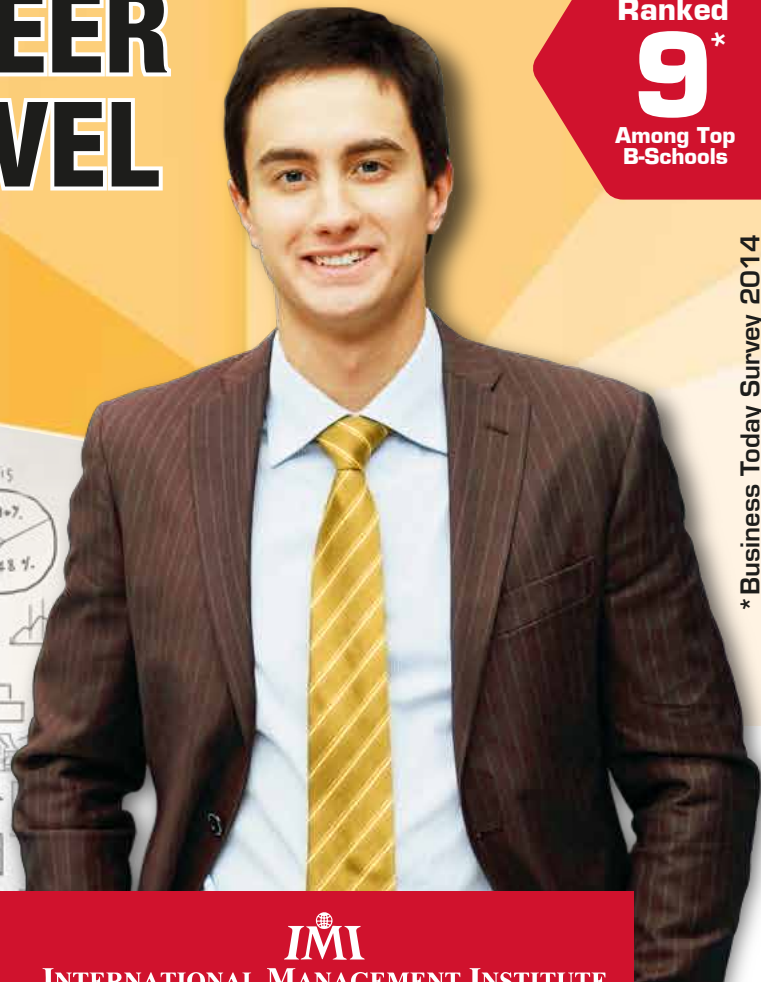


TAKE YOUR CAREER TO THE NEXT LEVEL

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**Tech
Mahindra**

in association
with

IMI
INTERNATIONAL MANAGEMENT INSTITUTE
NEW DELHI
Shaping global leaders for tomorrow

Launches

Executive Business Management Programme for **Technical Professionals** (EBMPTP) Batch-01

ABOUT THE COURSE

As the global market undergoes a gradual transformation, technical personnel not only require new levels of technical knowledge and skills, but also higher levels of managerial skills. In general, it is observed that technical professionals are good at managing the technical aspects of the job but are not adept at managing the various other components involved in it. Only continuous training and development in the latest management tools and techniques can enable them to become effective managers in industry. The programme is relevant for fast-track managers, who have recently taken charge of a general management role, in terms of equipping them with the ability to cope with responsibilities and issues at that level through formal management education.

PROGRAMME OBJECTIVES

- Develop competencies and skills essential for senior management roles
- Impart contextual and functional knowledge of contemporary high quality management education
- Provide guidance to think through advanced business strategies in diverse competitive scenarios

EDUCATION LANES

A Mahindra Group Initiative

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Executive Business Management Programme for Technical Professionals

(EBMPTP) Batch-01

PROGRAMME CONTENTS

- Economics - managerial economics & economic environment
- Marketing management
- Finance and accounting, financial statement analysis
- Risk & corporate restructuring - mergers & acquisitions
- Operations management & project management
- Human resources management
- IT & IT management
- Decision making under uncertain environment
- Business and corporate strategy

KEY BENEFITS

- Added advantage of the theoretical and practical aspects from renowned faculty
- Direct-to-desktop learning: Work while you study, at the convenience of your own time and place

PEDAGOGY

Each course will be taught with the help of case studies, live corporate examples and general discussions. In order to provide greater industry insights, business leaders from different industries may be invited to share their experiences. There would be a pre-work and post work component in each module.

PROGRAM DESIGN & DURATION

Session Time	: 12:00 noon - 2:30 PM
Class Frequency	: Sunday
Class Duration	: 2 Hrs
Course Duration	: 1 Year

WHO SHOULD ATTEND

Working professionals presently employed in a technical role

ELIGIBILITY CRITERIA

- Applicants should be working professionals / self-employed
- Graduates / Diploma (10+2+3) in any discipline with min. 50% marks [aggregate - considering results of all years (e.g. 3 or 4 together)] recognized by UGC / AICTE.
- Working Executive as on Application Closure Date.

FEE STRUCTURE

Programme fee : INR 85,000 + Applicable taxes
Campus fee : INR 18,000 + Applicable taxes

ABOUT EDUCATION LANES

Education Lanes is Tech Mahindra's Growth Factories division's initiative that offers certificate programmes from premier institutes on a virtual platform. Education Lanes offers a comprehensive direct-to-device education suite with real-time interactive and participative virtual classroom sessions.

ABOUT IMI, NEW DELHI

International Management Institute (IMI), New Delhi was established in 1981 in collaboration with IMI Geneva (now IMD, Lausanne). IMI is India's first corporate sponsored Business School with sponsorship from corporate houses like RPG Enterprises, Nestle, ITC, SAIL, Tata Chemicals, BOC and Williamson Magor etc. Over a period of time in the last 33 years the Institute has acquired a truly global status.

IMI follows international standard curricula in its programs, which has been enriched by its academic collaborations with International Institute for Management Development (IMD), Lausanne (erstwhile International Management Institute, Geneva); Faculty of Management, McGill University, Montreal, and Manchester Business School.

EDUCATION LANES

A Mahindra Group Initiative

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www.educationlanes.com

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