ITEC / SCAAP Course  
2015 – 16

Programme on General Management Skills

January 18, 2016 to Feb 26, 2016  
(Six Weeks Programme)

Course Directors: Prof. Deepak Chawla & Prof. Ramesh Behl

International Management Institute, New Delhi
Aims & Objectives of the Course

- To equip executives with management skills necessary for managerial roles.
- To equip executives with general management and functional area knowledge.
- To enhance analytical skills for effective decision making
- To provide a learning platform to handle cross-cultural issue for managing a multi-functional role.

Course Contents / Syllabus

- Management Theory
- Role of Economics in Management
- Accounting Theory & Management
- Financial Management
- Marketing Management
- Managing People and Organizations
- Quantitative Tools for Management Decisions
- Information Technology for Decision Making
- Operations Management
- Customer Relationship Management
- Supply Chain Management
- Cross Cultural Management
- Strategy Formulation and Implementation
- International Business and Economic Environment
- Leadership & Change

Mode of Evaluation of performance of the participants

Participants will be evaluated based on the assignments and cases, which they will have to do as a part of the programme.

Eligibility Criteria for Participants

Educational Qualifications


Work Experience required, if any

Minimum 2 years.

Age Limit

Not over 45 years

Target Group

Level of Participants – Economics, Commerce, Statistics Ministries, Banking sector and Financial Institutions
Course Directors:

Dr Deepak Chawla

Dr Deepak Chawla is Distinguished Professor, Dean (Research & Fellow Programme) at the International Management Institute (IMI), New Delhi, where he has been a professor since 1991. He was earlier Dean (Academic), Dean (Research), Programme Director for various post-graduate programmes and the Registrar of IMI. A Fellow of the Indian Institute of Management, Ahmedabad (IIM-A), he holds a Bachelors and Masters degree in statistics from the Indian Statistical Institute, Kolkata. He has over three decades of teaching, research and consulting experience in the areas of quantitative methods in business, marketing research, forecasting and financial econometrics. He has been a consultant to the School of Management Studies, Indira Gandhi National Open University, Delhi, a senior faculty member at the University of Calabar, Nigeria, a faculty member at Management Development Institute, Gurgaon, and a member of the research team at IIM, Ahmedabad. He has played a key role in setting up the MBA programme for Rajiv Gandhi Institute of Petroleum Technology. He has worked on numerous research and consulting projects in India and abroad and has extensively published papers both in national and international refereed journals. He has also conducted executive development programmes for private and public sector enterprises in India and abroad. Dr Chawla is the recipient of the Best Teacher Award from IMI, as well as the Distinguished Educator Award from Discovery Education. He has guided a number of PhD students.

Prof. Ramesh Behl

Prof. Ramesh Behl is the Director and Professor of Information Systems at International Management Institute. His teaching expertise includes Information Technology based Decision Making, E-Business, Information Systems Management, Business Intelligence, Enterprise Systems, and Customer Relationship Management. In addition to teaching, Ramesh is an active researcher in the area of eBusiness and Information Systems Management. He has also designed and developed number of software for various industry applications. Ramesh is a United Nations fellow on Information Systems & International Operations and SAP Certified Consultant. He is an International Accredited Professor of International Accreditation Organization (IAO), USA. Has over twenty nine years of teaching, research and consulting experience in the area of Information Technology and E-Business; Worked with Indian Institute of Foreign Trade (IIFT), New Delhi, Indian Institute of Management (IIM), Lucknow and Statesman New Delhi; Did number of research and consulting assignments for Government and Private Organisations. Ramesh sits on the Board of leading Business Schools and Technology Companies. Member of Academic Advisory Council of some of the leading and upcoming Business Schools. Author of Eighteen Books, fifteen Case Studies and more than 45 research papers of National and International Repute. Member Editorial Board of ISJ -the Interdisciplinary Studies Journal, USA. An Internationally acclaimed SAP consultant and trainer. Conducted training and delivered lectures to the faculty and students of various International universities in Singapore, Indonesia, Hong Kong, Australia, China, Germany and Thailand. Was member of the Core Group on Electronic Commerce set-up by Ministry of Commerce, Government of India. Awarded "Outstanding Academic Award 2010" from SAP, South East Asia, Japan and "Best Professor in Information Technology" as part of Asia's Best B-School Awards presented by CMO Asia at Singapore in July, 2011.
About IMI

Nestled in Qutab Institutional Area, 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 32 years the Institute has acquired a truly global status. The Institute received UNDP assistance for also various other international linkages with bodies like World Bank, UNDP, ILO, UNCTAD, Asian Productivity Organization etc.

To provide a global perspective to the students, the Institute's flagship two-year Post Graduate Programme in Management has a student exchange programme with various European Schools such as ESC Rennes, France, MIP School of Management France, Graz University Austria, IESEG School of Management and IDRAC Lyon, France etc.

Besides this IMI is one of the empanelled Institute of the Ministry of External Affairs, GOI, for special Commonwealth Assistance Programme under which the Institute gets the executive MBA students from various Afro-Asian countries for its 15 months Executive Post Graduate Programme in Management. Today IMI enjoys the place of esteem among the leading management Institute and the patronage of reputed business organization in the country. The aim, approach and activities of IMI are guided by all its stakeholders, students, alumni, corporate patrons and society in general.