

# ONE YEAR FULL-TIME GLOBAL PROGRAMME IN PLANNING AND ENTREPRENEURSHIP

## PROGRAMME DETAILS

Widely acknowledged as the leader in providing global exposure to students, the 2008 ZEE Business survey of India's Best B-Schools ranked IIPM as the 7th Best B-School in India and ranked it the No.1 B-School in India in Global Exposure. At the first ever 2008 Best B-School Awards in India organised by Deccan Herald, IIPM was awarded 'India's Most Innovative B-School Award for Its Unique Course Contents and Global Exposure'.

In its endeavour to break new grounds in education in India, IIPM is proud to announce its first Global Executive Programme in Planning and Entrepreneurship. The programme participants will undergo a unique programme spread over 1,400 contact hours in the space of twelve months, making it the most rigorous and superior Executive Programme taught anywhere. The programme will have a phenomenal focus on Economics, Entrepreneurship, Leadership & Personality Development, along with a compulsory specialisation in Marketing. A unique combination of major electives in Finance and HR coupled with super specialisations in Investment Banking, International Marketing, Supply Chain Management, MIS and IT etc. make up for the rest of the programme.

Participating B-School:



International Residency Programme at:



The University of Chicago Graduate School of Business

Investment Banking Programme by:



## INTERNATIONAL RESIDENCY PROGRAMME AT CHICAGO GSB

### THE WORLD'S No.1 RANKED B-SCHOOL

What makes the programme perhaps most unique and distinct from any other similar programme in India is the compulsory International Residency Programme on Advanced Global Management that the students will undergo at The Graduate School of Business, University of Chicago. Chicago GSB is currently ranked as the No. 1 B-School in the world by Business Week as well as the Economist. It is the only business school in the world to have as many as six Nobel prize winners from its faculty - two of whom are currently teaching as well. At the end of the programme, all the students will be eligible for a certificate in Advanced Global Management from Chicago GSB.

Inclusive of the programme at Chicago GSB, students undertaking this programme will be spending four weeks in the US. **THE ENTIRE COST OF TRAVEL, BOARDING, LODGING AND TEACHING IS A PART OF THE PROGRAMME FEES.** In India, the programme participants will be taught by a mix of IIPM's world-class faculty and faculty from leading global B-Schools. All students will go through a special course on Strategic Marketing imparted by faculty from the Haas School of Business. The super specialisation on Investment Banking is conducted along with faculty from NUS.

**GLOBAL CERTIFICATION:** Thus apart from IIPM's certification and becoming eligible for an MBA degree from IMI, Brussels, students doing this programme will get a certificate in Advanced Global Management from Chicago GSB, the World's No. 1 Ranked B-School, and a certificate in Strategic Marketing from Haas School of Business, the World's No. 6 Ranked B-School. Additionally, the students who get selected for the Investment Banking elective will get an additional Professional Certificate in Investment Banking from NUS, Singapore.

**ADMISSIONS:** The programme will be delivered only at the New Delhi campus of IIPM and commences in January '09. Admissions will be based upon a written test cum group discussion and personal interview. The candidate's current experience will be of crucial importance since the programme requires high levels of the understanding of how global businesses work. Over and above that, a high emphasis will be given on the personality of the student and his emotional quotient. **THE NUMBER OF SEATS IN THE PROGRAMME IS STRICTLY LIMITED TO 80 ONLY.**

ALL SELECTED STUDENTS CAN AVAIL BANK LOANS FROM IIPM'S BANKING PARTNERS

**COLLECT YOUR FREE PROSPECTUS (IN PERSON OR BY POST) FROM IIPM OFFICE TODAY ITSELF**

ADMISSIONS OFFICE: IIPM, NBCC Plaza, Sector 5, Pushpa Vihar, SAKET, New Delhi-110017

IIPM Campus, Satbari, Chattarpur Road, New Delhi-110074; E-mail : [info@iipm.edu](mailto:info@iipm.edu)

# ONE YEAR FULL-TIME GLOBAL PROGRAMME IN PLANNING AND ENTREPRENEURSHIP

(also making students eligible for MBA Degree from IMI, Brussels)

## PROGRAMME STRUCTURE AND CREDIT DISTRIBUTION

FIRST TRIMESTER	30 CREDITS	ACADEMIC AREA
1. Quantitative Methods for Business Decisions	4 Credits	Operations
2. Statistical Methods for Business Decisions	4 Credits	Operations
3. Marketing Management	3 Credits	Marketing
4. Managerial Accounting in Decision Making	4 Credits	Accounting
5. Management Information for Decision Making	2 Credits	Entrepreneurship
6. Executive Communication	2 Credits	Leadership & Strategy
7. Organization Behavior	2 Credits	Leadership & Strategy
8. Micro Economics	2 Credits	Economics & Public Policy
9. Human Resource Systems-I	2 Credits	HR Management
10. Organizational Event Analysis for Experiential Learning	2 Credits	Entrepreneurship
11. Business Law	1 Credit	Entrepreneurship
12. Comparative Economic Systems	1 Credit	Economics & Public Policy
13. System Essentials	1 Credit	IT Management
SECOND TRIMESTER	30 CREDITS	
1. Operations Research & Decision Models	3 Credits	Operations
2. Consumer Behavior	2 Credits	Entrepreneurship
3. OB & HRD	2 Credits	Leadership & Strategy
4. Financial Management	2 Credits	Finance
5. Advertising	1 Credits	Strategic Marketing
6. Sales Management	1 Credits	Strategic Marketing
7. Brand Management	1 Credits	Strategic Marketing
8. Management Information System & KM	2 Credits	Information Systems
9. Managerial Economics	2 Credits	Economics & Public Policy
10. Executive Communication	2 Credits	Leadership & Strategy
11. National Economic Planning	2 Credits	Economics & Public Policy
12. Global Economics & International Planning	2 Credits	Economics & Public Policy
13. Macro Economics	2 Credits	Economics & Public Policy
14. Human Resource Systems-II	1 Credit	HR Management
15. Industrial Law	1 Credit	Entrepreneurship
16. Company Law	1 Credit	Entrepreneurship
<b>TOTAL</b>	<b>27 CREDITS</b>	
<b>SUPER SPECIALISATION – STRATEGIC MARKETING</b> (Conducted by Haas School of Business, UC Berkeley)	<b>3 CREDITS</b>	
GOTA	12 CREDITS	
<b>Advanced Global Management</b> (International Residency Programme at Chicago GSB)	9 Credits	Entrepreneurship
Global Opportunity and Threat Analysis	3 Credits	Entrepreneurship
THIRD TRIMESTER	30 CREDITS	
1. Entrepreneurship & Small Business Management	4 Credits	Entrepreneurship
2. Executive Communication	2 Credits	Leadership & Strategy
3. Services Marketing	2 Credits	Strategic Marketing
4. Organization Development	2 Credits	Leadership & Strategy
5. Business Policy & Competitive Strategy	2 Credits	Leadership & Strategy
6. Economic Environment of Business	1 Credit	Economics & Public Policy
7. Marketing Strategy	1 Credit	Strategic Marketing
8. Welfare Economics	1 Credit	Economics & Public Policy
<b>TOTAL</b>	<b>15 CREDITS</b>	

**Additionally in this trimester students have to choose a combination of one Elective and one Super Specialisation from the following options:**

<b>FINANCE ELECTIVE</b>	<b>12 CREDITS</b>
1. Portfolio Management	4 Credits
2. Insurance & Banking	2 Credits
3. FOREX Management	2 Credits
4. Advanced Accounting	2 Credits
5. Indian Financial System	1 Credit
6. Management of Financial Systems	1 Credit

<b>HR ELECTIVE</b>	<b>12 CREDITS</b>
1. Training & Development	4 Credits
2. Group Dynamics	4 Credits
3. Manpower Planning	2 Credits
4. Compensation Management	2 Credits

<b>SUPER SPECIALISATION - INVESTMENT BANKING</b> <b>(Conducted by NUS, Singapore)</b>	<b>3 CREDITS</b>
1. Overview of Investment Banking	1 Credit
2. Valuation	1 Credit
3. Leverage Buy-out and M&A	1 Credit

<b>SUPER SPECIALISATION – INTERNATIONAL MARKETING</b>	<b>3 CREDITS</b>
1. International Marketing	2 Credits
2. International Marketing Research	1 Credit

<b>SUPER SPECIALISATION – OPERATIONS &amp; SCM</b>	<b>3 CREDITS</b>
1. Global Operation Management	1 Credit
2. Logistic and Supply Chain Management	1 Credit
3. Operations Strategy	1 Credit

<b>SUPER SPECIALISATION – IT &amp; MIS</b>	<b>3 CREDITS</b>
1. Business Intelligence Using Data Mining	1 Credit
2. Strategic Innovation Management	1 Credit
3. Strategies for Managing Networked Businesses	1 Credit

<b>SUPER SPECIALISATION - ENTREPRENEURSHIP</b>	<b>3 CREDITS</b>
1. Planning an Entrepreneurial Venture	1 Credit
2. Business Valuation Using Financial Statements	1 Credit
3. Capital Raising Strategies In Corporations	1 Credit

<b>SUPER SPECIALISATION - LEADERSHIP &amp; STRATEGY</b>	<b>3 CREDITS</b>
1. Managing Strategic Partnerships and Alliances	1 Credit
2. Strategic Talent Management	1 Credit
3. Negotiation Analysis	1 Credit

**SUPER SPECIALISATION - FINANCE** **3 CREDITS**  
 Only for students who take HR elective.  
 Students can choose any combination of an additional 3 credits from the Finance elective.

**SUPER SPECIALISATION - HR** **3 CREDITS**  
 Only for students who take Finance elective.  
 Students can choose any combination of an additional 3 credits from the HR elective

<b>FOURTH TRIMESTER</b>	<b>30 CREDITS</b>	
1. TQM & Production Mgmt	2 Credits	Operations
2. Rural & Social Marketing	1 Credit	Strategic Marketing
3. Marketing Research	2 Credits	Strategic Marketing
4. Retail Management	1 Credit	Strategic Marketing
5. Business Ethics	1 Credit	Entrepreneurship
6. Distribution Management	1 Credit	Operations
7. CRM	1 Credit	Strategic Marketing
8. Business to Business Marketing	1 Credit	Strategic Marketing
9. Database and Hi -Tech Marketing	1 Credit	Strategic Marketing
<b>TOTAL</b>	<b>11 CREDITS</b>	

**Additionally in this trimester students will study the following papers from their chosen fields of Elective and Super Specialisation:**

**FINANCE ELECTIVE**

**16 CREDITS**

- |                                   |           |
|-----------------------------------|-----------|
| 1. Multinational Business Finance | 4 Credits |
| 2. Mergers & Acquisitions         | 4 Credits |
| 3. Applied Finance                | 2 Credits |
| 4. Derivatives, Options & Futures | 2 Credits |
| 5. Corporate Tax                  | 2 Credits |
| 6. Project Appraisal              | 2 Credits |

**HR ELECTIVE**

**16 CREDITS**

- |  |           |
|--|-----------|
| 1. Strategic HR                              | 4 Credits |
| 2. Work Psychology                           | 4 Credits |
| 3. Performance Management & Appraisal System | 4 Credits |
| 4. Cross Culture Management                  | 2 Credits |
| 5. Advanced Personnel Management             | 2 Credits |

**SUPER SPECIALISATION - INVESTMENT BANKING**

**3 CREDITS**

**(Conducted by NUS, Singapore)**

- |                          |          |
|--------------------------|----------|
| 1. Fixed Income Market   | 1 Credit |
| 2. Risk Management       | 1 Credit |
| 3. Financial Engineering | 1 Credit |

**SUPER SPECIALISATION – INTERNATIONAL MARKETING**

**3 CREDITS**

- |  |           |
|--|-----------|
| 1. Export Procedures and Documentation | 2 Credits |
| 2. India's Foreign Trade               | 1 Credit  |

**SUPER SPECIALISATION – OPERATIONS & SCM**

**3 CREDITS**

- |  |          |
|--|----------|
| 1. Outsourcing and IT Based Businesses | 1 Credit |
| 2. Service Operations Management       | 1 Credit |
| 3. Revenue Management and Pricing      | 1 Credit |

**SUPER SPECIALISATION – IT & MIS**

**3 CREDITS**

- |   |          |
|---|----------|
| 1. Financial Valuation of Technology Business | 1 Credit |
| 2. Technology & Strategic Consulting          | 1 Credit |
| 3. Mobile Policy and M-Commerce               | 1 Credit |

**SUPER SPECIALISATION - ENTREPRENEURSHIP**

**3 CREDITS**

- |                                |          |
|--------------------------------|----------|
| 1. New Product Development     | 1 Credit |
| 2. Investing in Private Equity | 1 Credit |
| 3. Micro Finance               | 1 Credit |

**SUPER SPECIALISATION - LEADERSHIP & STRATEGY**

**3 CREDITS**

- |  |           |
|--|-----------|
| 1. Gender & Leadership                       | 1 Credit  |
| 2. Great Leadership Strategies and Visioning | 2 Credits |

**SUPER SPECIALISATION - FINANCE**

**3 CREDITS**

Only for students who take HR elective.

Students can choose any combination of an additional 3 credits from the Finance elective.

**SUPER SPECIALISATION - HR**

**3 CREDITS**

Only for students who take Finance elective.

Students can choose any combination of an additional 3 credits from the HR elective.

**FIFTH TRIMESTER**

**18 CREDITS**

- |           |            |
|-----------|------------|
| 1. Thesis | 18 Credits |
|-----------|------------|