



# **CERTIFICATE COURSE IN BUSINESS MANAGEMENT**

**Sept 4, 2017 - December 8, 2017**

**Department of Management Studies  
Vishwakarma Bhawan, Shaheed Jeet Singh Marg  
Indian Institute of Technology, Delhi– 110016**

# About IIT Delhi

The Indian Institute of Technology, Delhi is known as Centre of Excellence for higher education, training, research and development in Science, Engineering, Technology and Management in India. The Institute emphasizes on research based educational and academic deliverable which have high industrial and societal impact.

## About Department of Management Studies

The Department of Management Studies IIT Delhi has its mission “To provide high quality and value based management education to nurture business leaders with global outlook, conduct cutting edge research to contribute to the body and knowledge in management and offer innovative management solutions to our stakeholders integrating technology and management in a sustainable world”. Over the years, IIT Delhi has provided the highest quality education to students from all over India admitted on the basis of merit. Its graduates may be found throughout the world in all areas of engineering, science and commerce.

## About the Course

The proposed course is aimed at training intelligent minds in the art and science of management. With modules in the functional areas of management, the course expose the practitioners to the theory and practice of management It synthesizes the various functional aspects and shall enable the participants to appreciate the linkages of the same.

Specific module on the managerial aspects of various sectors are dove-tailed into the course structure. Since thee banking industry is a service industry, quality of manpower is by far thee most critical factors in the determination of the success of the industry. The Foreign banks have the advantage of deployment of manpower highly skilled in modern management techniques. Hence the domestic industry has too train its existing manpower in this area in order to retain the competitive edges. This training programme is aimed at training the participants in modern management techniques in order to enable them to effectively contribute towards qualitative improvement in the overall functioning and performance of their organization. The proposed course shall be conducted in the evening(6 p.m. to 9 p.m.) three days a week over 14 weeks.



# Background

The pervasiveness of management concepts and theories cannot be overemphasized. That every task can be done better, more effectively and with high productivity is the essence of management. The practice of management then becomes important in each and every wake of life in general and business organization in particular. To be successful in a corporate job, it is virtually essential to understand principles of management.

IIT Delhi introduced a scheme of MINOR AREA specialization for all students sometime back. A minor area specialization is awarded to a student who completes 7 courses in Business Management. This certificate course is designed to impart the same courses and more in a modular mode. We believe that it would give an edge to all those who have not yet undergone a full degree program in management and are in jobs (or aspiring to be) that call for understanding organizational functioning, being in sync with other departments/ divisions within the organization and/or call for decision making in uncertainty.

## Course Content

<b>Introduction to Management</b>	<b>Creative Problem Solving</b>
<b>Management Information Systems</b>	<b>Financial Accounting in Decision Making</b>
<b>Marketing Management</b>	<b>Managing Operations</b>
<b>Digital Marketing</b>	<b>Organization and People Management</b>

## Fees

Fees\* payable by Aug 25 2017: Rs 45000

Fees\* payable by Oct 25, 2017 : Rs 45000

**Total: Rs 90,000**

(\* Fees include charges towards tuition fees, cost of study material, books, CDs and other reference materials, examination fees, refreshments during lectures, etc.)

## Eligibility

- Corporate professionals (including bank staff)
- Fresh and young graduates
- Entrepreneurs
- Academicians
- Owner-managers
- Senior and middle level managers.

## Accommodation

Hostel/Guest House accommodation at IIT campus can be arranged for out-station students (subject to availability). The same shall be available on a first-come-first serve basis as per institute's prevailing rates.

- Rs. 300 per day for hostel (meals included)
- Rs. 1250 per day for guest house (twin sharing) + meal charges
- Rs. 2250 per day for guest house (single occupancy) + meal charges

## Faculty

The classes shall be conducted by the IIT Delhi faculty as well as invited guest faculty from other academic institution and industry.

## Schedule

The course will be conducted over 120 hours of classroom contact program spread over 3 months from 4th Sept 2017 to 8th Dec 2017 week days. Classes will be held 3 days/week (Monday, Wednesday & Friday). Typically each session will be of 3 hrs duration. Detailed schedule of the sessions shall be provided to the selected participants at the time of registration.

## Selection Process

Shortlisted candidates will undergo personal interviews by the panel of experts. The list of candidates selected by the panel will be final and binding.



# Registration

The application form may be downloaded from [http://www.iitd.ac.in/courses/stc\\_details](http://www.iitd.ac.in/courses/stc_details). Please send in the completed application form to *Ms. Sapna Bhardwaj, C/O Dr. Harish Chaudhry, Room No. 513, Vishwakarma Bhawan, Shaheed Jeet Singh Marg, IIT Delhi, New Delhi-110016*

Alternately, the application form can be collected and submitted to the address given above.

The payment has to be made through a demand draft in favour of **“Registrar, IIT Delhi”**

# Important Dates

Last date of Registration : **Aug 18, 2017**

Last date of Fee Submission (1st installment) : **Aug 25 2017**

Last date of Fee Submission (2nd installment) : **Oct 25,2017**

Commencement of Classes: **Sept 4, 2017**

# Certification

All successful students shall be awarded a certificate by CEP, IIT Delhi on completion of the program.

# Contact Us

For further information, please contact:

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