

Certificate Course in Business Management

Focus: Digital Marketing

A Concise Certification Course Comprising
of Weekend Sessions on
Improved Learning and Applications of
Management Principles

June 2, 2019 - August 4, 2019





Introduction

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 aspect of life in general and business organizations in particular. To be successful in the corporate world, it is virtually essential to understand the principles of management.

In the same wake, the Department of Management Studies at the Indian Institute of Technology brings a short course aimed at training intelligent minds in the art and science of management. The Certificate Course in Business Management not only focuses on theoretical learning but also includes modules in the functional areas of management. The course provides an overall understanding and utility of management concepts with a major focus on digital marketing.



Objective

There is a saying “Think. There must be a better way.” Similarly, the principles of management can be applied to virtually any and every aspect of personal and organizational functioning. It requires planning, organizing, coordinating and monitoring, synthesizing the different functions, techniques and people to produce optimum results. This short course will equip you with the fundamentals of management and help you to perform better at any task, especially a task that requires the willing cooperation of people.

Pedagogy

The course will be conducted over 90 hours of classroom contact program over 2 months, starting from June 2, 2019 - August 4, 2019 on the weekends (Saturdays and Sundays). Typically there shall be 3 sessions on Saturdays and 3 sessions on Sundays. The duration of each session will be 1.5 hours.

The detailed schedule of the sessions shall be provided to the selected participants at the time of registration.

The classes will be conducted by IIT Delhi faculty as well as invited guests from other academic institutions and industry.

Course Benefits

Indian Institute of Technology, Delhi had introduced a scheme of MINOR AREA specialization for all students some time back. A minor area specialization is offered to a student that completes 7 courses in business management. The Certificate Course in Business Management is designed to impart the same courses but in a more modular form.

As the forecast of businesses and corporate world functioning is all digital, there is a special focus on digital marketing in the course.

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

Program Modules

The course content falls under the following categories:

- ▶ Introduction to Management
- ▶ Creative Problem Solving
- ▶ Management Information Systems
- ▶ Financial Accounting in Decision-Making
- ▶ Marketing Management
- ▶ Managing Operations
- ▶ Digital Marketing
- ▶ Organization and People Management

For Whom

The course provides 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 an understanding of organizational functioning, being in sync with other departments/ divisions within the organization and/ or call for decision making in uncertainty.

The short program welcomes applications from:

- ▶ Corporate professionals
- ▶ Fresh and young graduates
- ▶ Entrepreneurs
- ▶ Academicians
- ▶ Owner-managers
- ▶ Senior and middle level managers



How to Apply

In order to apply for this course, visit: <http://ccbm-iitd.com/>

Important Dates

Last Date of Registration: May 23, 2019

Written test and Personal Interviews: May 26, 2019

Last Date of Fee Submission (1st Installment): May 30, 2019

Last Date of Fee Submission (2nd Installment): June 30, 2019

Commencement of Classes: June 2, 2019

Payment Method

The payment has to be made through a demand draft in favour of IITD CEP ACCOUNT and/ or Transfer in Account.

Bank Details

Bank Account: 36819334799

Bank Address: State Bank of India,
IIT Delhi Hauz Khas
New Delhi-16

MICR Code: 110002156

Beneficiary: IITD CEP ACCOUNT

IFSC Code: SBI0001077

Account Type: Saving

If the payment is through a **demand draft** in favour of IITD CEP ACCOUNT, it should be sent to the following address:

Ms. Sapna Bhardwaj,
C/O Dr. Harish Chaudhry,
Room No.605, Vishwakarma Bhavan,
Shaheed Jeet Singh Marg,
IIT Delhi, New Delhi-110016

Program Fee

Fees* payable by May 30, 2019: INR 45000

Fees* payable by June 30, 2019: INR 45000

Total: INR 90,000

(Fees include charges towards tuition fee, cost of study materials, books and other reference materials, examination fees, refreshments during lectures, etc)

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

INR 300 per day for the hostel (meals included)

INR 1250 per day for the guest house (twin sharing) + meal charges

INR 2250 per day for the guest house (single occupancy) + meal charges

Contact Us

For further information, please contact:

Ms. Sapna Bhardwaj,
C/O Dr. Harish Chaudhry,
Room No.605, Vishwakarma Bhavan,
Shaheed Jeet Singh Marg,
IIT Delhi, New Delhi-110016
011-26591170
Mobile: 9318372699
Email Id: courses.dmsiitd@gmail.com



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.