



INDIAN INSTITUTE OF  
MANAGEMENT CALCUTTA

BATCH 15

# EXECUTIVE PROGRAMME IN GLOBAL BUSINESS MANAGEMENT

1 Year, Live Online and In-class Sessions



IIM CALCUTTA EXECUTIVE EDUCATION ALUMNI STATUS

**3** Triple Accreditation  
(AACSB, AMBA and  
EQUIS)

**#1** Best B-School in  
India (Business  
Today, 2021)

**#3** Top B-School  
in India  
(NIRF, 2022)

# The IIM Calcutta Advantage



IIM Calcutta's Executive Education programmes meet the needs of experienced working professionals and practising managers interested in advancing their cross-functional skills, strategic vision and superior management expertise. These programmes are designed to equip our participants to question existing assumptions, identify emerging opportunities, solve complex business problems, enhance operational performance, improve productivity, and build a sustainable competitive advantage.

Whether through face-to-face interactions and live online sessions with faculty and industry thought leaders or working collaboratively with experienced peers, you'll achieve and exceed your learning aspirations with an acquired proficiency to tackle today's most complex business challenges.



# **Are *you* industry-ready in today's dynamic global business landscape?**

To improve bottom-line profitability, hiring the right talent remains one of the top concerns for 71% of MNCs in 2022 (Mercer's 2022 Global Talent Trends Report). In this context, to stay not just updated in today's dynamic global economy but to succeed with competitive strategies that transcend beyond national borders, current senior managers and aspiring business leaders need to develop a global business mindset with future-ready business skills.



***Accelerate Your Global Business Career.***

# Prepare to Go Global

Businesses are global. Customers are global. Organisational expectations, needs, and demands are changing faster than ever before. To ride out market volatility, technological disruptions, and changing consumer preferences, businesses in this digital age demand new-age managers and leaders who can think globally and compete strategically. According to GMAC's Corporate Recruiters Survey 2021, the top three skills that will see higher demand in the next five years are managing strategy and innovation, decision-making processes, and leadership. Transforming into a global business leader requires having advanced strategic business acumen, innovative thinking, technological agility, and leadership capabilities.

To meet this demand, the IIM Calcutta is offering the 15th batch of the one-year **Executive Programme in Global Business Management**. This high-impact programme has enabled scores of alumni through its earlier fourteen batches to gain strong strategic, cross-functional, and business decision-making skills in today's interconnected, global business landscape. Taught by distinguished IIM Calcutta faculty, the industry-aligned curriculum aims to empower leaders with global business strategies, contemporary management and leadership skills, and a global mindset for business integration and improved responsiveness. Globalise your business career and develop your managerial competency to become a strategic and influential global business leader.

## US\$6.5 trillion

Wide-scale investment in upskilling has the potential to boost global GDP by US\$6.5 trillion by 2030.

(World Economic Forum Report, 2021)

## #5 globally

India is the fifth-largest economy globally and is projected to grow to US\$5 trillion by the end of 2025.

(Business Insider2022)

### STARTS ON:

September 30, 2022\*

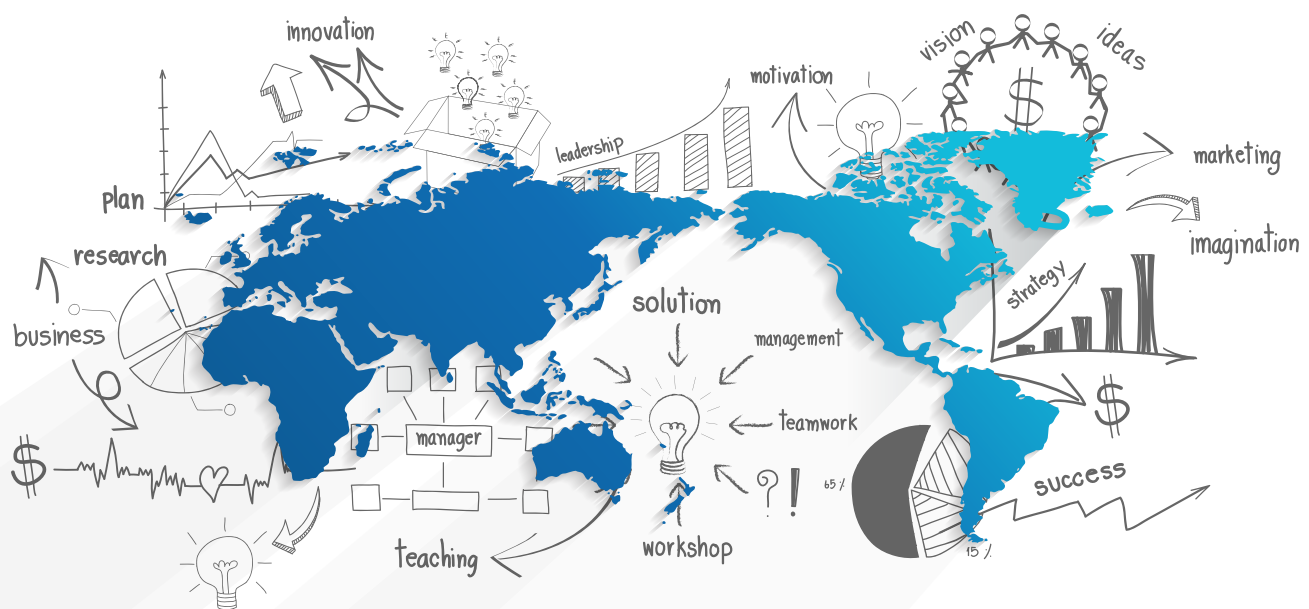
### DURATION:

1 Year

### PROGRAMME FEE:

INR 4,40,000 + GST

*\*Begins with an introduction to the platform.*



# Who is this Programme for?

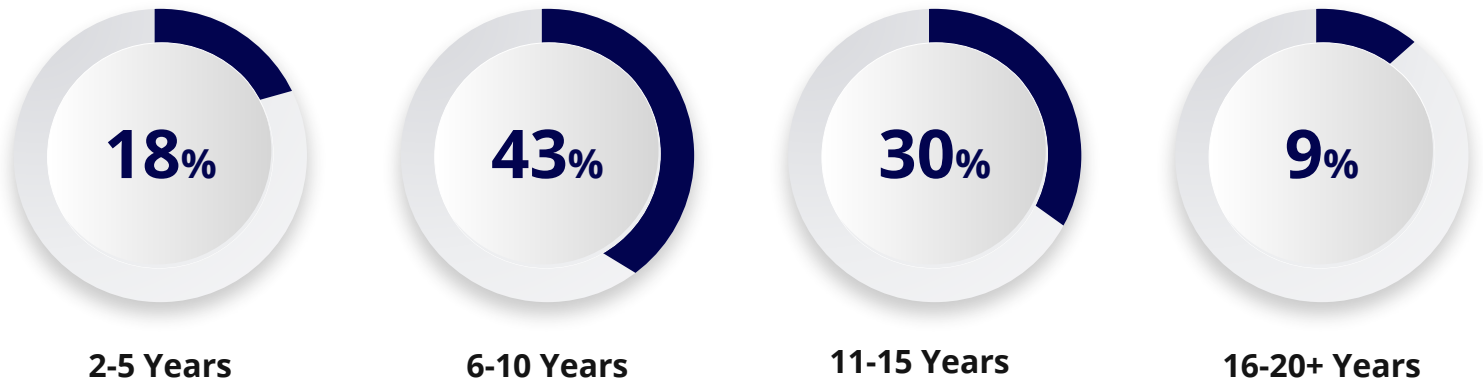
Mid-career professionals transitioning to global management roles of international businesses or keen on tapping global opportunities for their companies will advance their understanding of global economics and strategies at the business, team, and individual levels.

Additionally, senior professionals and evolving business leaders looking for a fresh perspective on strategies to expand business in international markets and successfully manage global operations will also benefit from enrolling in the programme.

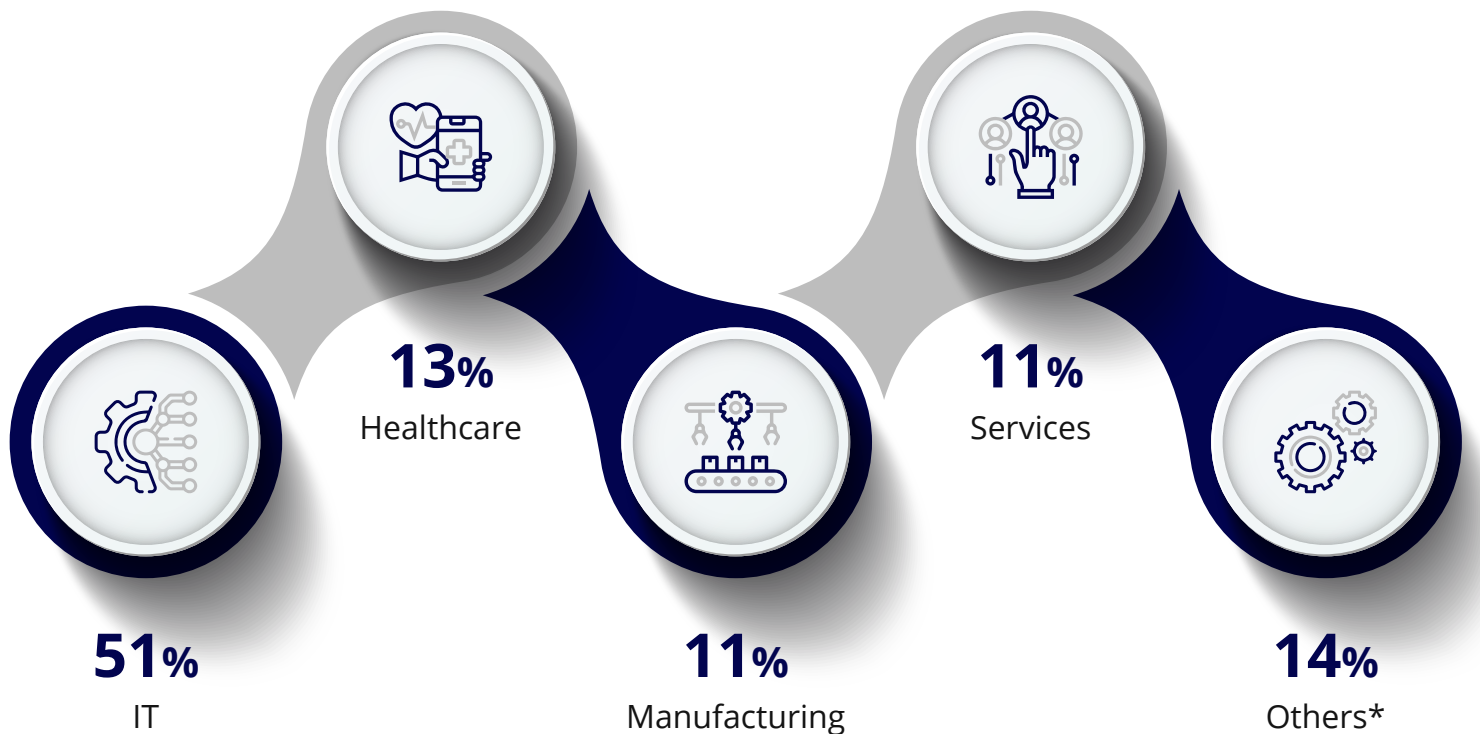


# Past Participants Profile

## Work Experience



## Industry



\*Others include Automobile, Finance, FMCG, and Oil and Gas, amongst others.

## Job Roles

- C-Suite Leaders
- Head - Global Business Development
- Manager - Global Business Business
- Consultant
- Business Solution Architect

...amongst others.

## Top Companies

- Accenture
  - Amazon
  - Bajaj Auto Ltd.
  - Ford India
  - Samsung India
- ...amongst others.

# Past Participant Testimonials

“

The last 13 years of work life have created a dimension of looking at things in a way we wish to see in the real mechanical world, but the last 12 months during this course have actually created a new dimension of looking at global business with the inputs sought from the course. Not only that, it gave me a nice experience of being a student again after so many years of work life.

**SARATCHANDRA SANKA**

Associate Manager Operations, ITC Limited

*IIMC EPGBM Batch 13*

”

“

I gained lots of insights about Global Business Management, which will help me build my career prospect in a better way. I learned lots of managerial skills, which are essential for being an international manager. I feel graced to be associated with great faculties and excellent batch mates. I enjoyed learning a lot with IIM Calcutta and will cherish these memories forever.

**JITENDRA MULATKAR**

Senior Manager, Bridgestone India Private Limited

*IIMC EPGBM Batch 13*

”

“

The EPGBM has been great and has surpassed my expectations. The entire programme was well conducted, and all the queries or support required were well addressed. Even though the times were tough owing to the COVID-19 pandemic, the entire programme was conducted without any issues.

**PARTHIV PAGAR**

Deputy Manager, Vodafone

*IIMC EPGBM Batch 13*

”

*Need assistance with a query?  
Get-in-touch with our experts today.*

**SCHEDULE A CALL**

# Become a **Global Business Leader**

Distilling hundreds of leading global best practices across industries, IIM Calcutta's **Executive Programme in Global Business Management** is packed with conceptual learning, illustrative cases, useful frameworks, and practitioners' sessions.

The immersive learning journey will transform you into a global leader and a catalyst for business integration, improved responsiveness, and sustainable transformation in a global context.



Live online Video Lectures by Faculty



Real-world Case Studies/ Examples



4-day Campus Immersion



Guest Lecture Series from Global Business Practitioners

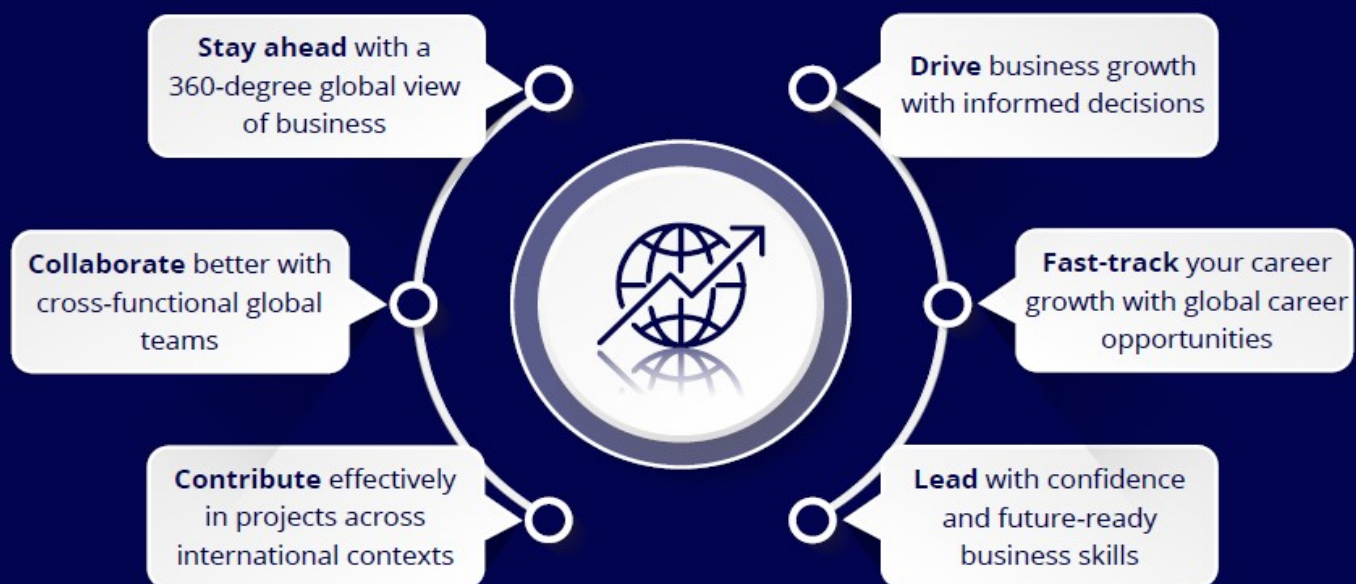


Learning and Networking with Peers



Executive Education Alumni Status

## Benefits of Upskilling in **Global Business Management**



# Programme Directors



## **Prof. Ramya T. Venkateswaran**

Programme Director and Associate Professor,  
Strategic Management, IIM Calcutta

Prof. Ramya joined academia after completing over a decade of corporate work experience in India and teaches courses on Strategic Management, Strategy Execution, and International Business at IIM Calcutta. Her research interests are in the areas of culture and international business, and her research work has been published in notable peer-reviewed journals and presented at international conferences. She is a three-time winner of the Best Reviewer awards at the Academy of Management and has won the Best Instructor Award at the X-Culture project in 2018 among instructors from 37 countries.

## **Prof. V.K. Unni**

Programme Director and Professor,  
Public Policy and Management, IIM Calcutta



Prof. V. K. Unni is a corporate lawyer, and he did his PhD in Intellectual Property Law. In 2008 he became the first and only recipient of the Max Planck India Fellowship instituted by the Max Planck Society. Prof. V.K. Unni is also the first Indian IP academician to receive the prestigious Thomas Edison Innovation Fellowship 2016-17 from the Center for the Protection of Intellectual Property (CPIP) at George Mason University School of Law, USA. At IIM Calcutta, he teaches Public Policy and Management programmes at the doctoral and postgraduate levels.



**The Executive Programme in Global Business Management imparts knowledge and skills in international business strategies to succeed in the global business arena.**

**The programme consists of a uniquely curated set of sessions with a broad foundation on management topics, specialised theoretical knowledge based on latest research on international business, exposure to practitioners from world class companies from across the globe and hands on skill-building workshops that offers a rich opportunity for building a global mindset. We hope that this should help the participants in tapping global opportunities, delivering value, and leading business growth, transformation and impact across international borders.**

*- Prof. Ramya T. Venkateswaran and Prof. V.K. Unni*



# Programme Modules

## MODULE 1: Introduction to Global Business Management

- Globalisation and its Impact
- World Geographies, International Markets and Consumers
- International Trade and Capital Flows
- Geopolitics
- Indian Economy

## MODULE 2: Foundation of Business Management

- Economics
- Finance and Accounting
- Marketing, Sales and Distribution
- Strategic Management
- Human Resource Management
- Organisational Behaviour
- Information Technology
- Business Ethics

## MODULE 3: Workshops by Global Business Practitioners

- Workshops by global business practitioners and internal experts on global business strategies.

## MODULE 4: Global Business Strategies

- Systematic Techniques for the Country and Opportunity Analysis

- Global Market Entry/ Exit Strategies
- International M&As
- JVs and Strategic Alliances
- Internationalisation of Family-Owned Businesses
- Economics of Special Economic Zone

## MODULE 5: Managing the Global Business

- Global Finance
- Global HRM
- International Law and Corporate Governance
- Global R&D, Innovation
- Global Supply Chain
- International Marketing Management
- Information Systems for Global Operations
- Global Business Ethics

## MODULE 6: Building Skills for Global Business Management (In-campus)

- Communication Skills Required in a Globalised World
- Sensitise Participants to Cross-cultural Skills Needed For the Conduct of international Business
- Guide Building Global Careers and Leadership While Cultivating a Global Mindset in the Organisation for Business Integration and Improved Responsiveness

### Note:

- Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the participant profile and programme hours.
- The programme curriculum includes individual assignments, simulations, group projects and presentations to apply and demonstrate classroom learnings.

# Real-world Case Studies

Listed below are a few indicative case studies from previous batches and the programme shall include case studies adapted for the current batch.



## **Tata Motors' Acquisition of Daewoo Commercial Vehicle Company** by Meera Harish, Sanjay Singh and Kulwant Singh

This case focuses on the background of the Merger and Acquisition and the bidding process. It provides information on the interests of the acquirer and target and how both companies came to see the value in the acquisition.



## **A Bomb in Your Pocket? Crisis Leadership at Nokia India (A)** by Charles Dhanaraj, Monidipa Mukherjee and Hima Bindu

This case addresses the theme of crisis leadership at a multinational enterprise in a powerful way. It helps learners explore and internalize the critical challenges of a multinational company in an emerging market.



## **Silvio Napoli at Schindler India (A)** by Michael Y. Yoshino, Christopher A. Bartlett and Perry L. Fagan

This case focuses on three core strategic decisions in establishing a subsidiary for the MNC as the plan is challenged by a local Indian management team and Schindler's European plants. Participants will explore strategic planning in a global context.



## **IMAX Expansion in BRIC Economies** by Dwarkaprasad Chakravarty and Paul W. Beamish

This case explores the sources of sustained competitive advantage and helps decipher motivations for international expansion. Learners will understand how to evaluate country investment potential and allocate investment between and within countries while addressing risks.

# Get Empowered with **Key Takeaways**



# Programme Certificate

Participants will be awarded a completion certificate and the IIM Calcutta Executive Education Alumni Status on successfully completing all evaluation components and having a minimum attendance of 66% in each module. Attending the campus visit is a mandatory requirement for successfully completing the programme.



*Note: The certificate shown above is for illustrative purposes only and may not be an exact prototype of the actual certificate. IIM Calcutta reserves the right to change the certificate and specifications without notice.*

## IIM Calcutta Executive Education Alumni Status

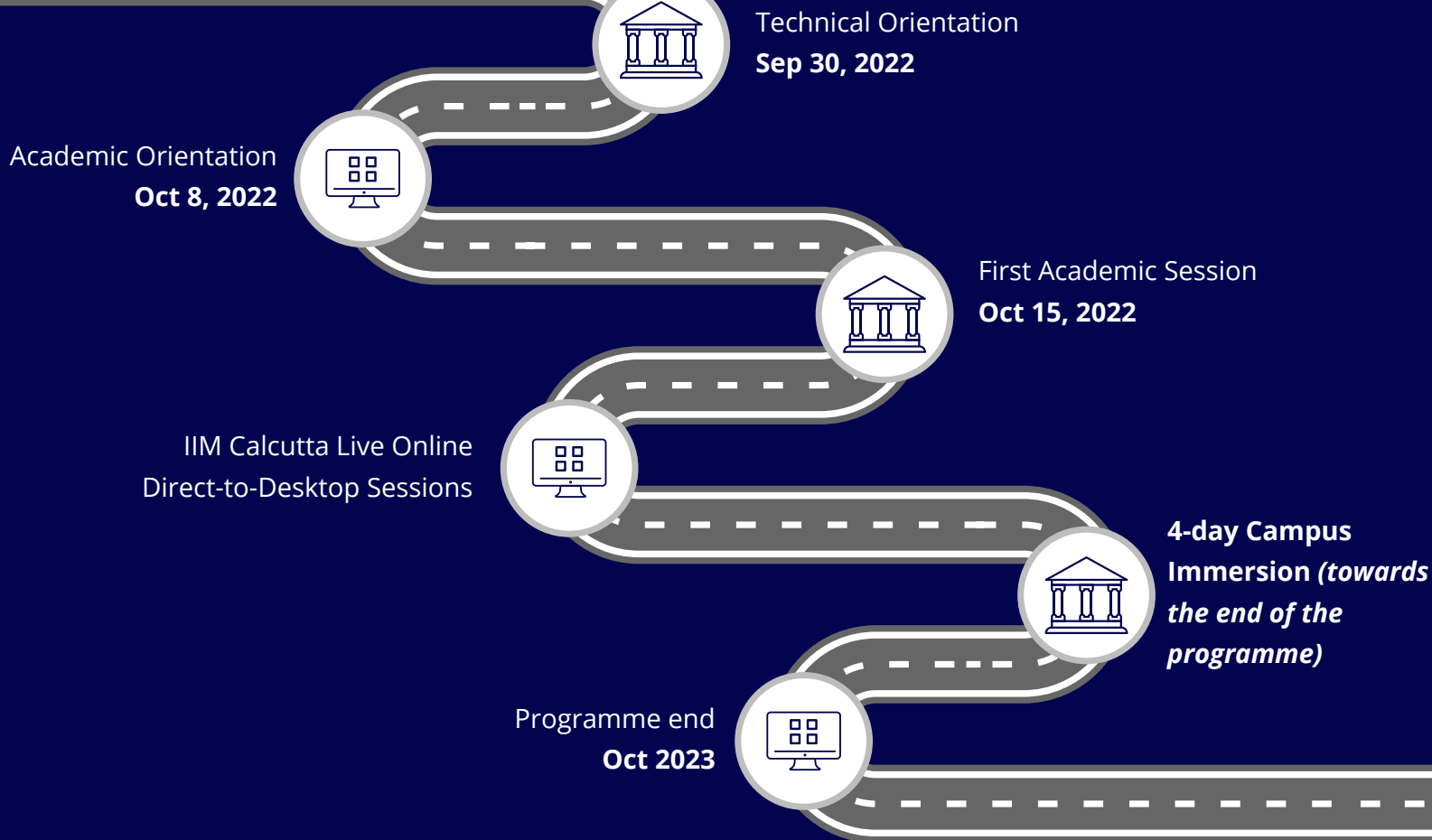
Upon successful completion of the programme, participants will receive the prestigious IIM Calcutta Executive Education Alumni Status. Participants become alumni of IIM Calcutta Executive Education with the following benefits:

- Get registered to access the alumni portal
- Receive an email-id on the iimcal.ac.in domain

*Note: The Executive Alumni benefits mentioned here are subject to the discretion of the IIM Calcutta LDP Executive Education department.*

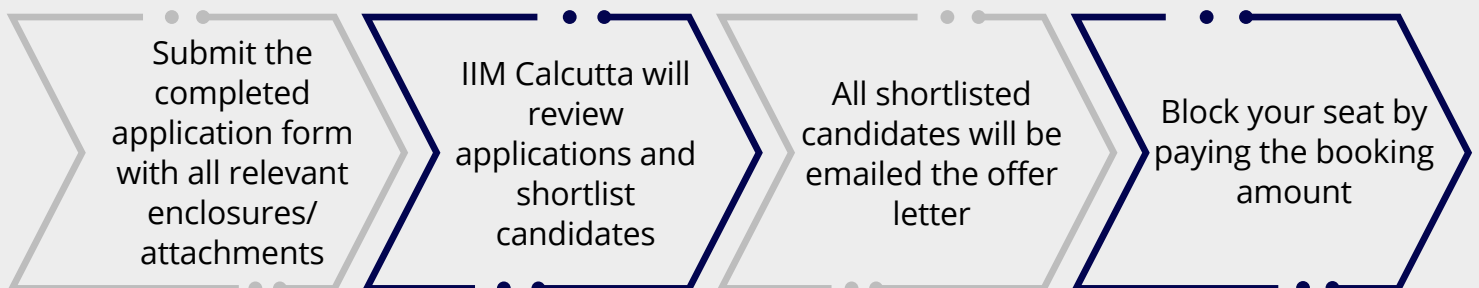


# Programme Experience



*Note: The above dates are subject to change and will be confirmed closer to the programme commencement.*

## How do I Apply?



**Academic Orientation**  
Oct 8, 2022

### Live Online Sessions\*

**Saturday**, 9:00 AM - 12:00 PM

**Select Sessions:** Sunday, 9:00 AM - 12:00 PM

*\*The schedule will be 3 hours/ week with a 15-minute break and will be confirmed closer to the programme start date. If a programme session corresponds with a public holiday, the session would be rescheduled.*

# Payment Schedule

**Programme Fee** INR 4,40,000 + GST (Inclusive of a registration fee of INR 10,000 + GST and exclusive of application fee)

## Instalment Schedule

Particulars	Remarks	Fee
Booking Amount	Within 7 days post selection	INR 44,000 + GST
Instalment I	Sep 30, 2022	INR 66,000 + GST
Instalment II	Dec 30, 2022	INR 1,98,000 + GST
Instalment III	Mar 30, 2023	INR 88,000 + GST
Instalment IV	Jun 30, 2023	INR 44,000 + GST

Note:

- GST (currently @ 18%) will be charged extra on these components.
- Postage charges for books and study materials sent to locations outside of India will be paid for by the participant.
- On-campus accommodation during the campus immersion is available on a twin sharing basis.
- The in-class experience of face-to-face interaction with the faculty provides an opportunity for immersion in the Institute's academic environment. The campus visit is mandatory for all participants.

## Round-wise Application Dates and Fee

# 1

Jul 18, 2022  
INR 2,500 + GST

# 2

Aug 22, 2022  
INR 3,000 + GST

Note: Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.

## Payment Process



### Option 1:

Flexible payment options in easy instalments



### Option 2:

Low-cost EMI loan options available

# Why Learn with Emeritus?

IIM Calcutta is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives IIM Calcutta the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of IIM Calcutta. Emeritus' approach to learning is built on a cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning. More than 250,000 students from over 160 countries have benefitted professionally from Emeritus' courses.

# Learning Journey



## Deepen Your Intellectual Capital

- World-class curriculum and teaching by leading faculty
- Peer-to-peer learning



## Manage Your Brand Capital

- Industry recognized, top-ranked IIM education on your resume
- IIM Calcutta Executive Education Alumni Status



## Enhance Your Career Capital

- Accelerate your leadership career with cutting-edge insights
- Learn while you earn and make new, life-long connections with experienced peers

## Programme Details

### ELIGIBILITY

- Graduates (10+2+3)/Diploma Holders (10+2+3)/ Post Graduates (10+2+3+2) in any discipline with 50% aggregate marks and having minimum 2+ years of work experience post completing graduation as of Sep 30, 2022.
- Participants should be currently employed. SOP is mandatory.

### EVALUATION

- There will be periodic evaluations built-in throughout the duration of the programme. These may be in the form of written tests, online exam, quizzes, projects or other objective/subjective assessments.

*Note: The campus module will be conducted subject to the evolving pandemic situation and will depend on Government and Institute policies related to the same. In case the campus visit module cannot be conducted, the equivalent hours will be made available online.*

# Why Learn from IIM Calcutta?

The Indian Institute of Management Calcutta (IIM Calcutta) 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 Jagdish Sheth, J. K. Sengupta, among others.

Over the years, IIM Calcutta has grown into a mature Institution with a global reputation, imparting high-quality management education. It has been playing a pioneering role in professionalising Indian management through its postgraduate and doctoral level programmes, executive training programmes, research and consulting activities. Today, the institute serves as an autonomous body, continually evolving to meet its goals in an ever-changing business environment.

IIM Calcutta is the first business school in India to complete triple accreditation by being recognised by three globally reputed business school accreditation organisations: Association to Advance Collegiate Schools of Business (AACSB), European Quality Improvement System (EQUIS) and Association of MBAs (AMBA). It is also the only Indian business school that is a member of the Global Alliance in Management Education (CEMS).

IIM Calcutta has been regularly ranked in all-important ranking organisations in India and overseas. IIM Calcutta's flagship programme, the 2-year MBA, was ranked 17th in the world, 1st in India and 2nd in Asia in FT MIM 2019 ranking. The vision of the Institute is to emerge as an International Centre of Excellence in all the 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 makes it an effective mechanism for the promotion of professional management practices in Indian organisations. 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 programmes.



# Application Requirements

## PROFESSIONAL EXPERIENCE DOCUMENTS

- For Previous Organisation/s: Relieving letters
- For Current Organisation: Current Salary Slip or Bonafied Certificate from the HR Department on company letterhead

## GRADUATION AND POST-GRADUATION EDUCATION

- Marksheet – Individual or consolidated (all semesters)
- Passing Certificate – If Any
- Diploma/ Degree/ Doctorate Certificate

## ID PROOF

- Any Government-issued photo ID like PAN Card/ Driving License/ Passport, etc.

# System Requirements

This programme includes live online classes. To attend a live online class you will need to have a PC/ Laptop/ Mac with:



**Speakers and microphone:** built-in or a USB plug-in or wireless Bluetooth



**OS:** Either MacOS 10.7 or higher OR Windows 8 or higher



**Webcam:** built-in or USB plug-in



**An internet connection:** Minimum bandwidth of 3.0 Mbps (up/ down)



**Processor:** with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)



**Browser:** IE 11+, Edge 12+, Firefox 27+, Chrome 30+



**RAM:** 4 GB or higher



**Zoom software client installed on your PC/ Laptop/ Mac**

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PC/ Laptop/ Mac for a better learning experience and have your video on.

Apply Now

APPLY NOW

Finance Options Available

KNOW MORE



**WhatsApp an Advisor on +91 7412081081\***

*\*This number does not accept any calls. Please message your queries.*

SCHEDULE A CALL

For registration and any other information,  
please get in touch with us at  
[iimc.execed@emeritus.org](mailto:iimc.execed@emeritus.org)



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