



भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi



CERTIFICATE PROGRAMME IN BUSINESS MANAGEMENT

Starts June 30, 2021 | 6 Months | Live Online Sessions

Programme offered by Continuing Education Programme (CEP), IIT Delhi

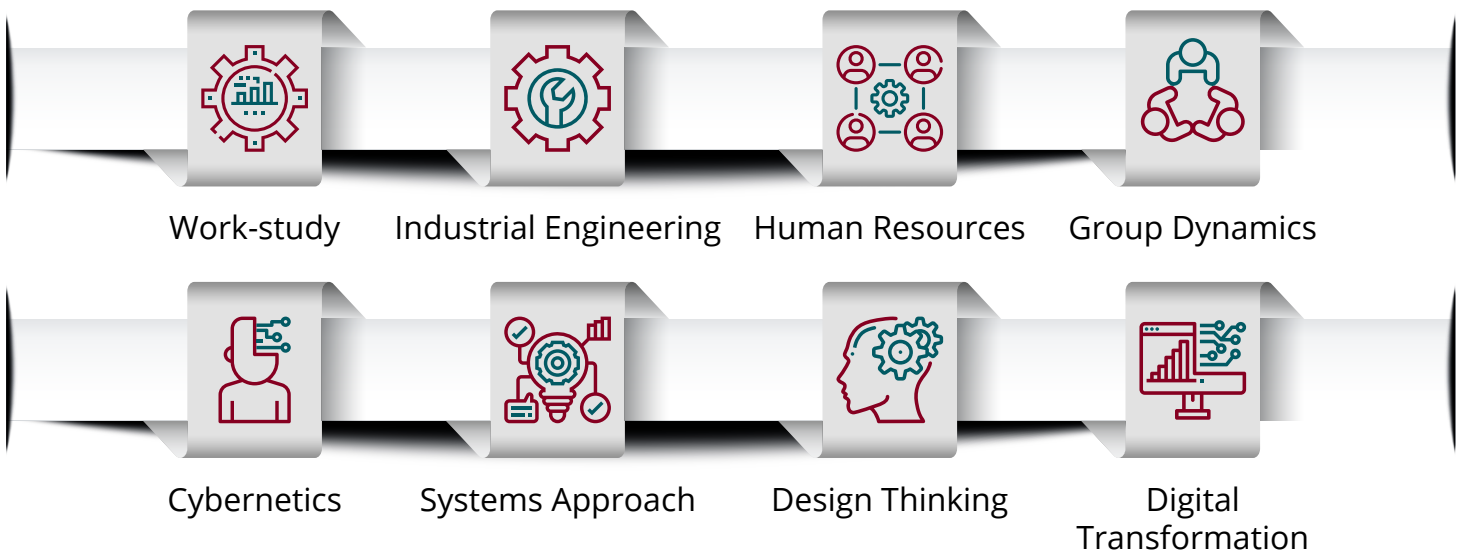
OVERVIEW

Effective business management in the 21st-century is about responding to changing demographic, evolving customer expectations, and a rapid influx of technology. To thrive in the evolving marketplace, you need to leverage data and analytics, develop a mindset for innovation, understand the nuances of digital marketing and digital transformation, and apply design thinking principles.

From work-study to digital transformation, the art and science of management has evolved manifold. Joining IIT Delhi's live online **Certificate Programme in Business Management** will be a career-defining choice. Develop a holistic understanding of in-demand management concepts, strategies, and frameworks to fast track your managerial career.

This programme's transformative six-month learning journey will cover all the elements of a full-time management programme: from principles of management; functional concepts in marketing, finance, operations, and human resources; to strategy and leadership skills. Gain a multi-disciplinary and multi-sectoral management learning in an applied context to enable you to be successful in today's dynamic business landscape.

Evolution of Management Thought



WHO IS THIS PROGRAMME FOR?

Do you want to learn how to uncover valuable business insights and make informed business decisions using strategic management, digital transformation, business analytics, and digital marketing? Then join this programme, specially curated for:

- **Final-year and fresh graduates** aspiring for an entry-level management position
- **Early professionals** who want to grasp strategic and disruptive management concepts and step up to higher business leadership roles
- **Professionals and aspiring managers** looking to enhance their problem-solving and decision-making skills for career progression
- **Consultants, business owners, and entrepreneurs** who want to learn advanced management concepts and best practices for business growth

PROGRAMME HIGHLIGHTS

Gain industry-oriented insights from eminent IIT Delhi faculty

Experience high-impact live online learning and explore real-world case studies

Learn from one of India's top-ranked Institutes of national importance



Participate in peer-to-peer learning and expand your professional network

Receive an IIT Delhi successful completion certificate in Business Management

PROGRAMME MODULES

The programme's industry-oriented curriculum will be delivered by leading IIT Delhi faculty, and will help you meet the demands of a modern, future-ready business. Experience an immersive online learning journey to gain actionable insights through a mix of lectures, tutorials, real-world case study discussions, and a capstone project.

Module 1: Foundations of Business Management

- Evolution of management thought
- Principles of management
- Application of management

Module 2: Marketing Management

- Marketing concept
- Marketing mix
- Segmentation, targeting, and positioning

Module 3: Financial Accounting & Management

- Principles of accounting
- Balance sheet/ profit and loss
- Ratio analysis

Module 4: Organisational Behaviour & HRM

- Understanding human behaviour
- Leadership, communication, and motivation
- Managing human resources

Module 5: Operations & Supply Chain Management

- Production management
- Supply chain management & optimisation
- Project management

Module 6: Strategic Management

- Strategic thinking
- Value chain management
- Competition strategy & corporate strategy

Module 7: Business Analytics

- Descriptive statistical modelling
- Data visualisation & storytelling with Tableau
- Predictive statistical modelling and its applications

Module 8: Digital Marketing

- Social media marketing & analytics
- Digital marketing tools
- Analytics & metrics in digital marketing

Module 9: Digital Transformation

- Emerging technologies and their impact on business
- Disruptive digital business models
- ML & AI for business transformation

Module 10: Creativity, Design Thinking & Innovation

- Creative problem-solving
- Design thinking for business growth
- Innovation & entrepreneurship

Note: Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

CAPSTONE PROJECT

The capstone project, a mandatory component of the programme learning journey, will provide you with the opportunity to apply the learnings from the modules to a real-world business case. This project will help you gain hands-on learning and practical insights to solve business challenges under the expert guidance of the programme faculty.

PROGRAMME COORDINATOR



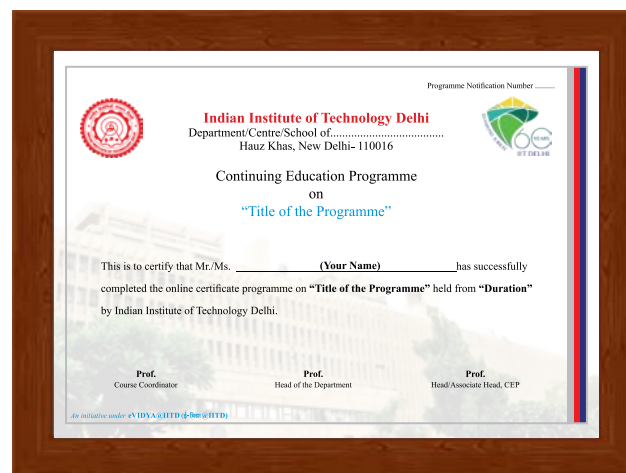
Dr Harish Chaudhry

Associate Professor
Department of Management Studies
Indian Institute of Technology Delhi

After completing his B-Tech from IIT Kanpur, PGDM from IIM, Bengaluru and PhD from IIT Delhi, Prof. Harish worked in companies like Dunlop, NIIT and RAAG Systems before joining academics. An outstanding teacher, he has deep marketing academic experience in marketing research, advertising, sales promotion, product management, sales and distribution, and digital marketing. He has organised hundreds of training programs for organisations like Godfrey Philips, ITC, Network Ltd., PCL, IRCON, RITES, British Gas, Coca-Cola, HCL-Perot, and STC. In addition to his teaching work, he has also served as a consultant for Modi Rubber Ltd., Godfrey Philips, BPL, Dynamic Fashions, Personal Point and Plan International. He has also undertaken sponsored research projects for the erstwhile Planning Commission of India and National Knowledge Network. He has served as an Independent Director on the board of several companies, and has published over twenty research papers in reputed national and international journals, and guided ten research scholars for their doctoral work. He has also been the recipient of the prestigious IBM Global faculty award in 2015 for research on 'technology-driven assessments in schools'.

PROGRAMME CERTIFICATE

Participants will be awarded a successful completion certificate from IIT Delhi on scoring at least 50% marks in each of the evaluation components and maintaining a minimum attendance of 60% in both lectures and tutorials. Participants who are unable to score 50% marks in the evaluation will be eligible for the participation certificate if their attendance is above 60% in both lectures and tutorials.



Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIT Delhi.

PROGRAMME DETAILS

Programme Schedule

Duration	6 Months
Academic Orientation	July 10, 2021
Live Online Sessions	Saturday, 3:30 PM - 6:30 PM Sunday, 3:30 PM - 6:30 PM
Programme Application Link	Click here to apply to the programme

Eligibility

- Graduates (10+2+3) from a recognised university in any discipline
- Students pursuing final year of Graduation can also apply

Selection Process:

- Screening and selection will be done by IIT Delhi

PAYMENT SCHEDULE

Programme Fee INR 80,000 + GST

Instalment Schedule

	Instalment 1	Instalment 2
Remarks	Jun 28, 2021	Oct 15, 2021
Amount	INR 30,000 + GST	INR 50,000 + GST

Note:

- The actual programme schedule will be announced closer to the programme start.
- GST (currently @ 18%) will be charged extra on these components.

Last Date to Apply	Jun 18, 2021
Shortlisted Candidates Will Be Informed by	Jun 20, 2021
Last Date to Submit the Fee	Jun 28, 2021

Note: Applications will be reviewed based on eligibility and subsequent shortlisting process as laid down by the Programme Coordinator/s.

All fee should be submitted in the IIT Delhi CEP account only, and the receipt will be issued by IIT Delhi CEP account for your records.

APPLICATION REQUIREMENTS

Graduation and Post-Graduation Education:

- Higher Secondary (10+2) Marksheet
- Passing Certificate – Diploma/ Degree/ Doctorate

ID Proof:

- Any Government-issued photo ID like PAN Card/ AADHAAR Card, Driving License/ Passport, etc.
- Submission of passport-size photo during application is mandatory

SYSTEM REQUIREMENTS

This programme includes live online classes conducted on Zoom. To attend a live online class you will need to have a PC/ Laptop/ Mac with:

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Processor: with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- Zoom software client installed on your PC/ Laptop/ Mac

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PCs/ Laptops/ Mac.

ABOUT IIT DELHI

The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the “Institutes of Technology (Amendment) Act, 1963” and was renamed as “Indian Institute of Technology Delhi”. It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees.

Since its inception, over 48,000 students have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management and Humanities & Social Sciences. Of these, nearly 5070 received PhD degrees. The rest obtained Bachelor's and Master's Degrees in Engineering, Sciences and Business Administration. These alumni today work as scientists, technologists, business managers and entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to administrative services, active politics or are with NGOs. In doing so, they have contributed significantly to the building of this nation, and to industrialisation around the world. For more details, please visit: www.iitd.ac.in

ABOUT CONTINUING EDUCATION PROGRAMME (CEP)

Executive education is a vital need for the companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape.

Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या@IITD): enabling Virtual & Interactive-learning for Driving Youth Advancement@IITD for Indian as well as international participants. These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international level with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management. For more details, please visit: <http://cepqip.iitd.ac.in>



ABOUT ERUDITUS

Eruditus Executive Education offers customised and open programmes in India, Singapore, Dubai and other global locations in collaboration with MIT Sloan, Columbia Business School, INSEAD, Harvard Business School (HBS), Kellogg Executive Education, Berkeley Executive Education, Wharton Executive Education, IIM Lucknow Executive Education, IIM Calcutta Executive Education and Emeritus. Our world-class executive education programmes, supported by eminent programme experts, provide an immersive learning experience integrated with actionable insights and practical business applications. The meticulously curated programmes are delivered in a different range of formats; in-class, online, as well as blended programmes. Our extensive portfolio also includes short 2-4 day in-class workshops, online courses of 2-6 months duration as well as comprehensive learning journeys that run over 6-9 months, customised to an organisation's requirement.

For registration and any other information,
please get in touch with us at iitd@eruditus.com

For any feedback, please write to Head CEP, IIT Delhi
at hodqipcep@admin.iitd.ac.in

Service Provider



ERUDITUS

EXECUTIVE EDUCATION

Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

Programme offered by Continuing Education Programme (CEP), IIT Delhi