



विद्या परं दैवतम्

# IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम  
Indian Institute of Management Visakhapatnam

## Post Graduate Certificate Programme in Business Management for Experienced Professionals (PGCEP)

EXECUTIVE  
EDUCATION  
PROGRAMMES



**Programme Director:**

Dr. Anirban Ghatak

**Duration:**

15 Months

**Dates:**

September 2018 – December 2019



## About IIM Visakhapatnam

Indian Institute of Management Visakhapatnam (IIMV) belongs to the prestigious IIM family of business schools. It is a new generation IIM, set up by the Ministry of HRD, Government of India in September 2015. Students representing as many as 19 states and union territories of India chose IIMV for their management education pursuit, lending the Institute a truly national character.

The Institute is currently offering a two-year residential Post Graduate Programme in Management (PGP), leading to an MBA degree. On the strength of the relevance and rigor of the Programme and the excellent all-round performance of its students, the Institute has already emerged as a popular source in the country for good talent.

The Institute is located in the salubrious environs of Andhra University, with an ambience and eco-system ideal for learning. The Institute is well-equipped with knowledge resources, teaching-learning aids, facilities and amenities that offer good opportunities to interact, share experiences and exchange ideas in a symbiotic way.

## Programme Description

As an addition to its much sought-after MBA Programme, the Institute is now launching a **Post Graduate Certificate Programme in Business Management for Experienced Professionals (PGCEP)**. This is in alignment with the Institute's goal of catering to the industry in the region with a vision towards creating knowledge and resources comparable in excellence on a global scale. The PGCEP thus caters to the large population of professionals in and around Visakhapatnam, aspiring to pursue management education of high quality. The Programme aims at advancing their learning and supporting their contribution as successful managers and entrepreneurs.

### Programme Objectives

The overarching goal of the Programme is to help the participants enhance their managerial competencies and leadership skills for professional growth and development; and through that advanced learning, contribute more effectively to their organizations.



The specific objectives of the Programme are to help the participants:

Understand the demands and challenges of modern business organizations;

Enhance their knowledge in functional management domains;

Sharpen their skills in diagnostic, analytical and decision-making tools and techniques;

Contribute to their organizational development with greater competence and confidence.

## Programme Content

21 courses will be taught in a total of 252 hours of teaching. Courses are divided into 3 Terms as follows:

### Term-1

- ▶ Micro Economics
- ▶ Management Accounting
- ▶ Operations Management
- ▶ Marketing Management I
- ▶ Organizational Behaviour & HR I
- ▶ Business Statistics
- ▶ Business Communication

### Term-2

- ▶ Macro Economics
- ▶ Financial Management I
- ▶ Operations Research
- ▶ Marketing Management II
- ▶ Organizational Behaviour & HR II
- ▶ Strategic Management
- ▶ Business Law

### Term-3

- ▶ Financial Management II
- ▶ Logistics & Supply Chain Management
- ▶ Marketing Management III
- ▶ Corporate Responsibility
- ▶ International Business
- ▶ Entrepreneurship & Innovation
- ▶ Management Information Systems

## Eligibility

1. Bachelor's Degree with at least 50% marks or equivalent CGPA
2. At least 3 years of post-qualification supervisory / officer-level experience

## Selection Process

Written Test & Personal Interview

## Programme Venue

IIM Visakhapatnam  
A.U. Campus, Visakhapatnam

## Schedule

Weekends Only  
(Schedule will be finalized after consultation with the qualified participants)

## Last Date of Application

20<sup>th</sup> August 2018

## Fees

Rs. 4,50,000

(Rs. Four Lakh and Fifty Thousand) plus 18% GST

Payable in three equal instalments

## Discount

Bulk discount of 5% for 3 or more candidates affiliated to same organization. Organizational sponsorship not essential.

## Registration

For details, please log on to IIMV website [www.iimv.ac.in/pgcep](http://www.iimv.ac.in/pgcep)

## Full Time Faculty



**M. Chandrasekhar, Director**

Area : Public Policy  
Education : PhD, IIT Bombay  
Experience : 20 years in Industry & 16 years in Teaching



**Amit B Chakrabarti**

Area : Corporate Strategy & Policy  
Education : FPM, IIM Calcutta  
Experience : 8 years in Industry & 2 years in Teaching



**Anirban Ghatak**

Area : Decision Sciences and Information Systems  
Education : PhD, IIT Bombay  
Experience : 3 ½ years in Teaching



**Anupama Sharma**

Area : Organisational Behaviour and HRM  
Education : FPM, IIM Indore  
Experience : 2 years in Industry & 2 ½ years in Teaching



**B. Sirangacharyulu**

Area : Production & Operations Management  
Education : PhD, IIT Madras  
Experience : 17 years in Teaching



**Deepika Gupta**

Area : Corporate Strategy & Policy  
Education : FPM, IIM Bangalore  
Experience : 12 years in Industry & 2 years in Teaching



**Jayashankar Ramanathan**

Area : Marketing  
Education : FPM, IIM Kozhikode  
Experience : ½ year in Industry & 3 ½ years in Teaching



**Kalyan Kolukuluri**

Area : Economics  
Education : FPM, IIM Bangalore  
Experience : 5 years in Industry



**Kaveri Krishnan**

Area : Finance & Accounting  
Education : FPM, IIM Bangalore  
Experience : 3 years in Industry



**Milan Kumar**

Area : Production & Operations Management  
Education : FPM, IIM Calcutta  
Experience : 22 Months in Industry



**Mohammad Shameem Jawed**

Area : Finance & Accounting  
Education : FPM, IIM Indore  
Experience : 5 years in Industry & 1 year in Teaching



**Nimruji Prasad Jammulamadaka**

Area : Organisational Behaviour and HRM  
Education : PhD, IIT Kanpur  
Experience : 4 years in Industry & 10 years in Teaching

The founding team of faculty, coming from IIMs and IITs, have impressive academic and research credentials. This cohort is complemented by IIMB faculty and industry experts.

### Visiting Faculty

Anand Kasturi, Independent Consultant  
Anil K Sood, Independent Consultant  
A R Balamurali, Corporate Executive  
D Krishna Sundar, IIM Bangalore  
Ganesh N Prabhu, IIM Bangalore  
Ishwar Murthy, IIM Bangalore  
Jayanthi Iyer, Freelance Tax and Financial Systems Consultant  
Jishnu Hazra, IIM Bangalore  
M S Rajagopalan, Corporate Executive  
M S Sriram, IIM Bangalore  
Pratap Giri, Independent Corporate Advisor  
P C Narayan, IIM Bangalore  
P D Jose, IIM Bangalore  
Pingali Venugopal, XLRI

Prakash Bagri, Independent Consultant  
Rajesh Pandit, Independent Consultant  
Rajendra K Bandi, IIM Bangalore  
Rakesh Godhwani, IIM Bangalore  
Sai Prakash Iyer, Independent Consultant  
Sankarshan Basu, IIM Bangalore  
Sridhar Ramanujam, Corporate Executive  
Suresh Ramadurai, Independent Consultant  
Suryanarayana Valluri, Independent Consultant  
S Shanker, Independent Consultant  
Sunil K. Parameswaran, Corporate Trainer and Management Consultant  
V Anand Ram, Former Professor, IIM Bangalore  
V Ranganathan, Former RBI Chair Professor, IIM Bangalore  
V Nagadevara, Former Professor and Dean, IIM Bangalore

### Contact Details

Prof Anirban Ghatak  
(Program Director- PGCEP) : 0891-2824447

Tapas Ranjan Pati  
(Marketing – PGCEP) : 7008243319

T Suneetha  
(PGCEP – Office) : 9553243788

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