



EPLM

Schedule & Duration

Schedule: Wednesday 6.45 PM - 9.45 PM

Duration: 9 Months

Programme Fees

Application Fee	INR 2,000/-
Programme Fee	INR 1,75,000/-
Campus Fee (Payable directly to IIMC)	INR 42,000/-
Registration Fee	INR 4,375/-

Note: All Fees are payable directly to HGEIL. Fee is exclusive of service tax which will be payable on actuals.

Installment Schedule

	I	II	III
Date	26-June-2017	20-Sep-2017	20-Dec-2017
Amount (INR)	70,000/- + 4,375/-	52,500/-	52,500/-

Note: Installment amount is exclusive of service tax which will be payable on actuals. Installment dates are approximate and subject to change if applicable

Important Dates

Application Closure Date: 30-May-17

Class Start Date: 29-June-17 to 02-July-17

Note: Dates are approximate and subject to change if applicable



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA
Diamond Harbour Road, Joka
Kolkata - 700 104.
Tel : (91-033) 2467 8300 - 06
Fax : (91-033) 2467 8307
Website: www.iimcal.ac.in



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A Group of Educational Group

Contact: 9829016449 / 8233970000
Email: info@besteduonline.in
Web: www.besteduonline.in



EPLM

Executive Programme in Leadership and Management

Batch-10



“Effective leadership is putting first things first.
Effective management is discipline, carrying it out.”

- Stephen Covey

HUGHES.
GLOBAL EDUCATION

The Indian Institute of Management Calcutta (IIMC) was established as the first national institute for Post-Graduate studies and Research in Management by the Government of India in November 1961 in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and Indian industry. During its initial years, several prominent faculty formed part of its nucleus, including Paul Samuelson, Jagdish Sheth, J. K. Sengupta, among others.

Over the years, IIMC has grown into a mature institution with global reputation, imparting high quality management education. It has been playing a pioneering role in professionalising Indian management through its Post Graduate and Doctoral level programs, Executive Training Programs, Research and Consulting Activities. Today, the institute serves as an autonomous body, continuously evolving to meet its goals in an ever-changing business environment.

The vision of the Institute is to emerge as an International Centre of Excellence in all facets of Management Education, rooted in Indian ethos and societal values. Over the past four decades, IIM Calcutta has blossomed into one of Asia's finest Business Schools. Its strong ties to the business community make it an effective mechanism for the promotion of professional management practices in Indian organizations. Today, IIM Calcutta attracts the best talent in India - a melting pot of academia, industry and research. The best and brightest young men and women pursue its academic programs.

The main thrust of training is to imbibe a sense of strategic outlook to management problems in the students. The emphasis, therefore, is on management as an integrated process and requires the students to develop a global view of economic, technological, cultural and political environment of the business.

IIMC has a very strong alumni base, which makes it unique among the top management institutes of the world. IIMC alumni are occupying leadership positions as corporate managers, academicians and successful entrepreneurs, worldwide. The alumni maintain a close relation with the institute, helping each other in their growth.



About Hughes



Hughes Global Education, is a premier institution providing interactive onsite learning through satellite based education and training service. It was initiated by Hughes for corporate and working professionals/ students. It has live, interactive, real-time, two way video, voice and data classes with a spread across 85+ classrooms in 40+ cities/towns. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). Its platform seamlessly integrates the strengths of the traditional method of education -- classroom teaching -- with the latest in technology.

Hughes Advantage

- ▶ The first and the pioneers in Interactive Onsite Learning in India for working executives
- ▶ More than 25000 alumni base
- ▶ 2500 + students enrolling every year
- ▶ 200 + programmes successfully completed so far

About The Programme

Businesses across the globe are forced to address increasingly complex problems, adapt to rapid changes in technology, work across disciplines, produce more with limited resources and respond to almost continuous change through periodic reorganization and continuous innovation. These demands have significantly increased the need for managers to think strategically and to work effectively in collaborative relationships - dyads, teams, and partnerships to realize their strategies. The course aims to develop strategic thinking and implementation skills among managers who are already in or are going to be in general management roles. Thus, it aims to develop an appreciation of the concepts of corporate strategy. It also aims to develop an appreciation of the strategic issues facing an organization. Finally it also aims to develop leadership skills to steer successful strategy formulation and implementation. This programme was earlier named as PLAM. It has been renamed as EPLM with the 6th batch.

By focusing on senior managers with more than 10 years' experience and who may not have had an opportunity of studying at a business school, EPLM seek to work towards the mission of providing quality executive education and develop their leadership potential.

Programme Highlights

- ▶ Recognized Certification on successful completion from the foremost B school in the country.
- ▶ Lectures imparted by the best faculty in India and Industry experts.
- ▶ Rigorous programme structure with assessments for every course.
- ▶ Designed to be experiential through case studies and simulations.
- ▶ LDP alumni membership of IIMC present globally - which has its own sets of advantages for identity, brand value, and marketability of the participants.
- ▶ Work while you study. Aspirants can attend classes at a time and place convenient to them (Hughes Global Education network is spread across 40+ cities/towns with more than 85 centers).

Programme Objectives

- ▶ To focus on senior managers with more than 10 years' experience and work towards the mission of providing quality executive education and develop their leadership potential.
- ▶ To offer insights into theories and application of leadership and management.

Eligibility

- ▶ Applicants should be working professionals/self-employed.
- ▶ Graduates (10+2+3) in any discipline with min. 50% marks (aggregate - considering results of all years (e.g. 3 or 4 together)) recognized by UGC/AICTE.
- ▶ Minimum 10 years of work experience (full-time paid employment) post completion of graduation as on application closure date

Course Content

- ▶ Module 1: Understanding Strategy
- ▶ Module 2: Understanding Organization - I
- ▶ Module 3: Understanding Financials
- ▶ Module 4: Strategy and Competitive Advantage
- ▶ Module 5: Understanding Organization - II
- ▶ Module 6: International Management
- ▶ Module 7: Strategy and Organization
- ▶ Module 8: Managing Assets
- ▶ Module 9: Skill Building for Strategy

Pedagogy

The pedagogy will be highly interactive. It will leverage use of technology and will consist of a judicious blend of lectures, real life case studies, quizzes and assignments.