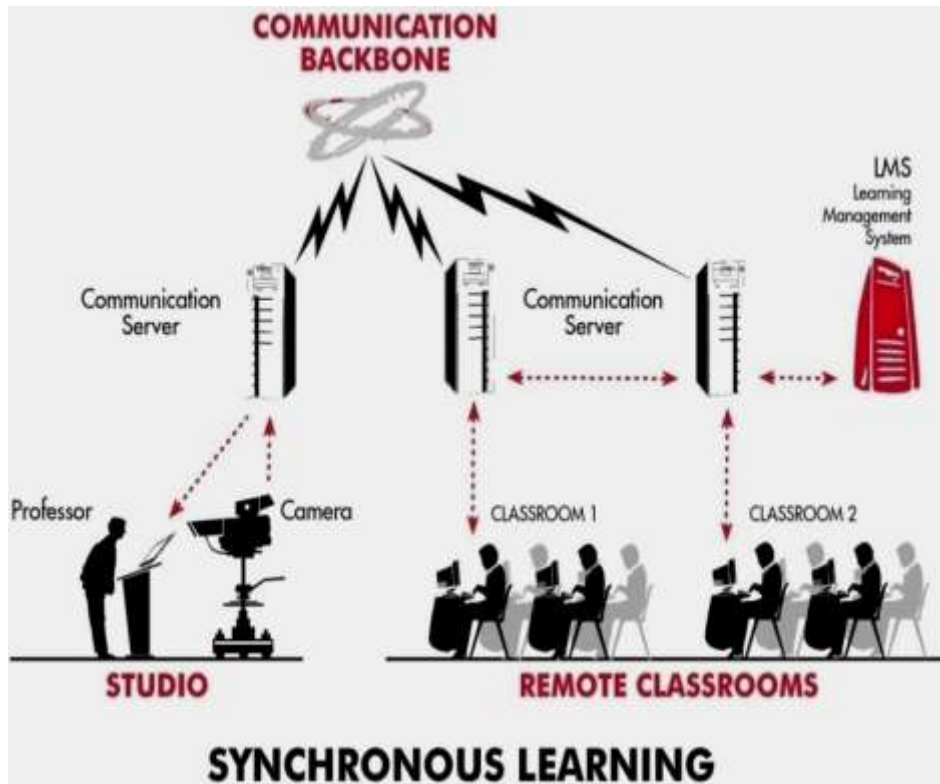
Candidate once selected by Institute, the initial amount will be NON- REFUNDABLE.

If candidate is Not selected by Institute, initial amount will be refunded in 30 days from result declaration

***It is suggested that applicants complete the admission/ registration formalities as soon as possible within the announced timelines as we may be compelled to allot the seats on ‘first come first serve’ basis due to limited availability of seats.**



- ❑ 53 Classrooms across 23 Cities in India
- ❑ Direct one-to-one interaction is ensured through individual ICT systems for each student:
 - High-performance PCs
 - Webcam
 - Audio system and microphone at each workstation, connected directly to faculty at institutes
- ❑ Classroom interactions & ambience are facilitated by clusters of student-stations and camera & projection systems that span the full classroom.
- ❑ Learning Management System (LMS):
 - program-specific notices
 - online submission of assignments
 - reminder services
 - online testing
 - student records



REPLICATION OF LIVE CLASSROOM



Full features of face-to-face teaching

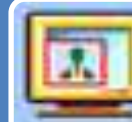


Raised-hand-seeking-teacher's-attention

[Click here to play video of NIIT Imperia](#)



Tabulation of responses



Quizzes randomly created by the teacher

- What is Information Session?
 - It is a telephonic conference call arranged for interested participants, to address their specific queries regarding the program
- Why should I attend the conference call?
 - To evaluate the program rigorously and in depth before taking a final decision
- Who will host the call?
 - NIIT Imperia Product Management & Academic Team would address the queries regarding the program
- How can I register for the conference call?
 - Register Online using the following link – <http://bit.ly/SMP10concall>



Application period

- Application for the Batch will commence in July 2013 and will close in September 2013

Application forms

- Application forms can be obtained from www.niitimperia.com or at local NIIT IMPERIA Centres
- Students could also apply online at www.niitimperia.com

Class would commence on or after Oct 2013

Application Foreclosure Clause:

Please be aware that seats are limited at every location for this program. Therefore,

1. Applications can be foreclosed anytime (at all or some select locations) with a 7 day notice posted on the NIIT Imperia website
2. Applicants are advised to apply as early as possible to avoid rejection of their application form

DOCUMENTS REQUIRED FOR APPLICATION



- 1 Passport size photo affixed [*Latest photo with light backdrop*]
- Proof of Date of Birth [*DOB Certificate / 10th Std Mark sheet*]
- Proof of Graduation Completion [*Provisional / Degree Certificate*]
- Proof of Graduation % [*Graduation Marks sheets for all years*]
- Proof of Experience [*Experience Certificates as supporting documents for all the jobs mentioned in the form*]
- Proof of Current Employment [*Letter from the HR with current date / Latest Pay slip*]

All Documents should be Self Attested



Detailed Module-Wise Contents

(Based on SMP-09 content, Subject to revision)

Module Contents

- Demand and Supply
- Market Demand
- Production
- Cost of Production
- Profit Maximization and Perfect Competition
- Monopoly
- Pricing with Market Power
- Game Theory and Competitive Strategy

Module Contents

- Overview of Macroeconomics
- National Income Accounting
- Business Cycles and Multiplier
- Financial System and Money
- Monetary Policy
- Balance of Payments and Foreign Exchange Rates

Module Contents

- Conceptual framework of financial reporting
- Corporate Financial Statements
- Understanding Corporate Financial Statements
- Balance Sheet
- Profit and Loss Statement
- Cash Flow Statement
- Choice of Accounting Policies and Financial Reporting
- Analyzing Financial Statements
- Financial Ratios

Module Contents

- Decision Making Under Uncertainty
 - Uncertainty and Randomness
 - Decisions Under Expected Utility
- Distributions and Modeling Data – Univariate Data Analysis
- Distributions and Modelling Data – Bivariate Data Analysis
- Sampling in Social Surveys
- Statistical Inference
 - Estimation of parameters and related issues
 - Hypothesis Testing
 - Case Studies
 - Business Forecasting

Module Contents

- Understanding Marketing
- Segmentation-Targeting-Positioning
- Strategic Marketing Planning
- Consumer Behavior
- Organizational Buying Behavior
- Product Strategy Chapter
- Pricing Strategy
- Distribution Channels
- Whole selling, Retailing & Logistics
- Integrated Marketing Communication
- Building Strong Brands
- Relationship Marketing

Module Contents

- Cost of Capital
- Capital Structure
- Capital Budgeting
- Working Capital Management - Current Assets
- Working Capital Management – Current Liabilities
- Long Term Sources of Finance

Module Contents

- Introduction to Operations Research
- Project Management
- Strategic Design of Products and Processes
- Planning, Scheduling and Lean Operations

Module Contents

- Growth Strategy
- Mergers and Acquisitions: Introduction
- Valuation in M&A
- Merger Tactics
- Measuring Gains from Merger Case: The Conoco Takeover and Shareholder Returns
- Market for Corporate Control
- Case Beatrice
- Managing Risks in M&A Valuation for M&A: Concept
- Case Arrow Electronics
- Post Merger Performance and Summing up

Module Contents

- Introduction to Strategy
- Strategic Analysis – Environment and industry
- Creating competitive advantage – cost advantage
- Creating competitive advantage – differentiation
- Competitive moves
- Competing on resources and capabilities

Module Contents

- Introduction to Operations Strategy
- Inventory Management Principles
- Supply Chain Introduction
- Capacity Planning Under Uncertainty
- Contemporary SCM Initiatives

Module Contents

- Understanding Customer Value; Competitive Strategy and Strategic Planning
- Consumer Behavior ; Product adoption and Strategizing for Growth
- Segmentation, targeting and positioning for go to market strategy for an existing player
- Distribution strategy and its link to other marketing mix elements and customer management strategies
- Pricing strategy and its link to other marketing mix elements
- Branding and other issues and their strategic implications

Module Contents

- Introduction to Leadership: Approaches to Leadership; current issues in Leadership
- Leadership and the influence process
- Issues in Leading and Managing Change
- Leader's influence on Organizational Culture
- Understanding and Managing Self: Administration of two Personality Tests
- Issues in Leading and Managing Team Processes

Module Contents

- Linking corporate vision with financial strategies- Concepts of EVA, Shareholder Value etc.
- Shareholder Value enhancing Strategies
 - Dividend Decision
 - Share buy back
- Deal Structuring in M&A
 - Financing M&A deals
- Risk Management in M&A
- Raising funds with convertibles
- Leveraged Buyouts- Valuation strategies

Module Contents

- Introduction to Derivatives
- Mechanics of Futures Markets
- Hedging Strategies using Future
- Determination of Forward and Futures prices
- Mechanics of Option Markets
- Trading Strategies involving Options
- Binomial Trees
- Black-Scholes - Merton Model

For any Queries Or Doubts,

Call Us At **18002660304**

(Or)

Write to imperia@niit.com

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