



# EXECUTIVE MBA 2024-26



**PROGRAM BROCHURE**

 [www.iimamritsar.ac.in](http://www.iimamritsar.ac.in)

Owing to its indefatigable allegiance to providing exemplary education, IIM Amritsar has established itself as the vanguard of quality education and learning in a short span of time.



## About IIM Amritsar

Indian Institute of Management (IIM) Amritsar is the 15th IIM set up by the Ministry of Human Resource Development with the support of the Government of Punjab. Being located in Amritsar, the land of the Golden Temple and Attari-Wagah Border, the Institute benefits from the enriching experience offered by this holy city.

The Institute is currently run from the Punjab Institute of Technology Building, 5 kms away from the railway station and 10 kms from the airport. Its permanent campus will be constructed about 7 kms from the ISBT and 8.5 kms from the railway station, making it easily accessible. IIM Amritsar believes in collectively igniting possibilities. Towards fulfilling this objective, the Institute plays a crucial role in human capital development by offering various programs like Executive MBA, MBA, MBA Business Analytics, MBA HR, PhD and various short-term and long-term executive education programs.

The Institute follows the same pedagogy as practiced by the other members of the prestigious IIM fraternity. With the state-of-the-art infrastructure, IIM Amritsar provides a nurturing environment for its students to learn and grow. IIM Amritsar also focuses on creating an entrepreneurial culture, where the students and faculty work together to create the best enterprising solutions.

Besides getting to learn from qualified faculty and industry leaders, the students, here, learn by involving themselves in various club and committee activities. The tireless efforts of our students result in their winning many corporate and B-school competitions and, ultimately, their bagging promising career opportunities.

## About Executive MBA

The EMBA (Hybrid) program provides a multidisciplinary view of business management. The program is offered in the hybrid mode, with two on-campus visits per year intertwined with live virtual classes. EMBA classes are delivered online via video conferencing using an interactive learning management system. The program is offered over weekends with classes on Fridays, Saturdays, and Sundays.

Designed to address the needs of executives, the program provides a channel for learning and writing exams online, without compromising on human needs for networking in both physical and virtual modes. The program is aimed at enabling

participants to develop strategies for solving complex business problems, creating strong teams, and leading organizational change to sustain competitive advantage.

The two-year EMBA program spans over 750 hours, where participants have the opportunity of closely interacting with IIM Amritsar faculty and the diverse pool of industry leaders. The program offers a curated set of core courses along with relevant electives to meet individual aspirations of working professionals. At the time, when India needs a large number of business leaders to keep the momentum of economic growth, our EMBA program will catapult you to write India's growth story.



## Message from Director

**“ Indian Institute of Management Amritsar is a premier business school with a mission to impart quality management education. ”**

We are consciously expanding our programs to cater to the diverse needs of the community, state and nation. Our programs are focused on learner-centric pedagogy with an aim to groom socially conscious leaders for tomorrow.

The Executive MBA program is an excellent opportunity for working professionals and entrepreneurs to embark on an exciting journey to discover their true potential.

I welcome all the aspirants to be ready to add exceptional value to their organizations and rise and shine to take their careers to greater heights!



**Prof. R. Nagarajan**

## Message from Chairperson



**Prof. Mukesh Kumar**

**“ Our participants have acknowledged that the program is suitably designed for working professionals with a growth mindset. ”**

I always hear positive words from our EMBA participants about the quality of our program. The participants' delightful experience reflects IIM Amritsar's focus on quality content and contemporary pedagogical practices. In my opinion, this program is designed to turn motivated executives into successful ones. If you intend to transition into a leadership role, this program will prepare you for the progression by equipping you with the requisite skillset and knowledge.

As the window for admission to the 2024-26 batch opens, I am excited about the new possibilities the program will create for working professionals and their organizations. I invite executives to embark on this two-year journey chartered for your vertical and horizontal growth in your organization and industry.

# Program Objectives

Prepare executives to chart a new career path according to the current industry needs

Assist entrepreneurs to future proof their business

Prepare working executives to advance their careers and help them transition to leadership roles

Understand the shifting business landscape and learn the right tools to navigate the change



# Admission Process

## Shortlisting

Applicants will be shortlisted based on their

- Performance in CAT / GMAT / GRE / GATE or IIM Amritsar Admission Test
- Past academic performance.
- Progressive work experience

## Interviews

Shortlisted candidates will be called for an online Personal Interview (PI).

The interview panel will evaluate the suitability of the candidate

- For the program and
- Their leadership potential for handling large teams and projects

## Eligibility Criteria

The Institute focuses on a holistic assessment of interested candidates. The admission criteria specified below are more to check the suitability of the candidate for this rigorous program.

Bachelor's degree in any discipline with consistent academic performance.

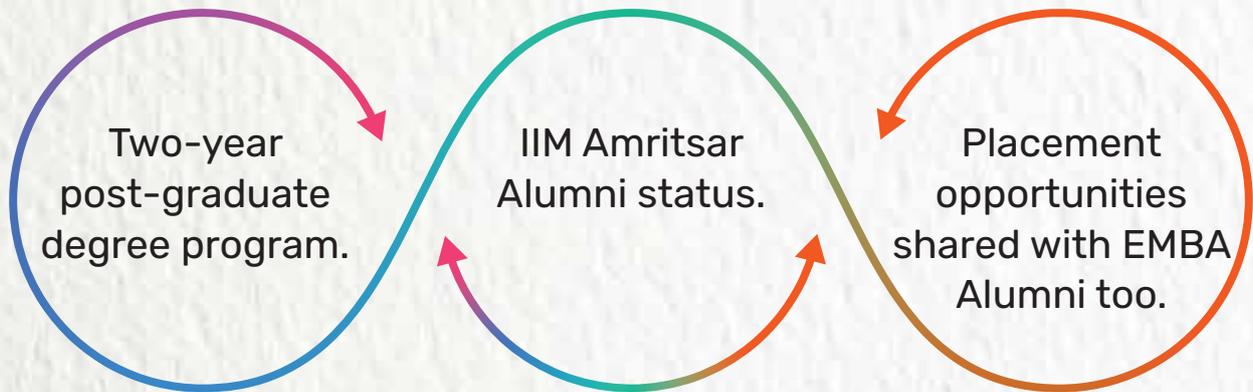
Minimum 3 years of progressive work experience in a managerial / entrepreneurial / professional role as on May 31, 2024, after completion of Graduation.

The applicant must have a valid CAT/GMAT/GRE score to apply for the program.

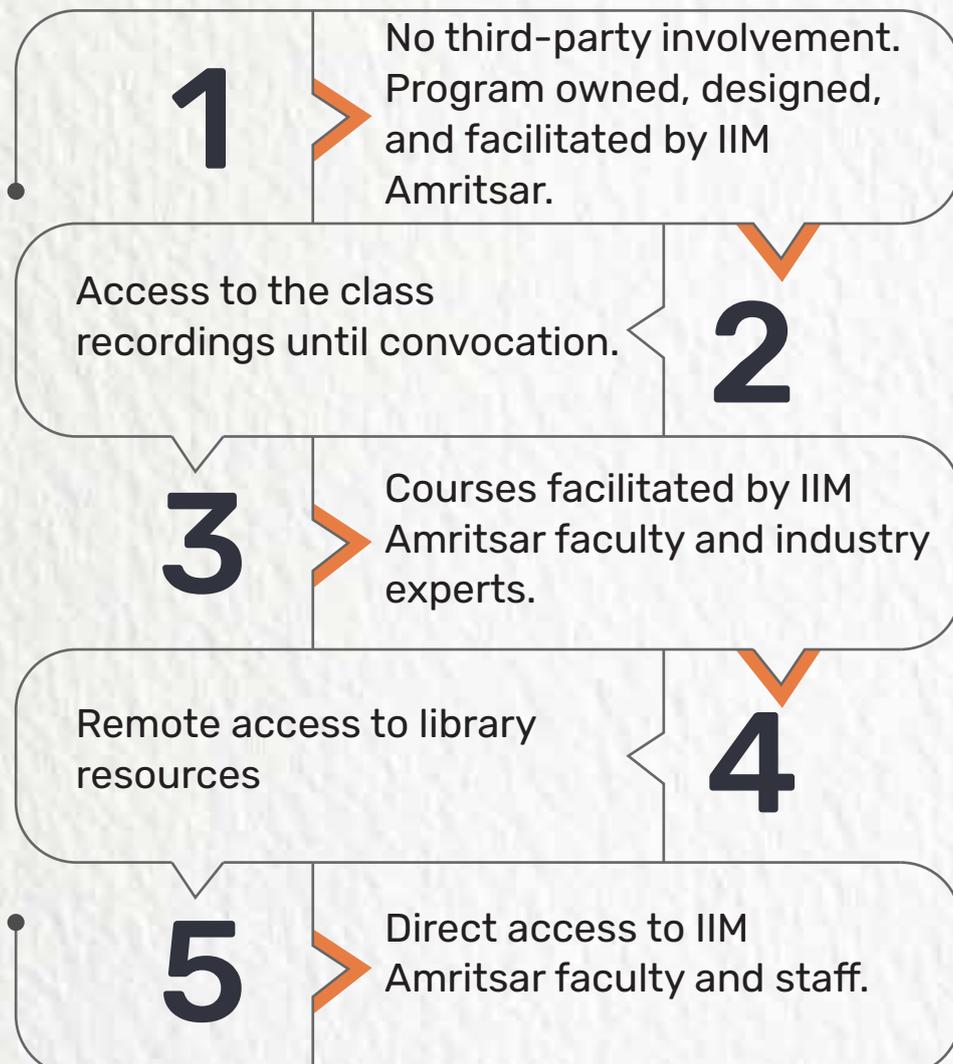
Alternatively, the interested candidates can also choose to take the IIM Amritsar Admission Test (IAAT) along the lines of the CAT Examination.

# Highlights of the Program

## Program Features



## Program Uniqueness



# Highlights of the Program

## Academic Highlights

1 Industry oriented electives.

2 Classes, quizzes, and exams on weekends (Fri, Sat & Sun)

3 Integrated Field Project & Capstone Simulation for comprehensive learning

4 Curriculum designed exclusively for working professionals

5 Use of cases from Harvard, Ivey, and other prestigious platforms

# Program Roadmap

## Capstone Simulation

Integrated simulation exercise which will help the participants to understand the critical aspects of a business



## Orientation Program

Focusses on do's and don'ts to succeed at EMBA life at IIM Amritsar



## Core Courses

A wide array of courses focusing on building a strong foundational base for understanding and solving complex business problems



## Integrated Field Project

The focused action based project with some practical applications suggestive of improvements in the organizations



## Elective Courses

A broad range of electives to give a chance to the participant to specialize and focus in their area of expertise



# List of Courses

01

## Term I

Managing People and Organizations  
Managerial Economics  
Financial Reporting and Analysis  
Quantitative Methods  
Essentials of Marketing

02

## Term II

Business Computing  
Managerial Communication  
Operations Research  
Advanced Marketing Management  
Macro Economics and Policy

03

## Term III

Talent Management & Development  
Legal Aspects of Business  
Business Research and Methods  
Operations Management  
Financial Management

04

## Term IV

Competition and Strategy  
Consumer Behavior  
Elective\*  
Elective\*  
Security Analysis & Portfolio Management

05

## Term V

Business Intelligence and Digital Transformation  
Business, Society and Public Policy  
Sales and Distribution Management  
Elective\*  
Integrated Field Project/Elective

06

## Term VI

Business Ethics  
Capstone Simulation  
Strategic Leadership and Decision Making  
Elective\*  
Elective\*  
Integrated Field Project/Elective

# Application Process



The application form for admission to EMBA 2024-26 will be available at [www.iimamritsar.ac.in](http://www.iimamritsar.ac.in)

A non-refundable application fee of Rs. 1500/- is to be submitted along with the completed application form



The fee can be paid electronically at the time of submitting the application form

Candidates opting to appear for IIM Amritsar Admission Test will have to pay a non-refundable fee of Rs. 1000/- in addition to the application fee.



# IMPORTANT DATES

Admission Cycle	Cycle 1	Cycle 2	Cycle 3
Start Date	Oct 3, 2023	Dec 11, 2023	Feb 18, 2024
Webinar Dates / Q&A Sessions	Nov 26, 2023 (Q&A)	Jan 21, 2024 (Webinar) & Feb 4, 2024 (Q&A)	Mar 17, 2024 (Webinar) & April 13, 2024 (Q&A)
End Date	Dec 4, 2023	Feb 18, 2024	Apr 14, 2024
IAAT Date	Dec 10, 2023	Feb 24, 2024	Apr 20, 2024
Interviews	Dec 9-10, 2023	Feb 24-25, 2024	Apr 20-21, 2024
Admission Letters	Dec 19, 2023	Mar 7, 2024	Apr 30, 2024
Last Date to Pay Registration Fee Rs 80,000/-	Jan 03, 2024	Mar 21, 2024	May 10, 2024
Pay 1st Installment Rs 1,20,000/-	Feb 3, 2024	Apr 21, 2024	May 30, 2024

## Program Fee

**INR 12 Lakhs**

The fee is payable in six installments before the commencement of each term.

The fee includes tuition, books, course material, and other library and membership facilities to various clubs and committees at IIM Amritsar.

Included in the program fee are also accommodation, meals, excursions during the campus immersion modules.

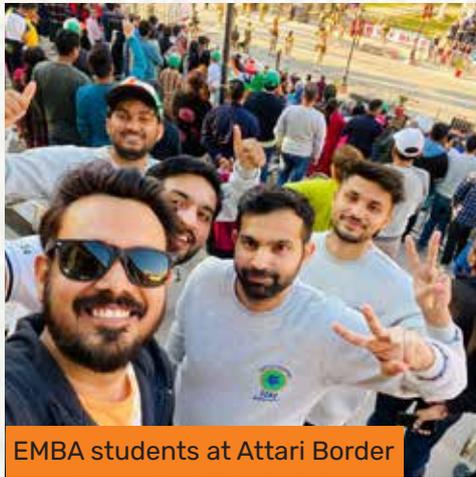
International Immersion cost to be paid separately by interested participants.

\* The human resource and learning and development teams are encouraged to contact the office for more details.

# Glimpses of Campus Immersion Module



EMBA students at Gobindgarh Fort



EMBA students at Attari Border



EMBA students at Gobindgarh Fort



EMBA students at Golden Temple



Immersion to acquaint with diverse culture of Punjab

# Glimpses of Campus Immersion Module



Immersion to  
enhance group  
cohesiveness

# Your Stay Arrangements



Accommodation in a 4/5 star hotel during campus module



Classrooms During Campus Module



Classrooms During Campus Module



# Alumni Speak

## **Pooja Devgan** Manager, Airbnb

My batch comprises business experts from diverse backgrounds and during class sessions, they bring so much knowledge and expertise to the table that I am not only being benefited by the EMBA course but also with real life experiences. The discussion entails economic, business, social, political and humanitarian views that one always feel enriched and truly satisfied.

## **Vivek Arora** Head - Alliances and Partnerships, Zee5 SVOD B2B , DTH Sales Zee Entertainment Enterprises

I was always of the impression that online classes would be very tedious and less engaging. But my perception changed from the very start of the first session. Our faculty's teaching style and encouragement are such that I get motivated to express me freely without fear of judgment. It's indeed been a great experience. I also experience that the interactions also act as a stress buster.

## **Deepika Lodhi** Liaison Officer in India Meta Platforms Inc. (formerly known as Facebook Inc.)

"IIM Amritsar", is not only a journey to study at one of India's finest institutions but also to become one of the finest professionals. IIM Amritsar Online EMBA programme gave me an opportunity to pursue my dream and to continue my work commitment simultaneously. The team of well experienced and highly qualified faculty members are enriching us in every session and making our every weekend more worthy than ever before.

## **Eshwer Shivaprakash** Analyst - Business Strategy & Planning Sun Mobility Pvt. Ltd.

The learning experience has been truly enjoyable and rewarding. Contrary to popular opinion, the online classroom environment has made things even more fun and interesting for our batch, as we are all in our own comfort zones, being the best (uninhibited) versions of ourselves. This helped us all open up and everybody's personalities shone through with little to no effort. When that happens, the stories flow effortlessly (both life lessons, and funny experiences alike).

# Core Faculty



**Aarushi Jain**  
PhD, IIM Indore  
IT and Computational Systems



**Amit Gupta**  
PhD, University of Maryland  
Organizational Behaviour and  
Human Resources



**Ananya Syal**  
PhD, IIM Ahmedabad  
Organizational Behaviour and  
Human Resources



**Ankit Sharma**  
PhD, IIM Lucknow  
Quantitative Methods &  
Operations Management



**Arun Kumar Kaushik**  
PhD, IIT Roorkee  
Marketing Management



**Aswathy Asokan Ajitha**  
PhD, IIT Madras &  
Curtin University  
Marketing Management



**Chetan Chitre**  
PhD, IIM Bangalore  
Economics



**Divya Tripathi**  
PhD, IIM Lucknow  
Organizational Behaviour and  
Human Resources



**Gurbir Singh**  
PhD, IIM Indore  
Marketing Management



**Harpreet Kaur**  
PhD, IIT Delhi  
Quantitative Methods &  
Operations Management



**Jagriti Srivastava**  
PhD, IIM Kozhikode  
Finance, Accounting, and  
Control



**Kalpit Sharma**  
PhD, IIM Lucknow  
IT and Computational Systems

# Core Faculty



**Mahima Gupta**  
PhD, IIM Lucknow  
Quantitative Methods &  
Operations Management



**Mukesh Kumar**  
PhD, Jawaharlal Nehru  
University  
Communications



**Nabendu Paul**  
PhD, IIM Bangalore  
Finance, Accounting, and  
Control



**Nitin Koshta**  
PhD, IIM Kashipur  
Quantitative Methods &  
Operations Management



**Pankaj Gupta**  
PhD, IIM Indore  
Finance, Accounting, and  
Control



**Pavneet Singh**  
PhD, IIM Ahmedabad  
Economics



**Pinakhi Suvadashini**  
PhD, IIM Lucknow  
Quantitative Methods &  
Operations Management



**Ranjan Kumar**  
PhD, IIM Lucknow  
Communications



**Ravi Khadotra**  
PhD, IIM Lucknow  
Finance, Accounting,  
and Control



**Ravishankar V. Kommu**  
PhD, IIM Calcutta  
Organizational Behaviour &  
Human Resources



**Sakshi Aggarwal**  
PhD, IIM Indore  
Marketing Management



**Sanket Vatavwala**  
PhD, IIM Indore  
Marketing Management

# Core Faculty



**Santosh Kumar Tiwari**  
PhD, IIM Indore  
Strategic Management



**Shuvabrata Chakraborty**  
PhD, IIM Lucknow  
Quantitative Methods &  
Operations Management



**Sujit Raghunathrao  
Jagadale**  
PhD, Institute of Rural  
Management Anand  
Marketing Management



**Sunil Reddy Kunduru**  
PhD, IIM Bangalore  
IT and Computational Systems



**Surender Rao Komera**  
PhD, IFMR  
Finance, Accounting, &  
Control



**Swapan Deep Arora**  
PhD, IIM Lucknow  
Marketing Management

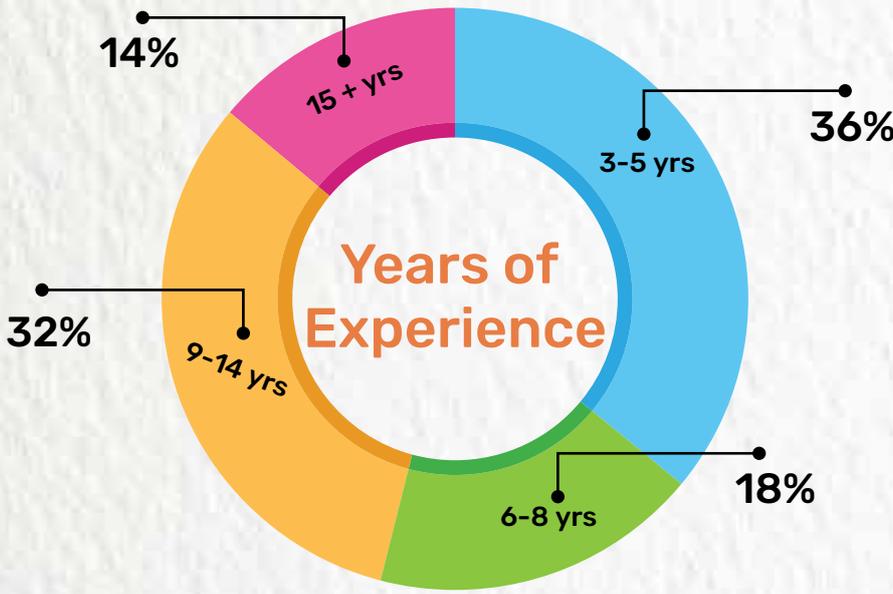
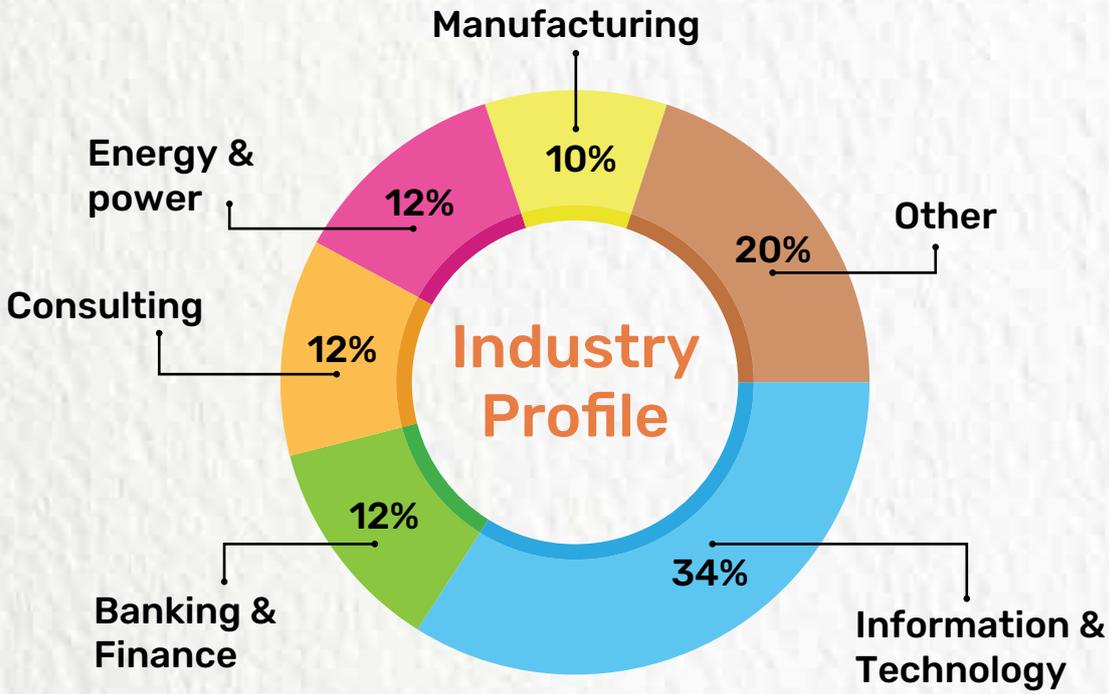


**Sweta Singh**  
PhD, IIM Bangalore  
Organizational Behaviour &  
Human Resources

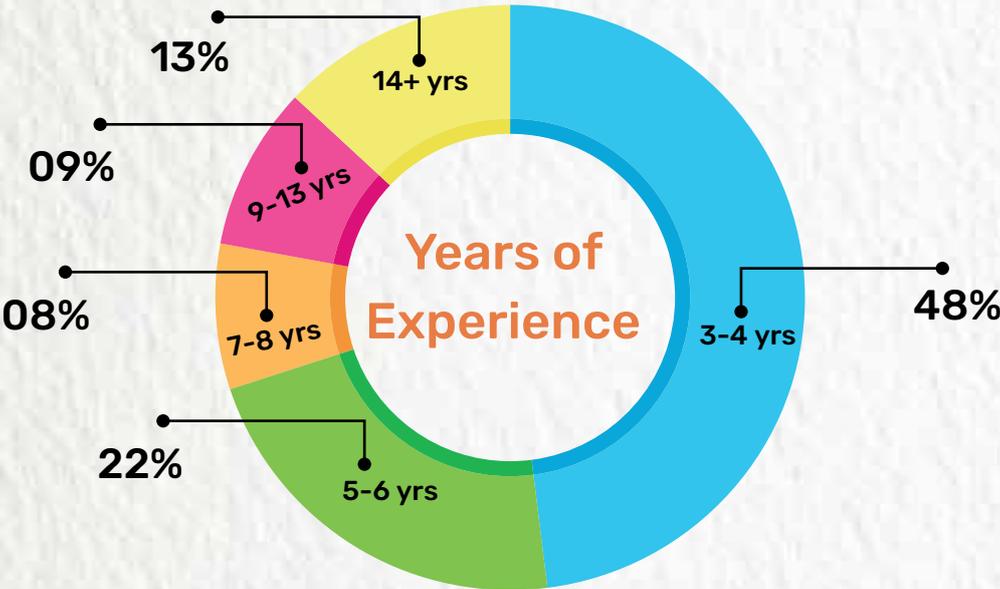
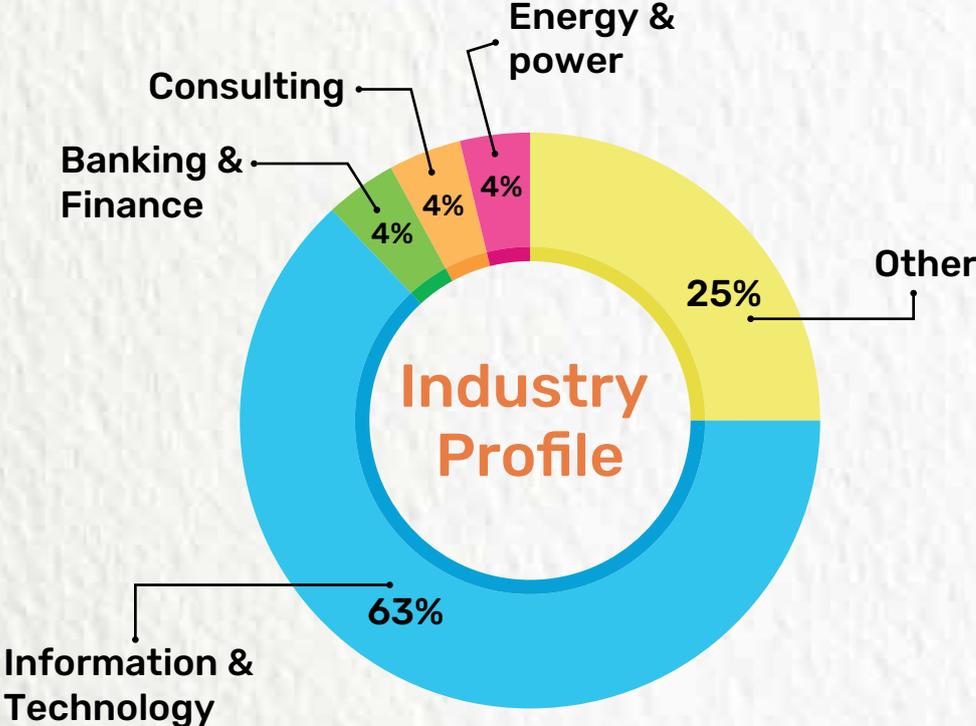


**Vartika Dutta**  
PhD, IIT Kharagpur  
Organizational Behaviour &  
Human Resources

# EMBA 02 (2022-24) Statistics



# EMBA 03 (2023-25) Statistics



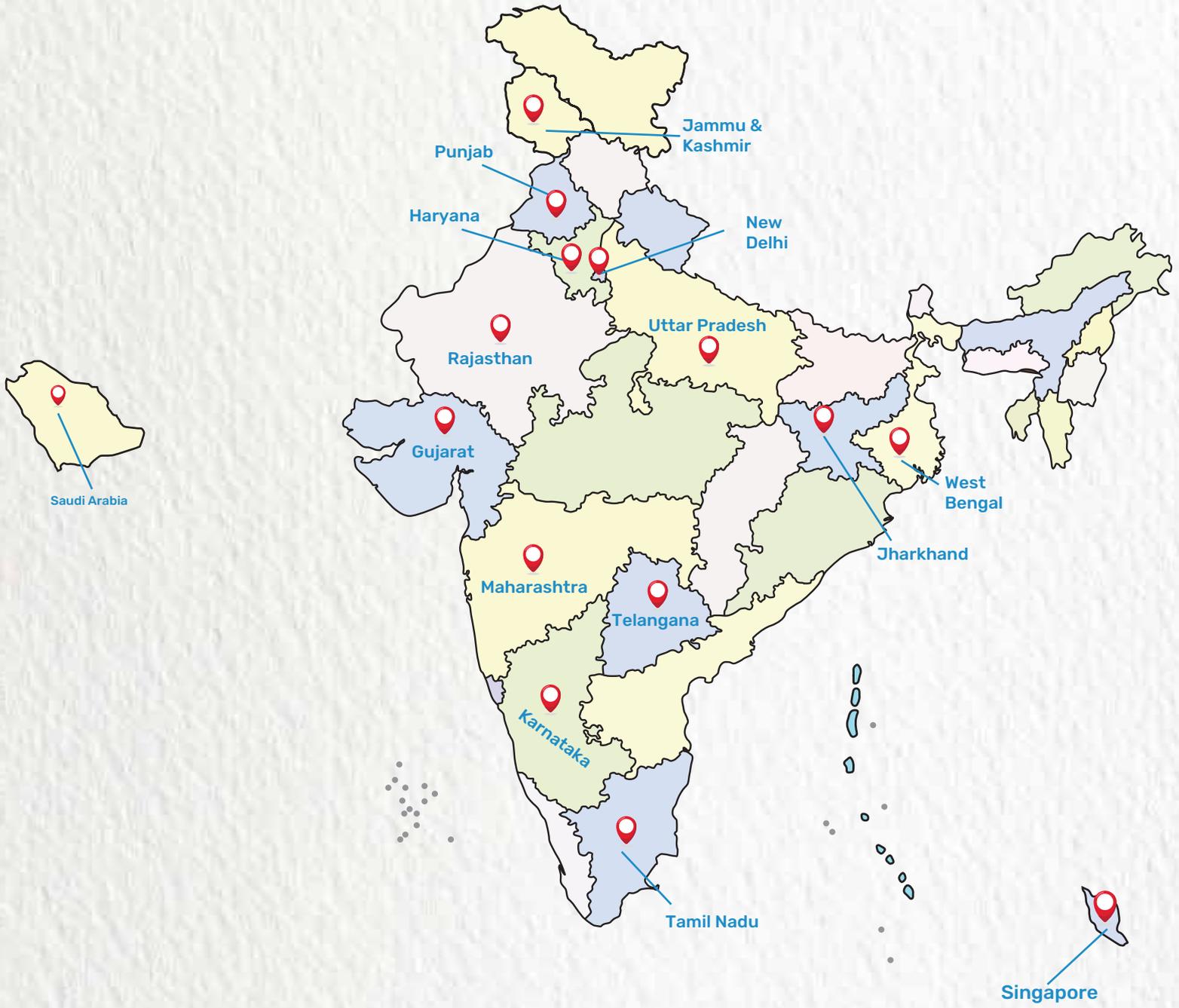
# Geographical Diversity

## Batch-02 Geographical Diversity



# Geographical Diversity

## Batch-03 Geographical Diversity



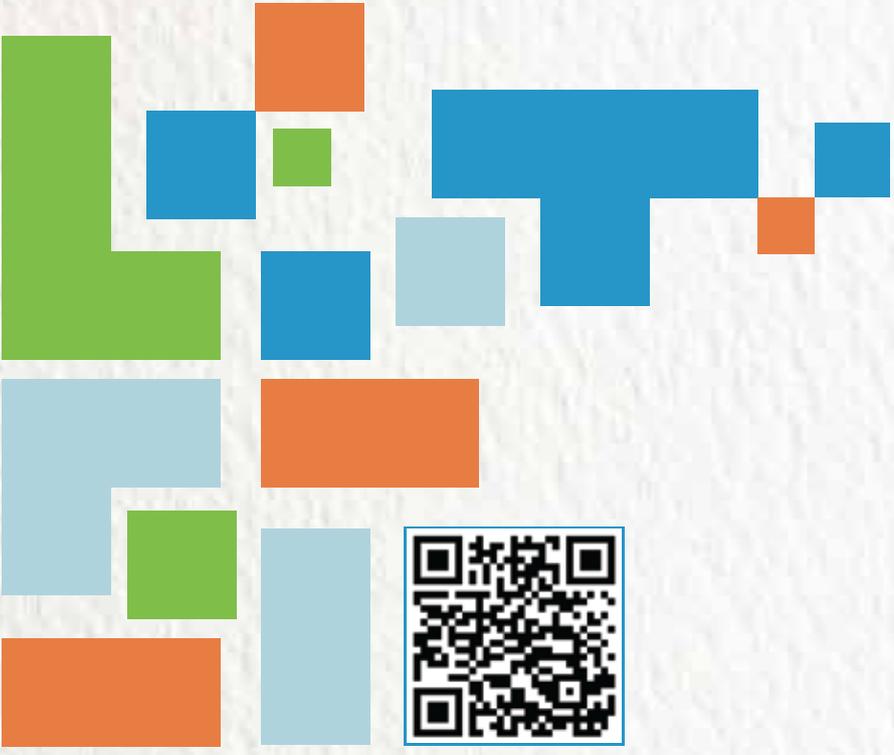
## Select Companies EMBA Students are Working for:

- ◆ Accenture
- ◆ TCS
- ◆ Oracle
- ◆ Infosys
- ◆ ITC
- ◆ Mahindra & Mahindra
- ◆ Airbnb
- ◆ Bajaj Housing Finance Limited
- ◆ Larsen & Toubro Construction
- ◆ Barclays
- ◆ State Bank of India
- ◆ Bank of Baroda
- ◆ Hindustan Petroleum Corporation Limited
- ◆ PwC
- ◆ KPMG Global Services
- ◆ Zee Entertainment Enterprises

## Library Facility

IIM Amritsar library is one of the finest and best in class management information centers in the country, complemented with state of art technology supports to the users. It is a cornerstone that supports learning, teaching, and research activities. With a variety of knowledge and information resources, facilities, and the latest information and communication technologies available in this library, it is our earnest endeavor to help you expand your knowledge, skills, and performance. In addition to print materials, the library offers thousands of electronic books, journals, magazines, videos, cases, newspapers, and many more. You can access these resources anytime from anywhere through remote access (REMOTEXS).





**FAQs**



**APPLY NOW**



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