



IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम
Indian Institute of Management Visakhapatnam



Step on the career accelerator

Executive Master of Business Administration (EMBA) for Working Professionals - Batch 01

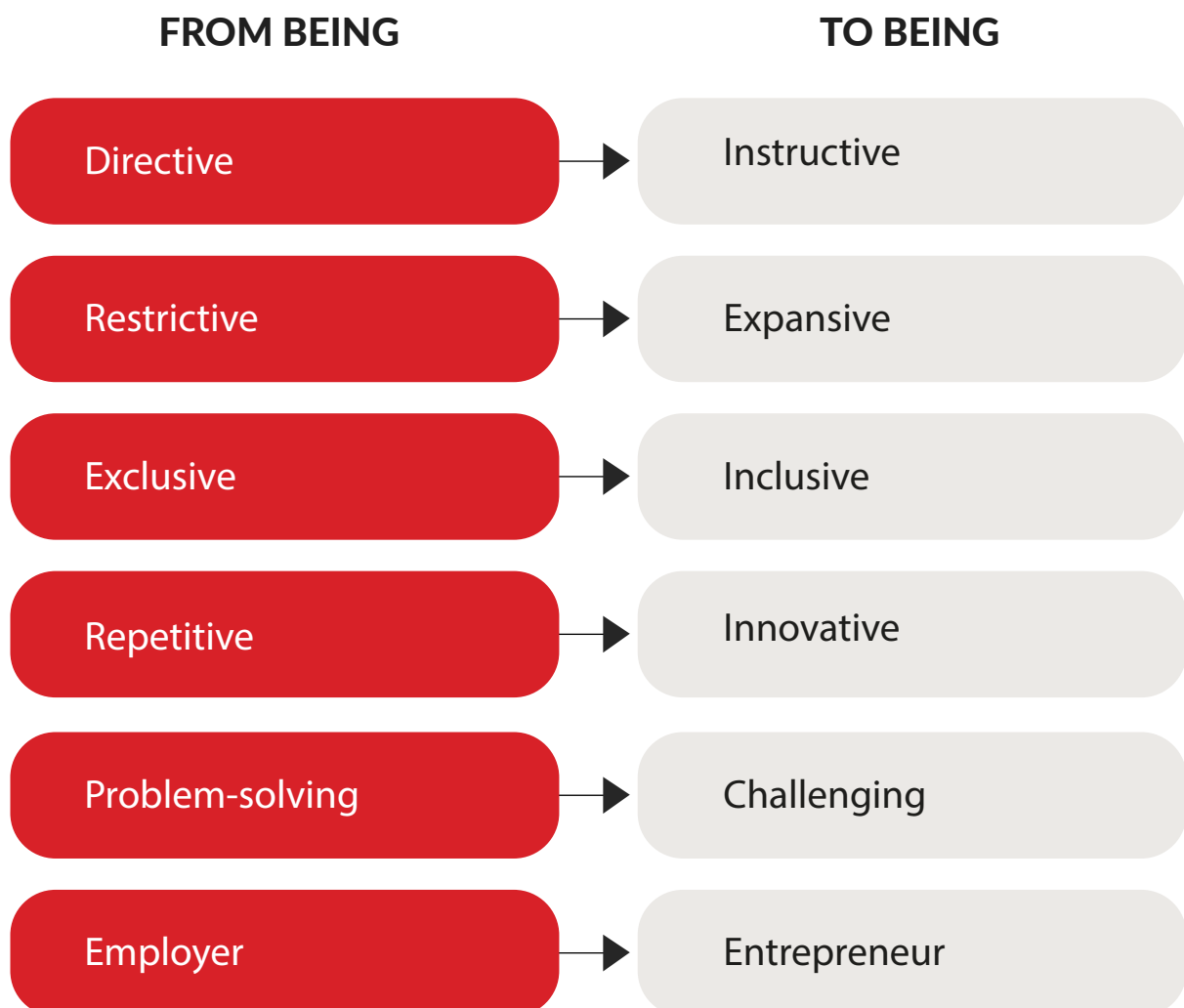
2 years | Blended | ₹10,80,000

Business Management & Enterprises

In a post-pandemic world characterised by rapidly evolving technology, the role and function of general management has acquired greater significance and has become critical to an organisation's survival and sustainability.

The change in business dynamics has led to a 'new normal' requiring skilled managers with effective future-ready competencies. Cross-functional skills, leadership qualities, technology disruption, change management, are few of the many expectations from the managers of today's ever-evolving businesses.

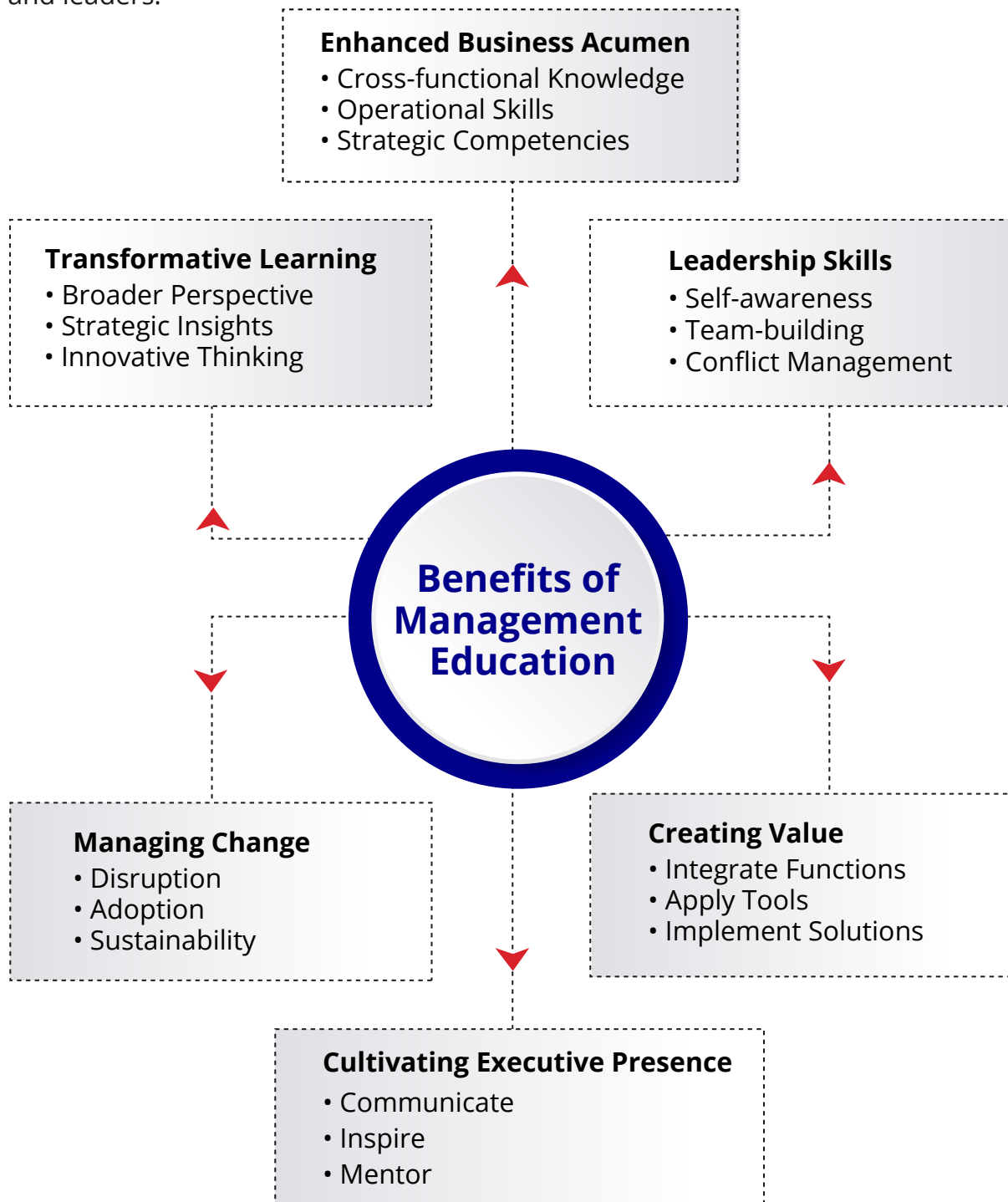
Modern Management: A Paradigm Shift



Source: Harvard Business Review

Management Education: All Round Benefits

The benefits of acquiring and building holistic managerial competencies for career growth is indisputable and undeniable. Understanding management principles, learning management techniques and tools, and developing management acumen, are career-defining imperatives for working professionals seeking role elevation and recognition as thinkers, influencers, decision makers, and leaders.



Benefits of an MBA Degree

An MBA degree from a credible B-School offers unparalleled benefits on the professional front as well as on the personal development front. The learning, skills and experience gained during an MBA create numerous opportunities for the successful graduates.



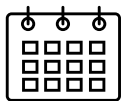
An MBA degree overcomes career inertia and accelerates career development. It can help junior, mid-level, and senior executives acquire a strategic perspective, gain relevant knowledge, develop new skills, forge stronger relationships, and foster creativity and self-confidence. This will help them leverage new opportunities and create exceptional value for their organisations.



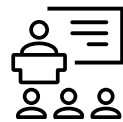
Programme Overview

The **Executive Master of Business Administration (EMBA)** course is designed to help working professionals develop key management skills while continuing to work. The curriculum covers all the important domains of management in year one. Participants will be equipped with a sound understanding of all functional areas of management like Marketing, Economics, Finance, Organisational Behaviour, Information Systems, Strategy, Production and Operations, and Entrepreneurship. The core and elective courses like Project Management, Business Ethics and Law, and the culminating Capstone Projects help participants in planning and executing business decisions. Participants will also learn various tools and techniques for understanding data for decision making. As a general management programme, the highlight of the EMBA offered by IIM Visakhapatnam is the application-oriented design of the curriculum with a good blend of fundamental management knowledge with integrative learning across domains.

Programme Highlights



Contextually designed 2 year programme for working professionals



Focus on real business use cases



Two campus immersion modules of 5 days each



Peer-learning & networking opportunities



IIM Visakhapatnam Alumni status

Learning Outcomes



Understand contemporary business administration practices



Understand the functions and responsibilities of various management disciplines and apply them in practice



Learn how to use data for better decision-making



Develop analytical abilities to face business challenges



Imbibe business ethics, business etiquette, and good communication skills

Programme Curriculum

First year

Term I (12 Credits)

- Core-1- Business Statistics using Spreadsheet
- Core-2- Managerial Economics
- Core-3- Financial Accounting
- Core-4- Organisational Behaviour
- Core-5- Managerial Communications
- Core-6- IT Tools for Managers

Term II (12 Credits)

- Core-1- Optimisation Techniques for Business
- Core-2- Human Resource Management
- Core-3- Marketing Management
- Core-4- Macro Economics and Policy
- Core-5- Cost Accounting
- Core-6- Operations Management

Term III (12 Credits)

- Core-1- Marketing and Business Research
- Core-2- Business Analytics
- Core-3- Financial Management
- Core-4- Competition and Strategy
- Core-5- Entrepreneurship
- Core-6- Management of Information Systems

Second Year

In year two participants can choose from a bouquet of elective course. Terms IV, V, and VI will also have one mandatory core course in Project Management, Business Ethics and Law, and a Capstone project respectively.

Term IV (12 credits)

1 Core (Project Management) + 5 Electives*

Term V (12 credits)

1 Core (Business Ethics and Law) + 5 Electives*

Term VI (14 credits)

Capstone project (4 credits) + 5 Electives*

Programme Curriculum

Strategy (Indicative Electives)

COURSE TITLE

- Industry and Competitor Analysis
- International Business
- Innovation and New Product Development
- Corporate Governance
- Building Resilient Organisations

Finance and Accounting (Indicative Electives)

COURSE TITLE

- Corporate Valuation
- Financial Analytics and Trading Strategies
- Financial Statement Analysis
- Fixed Income Securities
- Investment Banking
- Investments
- Financial Derivatives and Risk Management

Economics (Indicative Electives)

COURSE TITLE

- International Economics
- Introductory Game Theory for Managers
- Environmental Economics and Sustainable Development

Decision Sciences (Indicative Electives)

COURSE TITLE

- Data Science for Business Decisions
- Risk and Reliability Analytics
- Business Data Mining and Decision Models
- Applications of AI and ML in Business
- Benchmarking Techniques
- Advanced Analytics
- Text Mining and Social Media Analytics
- Game Theory and Mechanism Design

Programme Curriculum

Marketing (Indicative Electives)

COURSE TITLE

- Consumer Behaviour
- Sales and Distribution Management
- Product and Brand Management
- Integrated Marketing Communication
- Strategic Marketing
- Digital Marketing
- Business to Business Marketing
- Marketing Analytics

OBHRM (Indicative Electives)

COURSE TITLE

- Emotional Intelligence and Leadership
- Managerial Competencies and Employee Development
- People Analytics
- Conflict and Negotiation
- Organisation Development and Change Management

Production and Operations Management (Indicative Electives)

COURSE TITLE

- Smart Business Logistics
- Service Operations Management
- Design Thinking
- Operations Strategy
- Risk in Project

Communication (Indicative Electives)

COURSE TITLE

- Corporate Communication through Social Media
- Cross Cultural Communication
- Making and Delivering Effective Business Presentations
- Essentials of Written Communication
- Strategic Communication for Leaders

Programme Curriculum

Information Systems (Indicative Electives)

COURSE TITLE

- Principles and Management of Information Security
- Digital Product Management
- Succeeding with Digital Products
- Leading Digital Transformations
- Design and Management of Digital Platforms
- Law and Ethics of Digital Technologies
- Blockchains in Business
- Business Intelligence, Social Media, and Cognitive Analytics
- Emerging Technologies for Managers

Entrepreneurship (Indicative Electives)

COURSE TITLE

- Business Model Analysis
- Entrepreneurial and Strategic Leadership
- Expanding Social Entrepreneurship Business
- Intrapreneurship and New Venture Creation
- Strategies in Emerging Markets
- Entrepreneurship and Marketing Strategies
- Family Business Entrepreneurship and Leadership to Transcend
- Innovation and Entrepreneurship

Pedagogy

The teaching approach will be highly interactive, taking advantage of the technological benefits. The pedagogy followed for the programme will be a judicious blend of lectures, real-life case studies, quizzes, and assignments. TIMESPRO, as the Learning Partner, shall ensure uninterrupted technical support in conducting online classes, attendance, quizzes, etc.

Programme Delivery

Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their desktop, laptop, tablet, or smartphone.

Duration

2 Years

Schedule

Weekend sessions
(Saturday & Sunday, except
on public holidays)

Saturday:
9:00 am to 3:30 pm

Sunday:
9:00 am to 3:30 pm



Campus Immersion

There will be TWO in-campus modules of 5 days each at IIM Visakhapatnam.

First Campus Immersion Date: May 2023

Second Campus Immersion Date : will be announced later

The in-campus modules are subject to the conditions that prevail at that point of time. These conditions pertain to the pandemic or other unavoidable reasons. In case the on-campus module is not confirmed due to COVID-19 situation, the same will be included in the total number of online sessions.

Eligibility Criteria

- The candidate must hold a Bachelor's Degree, with at least 50% marks or equivalent CGPA [suitable exemption is provided for the applicants from the reserved category as mentioned below], awarded by any University or educational institution as incorporated by an Act of Parliament or State Legislature in India or declared to be deemed as a University under Section 3 of the UGC Act, 1956, or possess an equivalent qualification recognised by the Ministry of HRD, Government of India. The Bachelor's degree obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or its equivalent.
- The applicant must have a minimum of three years of full-time work experience as on date of application at an officer/executive level or higher, as a professional, or as an entrepreneur.
- Part time work experience, clerical (non-officer/non-executive) experience, and apprenticeship will not be considered as eligible work experience.
- There is no age limit for application to the programme.

Reservation rules will be followed in accordance with the law. The minimum eligibility criteria as applicable to different categories is indicated below:

Category	Bachelor's Degree (Min Aggregate Marks)
General	50%
NC-OBC	45%
EWS	45%
SC	40%
ST	40%
PwD	40%

Who Should Attend?

Experienced professionals from varied backgrounds like IT, Human Resources, Marketing, Banking, Financial Services, Manufacturing, and other domains aspiring to upgrade their knowledge and skills in management to better their organisational performance.

Admission Criteria

Admission to the programme will be based on the composite score comprising the performance in the Executive Management Aptitude Test (EMAT) and Personal Interview.

Attendance Criteria

The participants of EMBA program should maintain a minimum of 75% attendance in each course. If the attendance falls below 75% in a course, s/he will be given one (1.00) grade point drop for that course. If attendance falls below 50%, s/he will be given a 'U' grade with GPA of 0.00 in that course.



Assessment & Evaluation

- Multiple mechanisms are involved for evaluation. The mix of evaluation elements would vary from course to course as decided by the course faculty. Each course would have an end term examination apart from Quizzes, Projects, Assignments, Class Participation, etc.
- The examinations would be conducted at the TIMESPPO classroom centres. All necessary resources & conduct of the examinations shall be done by M/s TIMESPPO.



Disclaimer: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Visakhapatnam.

Degree & Alumni Status

- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria, will be awarded a 'Degree'.
- Successful participants will also be accorded IIM Visakhapatnam Alumni status.

Programme Chairperson



Prof. Happy Paul

Dr. Happy Paul is an Associate Professor in the area of Organisational Behavior and Human Resource at Indian Institute of Management Visakhapatnam. He earned his Ph.D. in Organisational Behavior from IIT Roorkee with a focus on constructs of positive psychology. He is in academics for over a decade now and has active interest in understanding personalities, group dynamics, leadership competencies, employees' attitudes, and behaviors. His work has been published in reputed national and international journals.

Before joining IIM Visakhapatnam, Prof. Paul was associated with T A Pai Management Institute (TAPMI) Manipal as Associate Professor and Associate Dean (Academics). During that tenure, he was the Program Chairperson for PGDM-HRM program and played instrumental role in shaping and strengthening the programme in its initial years. Additionally, he also served as the Chairperson for Leadership Assessment and Development Centre. Previously, he has also worked with IIM Jammu and Graphic Era Deemed University and held multiple positions of responsibility.

He is actively involved in executive education and has designed and delivered over 100 hours of Leadership Development training to the working professionals of companies like Indian Oil Corporation Ltd, Mangalore Refinery and Petrochemicals Ltd., Rotary Club, Erstwhile Syndicate Bank, and Canara Bank.

Programme Fees

Particulars	Amount (₹)
Application Fee	2,950
Total Fees (Exclusive of Application Fee)	10,80,000

Instalment Schedule

Instalment	Programme Fee collection Schedule from Participants	Amount (₹)
I	8 th May, 2023	1,80,000
II	July 2023	1,80,000
III	September 2023	1,80,000
IV	November 2023	1,80,000
V	January 2024	1,80,000
VI	March 2024	1,80,000

Programme Timelines

Application Closure Date	16 th April, 2023
Programme Start Date	21 st May, 2023
Programme End Date	May 2025

APPLY NOW 



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The **Indian Institute of Management Visakhapatnam (IIMV)** is a new generation IIM, set up by the Government of India in September 2015. The Institute is nestled in a world-class GRIHA 5-star rating campus spread over 241 acres of land on the suburbs of the 'City of Destiny', Visakhapatnam, Andhra Pradesh. By March 2023, the Institute will have a net-zero status in energy, water and carbon footprint.

Composed of distinguished alumni of IIMs, IITs, and other premier institutions of India and abroad, the faculty at the IIM Visakhapatnam has impressive academic and research credentials. This cohort is complemented by visiting faculty and experts from the industry.

The Institute is constantly expanding its activity profile in scale and scope, offering distinctive academic and research programmes to meet the current and emerging opportunities in the industry and the government. Reinforcing its credibility as a knowledge-driven entity, the Institute aims to rank among the top 20 business schools of the country, in the next five years.

The Institute looks forward to attaining standards of global excellence as enshrined in the IIM Act 2017, through its high-quality academic, research, consulting, and capacity building initiatives, winning and sustaining in the process, the trust and confidence of all stakeholders.

Visakhapatnam is a picturesque port-city on the east coast of India ranked amongst the cleanest cosmopolitan cities in the country. A popular tourist destination bounded by a beautiful beach on one side and a majestic mountain-range on the other, the vibrant city is well known for its heritage and hospitality; culture and cuisine; tradition and talent; trade and technology; innovation and industry; entrepreneurship and enterprise. Visakhapatnam is a base to several large, medium, and small companies (public and private) in the core sectors like Energy, Financial Services, Infrastructure, IT, Pharmaceutical and more, as well as the headquarters of Eastern Naval Command of the Indian Navy.



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TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.



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