



# **ITEC / SCAAP Course 2016 – 17**

## **Programme on General Management Skills**

**January 16, 2017 to February 24, 2017**

**(Six Weeks Programme)**

**Course Directors: Prof. Deepak Chawla & Prof. Himanshu  
Joshi**

**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
- Communication and Presentation Skills
- Research Methods

## **Mode of Evaluation of performance of the participants**

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

## **Eligibility Criteria for Participants**

### **Educational Qualifications**

A Bachelor s degree in Economics, Commerce, Business, Mathematics, Statistics, Operation Research or Computers.

### **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**

Prof. Deepak Chawla, Distinguished Professor has been with IMI since August 1, 1991. He has over three decades of teaching, research and consulting experience. Prior to joining IMI, he was a consultant to the School of Management Studies, Indira Gandhi National Open University, Delhi, Senior Faculty Member, University of Calabar, Nigeria and Faculty Member at MDI Gurgaon. Prof. Chawla had also a stint at Indian Institute of Management, Ahmedabad as a member of research team. Prof. Chawla has worked on a number of research and consulting projects both in India and abroad. He developed material for a number of courses at Indira Gandhi National Open University in a distance learning format. As a visiting faculty, he has taught at a number of leading business schools in the national capital region. Prof. Chawla has conducted a number of training programmes for the junior, middle and senior level executives in the corporate sector. His areas of academic interest are Business Statistics, Marketing Research, Business Forecasting, Applied Econometrics, Managerial Economics and Actuarial Science. He has consulting and research interests in Marketing Research, Business Forecasting and Quantitative Methods for Management Applications. Prof. Chawla has extensive published research in refereed journals.

### **Prof. Himanshu Joshi**

Prof. Himanshu Joshi is an Assistant Professor and the Area Chair for IT Area at IMI. He has overall 15 years of teaching, research and industry experience, with prior employment in organizations like United Nations Development Programme (UNDP) & UNAIDS. An avid researcher, Himanshu has several research papers published in referred national and international journals to his credit. Other than that, he periodically writes book chapters and is a regular with articles in various business & management publications. Himanshu is also a reviewer to international journals and has done book reviews on Enterprise Resource Planning and Knowledge Management. He has keen research interest in the areas of Information Systems, Electronic Business, Enterprise Resource Planning, Analytics and Knowledge Management. He has conducted training sessions on Spreadsheet modeling and data analytics for ONGC, IOCL, Satluj Jal Vidyut Nigam (SJVN), Canara Bank, Hindustan Zinc and Fab India. He also takes sessions on Information Systems, Electronic Commerce, Knowledge Management, Big Data and Analytics and Enterprise Systems. A graduate in Engineering, Himanshu is also a gold medalist from IMI, Delhi. He has done his doctorate in the area of Knowledge Management.

## **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. All our PGDM programmes are accredited by Association of MBAs (AMBA), UK as well as National Board of Accreditation (NBA), AICTE, Government of India. The National Institutional Ranking Framework, Deptt. Of Higher Education, Ministry of HRD, GOI in its recent rankings (April 2016) have ranked IMI New Delhi at No.7 in India Rankings 2016 and at No.1 as a Private Business School.

To provide a global prospective 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 and Latin American countries for its 15 months Executive Post-Graduate Programme in Management. Today IMI enjoys the place of esteem among the leading management Institutes 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.