



INDIAN INSTITUTE OF
MANAGEMENT, LUCKNOW

Veranda
higherEd

EXECUTIVE PROGRAMME IN **BUSINESS MANAGEMENT**

Batch 12

- Duration: 8 Months
- Class Start: 28 July 2024
- Class Days/Timing: Wednesdays from 07.30 p.m. to 09.30 p.m. IST
and Sundays from 10.30 a.m. to 12.30 p.m. IST.

Overview

The Executive Program in Business Management, from IIM Lucknow, seeks to help working professionals develop capabilities that will enable them to make effective managerial decisions and overcome future business challenges. The course focuses on developing the participant's functional management skills, strategic planning and execution, and complimentary soft skills to enhance their technical expertise. This course also aims at developing the interpersonal and communication skills of the participants, which are crucial for higher-level managerial responsibilities.

Taught by the eminent faculty of IIM Lucknow, and covering the entire gamut of business concepts ranging from marketing and financial management to data analytics and digital transformation of businesses and economies, this course serves as an essential building block for the career progression of the participants.



Program Highlights



Completion Certificate

Opportunity to earn a Certificate of Completion from IIM Lucknow, ranked #6 among Management schools in India by NIRF 2023 and also ranked #6 among Top B-Schools in the Government category by IIRF Ranking 2024.



Learn Dynamics of Business Management

Benefit from 360 degree comprehensive and dedicated coverage of all the pertinent and dynamic aspects of present day Business Practices.



Experience the Campus

An on-campus immersion of 3 days will be held at IIM Lucknow, Lucknow campus towards the end of the program. In addition to experiencing the campus, participants get an opportunity to actively interact and network with faculty as well as fellow participants.



Understand Strategic Business Concepts

Gain mastery of business concepts ranging from marketing and financial management to data analytics and digital transformation of businesses and economies.



Executive Alumni Status

Opportunity to earn the prestigious Executive Alumni Status of IIM Lucknow upon successful completion of the program.



Work on a Capstone Project

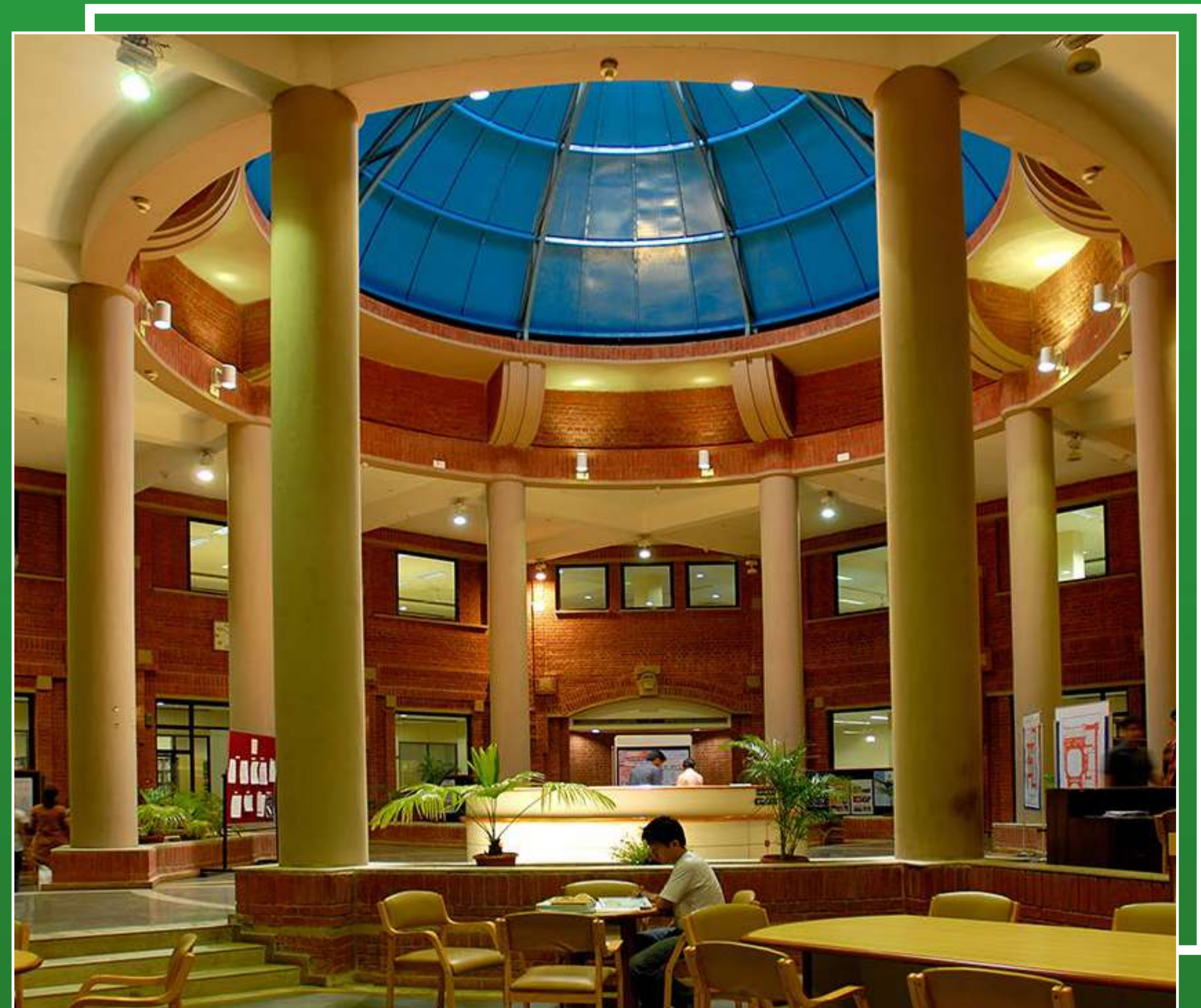
Gain from practice based learning by working on a capstone project that requires practical application and intellectual culmination of the learnings throughout the course.

Syllabus

- Economy & Business in Digital Age
- People Management & Transformational Leadership
- Financial Management
- Marketing Management
- Digital Transformation of Business
- Operations Management & SCM
- Data Analytics for Business Decisions
- Strategic Business Decisions and Management
- Capstone Project

On-Campus Session

This program includes a 3 day on campus session, to be held at IIM Lucknow, Lucknow campus towards the end of the program. The dates for the on-campus modules will be communicated subsequently. Attendance to the campus component is mandatory for all participants. In the event, that the campus module cannot be held due to exigent and unavoidable circumstances, adequate alternate options with regards to the on-campus modules will be made available via online sessions.



Eligibility

- ➔ **For Indian Participants** - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline with minimum 50% marks in Graduation.
- ➔ **For International Participants** - Graduation or equivalent degree from any recognized University or Institution in their respective country.
- ➔ Working professionals with a minimum of 8 years of work experience.

Who Should Attend

- ➔ Working professionals at the Middle and Senior management

Programme Directors



Prof Rajesh K Aithal
Professor, Marketing

Professor Rajesh K Aithal has been teaching Marketing at IIM Lucknow since 2006. His research areas include rural distribution & retail, small retail issues, rural tourism, and informal markets. A fellow of the Institute of Rural Management Anand (IRMA), Professor Rajesh teaches sales & distribution and BOP and rural markets. His research work has been published in several journals like the International Journal of Retail & Distribution and the Asian Case Research Journal in the recent past.

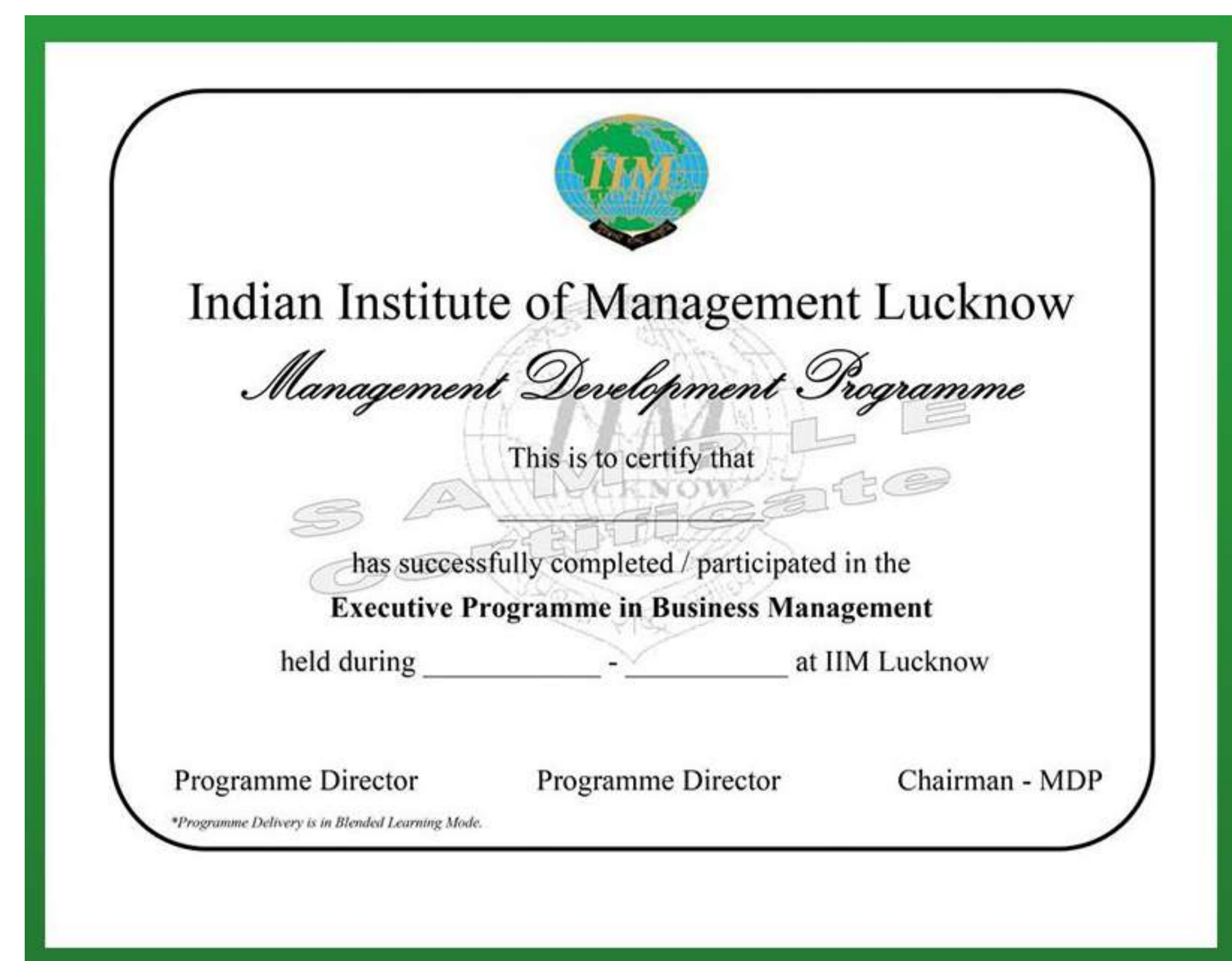


Prof Himanshu Rathore
Assistant Professor Operations Management

Dr. Himanshu Rathore is an Assistant Professor in the Operations Management area at IIM Lucknow. Fellow of IIM Rohtak, Prof Rathore holds a doctoral degree in Operations Management. Before joining IIM Lucknow, he was an Assistant Professor at S P Jain Institute of Management and Research, Mumbai. His research areas include mathematical modelling, combinatorial optimisation, algorithms, metaheuristics, sustainability, innovations, mechanism design, revenue management, game theory, and networks.

Certificate

Successful candidates will receive a Certificate of Successful Completion from IIM Lucknow. You will not qualify for successful Completion if you have COPM less than 50% or/and overall attendance for programme is less than 75%. The applicants unable to complete successfully will receive a Certificate of Participation. However, No Certificate is provided to the candidates with less than 40% attendance.



Features



Live and Synchronous Learning

Live and synchronous instructor led classes imparting interactive and real time learning from eminent faculties from IIM Lucknow.



Convenient Class Schedule

Live classes are scheduled to suit working professionals.



Practice Based Learning

Gain practical knowledge through case study discussions, class exercises, individual or group activities and peer to peer interactions.



Learn from the Best

Lectures imparted by eminent faculty from IIM Lucknow.



On Campus Visit

Make a visit to IIM Lucknow's campus towards culmination of the program to attend in person classes and network with your faculty and fellow participants.



Financing Options

Speak to our academic counsellors to know more about the loan and financing options offered by multiple Finance Partners.

Fees

Total Programme Fees - **INR 2,99,500/- + GST**

Payment Options -

Option 1 Make the full payment of INR 2,99,500 + GST upfront.

Option 2 Pay INR 65,000 + GST at the time of registration and avail a loan on the remaining INR 2,34,500 + GST.

Option 3 Make payments as per the Instalment structure.

About the Institute

Established in 1984, The Indian Institute of Management, Lucknow, is the fourth in the prestigious IIM family of management schools in India. The establishment of IIMs was envisioned and initiated by the first Prime Minister of India, Pandit Jawaharlal Nehru. It offers courses accredited by AMBA, AACSB, & NIRF. IIM Lucknow is ranked #6 among Management schools in India by NIRF 2023 and also ranked #6 among Top B-Schools in the Government category by IIRF Ranking 2024.



The mission of IIM Lucknow is to improve management systems with regard to business, industry, and public services through the pursuit of excellence in management education, research, consultancy, and training. It aims to be a preeminent center of excellence, generating and imparting knowledge in management and providing socially conscious and globally relevant thought leadership.

IIML moulds its students into value-driven leaders, managers, and global players. It nurtures value-based young leaders who are capable of driving social and economic transformations towards an ethical, just, and sustainable society. It encourages and develops individuals with entrepreneurial spirit and actions capable of solving societal problems through innovative and sustainable business models. The faculty of IIML are teachers in the true sense of the word—people who impart knowledge that is continually updated. The institute undertakes a diverse range of academic activities aimed at the creation, dissemination, and application of management knowledge and practice. It is an ideal setup conducive to learning, accessibility, and excellence.



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