

IMI Executive Education

(Management Development
Programmes)



About IMI

IMI is India's first corporate-sponsored Business School founded in 1981 in New Delhi. The corporate sponsors include RPG Enterprises (lead sponsor), ITC, Nestle, Tata Chemicals, British Oxygen, SAIL, and Williamson Magor. It was set up in collaboration with the then-IMI Geneva, now IMD Lausanne.

Over the years, IMI has continued to expand its footprint to help aspiring management professionals build a solid foundation for a stellar career in management practice, consulting, and entrepreneurship. IMI Kolkata was established in 2010, and IMI Bhubaneshwar in 2011. IMI has global linkages with leading schools in Europe, North America, and Asia.



IMI Delhi

IMI Delhi is located in the Qutab Institutional Area of South Delhi. The Institute offers AICTE-approved, two-year Post Graduate Diploma in Management (PGDM), PGDM (HRM), PGDM (B&FS), and the Fellow Programme in Management (FPM). Owing to its location, the Institute enjoys strong industry linkages with organisations across sectors such as IT, Consulting, Financial Services, Consumer Goods, E-commerce, and Automotive. IMI Delhi is accredited by AACSB, AMBA, SAQS, and NBA.

IMI Kolkata

Located strategically in the heart of the 'City of Joy', IMI Kolkata offers a unique blend of rigorous academic experience, rewarding industry exposure, and rich cultural immersion. The Institute offers a two-year full-time AICTE-approved two-year Post Graduate Programme in Management (PGDM). The institute features a world-class infrastructure and very strong industry linkages, and has consistently produced some of the brightest management professionals. IMI Kolkata is accredited by AMBA, and NBA, and is an active member of AACSB and EFMD.



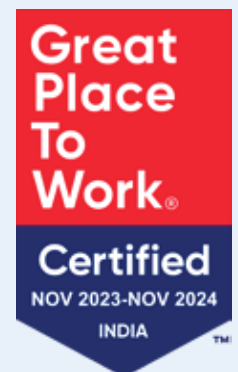


IMI Bhubaneswar

Nested in an ecologically invigorating ambience and sculpted by a renowned architect, IMI Bhubaneswar epitomizes a “gurukul”. IMI Bhubaneswar offers Post Graduate Diploma in Management (PGDM), PGDM (Online) and Fellow Programme in Management (FPM). The flagship PGDM programme is accredited by AMBA, NBA, NAAC and has received equivalence from AIU.



Accreditations



About IMI Executive Education

With the pace of change around us today, professionals need to make learning and unlearning a continuous process to stay relevant. Organisations too need to invest in the growth of their people through learning. It is imperative that both individuals and organisations invest in learning that is relevant, competitive, productive and futuristic.

At IMI our endeavour is to address the needs of individuals and organisations that are seeking more meaningful learning experiences from Executive Education offerings. We bring together the best of faculty, pedagogical tools and participative learning to dwell on issues that matter and are value-drivers for individuals and organisations.

We work towards upskilling, behavioural changes and developing leadership competencies through our offering working with corporates, government, not for profit sector to upskill their people with latest technologies, required Behavioural attributes to manage effective ever-growing workforce and also pre-empting where their specific industry is moving and how to be prepared for future.

Our programmes are designed to help professionals to apply their learning back at their workplace, which enables them to create an impact and grow within the ecosystem.

A few of the key highlights are:

Andragogy: Cohort-based programmes curated for experienced executives who can enrich, as well as benefit from the experience of their peers.

Customized: Customized course delivery and use of role plays, case study, simulations for high degree of peer-to-peer and student-faculty engagement.

Technology Enabled: Tech enabled learning models that leverages technological advancements effectively

Lifelong Impact: Action learning projects, frameworks and new age tools for ensuring the right impact of learning and applications at the workplace.

Engagement: Well-defined pre- and post-programme engagement; post-programme actionable and one on one faculty connects.

Global Focus: Global business orientation is rooted throughout our curriculum. Cutting-edge topics and inter-disciplinary learning are an integral part of the course offering.

If you are looking to upskill, transform, develop specific competencies in your workforce or as an individual, request to get in touch with us to get more information.

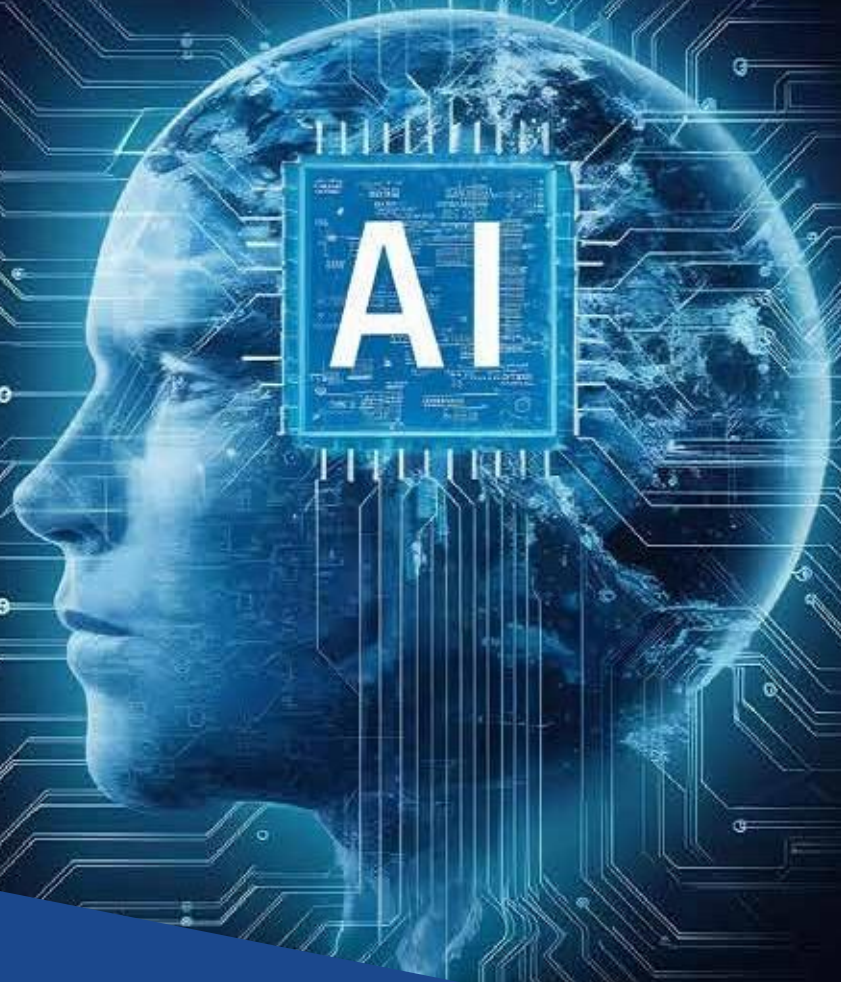
Management Development Programmes (MDPs)

Below is a list of **Management Development Programmes** curated for high-impact executive learning interventions designed to equip managers, leaders, and working professionals with cutting-edge business knowledge, practical tools, skills and contemporary leadership capabilities.

Delivered by experienced faculty and industry experts, MDPs blend conceptual insights with real-world application through case studies, discussions, and experiential learning. These programs help participants enhance their strategic thinking, strengthen managerial effectiveness, and stay future-ready in an evolving business landscape.



Gen AI for Professionals



Programme Overview

Generative AI, commonly known as Gen AI, has changed the way we create content, whether it is text, image, video, audio, or software code. The pace at which organisations have started adopting is also amazing. We can see the use of Gen AI in various processes, such as using avatars for customer interaction, creating product designs, designing promotion strategies, generating videos for marketing or promotion, analysing data or reports, etc. The three-day programme is designed to provide an understanding of Generative AI tools and explore how various professionals can use these tools in their respective jobs.

The programme will be delivered using case studies and hands-on exercises to understand how Gen AI tools can help professionals in performing business processes efficiently.

No prior Programming knowledge is required.

Key Takeaways:

- Knowledge of the Generative AI tools landscape
- Using Gen AI tools
- Creating workflows using Gen AI
- Awareness of Limitations of Gen AI

Participants Profile:

- This programme is designed for professionals like market researchers, content creators, product designers, software developers, function heads, team leaders, and anyone who wants to understand how and which Gen AI tools can be leveraged to enhance their business outcomes.

Programme Objectives:

- Exposure to Gen AI tools
- Understanding of how Gen AI tools can be used across various business functions.
- Encourage ethical and secure usage of Gen AI

Content Coverage:

Understanding AI and Introduction to Gen AI

- Understanding Models and Tools of Gen AI and their usage (e.g. GPT, DALL-E, Llama)
- Prompt-engineering strategies for optimizing AI models
- Gen AI applications across domains
- Creating a roadmap for AI implementation in the organisation
- Limitations, Legal and Ethical Issues of Gen AI



Dr. Prerna Lal

Associate Professor– Information Management
Ph.D. in Management, Banasthali University, 2016.
M.B.A. (Information Technology), IIT- Roorkee, 2002.
B.E. (Computer Technology), Nagpur University, 1999.

Dr. Prerna Lal currently holds the position of Associate Professor in the Information Management area at the International Management Institute, New Delhi. Her academic journey includes an M.B.A. in Information Technology from IIT Roorkee and a B.E. in Computer Technology from Nagpur University. She further pursued her academic interests and earned a Ph.D. in Cloud Computing from Banasthali University.

Her expertise extends to various domains within the field of information technology, including analytics, data warehousing, data mining, digital transformation, IoT, and cybersecurity. Her research has been published in both Indian and international journals, focusing on the organisational and managerial implications of emerging technologies. She has also co-authored books on financial and credit risk analytics.

Dr. Lal has over twenty years of experience in academia and research. Her expertise is further supported by certifications in Analytics for Data Science, Microsoft Certified Data Analyst Associate, Tableau Desktop Specialist, and Provisional Data Transformation Officer (PECB).

| Workshop Name | Program Director | Fees (inclusive of GST) | Start Date | Mode of Delivery | Register |
|-------------------------|------------------|-------------------------|--|------------------------------|------------------------------|
| GenAI for Professionals | Prof. Prerna Lal | 29,500/- | 25/3/26 to 27/3/26 1/4/26 to 3/4/26 | Virtual (3 Hours per day) | Register Now |

About PGDM (Online)

IMI – a pioneer in PGDM offering with a legacy of 4 decades, also offers PGDM (Online) programme which is at par with any other MBA program.

PGDM (Online) offers you an understanding of management concepts equips you with leadership skills, steps you up with industry-specific knowledge. It is highly beneficial for candidates, working professionals, entrepreneurs as it offers flexible, career-focused, and cost-effective pathway to advanced management skills. The programs are designed to accommodate a busy schedule, allowing candidates to advance their careers without taking a break from their jobs and other personal and professional commitments.

Flexibility and convenience

Anytime – Anywhere Learning: Online PGDM programs provide flexible learning schedules that allow candidates to balance their studies with work, family, and other commitments.

Career growth and practical skills

Industry-relevant curriculum: The curriculum for Online PGDM programme is designed to reflect the latest market trends and business practices. Also gives you an opportunity to apply concepts learnt to their work in real-time.

Diverse specializations: Specializations offered are in regular streams like marketing, finance, human resources, evolving areas like - business analytics, supply chain, Data Science, ESG etc. This allows candidates to develop expertise in evolving new age subjects creating newer job opportunities for growth.

Career advancement: PGDM (Online) equips candidates with leadership and strategic skills that can lead to growth and higher-paying positions along with equipping them for skillsets for newer opportunities.

Affordability and accessibility: Online PGDM programme is more affordable and accessible and serves the job right for working professionals and candidates who wishes to continue learning while they earn or focus on other priorities.

Access to expert faculty & Industry leaders: Get an access to expert faculty and industry leaders as PGDM (Online) offers a blend of experienced academics and industry experts as faculty and guest speakers, providing students with high-quality instruction and knowledge.

Considerations for PGDM (online) candidates

While offering many advantages, PGDM (Online) programme require self-motivation and discipline. And it offers you:

- **Networking Opportunities:** It offers you opportunities for networking through virtual forums, webinars, and alumni events. And also gives you diverse perspectives from industry, geography and profile of other candidates of the batch.
- **Career services:** Career assistance services is provided through alumni connects, counselling sessions and resume building and LinkedIn profiling. Cross collaboration amongst your peers also helps in exploring newer opportunities.
- **Technology reliance:** Candidates must have a reliable internet connection and the necessary devices to participate in a technology-driven learning environment.

For more information on PGDM (Online); please visit – www.imi.edu

And go to programs tab and click on PGDM (Online) for more programme related information.

For Details & Queries, Please Contact:



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