



भारतीय प्रबन्धन संस्थान राँची Indian Institute of Management Ranchi

POST GRADUATE CERTIFICATE PROGRAMME ON ADVANCED BUSINESS MANAGEMENT

AT NATIONAL INSTITUTE OF MICRO SMALL AND
MEDIUM ENTERPRISES, HYDERABAD
(A SATELLITE CAMPUS OF IIM RANCHI)



KEY BENEFITS

At successful completion, you will get a certificate of Postgraduate Certificate Programme on Advanced Business Management.

At successful completion, you will get Executive Alumni Status of IIM Ranchi.

Programme Fee: INR 1,20,000 + GST

This fee includes tuition fee and other expenses (if any). Students shall bear the cost of travel, boarding and lodging for attending classes

IIM Ranchi is the ninth Indian Institute of Management (IIMs) established in Ranchi, Jharkhand, India in 2009. An institution known for its excellence in management education, quality research, executive development, and value-added consulting, IIM Ranchi has consistently maintained its premier position. Along with the executive MBA (E-MBA), IIM Ranchi currently offers Degree programs, including Master of Business Administration (MBA), Master of Business Administration-Human Resource Management (MBA-HRM), Master of Business Administration-Business Analytics (MBA-BA), Ph.D., Executive Ph.D and Integrated Programme in Management (IPM).

ABOUT IIM RANCHI HYDERABAD SATELLITE CAMPUS

The IIM Ranchi Hyderabad Centre was set up at NIMSME, Yusufguda, Hyderabad, with the objective of catering to the growing demand for management education in the southern region of India. The center is strategically located in the heart of the city, offering easy accessibility to students and industry professionals alike. It leverages the rich corporate ecosystem of Hyderabad, which is known for its robust IT industry, pharmaceutical sector, and emerging startup culture.

WHY THIS PROGRAM?

The Postgraduate Certificate Program on Advanced Business Management offered by IIM Ranchi is designed to cater to the needs of working professionals who wish to enhance their managerial skills and business acumen while continuing to work. This program is spread over six months and consists of six core courses. The curriculum covers core management subjects such as Quantitative Approaches to Decision Making, Contextual and Strategic People Management, Personal and Behavioral Finance, Experimental Research in Business & Marketing, Innovation Management and Entrepreneurship, and Advanced Business Analytics. Four elective courses also need to be selected from the given list.

ELIGIBILITY

Graduation or equivalent from a recognized university/institution with minimum 50% marks.

Core Courses - Each student has to take all the six mandatory core courses.

Sr. no	Core Course	Credit	Module 1 (Weekend 1-4 x 90 mts) Total - 6 hrs	Module 2 (Weekend 2 -4 x 90 mts) Total - 6 hrs	Module 3 (Weekend 3 -4 x 90 mts) Total - 6 hrs	Workshop/ Design Module (2 hrs)	Total Hours
1	Quantitative Approaches to Decision Making	2	Quantitative Techniques Basics	Quantitative Techniques Advanced	Project Scheduling & Distribution Model	Games/ Simulations	20 hrs
2	Contextual and Strategic People Management	2	Contextual HRM	Career Management	Performance Management System	Design a Career oriented Performance Management System for your firm context	20 hrs
3	Personal & Behavioural Finance	2	Accounting	Heuristics & Biases	Insurance & Investments	Design an Investment portfolio for your family	20 hrs
4	Experimental Research in Business & Marketing	2	Experimental approach to business research	Gamification of Experiments	Online Experiments	Design an Online experiment for a business problem faced by IIM Ranchi	20 hrs
5	Innovation Management and Entrepreneurship	2	Creativity & Innovation	Product & Service Innovation	Entrepreneurship	Design an Open Innovation Community for IIM Ranchi	20 hrs
6	Advanced Business Analytics	2	Financial Analytics	Marketing Analytics	HR Analytics	Conduct Analytics using Social media data from IIM Ranchi	20 hrs

The Programme will be delivered in Hybrid Mode

HOW TO APPLY

The Participant has to pay the fees first through the following link
<https://www.onlinesbi.sbi/sbicollect/icollecthome.htm?saralID=-997825186>



After Completion of the payment process, the participant has to fill the following google form and complete the registration process.



<https://forms.gle/hBjQJPp1s2s1huWC7>

**Last Date for Registration
is November 30, 2023**

Commencement Date of the Programme:
Tentatively Mid of December 2023