

Executive

# MASTER OF BUSINESS ADMINISTRATION

Blended Teaching Learning  
(Classrooms & Online)

Batch  
**2024-26**



**Indian Institute of Management Kashipur**

Dehradun Campus

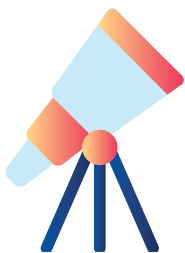
# About Us

The Indian Institute of Management Kashipur belongs to the elite league of IIMs in India. IIM Kashipur is set up with the objective of imparting quality management education while sensitizing participants toward the needs of society. IIM Kashipur commenced operations in July 2011. The Institute offers two-year full-time residential Master of Business Administration and Master of Business Administration (Analytics) Programme and two-year non-residential Executive Master of Business Administration and Executive Master of Business Administration (Analytics). The rigorous curriculum seeks to instil a passion for knowledge and the overall developing ability to apply that knowledge to real-life scenarios. The Executive Master of Business Administration emphasizes personality and inculcates the values of leadership and integrity. IIM Kashipur believes in a strong industry connection. The programme also offers flexibility for executives who are looking for a one-year post-graduate management certificate. The graduating participants are awarded of Master of Business Administration degree.



## Mission

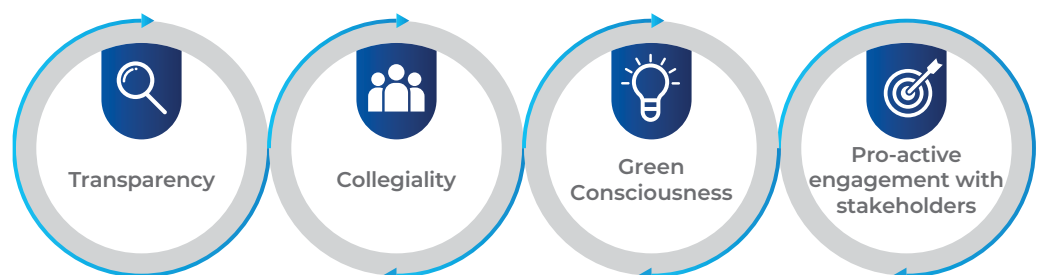
The Institute strives to create and disseminate knowledge through applied and interdisciplinary research and practices in emerging areas of management. The Institute develops socially conscious, competent, and ethical business leaders and researchers capable of critical thinking, innovation, and entrepreneurship while being inclusive and focusing on both regional development and internationalization.



## Vision

To be Institute of eminence that fosters management research and education, and develops leaders for creating positive societal impact in a changing world.

## Core Values



# Leadership



“Executives with significant experience looking to step up to greater leadership roles would greatly benefit from our Executive MBA programme that fuses a highly tailored curriculum with special emphasis on individual leadership development. The programme seeks to expand your business acumen and fine-tune your leadership skills that would enable you to confidently find solutions to toughest business problems. Our aim is to give wings to your career by equipping you to become world class leaders.”

## **Prof. KULBHUSHAN BALOONI**

Director  
IIM Kashipur



“Working professionals spend a significant part of their time grappling with complex and messy real-world business problems.

In the fast-paced business world executives don't get time to reflect on the wider business perspective or learn ways to boost their career. Executive MBA programme will help you build deeper strategic insight discover your leadership styles, develop capabilities to capitalize on career advancement opportunities, take on more complex responsibilities and lead decisively.”

## **Prof. ABHISHEK SRIVASTAVA**

Chairperson  
IIM Kashipur Dehradun Campus





## Executive MBA

The Executive MBA is an intensive two-year post-graduate programme in management, exclusively designed for middle and senior-level professionals. This programme is a specialized programme that arms the practising executives with knowledge and skills to excel in today's rapidly changing and competitive global business environment. The programme is a rigorous classroom and online based programme. The programme will be conducted during weekends as it seeks to provide you with an opportunity to quickly upgrade your managerial skills without interfering your professional activity. The participants bring in their diverse experience in the classroom and work on real-world and live projects. The programme actively explores ways to enable participants to apply concepts learned in the classroom to their workplace. In summary, this programme will seamlessly transition you to bigger and more successful leadership roles.

### Objectives

The overall objective of this course is to help executives enhance their management & leadership skills for their development & effectively contribute more to their organizations. The following are the objectives of the programme.

- Develop a knack for digital dexterity to use existing & emerging technology effectively.
- Instill entrepreneurial spirit to encourage startup culture.
- Enhance business communication, especially in business applications.
- Contribute to organization development with greater agility and competence.

### Highlights

- Digital dexterity
- Future skills
- Value added course pack
- Simulation games
- Flexibility in the course
- Expert faculty members
- Campus immersion
- Industry Learning
- Peer Learning

The programme also offers an exit option after one year of coursework. In that case the participant will be provided with “Executive Post Graduate Certificate in General Management”. Executives who wish to continue with the left out courses may apply within three years to finish her/his Executive MBA programme.

## Eligibility

The candidate must have:

- A Bachelor’s Degree duly recognized by UGC/AIU with minimum aggregate marks of 50% for General, 47% for NC-OBC, and 45% for SC/ST/DAP.
- Minimum three-years of Managerial / Entrepreneurial / Professional experience after Graduation.

## Selection Process

The Institute seeks diversity of background and interests, from a wide range of corporations, public institutions and other professional fields. The selection will be based on

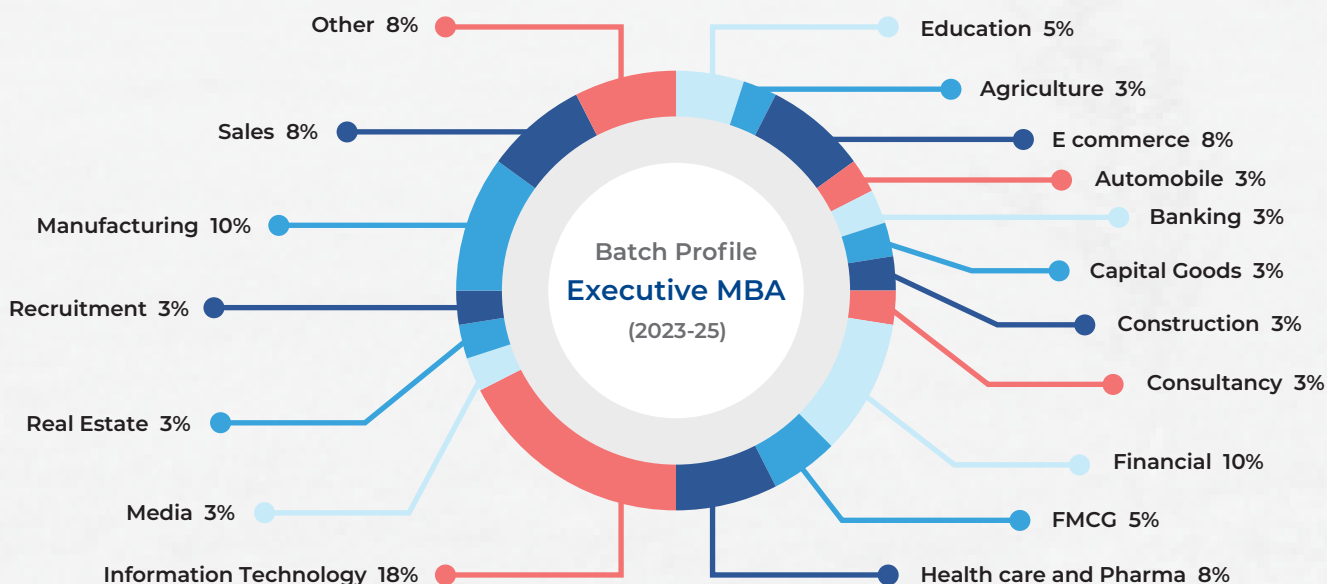
- A valid CAT/GMAT score (last two years) or Marks obtained in Executive Management Aptitude Test (EMAT) conducted by IIM Kashipur.
- The performance of the candidates in the personal interview.

The final merit list will be prepared based on CAT/GMAT/EMAT Score, academic performance, work experience and personal interview. Admission offer is given based on the final merit list.

**Last date of submission of Application Form**  
**15th December 2023**  
**60% ONLINE**  
**40% OFFLINE**

**EMAT**  
 16th December 2023  
**Commencement of Classes**  
 July 2024

**Class Schedule**  
**Saturday**  
 3:30 PM to 9:30 PM  
**Sunday**  
 9:00 AM to 5:00 PM  
**IIM Kashipur-Dehradun Campus**





# Programme Structure

## Core Courses

### Term 1

- Marketing Management I
- Business Statistics
- Executive Communications
- Organizational Behavior
- Financial Reporting & Analysis

### Term 2

- Marketing Management II
- Management Accounting
- Managerial Economics
- Corporate Communication Strategy
- Business Simulation
- Design Work Organization

### Term 3

- Decision Modelling
- Macro-Economic Analysis and Public Policy
- Digital Marketing
- Management Information System
- Critical Thinking and Interpersonal Skill
- Analytics for Business

### Term 4

- Corporate Finance
- Operations & Supply Chain Management
- Design Thinking and Innovation
- Corporate Law
- Managing People in Organizations

### Term 5

- Capstone Simulation
- Negotiation, Arbitration, and Conciliation
- Strategic Management
- Leadership
- Entrepreneurial Organization and Society
- Formulation and Reporting of Projects
- Artificial Intelligence and Machine Learning

**Term 6, 7 & 8 will have electives.**

## Indicative Elective Courses

### General Management

- Entrepreneurship
- Competitive Landscape
- Corporate Ethics Governance
- Cross- Cultural Skills for Global Business



## Finance & Accounting

- International Finance
- Investment Management
- Business Valuation
- Financial Derivatives and Risk Management
- Financial Behaviour
- Trading Strategies in Financial Markets
- Venture Capital & Investment Banking
- Advance Financial Statement Analysis
- Commercial Bank Management
- Financial Statement Analysis and Forensic Accounting

## Operations Management & Decision Sciences

- Management of Technology
- Project Management
- Service Operations Management
- Quality Management & Six Sigma
- Operations Strategy
- Business Process Management
- Crafting Research Output
- Industry 4.0
- Exploratory Data Analysis
- Supply Chain Analytics

## Organizational Behaviors Human Resource

- Negotiation & Conflict Management
- Performance Management
- Compensation & Benefits
- Talent Management
- Labour Laws & Industrial Relations
- Organizational Change & Development
- Talent Acquisitions Management
- HR Analytics
- Leadership
- Employment Relations
- Power & Politics

## Strategy

- Business Models
- Innovation and Corporate Entrepreneurship
- Strategies for Emerging Markets

## Information Technology

- Data Science and Machine Learning
- Social Media Analytics
- Business Intelligence and Business Analytics
- Advance Machine Learning
- Digital Business & Frontier Technology
- Data Visualization
- IT Project Management
- Foundation of Business Analytics
- Text Analytics
- Web & Social Network Analytics

## Marketing

- Digital Marketing
- Strategic Brand Management
- Sales & Distribution
- B2B Marketing
- Rural Marketing
- Design Thinking and Innovations
- Pricing Management

## Communications

- Movie Management
- Media Management
- Business Management
- International Business

## Economics

- Economics for International Business
- Agricultural Business
- Economics for Development & Indian Economy
- Economics of Entrepreneurship
- Managing Sustainability
- Strategic Cost Management
- Infrastructure Financing, PPP & Policy Regulations

# Faculty Speaks



**Prof. MADHURIMA DEB**

Associate Professor - Marketing  
Chair – Marketing

“Teaching in Executive MBA to me is teaching combined with learning. Yes, that's right! Here I am referring to my learning apart from the student's learning. The executive MBA program provides an opportunity to interact with Industry Stalwarts and experienced students, who always have something more to add to the existing practices and methodologies. Students are very passionate, demanding, and mature. It is our pride to teach in this program.”



**Prof. VIVEK KUMAR**

Assistant Professor - Strategy  
Chair- Strategy

“EMBA cohort is a delightful mix of entrepreneurs and professionals - both young and experienced. The participants, thus, learn not only from the faculty but also from their peers. I, too, as a faculty, get to learn about the latest practices in various businesses that the cohort represents. The friendships and networks that the participants form during the program enable them to make the next move in their careers. I welcome self-motivated individuals to benefit from this unique offering.”



**Dr. SUNIL KUMAR JAUHAR**

Assistant Professor  
Operations and Decision sciences

“The EMBA provides flexibility and delivers course content in various formats that cater to the working professional. The programme ensures to advance of working executives' careers by incorporating a range of new skills. The participants sharpen their analytical abilities by combining coursework with professional experience. Intensive modular classes reinforce expertise and fill knowledge gaps of executives enrolled in this programme at IIM Kashipur.”



**Prof. MRIDUL MAHESHWARI**

Assistant Professor  
Organizational Behavior & Human Resource

“The Executive MBA programme of IIM Kashipur is a perfect opportunity for young professionals to connect their professional experience with management theories and practice. This connection enhances their capabilities to see management problems in an integrated manner strengthening their leadership potential and career growth.”





Area	Faculty Name
Communications	Prof. Aniruddha Jena Prof. Baharul Islam Prof. Smarak Samarjeet
Economics	Prof. Atulan Guha Prof. Abhradeep Maiti Prof. Gyasuddin Ansari Prof. Jagadish Prasad Sahu Prof. Vaibhav Bhamoriya
Finance And Accounting	Prof. Ashish Kumar Prof. Anamika Kumar Kulbhaskar Prof. Dilip Kumar Prof. Kunal Prof. K. N. Badhani
Information Technology & System Area	Prof. Gautam Pal Prof. Harish Kumar Prof. K. Venkataraghavan Prof. Mayank Sharma Prof. Rajiv Kumar Prof. Shaukat Ali Shahee
Marketing	Prof. Deepak Verma Prof. Gargi Rawat Prof. Kumkum Bharti Prof. Madhurima Deb Prof. Preeti Narwal Prof. Somnath Chakrabarti Prof. Shivam Rai Prof. Utkarsh
Organizational Behavior & Human Resource	Prof. Shubham Sharma Prof. Devjani Chatterjee Prof. A. V. Raman Prof. Mridul Maheshwari Prof. Rameshwar Shivadas Ture
Operations Management & Decision Sciences	Prof. Abhishek Srivastava Prof. Alka Arya Prof. Devendra Kumar Pathak Prof. Dheeraj Chandra Prof. Jimut Bahan Chakrabarty Prof. Kunal K Ganguly Prof. Neeraj Joshi Prof. Rachita Gupta Prof. Sabyasachi Patra Prof. Sunil Kumar Jauhar Prof. Vivek Roy
Strategy	Prof. Abu Rehan Abbasi Prof. Safal Batra Prof. Shobha Tewari Prof. Vivek Kumar

# Programme Fee

First Year Fee					
Particulars	Term-I	Term-II	Term-III	Term-IV	Total
Admission Fee	50,000				
Course Fee*	1,60,000	1,50,000	1,50,000	1,50,000	
Caution Deposit	10,000				
<b>Total</b>	<b>2,10,000</b>	<b>1,50,000</b>	<b>1,50,000</b>	<b>1,50,000</b>	<b>6,60,000</b>

Second Year Fee					
Particulars	Term-V	Term-VI	Term-VII	Term-VIII	Total
Admission Fee					
Course Fee*	1,35,000	1,35,000	1,35,000	1,35,000	
Caution Deposit					
<b>Total</b>	<b>1,35,000</b>	<b>1,35,000</b>	<b>1,35,000</b>	<b>1,35,000</b>	<b>5,40,000</b>

\*Subject to Change





## LRC

### Learning Resource Centre

IIM Kashipur Learning Resource Centre (LRC) caters to the information needs of the faculty members, students, staff, and research scholars. The LRC possesses around 5000 books, and many e-resources covering the disciplines of Management and its allied areas. The LRC collection also comprises printed documents such as books, reports, theses, standards, atlases, patents and back volumes of journals. The non-book collection includes material like audio/video cassettes and CDROM discs etc. The LRC is a member of e-ShodhSindhu. It has been subscribing e-journals of Springer Link, Emerald, EBSCO Host, ABI/INFORM, and various digital libraries.





# Alumni Speaks



**SUDHAKAR KUMAR**

Batch 2014-16

Deputy General Manager

Manufacturing at Tata Motors Ltd, Pantnagar Plant

“The Executive programme helps in career progression and also transforms thinking from technical to managerial. Face to face discussion in classroom with the best faculties change your thought process. Management courses taught in classrooms are very relevant to current needs of industry. Earning degree from any IIM's which makes big difference from crowd and everybody respect in industry. Executive MBA will boost your career including communication, confidence, analytic thinking and problem solving skills. Thank you IIM Kashipur and all faculties for provided opportunity to learn and demonstrate in current role.”



**Dr. SAMEER JAIN**

Batch 2019-21

MBBS - Delhi Heart Hospital

“There is much more to IIM Kashipur's Executive MBA than I initially expected. I found the course is very well crafted and is a perfect solution for busy professionals, because the weekend course allowed me to balance work and study comfortably. The diverse background of my batchmates allowed practically relevant and rich discussions in classrooms. The skills I have acquired has changed the way I solve problems in my current role as a hospital administrator. I highly recommend this programme.”



**SHUBHAM SAINI**

EPGP 2017-19

Senior Consultant

Business consulting at EY

“There are very few moments in one's life when one feels to be genuinely fortunate. One such moment in my life was when I joined IIM Kashipur to pursue my Executive MBA. I witness myself that though the time runs really fast but no one finishes last as learning never slows down. The atmosphere is so energetic that you never run out of energy. Thank you, IIM Kashipur, for everything.”



**NANDITA MAHANTA**

Batch 2019-21

HR Business Partner (North & East India), BIBA Apparels

“To join IIM Kashipur's Executive MBA programme has turned out to be one of the best decisions of my life. Being a B.Tech graduate who ended up as an HR Professional by choice, I always felt the need to pursue MBA, but to leave the job and pursue a full-time MBA was not an option for me. EMBA programme which is a weekend program, fulfilled my dream to learn from the best minds without having to leave my job. The experiential learning has been phenomenal and the best part of this program besides being taught by the highly experienced and knowledgeable faculty members of IIM Kashipur is the classroom discussions and case studies. This programme has helped me to understand the business strategies and overall the business world much better than before. I would especially like to thank the faculty members, the Chairperson of IIM Kashipur Dehradun campus, and the Executive MBA Dehradun office for all the support and guidance they have provided me in the last two years. Proud to be part of IIM Kashipur's family.”



**PRADEEP CHOPRA**

Batch 2016-18

Vice President, IndiaMART Inter MESH Ltd

“Executive MBA is a very well-crafted programme, which not only hones your skills but completely challenges your conventional wisdom. Continuous evaluation and challenging assignments help de-velop in-depth knowledge of the specific field pertaining to any sub-ject. It gives you an analytical mindset, which inculcates the ability to make creative & rational business decisions. Thank you, IIM Kashipur, for the enrichment, the empowerment & the enlightenment.”

# Current Students



**SANDEEP BISHT**

Senior Manager  
Fresenius Digital Technology

“Joining the EMBA means being part of a high-level ecosystem combined with high-quality of IIM. I assess the situation now more from a management point of view and in a very structured way. I had the privilege to enhance my leadership abilities.

I think the EMBA was the best investment for my future”



**VIKRAM SINGH RANA**

Plant Head - Lucas TVS Ltd.  
Pantnagar

“The EMBA has a capacity to change your perspective of Business realities in ways you wouldn't know, even with years of experience. The renewed perspective of how things work and their interdependencies give you the knowledge and insight that will prepare you to face the challenges that lie ahead in the future”.



**PRATEEK TANDON**

Lead Member of Technical Staff  
Salesforce.com

“The quality of education and the professionalism of the entire EMBA course is world class. They make no distinction between the regular MBA course and EMBA. This course has helped me grow by leaps and bounds in a very short time”.



**HARISH KUMAR SHARMA**

Senior Manager - Business Development (Export)  
TAFE Power (Engines & DG Sets Business), TAFE Motors & Tractors Ltd.

“Learning at IIM-KASHIPUR is a dream of many & I am no exception. It's like dream come true to me. World class professors (taking name of few will be injustice to others), dedicated & highly appreciable admin staff, Up to date academic courses, wonderful & very powerful case studies (be it Harvard, Ivey or others) & techniques, excellent time management, working in Groups with diverse set of crazy & insane achievers, learning from peers & dealing with pressure in constructive way, pushing your limits to get best out of yourself is something which makes IIM-KASHIPUR EMBA Course structure class apart from others. I recall powerful lines of Peter Drucker that “Knowldge has to be improved, challenged and increased constantly, or it Vanishes”. This is something which is routinely demonstrated & exhibited at IIM KASHIPUR. Having spent last 6 months with IIM-Kashipur EMBA program, I feel more updated, structured, aligned & result oriented at my work place as well apart from personal life & academics. I love to be here & look forward to many more learnings in next 15 years which shall form a strong base for long lasting & mutually rewarding journey ahead”



**SIDDHARTH KUMAR**

Head of Sales - Indian sub-continent  
Hochiki Europe (UK) Ltd.

“Executive Master of Business Administration programme at IIM Kashipur is an extremely relevant and insightful programme. It provides the required capacity building and capability enhancement which helps in career progression at the executive level. It helps at developing the right business outlook and perspective, imperative for scaling businesses. The highly trained and learned professors enrich the learning experience.

My journey through the the course has been phenomenal and I highly recommend the programme”



## Programme Benefits

- Prepares and Boosts Your Management Competency
- Aligns You Better to Your Company Goals
- Strengthens Your Network
- Broader Business Perspective & Worldview
- IIM Kashipur Alumni Status
- Expand Your Global Network Advanced Management Knowledge & Competencies
- Enhanced Communication Skills & Empathy
- Future Proofed career development
- Effective Leadership Qualities
- Wide Choice of Specializations
- Newer Job & Career Development Options
- Grow Your leadership Skill
- Broaden Your Skillset







## About Dehradun

Located in the Garhwal region, Dehradun is the capital city of the Indian state of Uttarakhand. Situated at the foothills of the Himalayas, the city features cool climate, picturesque landscape and renowned educational institutions. Some of the city's most popular tourist attractions include FRI, Robber's Cave, Tapkeshwar Temple, Sahastradhara, Malsi Deer Park, Paltan Bazaar and Mussoorie. Being an important leisure destination, Dehradun is well-connected to other major cities of the country by air, road and rail.

## How to Reach

### Dehradun by Air

Located around 22 km southeast of Dehradun, the Jolly Grant Airport, also known as Dehradun Airport, connects the city to almost all major domestic destinations. The airport also has easy access to the holy towns of Rishikesh (20 km) and Haridwar (30 km).

### Dehradun by Road

Dehradun is well-connected by road to other major cities of the country via NH 72. Regular deluxe and normal buses to the city are easily available from ISBT Kashmiri Gate, Delhi.

### Dehradun by Rail

Dehradun Railway Station connects the city to all major cities of the country such as Delhi, Mumbai, Lucknow, Kolkata, Varanasi and Vadodara. From outside the railway station, you can take a auto rickshaw or hire a private taxi to reach your desired destination.

Executive MBA Office - Dehradun

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**Ms. PRIYANKA JASROTIA** +91-9682650334

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## Indian Institute of Management Kashipur

Dehradun Campus

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