

ORGANIZATIONAL SPONSORSHIP

Executive Diploma Programme is for people who want to lead and achieve success for their organizations. The Executive Diploma Programme is designed to equip aspiring executives with the right tools, techniques and the knowledge to shape their career.

It is in the interest of the organization that it sponsors its executives to these programmes. The benefits to the organization are quite obvious. Since the programmes are conducted on Sundays, the executives will be available for the job on working days. The organization will gain out of the knowledge and the learning gained by the executives. Further, when company is sponsoring its executives, it is explicitly communicating to all its executives / managers that the company values their contributions.



IMPORTANT DATES

Last Date for Form Submission	July 20, 2011
Date of Interview	July 24, 2011
Commencement of Programme	July 31, 2011



For further details, please contact:
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THIRTEENTH BATCH
EXECUTIVE 2011-12
DIPLOMA PROGRAMMES



THE UNIVERSITY

Nirma University, Ahmedabad was established in the year 2003 as a statutory university under the Gujarat State Act on the initiative of Nirma Education and Research Foundation (NERF). The NERF is a monumental social project, among many others, undertaken by Padmashree Dr. Karsanbhai K. Patel. Since its inception, Dr. N.V. Vasani has been associated with it as its Executive Chairman. He is the driving force behind the realisation of the vision of Padmashree Dr. Karsanbhai K. Patel of developing a world-class educational campus in Gujarat.

Nirma University has been growing by leaps and bounds under the leaderships of Padmashree Dr. Karsanbhai K. Patel as its President, Shri Ambubhai Patel as its Vice President, and Dr. N.V. Vasani as its Vice Chancellor. At present, it consists of Faculty of Management, Faculty of Engineering & Technology, Faculty of Science, Faculty of Pharmacy, Faculty of Law, and Faculty of Research & Doctoral Studies.

THE INSTITUTE

The Institute of Management, earlier known as Nirma Institute of Management (NIM), now a constituent Institute of Nirma University, Ahmedabad. The Institute was established in 1996 by the NERF with a view to promote excellence in management education and prepare young men and women to meet the challenges of the corporate world. In a short span of a decade, it has emerged as an excellent business school. The academic programmes offered by the Institute are very well received by accreditation agencies, industry, business magazines and most importantly by the students. The Institute has been consistently ranked among top 20 B-Schools of the country in various B-School surveys.

Innovation, excellence and quality are the key driving forces in the Institute that have helped to translate its vision into a reality over such a short period of time. Today, the Institute vibrates with not only world-class curricular activities but also with varied co-curricular activities like international conferences, symposia, conclaves and student competitions. In an attempt to provide global perspective to the programmes offered, the Institute has entered into academic alliances with international universities like New Mexico State University, USA; Griffith University, Australia; Universiti Utara, Malaysia; University of KwaZulu-Natal, South Africa; Hanyang University, South Korea; Florida Atlantic University, USA, and Minnesota State University, Mankato, USA.

THE EXECUTIVE DIPLOMA PROGRAMMES

To fulfil the needs of working executives, managers and entrepreneurs, the Institute launched Executive Diploma Programmes in the year 1999. Since then, the Institute has been offering different diploma programmes every year keeping in view the need of the target audience. During the academic session of 2011-12, we propose to offer five programmes: (i) Executive Diploma in Marketing, (ii) Executive Diploma in Finance, (iii) Executive Diploma in Human Resource Management, (iv) Executive Diploma in International Business, and (v) Executive Diploma in Operations Management, subject to a minimum 20 participants in a particular programme. The Programmes aim at upgrading the knowledge and skills of the working executives and provide them with better career progression in the relevant area. These programmes are conducted only on Sundays to provide an opportunity of formal learning to the working executives with a convenient time schedule for studies.



THE OBJECTIVES

The Executive Diploma Programmes focus on updating the participants on the latest developments in their area of management, and prepare them for taking up higher-level challenges in the respective fields of Marketing, Finance, Human Resource Management, International Business, and Operations Management.

The major objectives of the programme are:

- To impart knowledge on the latest concepts, tools and techniques and also best practices relevant to the different area of management.
- To sharpen the decision-making skills of the participants.
- To develop an appreciation of the relevant current global environment.
- To provide insights into the emerging issues and challenges in the respective fields.



PROGRAMME ARCHITECTURE

FINANCE

TERM I

- Accounting for Managers - I
- Financial Management - I
- Indian Financial System

TERM II

- Accounting for Managers - II
- Financial Management - II
- Investment & Portfolio Management

TERM III

- International Finance
- Project Planning & Appraisal
- Contemporary Issues in Finance

MARKETING

TERM I

- Marketing Management
- Consumer Behaviour
- Marketing Research

TERM II

- Sales Management
- Advertising Management
- Brand Management

TERM III

- Business to Business Marketing
- Services Marketing
- Contemporary Issues in Marketing



HUMAN RESOURCE MANAGEMENT

TERM I

- Organizational Behaviour-I
- Human Resource Management
- Industrial Relations and Labour Laws

TERM II

- Organizational Behaviour-II
- Recruitment & Selection
- International HRM

TERM III

- Training & Development
- Organizational Development & Change
- Contemporary Issues in OB & HR

INTERNATIONAL BUSINESS

TERM I

- International Trade
- Export Import Management
- International Business Laws

TERM II

- International Organizations, Regional Blocks and WTO
- International Human Resource Management
- International Operations and Supply Chain Management

TERM III

- International Financial Mgmt.
- International Marketing Strategies and Global Management
- Contemporary Issues in International Business

OPERATIONS MANAGEMENT

TERM I

- Operations Management
- Supply Chain Management
- Project Management

TERM II

- Business Process Reengineering
- Logistics Management
- Total Quality Management

TERM III

- Enterprise Resource Planning
- Operations Management in Services
- Contemporary Issues in Operations Management



PROGRAMME STRUCTURE

These programmes are conducted on Sundays to suit the needs of working executives, managers and entrepreneurs seeking an exposure to modern management concepts and practices.

Duration : 30 Sundays*

No. of Courses

in a Programme : Nine

One Course : 1.5 Credit Hours

i.e. 18 sessions of 60 minutes each

* Though the programme is conducted only on 30 Sundays, it is spread over approximately ten month. The programme requires regular attendance & punctuality in all classes. The participants under extraordinary circumstances may be permitted by the competent authority to obtain maximum of 20% classes in a course.

PEDAGOGY & LEARNING RESOURCES

The pedagogy consists of simulation exercises, case analyses, industry presentations, lectures, discussions, assignments, projects, etc. The classrooms are air-conditioned and are equipped with multimedia and audio-visual aids to facilitate the teaching-learning process.

The participants are encouraged to use the Library Resource Centre (LRC). Our centrally air-conditioned and fully computerized LRC has an impressive collection of business databases, corporate annual reports, 617 e-books collection, and CDs besides more than 26000 volumes of books. The library subscribes to many costly databases available in soft form; like, EBSCO's Business Source Complete, a database comprising of 6500 international periodicals, ABI Inform: Global, Trade and Industry, Elsevier's Science Direct: Business, Management & Accounting package, Emerald Full Text Database, Centre for Monitoring Indian Economy's Prowess database and Industry Analysis, Blackwell & OUP e-journals, ISI Emerging Market, Magindia.com, and Indiatats.com.

ELIGIBILITY CRITERIA

A three-year bachelor's degree or its equivalent in any discipline recognized by the Nirma University as eligible for Post-Graduate studies and a minimum of two years work experience as on 30th June, 2010. Only post degree (graduation) work experience will be taken into consideration for deciding the work experience criterion for admission. Work experience will be counted from the date of issue of final year graduation mark sheet.

ADMISSION

Candidates shall have to submit the completed application form latest by July 20, 2011. The candidates shall be offered admission based on their performance in the personal interview, work experience and past academic achievements. The course shall commence from July 31, 2011.

COURSE FEE

Each of the Executive Diploma Programmes has a course fee of **Rs. 46,000/-**, which includes cost of tuition, teaching materials, lunch and refreshments. Educational loans, if desired, could be arranged through banks. Fee is payable in two installments of **Rs. 23,000/-** each. First instalment at the time of registration & the second instalment within 2 months from joining the programme. The payment should be made in the form of Cheque or DD drawn in favour of 'Institute of Management, Nirma University' payable at Ahmedabad. The candidates shall also have to pay **Rs. 4,000/-** towards examination fees non-refundable. Library deposit (refundable) **Rs. 3000/-** and caution money (refundable) **Rs. 1000/-**

TRANSPORT ARRANGEMENT

The participants can avail the transport facility of the Institute to commute from the city at a nominal cost. The transport facility will be provided if some minimum number of participants opt for it.



What do the alumni say...

"In fact the EDP-OM programme was extremely useful for understanding the various parlance of the business. Operation Management course was really insightful and structured very well covering all the interfaces of business operations"

Yogesh Kumar, Engineer, Rites Ltd



I got enrolled for EDP at IMNU after 15 years of B.E & professional experience. I was not sure in the beginning about the value addition. But the experience proved to be astonishing. The courses have added a new vision to my professional as well as personal life. A beautiful campus along with world class computerized library facility, executive treatment, and cooperative staff, well learned and experienced faculty members and participants with diverse backgrounds have encouraged us a lot. I am very thankful to IMNU for providing such a nice atmosphere for updating me on various techno commercial aspects of business management. Classroom sessions were really interactive and the pedagogy with live practical case studies helped me a lot in gaining wide experience of business spectrum. **Jignesh Mandalia, Assistant Manager, Torrent Power**



EDP is just a one-year diploma programme on sundays for many of the fellows but for me it was a sweet experience of learning bundled with the joy of solving practical managerial level problems & this joy was doubled as we were in the kind company of Nirma Professors at Nirma Campus. I did not join IMNU for better job but to excel in the current Job. They taught me the basics & started shifting gears to the real flavor of Marketing. The syllabus was so designed that we were always curious to know what will be the next in the spectrum. The programme was very informative & useful for Students like me. I came out as a better marketing manager, a good entrepreneur & believer in my inner self. Today I have started my own Enterprise & when I remember those Sundays which I sacrificed for learning & practicing marketing better, my all sacrifices are getting answered. After passing my good time on Sundays in my previous year with IMNU, I have started believing in me at all levels. We were so nicely educated as if "Ye Dil mange more & more" An Entry in IMNU campus assured creative & blissful lectures, that had converted an ordinary man like me into an Entrepreneur.

Mohanani Pradeep M., Proprietor, Siddhi Vinayak Trading Co,



After six years of diverse techno-managerial roles at TCS, I wanted to quench my thirst of acquiring formal management education. What really thrilled me was the ease with which I could relate to my course areas - all owing to the sharing of practical experiences from the faculty. Being Six Sigma Green Belt certified professional, I see a lot of direct application of lessons from courses like TQM, BPR, ERP and Project Management in my work life. Other exciting courses also reinforced my knowledge base that I build-up during my stints in SAP-implementation projects in manufacturing domain for customers like GE and TCL. Thanks IMNU, for providing me a platform to network with so many learning-oriented people from varied industrial backgrounds. At the cusp of completion of my program, I am convinced that my decision to enroll for the EDP in Operations Management was right and has added immense value to my professional as well as personal life.

Bhupendra Tripathi, Senior Semester Coordinator, TCS Ltd.



"Executive Diploma Program (EDP) has been uniquely designed to cater to the professional needs of an employee. EDP - Operations Management course at IMNU gives a holistic understanding of Operations as a function. The experiences shared, the knowledge gained, detailed case studies and effective presentations provide an insight into existing methodology and possible improvements over the same. With nine core subjects spread over a span of 10 months and world-class faculties & facilities, EDP at IMNU is a course to efficiently utilize your sundays and enhance the existing practical know-how." **Nitin Gulrajani, Manager, Jaihind Projects Ltd.**



I am having around 10 years experience with engineering back ground, and since beginning, I wanted to be associated with growing HR field. This course has facilitated this. Faculties are highly qualified and have rich experience. They imparted their best and equipped us to be better HR Professionals. I am really thankful to the IMNU for giving me an opportunity to shape my career. **Jigar H. Joshi, Manager HR, Asian Granito India Ltd, Ahmedabad**



Through EDP in International Business I got excellent knowledge regarding International Trade & Service. I found drastic change in my confidence and personality. Though time frame for this Programme was very short, but I learned good business techniques from knowledgeable faculty. I am very thankful to Nirma University and all Professors for polishing my career. **Arpita Malaviya, Sr. PHP Web Developer, Silicon Valley Infomedia Pvt. Ltd.**



Best designed course for working professionals who want to excel in the field of International Business. I have got lot of exposure and knowledge on various aspects of International Business by joining this course. Most thrust is given on actual learning than theory. Faculty's practical knowledge on the subject's is tremendous and it's a knowledge treat which we have enjoyed in entire year on every Sunday. The Programme should be joined by every working professional who want to excel in the respective fields of their operation. **Prem Bhagwat, Area Manager, Forbes Marshall Pvt. Ltd.**



After working for 3 years in telecom field, I thought of adding more to my managerial skills by getting associated with a reputed and established university which offers professional management courses. IMNU provided me with the correct platform to fulfill the same. The course is well designed for working professionals and helps to do value addition in their professional life. I can relate my work with the Courses like ERP, BPR and Project Management which helped me a lot in handling my day to day project work. Faculty members are very supportive and best in their fields. Here you get the chance to interact with different working professionals from different fields and learn more. I would like to thank IMNU for this wonderful opportunity provided to me and best wishes for future. **Meenakshi Gambhir, Project Co-ordinator, Huawei Telecommunication Pvt. Ltd.**



The programme has given us new insights of marketing and exposed us to many new ideas to deal with many challenges we face in marketing. The immense knowledge of the faculty members has helped and more so in my case. After doing this programme I have been given a challenging opportunity in my company. Now I will be based in Jakarta - Indonesia and will look-after company's business in Indonesia and Singapore, I attribute this success and career growth to the EDP Programme of the IMNU. **Miheer Shah, Product Manager, Forbes Marshall Pvt. Ltd.**



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