



IIM NAGPUR

भारतीय प्रबंध संस्थान नागपुर  
Indian Institute of Management Nagpur

jaro education®



**FAST-TRACK YOUR CAREER  
IN  
BUSINESS MANAGEMENT**

IIM NAGPUR PRESENTS

**Post Graduate Certificate Programme in  
Business Management for IT Professionals**

## ► About IIM Nagpur

Established in 2015, the Indian Institute of Management Nagpur (IIMN) aspires to be a leading management institution that shapes management systems, policy and governance through high-quality education, research and industry engagement. Propelled by the pursuit of engaged scholarship, the Institute aims to create value-driven leaders and global managers with strong conceptual foundations and analytical approach, which helps them excel in diverse spheres – be it management, business, policy making, and public administration, to name a few.

IIM Nagpur's aim is to address the needs of a modern India; connecting aspirations and realities to attain benchmarks that are respected internationally. Our motto, सत्यं च स्वाध्याय प्रवचने च, that is, an inspired journey towards truth through individual reflection and collective discourse, propels our quest to bridge the gap between abstract knowledge and practice.

IIM Nagpur seeks to distinguish itself as an institution that promotes constant industry engagement of a 'problem-solving' nature. Executive Education, therefore, is an important thrust area for the Institute. With an array of programmes designed by a faculty body with a stellar record of research, teaching and industry engagement, the Executive Education programme at IIM Nagpur equips managers and executives with the capabilities to perform effectively in their current roles, and take up greater challenges through various stages of their careers.

IIM NAGPUR

## ▷ Director's Message



**Dr. Bhimaraya Metri**

Director, IIM Nagpur

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*With its unique advantages, IIMN is an exciting place to learn, grow and be the ‘champions of change’.*

”

I take pleasure in welcoming you to IIM Nagpur (IIMN). IIMN was established in 2015 as the first of the third generation IIMs, by the Ministry of Education, Govt. of India. Its location in the Orange City, makes IIMN equidistant from the major metropolises – Delhi, Chennai, Kolkata, Mumbai – in terms of travel time by air. Since its inception, IIMN has attracted talented faculty members with commendable experience in research and teaching. Faculty members at IIMN are engaged in management consultancy, research, training and industry collaboration for creating and disseminating cutting-edge knowledge.

It's location at the very centre of industrial activity offers IIMN a natural advantage, enabling greater connections and partnerships with businesses across sectors in SEZ and MIDC designated zones. IIMN's unwavering focus on pioneering exceptional industry partnerships to lead the way in providing real-world experiences, prepares our programme participants for life - bringing 'corporate into classrooms' to hone relevantly skilled talent for the ever-evolving corporate world.

One of the first premier institutions in the country to seamlessly make the shift from physical to online over the past year, IIMN is well-equipped to conduct Executive Education Programmes (EEPs) for executives from public and private sector undertakings. Keeping the New Education Policy (NEP) 2020, digitalization and lifelong learning in mind, IIMN has launched online certificate programmes for skilling-reskilling-upskilling the executives in highly specialized areas of management. We anticipate that these programmes would enable executives to fully realize the opportunities ahead in a digitally disruptive world. With its unique advantages, IIMN is an exciting place to learn, grow and be the 'champions of change'. We welcome you to join our IIMN community of faculty, staff, students and alumni who are shaping the future of work.

Source: IIM-Nagpur

## ▷ Profile of the Programme Directors



### Dr. Atul Pathak

FPM IIM Ahmedabad  
PGDM IIM Calcutta  
BE Mechanical

Dr. Pathak is the Chairperson of Executive Education and a faculty in the Strategy and Entrepreneurship area at IIM Nagpur. He has over 17 years of experience across industry and academia. Prior to joining academia, Dr. Pathak has wide ranging international work experience in the Banking, Information Technology, and Consulting industries across multiple geographies (UK, South Africa, Singapore and India).

Dr. Pathak teaches courses in Strategy, International Business, Design Thinking, Innovation and Management Consulting. He has designed and delivered executive education programmes and consultancy assignments for a number of corporate and public-sector organizations across India.



### Dr. Kapil Kaushik

FPM IIM Indore,  
B.Tech Computer Science

Dr. Kaushik is a faculty in the area of Decision Science and Information Systems at IIM Nagpur. He was previously associated with Infosys analytics unit as associate data scientist, wherein he worked on projects and solutions related to forecasting, assortment planning, optimization, anomaly detection, and text analytics.

His teaching and research interests include text mining, data analytics, and marketing analytics, customer engagement at digital platforms, sports sponsorship, e-commerce, and data science for public policy.

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# ▷ Management Sector in India

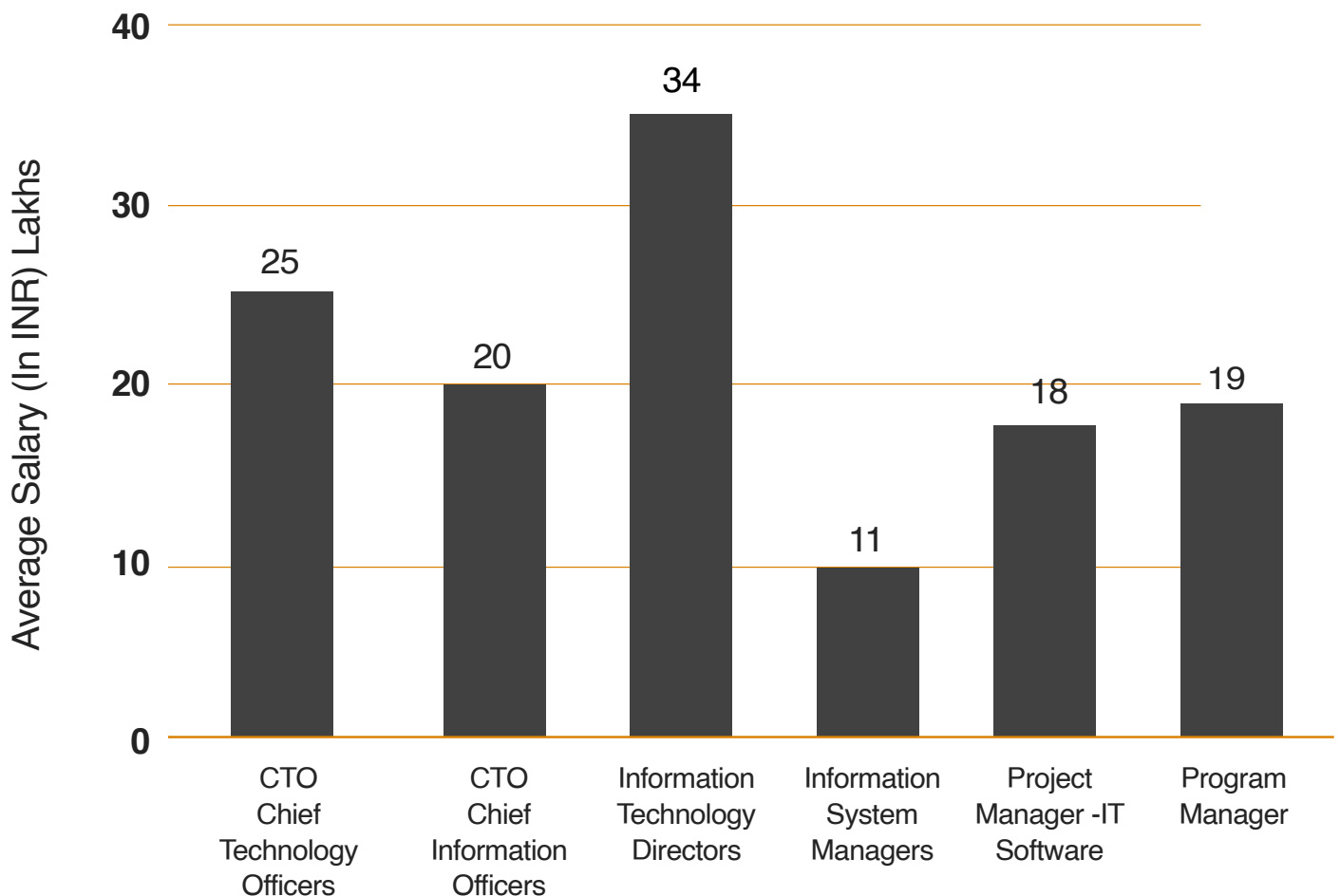


INDIA'S IT INDUSTRY HAS CONTRIBUTED AROUND 7.7% TO THE COUNTRY'S GDP AND IS EXPECTED TO CONTRIBUTE 10% TO INDIA'S GDP BY 2025.



Source: IBEF

## Industry Insights



Source: Collegedunia

## ▷ Industry Insights

Job Profile	Average Salary (In INR)
Information Technology Directors	34 Lakhs
CTO (Chief Technology Officers)	25 Lakhs
CIO (Chief Information Officers)	20 Lakhs
Program Manager	19 Lakhs
Project Manager -IT	13 Lakhs
Team Leader / IT Manager	10 Lakhs
Information Technology Consultant	8 Lakhs
Senior Software Engineer	7 Lakhs

Source: Collegedunia

## ▷ Why Choose BMIT Programme ?

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Demand for Business Management is growing in India. BMIT certification has gained widespread recognition and is witnessing a fast-growing pursuit in India. The programme aims to bridge the gap in the cross-functional areas; helping individuals face a challenging business environment.

The curriculum has a tailor-made approach to overcome industry challenges. This programme allows the participants to master managerial domains and become excellent IT Business managers.

## ▷ Programme Overview

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The 1-year Business Management programme for IT Professionals, PGCPBMIT by IIM Nagpur is designed for aspiring IT executives desiring to evolve and seize many opportunities. This programme seamlessly leverages and upscales their Business Management skills. The programme curriculum highlights the basic concepts, techniques and tools required for managing systems using analytics to upskill aspirants' core competency.

The Business landscape is disruptive and dynamic; young aspirants or experienced leaders need a growth-opportunity to refine their skills-sets. Learn using the invigorating-mix of case studies, lectures, and structured assignments. PGCPBMIT IIM Nagpur programme helps participants expand their horizon and understand management levels with 16 modules spread across the 12 months of duration.



## ▷ Programme Objectives

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Obtain insights for making effective decisions

Gain a functional understanding of core business management

Develop an innovative mindset and leadership skills

Learn various concepts, tools, frameworks & techniques related to business management and planning

Gain exposure to cutting edge management trends & topics demanded by IT Industry.

## ▷ Programme Glimpse

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12 Months of Blended Learning



PG Certificate & Alumni Status- IIM Nagpur



Learn from the Industry Experts



Get Consultation & Mentoring from Faculty



Case Study Based Learning



Business Simulation Capstone Project

## ▷ Key Takeaways

- 1 Learn various management analytical techniques
- 2 Leverage a variety of industry-standard software to major business functions
- 3 Real-world case studies and projects help expand with business insights
- 4 100% Business Management exposure

## ▷ Programme Contents

Area	Course Syllabus
Fin	Management Accounting
	<ul style="list-style-type: none"><li>● Analysing Financial Statements &amp; Ratios</li><li>● Profitability Management through cost-based decisions</li></ul>
OBHR	Managing and leading self & People
	<ul style="list-style-type: none"><li>● Self Management</li><li>● Developing &amp; Leading Successful Teams</li><li>● Conflict Management and Negotiation skills; Devising Win-Win Strategies</li></ul>
DSIS	Business Statistics for Managerial Decision Making
	<ul style="list-style-type: none"><li>● Analysing Quantitative Data using Statistics</li><li>● Business Forecasting &amp; Planning</li><li>● Handling Uncertainty &amp; Probabilistic Scenarios</li></ul>

<b>MKTG</b>	<b>Services Marketing &amp; Customer Relationship Management</b>
	<ul style="list-style-type: none"> <li>● Developing a Services Mindset</li> <li>● Contemporary SERVQUAL model</li> <li>● Technology and Services in terms of sharing business models</li> <li>● Managing customer relations</li> <li>● Experience economy and new servicescapes</li> </ul>
<b>ECO</b>	<b>Macro-economics and globalization</b>
	<ul style="list-style-type: none"> <li>● Basics of Macroeconomic variables</li> <li>● Monetary policy and its effect of investments and growth</li> <li>● Fiscal policy and its impact on firms</li> <li>● Global economy and open Trade</li> </ul>
<b>FIN</b>	<b>Financial Management</b>
	<ul style="list-style-type: none"> <li>● Capital budgeting and Project appraisal</li> <li>● Fundamental Valuation Concepts</li> <li>● Working capital management</li> <li>● Financial Modelling</li> <li>● Understanding risk management</li> </ul>
<b>OBHR</b>	<b>Managing global workforce of the future</b>
	<ul style="list-style-type: none"> <li>● Emerging HR practices, processes &amp; systems in Global Organizations</li> <li>● Leveraging high performance virtual teams</li> <li>● Managing workforce diversity</li> <li>● Managing multi-cultural teams</li> </ul>

<b>STRAT</b>	<b>Formulating &amp; Implementing Strategy for Profitable Growth</b>
	<ul style="list-style-type: none"> <li>• Vision, Mission &amp; Organizational Objectives</li> <li>• Understanding external environment &amp; organizational resources/ capabilities</li> <li>• Strategic decision making &amp; Strategy formulation</li> <li>• Strategy implementation &amp; organizational transformation</li> </ul>
<b>DSIS &amp; STRAT</b>	<b>Managing Alliances and Outsourcing</b>
	<ul style="list-style-type: none"> <li>• Strategic Alliances, Joint ventures and Acquisitions</li> <li>• Strategic Outsourcing</li> <li>• Managing Vendors and Business Partners</li> </ul>
<b>DSIS</b>	<b>Digital Transformation of Organizations</b>
	<ul style="list-style-type: none"> <li>• Technology driven business transformation: Emerging trends</li> <li>• Understanding technology led disruptions</li> <li>• Digital initiatives for competitive advantage</li> <li>• Planning and executing digital transformation journeys</li> </ul>
<b>DSIS &amp; STRAT</b>	<b>Management &amp; IT Consulting</b>
	<ul style="list-style-type: none"> <li>• Business consulting using information technology</li> <li>• Aligning strategy and Information technology</li> <li>• Designing &amp; Delivering Consulting Projects</li> </ul>
<b>STRAT</b>	<b>Design Thinking &amp; Innovation Driven Value Creation</b>
	<ul style="list-style-type: none"> <li>• Understanding &amp; Mapping the Customer Journey</li> <li>• Experiencing the Design Thinking Process</li> <li>• Managing Innovation &amp; Value Creation</li> <li>• Organizational Agility &amp; Dynamic Capabilities</li> </ul>

<b>POM</b>	<b>Project Management &amp; Operational Excellence</b>
	<ul style="list-style-type: none"> <li>● Introduction to project management</li> <li>● Project Schedule, Quality &amp; Resource Management</li> <li>● Project Risk Management</li> </ul>
<b>GEN</b>	<b>Ethics, Corporate Governance &amp; Social Responsibilities</b>
	<ul style="list-style-type: none"> <li>● Business Ethics for Managers</li> <li>● Corporate Governance and Social Responsibilities</li> <li>● Handling Ethical Dilemmas &amp; Developing a Personal Ethic</li> </ul>
<b>GEN</b>	<b>Real-life Problem-Solving: Group Project</b>
	<ul style="list-style-type: none"> <li>● The participants would be expected to work in groups to take up and solve real-life organizational problems in various management domains.</li> <li>● All groups would be guided and mentored by IIMN faculty</li> <li>● The project task includes problem identification, scope definition, primary and secondary data collection, data analysis, recommendations, creating &amp; presentation of a report on the findings &amp; implementation planning.</li> <li>● Participants would integrate learning from all courses in the group project</li> </ul>
<b>STRAT</b>	<b>Capstone Business Simulation (CBS)</b>
	<ul style="list-style-type: none"> <li>● CBS is a multi-round business simulation that requires participants to work in groups and lead their business organization in a competitive industry. In each round, participants decide the company's product portfolio, pricing, promotions, R&amp;D, operations, financial management, HRM, TQM and other managerial decisions to optimise business performance.</li> </ul> <p>The simulation would help participants:</p> <ul style="list-style-type: none"> <li>● Practice organizational leadership roles in group work</li> <li>● Integrate &amp; align multiple functional areas to create &amp; implement organizational strategy</li> <li>● Competitive benchmarking &amp; stakeholder management</li> </ul>

## ▷ Course Curriculum

The programme is delivered through blended learning mode. The in-class component will involve a variety of pedagogical techniques such as lectures, case discussions, simulation games, role plays, group projects and other experiential exercises. The online component delivered through state-of-the-art interactive mode will facilitate learning through synchronous mode using multi-media components involving case discussion, audio and video engaging components.

## ▷ Specimen Certificate

### POST GRADUATE CERTIFICATE PROGRAMME IN BUSINESS MANAGEMENT FOR IT PROFESSIONALS (BMIT)

for those who successfully complete the prescribed course of Business Management and fulfill all the academic requirements.



## ▶ Eligibility

- ▶ Minimum 50% in graduation from a recognized national or international university
- ▶ Minimum 2 year of work experience
- ▶ Reservations will be provided to eligible candidates as per Government of India

## ▶ Programme Schedule

▶ 2 Way Interactive Lectures via HD Virtual Classrooms	<b>Saturdays from: 6:00pm - 9:00pm</b>
▶ Campus Immersion	<b>*Campus visit : 5 days</b> (towards end of the programme)

\* Subject to prevailing government rules pertaining to the pandemic.

<b>Programme Start Date</b>	<b>10th July, 2021</b>
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<b>Application Fee</b>	₹ 1700/- + 18% GST
<b>Total Programme Fee</b> (exclusive of Application Fee)	₹ 2,60,000/- + 18% GST
<b>Installments Pattern</b>	
1st Instalment - 7 days from the date of offer	INR 95,000 + 18% GST
2nd Instalment - 5th October, 2021	INR 85,000 + 18% GST
3rd Instalment - 5th January, 2022	INR 85,000 + 18% GST

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AND A PIONEER IN THE EXECUTIVE  
EDUCATION SPACE



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Corporate Associations

**2,00,000+**

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**2009**

Enhancing Career Since



2012  
Education Excellence Awards



2012  
e-India Awards



2017  
Modi Awards



2018  
ABP Education Awards



2019  
Economic Times Awards

Jaro Education is a leading Ed-Tech company and a pioneer in the executive education space with more than 2, 00,000 alumni. Jaro Education has partnered with various Top B-Schools, Universities, and Premium Institutions nationally as well as internationally and has received multiple national-level awards for its exceptional contribution to education.

IIM Nagpur has empanelled Jaro Education for promotion and technical support of its Online PG Certificate Programmes.

## ▶ Contact Us

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<https://www.jaroeducation.com/it-business-management-iim-nagpur/>