

Executive MBA in Managing New Age Businesses

BATCH-1



Duration
2 years
across 6 terms



Course Launch Date
01 September
2024



Course Commencement
Saturday, 15 March
2025



Class Schedule
10.5 hours of classes
every week

Course Objectives

The Executive MBA in Managing New Age Businesses at IIM Sirmaur is a two year, non-residential programme that is equivalent to an MBA degree programme and has been specifically curated for working professionals who need to want to understand and master the nuances of managing new age businesses. The programme covers various aspects of new-age skills required to manage and lead businesses and helps mid and senior level executives boost their career progression prospects. The programme's unique approach to executive education is designed to provide professionals with the skills, knowledge and experience required to stay relevant and succeed in an advanced, complex, uncertain and rapidly changing business environment.

The objective of the programme is to equip the participants with essential managerial skills required for the running of new age businesses in the current global scenario. The ever evolving business scenario in the post-covid era poses numerous challenges for the new age managers. This Executive MBA programme aims to equip the managers or would be managers, with skills like digital marketing, data analytics, financial modelling, sustainable business practices etc. The programme differentiates itself with other traditional MBA / EMBA programmes by focusing on more new age topics & tools that is important and relevant to the present day working environment rather than traditional concepts.



Programme **Highlights**

Course Benefits to Participants

➤ **Earn an EMBA Degree from IIM Sirmaur**

Participants successfully completing this programme will be conferred with the degree Executive Master of Business Administration (EMBA) awarded by IIM Sirmaur, a Centrally Funded Technical Institution (CFTI) of National Importance.

➤ **Masterclasses and Skill Development Workshops by PwC Academy**

Dedicated masterclass sessions and Skill Development workshops organized by PricewaterhouseCoopers (PwC) Academy, whose expert professionals will share with you, various aspects of industry advancements, associated challenges and leadership strategies to equip you with real world capabilities.

➤ **Experience the Campus**

Spend a total of 10 days - across two immersion modules - at the brand new and modern IIM Sirmaur campus that will provide you with the opportunity to experience the highly involved classroom sessions while interacting face to face with the faculty and networking with peers.

➤ **Become an IIM Alumni**

Earn Alumni status from IIM Sirmaur upon successful completion of the programme and become a part of the rich Alumni network that allows you to associate with like-minded individuals and tap into connects and opportunities that are offered by the network.

➤ **Learn from the Best**

Lectures for this programme will be imparted by eminent and experienced faculty from IIM Sirmaur and Masterclasses and Skill Development Workshops will be conducted by expert professionals from PwC Academy giving you an ideal blend of learning from both academia as well as industry.

➤ **Access Knowledge Resources of IIM Sirmaur**

As a student of this programme, participants are granted access to IIM Sirmaur's virtual library that holds a wealth of knowledge resources that you can leverage for various academic and professional pursuits.

➤ **Innovative Programme Construct**

A uniquely conceived and designed programme structure with special focus on new age business related topics and skills without compromising on the essential basics of management education. Separate skill development modules are built into the construct of the curriculum aimed to upskill current managers and future leaders. Participants also have the flexibility to choose elective courses right from Term 1.

➤ **Engaging Pedagogy**

Concepts are taught through a combination of live lectures, case studies, in-class discussions, assignments and projects. Additionally, industry relevant experiential learning is imparted through Masterclasses, case study discussions, business simulations and experiential learning.





The Veranda HigherEd Advantage

- Fully Online Course with LIVE online interactive lectures that provides a “real” classroom experience in a “virtual” environment. No isolated learning experience.
- Seamless technology that can transmit lecture videos effectively at home broadband connection of 512 kbps.
- User friendly and easy to use technology interface. No expensive software/hardware installations required at your end. Participants may need to install software like R/ R-studio, Python, SPSS etc. according to the specific course requirements.
- Virtual classrooms that allow for active interactions with other fellow students and faculty.
- Convenient class schedules to suit working professionals.
- In the event that students miss attending the LIVE lecture on the Virtual Classroom for some reason, students can request “On Demand” access to the recorded session.
- VERANDA HIGHERED’s LMS – Students on our virtual social learning platform are provided access to course presentations, projects, case studies, assignments and other reference materials applicable for specified courses. Students can raise questions and doubts either in real time during the live class or offline through the LMS.
- Learn from Anywhere – No need to travel to an institute or training center. Student may learn from the comfort of his/her home.

Eligibility

➤ Indian Participants

Graduate/Bachelors degree (10+2+3 or 10+2+4) or equivalent from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline with a minimum of 50% marks overall. The minimum academic requirement at Bachelor's level or equivalent for SC, ST, PWD, EWS and NC-OBC is 45% overall at a degree level. Eligibility remains at 50% marks for all other categories.

➤ International Participants

Graduation or equivalent degree from any recognized University or Institution in their respective country with a minimum of 50% marks or equivalent GPA.

➤ Minimum of 3 years of post-qualification full-time work experience in Professional/ Managerial/ Entrepreneurial/ other related roles.



Who Should Attend

- Working professionals, across any functional area, who aspire to or are expected to move to higher management.
- Mid level executives who may have functional experience and technical/domain skills, but for various reasons, may not have had the time or opportunity so far to broaden their horizons through academic interventions and training in the field of general management.
- Aspiring business leaders who need a deeper understanding of the unique aspects and challenges of new age businesses to better lead and manage people and processes.
- Practicing managers who wish to undergo a structured learning intervention in the concepts, theories, practices and developments in the field of management.

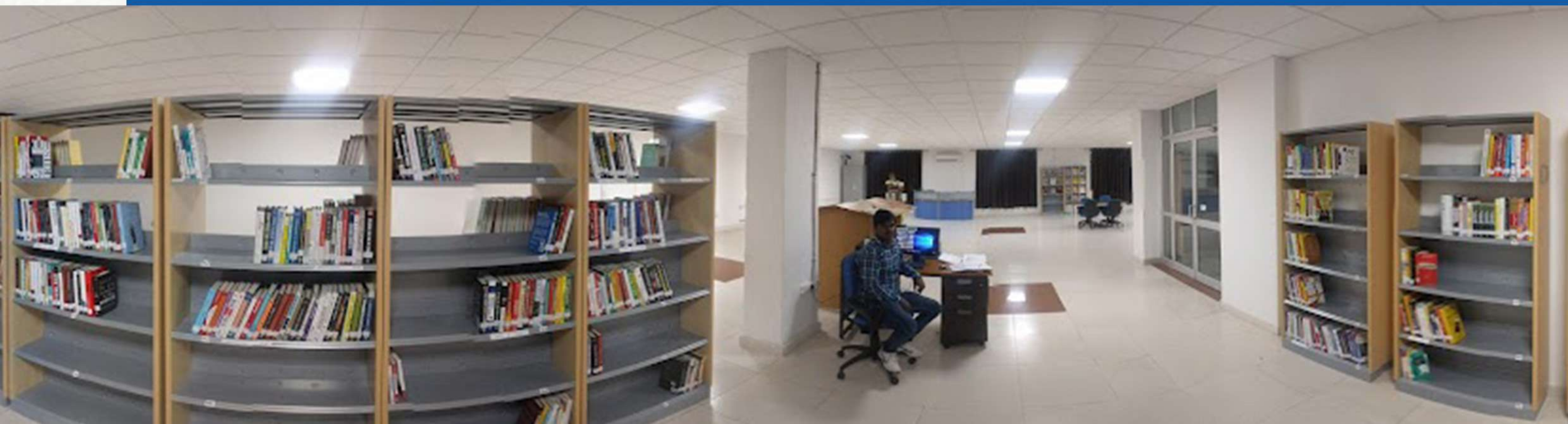
Syllabus

Term 1- Foundation of Business Management

Category	Subjects
Core	Introduction to New Age Business
	Economics for Emerging Business Environment
	Quantitative Techniques for New Age Business
Skill Development	Presentation and Public Speaking Practice
	Innovation and Design Thinking
Electives (Any 2)	Business Communication
	Corporate Social Responsibility
	Entrepreneurship Essentials
	Emerging Trends in Digital Business

Term 2- Foundation of Business Management

Category	Subjects
Core	E-commerce Strategies
	Financial Accounting
	Marketing in the Digital Era
Skill Development	Data Analysis Tools Training
	ESG
Electives (Any 2)	Management Information Systems
	Business & Market Research Methods
	Sustainable Business Practices
	Blockchain and Cryptocurrency



Term 3- Functional Areas of Business

Category	Subjects
Core	Managing OB &HR for New Age Business
	Financial Management
	Managing Operations in the Digital Era
Skill Development	Project Management Training
	Negotiation Skills
Electives (Any 2)	Marketing Strategies
	Talent Acquisition and Management
	International Finance
	International Business Management

Term 4- Advanced Business Concepts

Category	Subjects
Core	Strategies for Managing New Age Business
	Financial Modeling and Analysis
	Business Analytics
Skill Development	Critical Thinking and Problem-Solving Workshops
	Business Model Innovation Workshops
Electives (Any 2)	Advanced Marketing Strategies I
	Advanced OB&HRM for New Age Business
	Mergers & Acquisition

Term 5- Advanced Business Concepts

Category	Subjects
Core	Supply Chain Management in the Digital Age
	Business Ethics and Corporate Governance for New Age Business
	Technology and Innovation Management
Skill Development	Leadership Development Sessions
	Crisis Management and Risk Analysis Exercises
Electives (Any 2)	Performance Coaching and Development
	Advanced Marketing Strategies II
	Operations & IT Strategy
	Investment Analysis & Portfolio Management

Term 6- Specializations and Hands-on Projects

Category	Subjects
Core	Digital Entrepreneurship
	Fintech and Financial Innovation
	Sustainable Business Leadership in the New Era
Skill Development	Entrepreneurial Pitching Workshops
	Consulting Skills Development
Two Projects (One major for 3 credits, One minor for 2 credits) (Consulting / Entrepreneurial)	Research-based Project on a Contemporary Business Issue
	In-company project in a New Age Business Setting
	Business Plan Development for a Startup Venture
	Case Study Analysis and Presentation

In-Campus Immersion

Spend a total of 10 days - across two immersion modules - at the brand new and modern IIM Sirmaur campus that will provide you with the opportunity to experience the highly involved classroom sessions while interacting face to face with the faculty and networking with peers.



Admission **Process**



Documents Required to be Submitted by Candidates

- ▶ Passport size photograph
- ▶ Photo Id Proof (PAN card, Aadhar Card, Driving license, Passport etc.)
- ▶ Address Proof (Aadhar Card, Driving license, Rent Agreement etc.)
- ▶ Educational Qualification (10th and 12th Marksheet and Degree Certificate/Transcript)
- ▶ Experience Certificates (Appointment Letter, Salary Slips or Relieving Letter etc.) OR for Business Owners (Minimum 3 yrs of ITR and GST Certificate)
- ▶ Other supporting documents like recent Caste Certificate, GPA equivalency certificate etc. as applicable



Screening Process

- ▶ Academic performance at senior secondary level.
- ▶ Academic performance at Bachelors' level or equivalent.
- ▶ Composite score for work experience varies based on experience of the candidate.
- ▶ Diversity factor to be considered only when the prospective candidate is a woman or belongs to non-engineering background.
- ▶ Merely fulfilling the eligibility criteria does not guarantee that the candidate is qualified to be called for an interview. However, the Institute reserves the right to decide on the number of times the candidate may be called for an interview.



Online Personal Interview

All candidates clearing the screening process will be required to appear before a panel for an online personal interview. Candidates will be evaluated on 6 parameters namely, Professional Knowledge, Richness of Industry Experience, Communication Skills, Leadership Aptitude, Team Spirit and Ethical Orientation.



Final Selection

The final selection of candidates for enrolment into the programme is based on a composite score, computed based on two parameters, viz., Personal Interview (50%) and Candidate Profile (50%).

Programme Fees

Application Fee	Programme Fee
INR 2500	INR 9.90 Lacs + INR 25000 Caution Deposit. Published fee for the programme will be Rs.10.90 Lacs with early bird discount of Rs.1.00 Lac offered to participants to promote early registration and completion of fee payment.

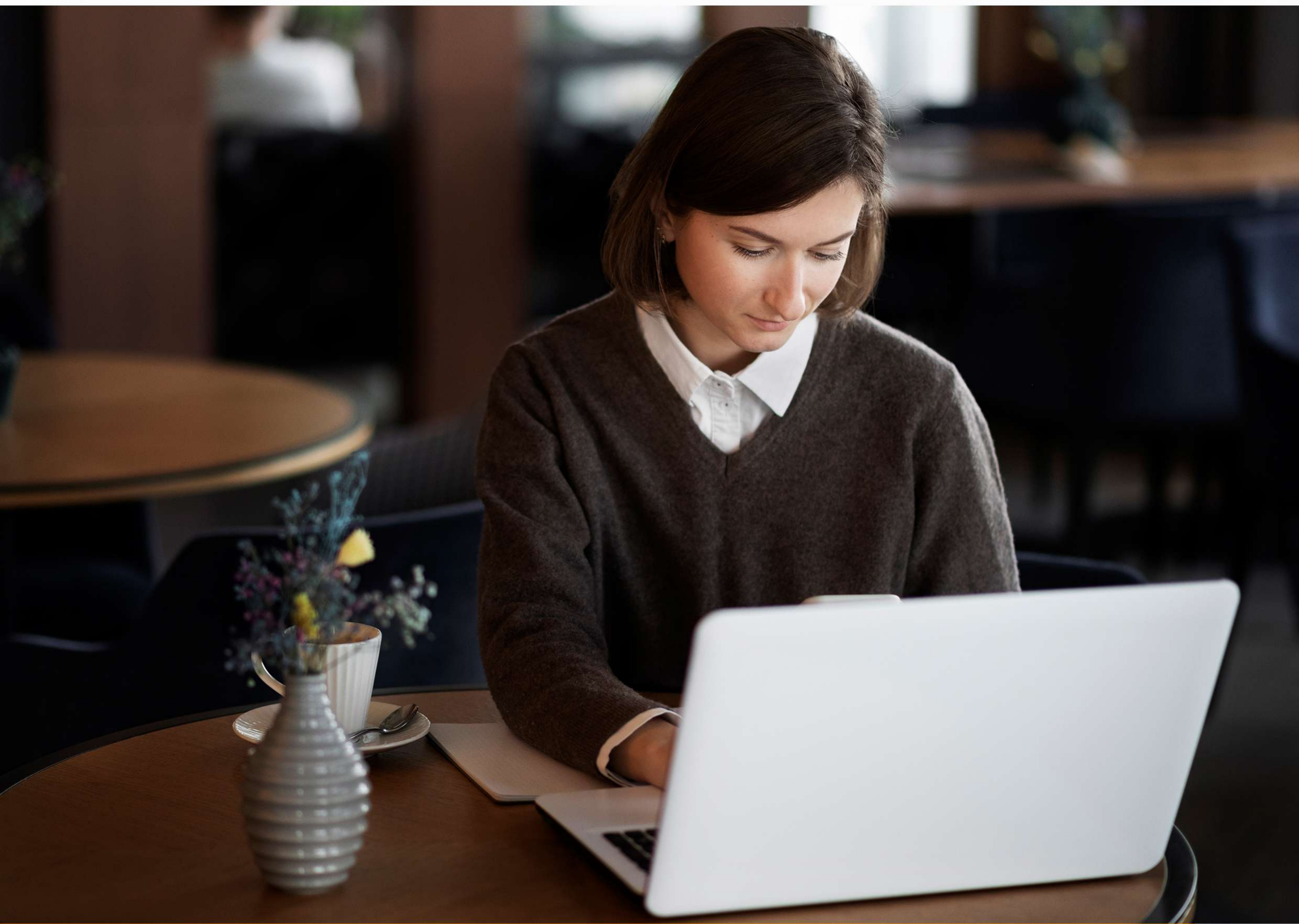
Fee Components	Term I	Term II	Term III	Term IV	Term V	Term VI	Total
Tuition Fees	₹1,41,000	₹1,45,000	₹1,45,000	₹1,45,000	₹1,45,000	₹1,45,000	₹8,66,000
Material/Library/Database/Archive	₹9,0000	₹9,000	₹9,000	₹9,000	₹9,000	₹9,000	₹54,000
Other fees-Campus Immersion etc.	₹30,000	-	-	-	-	₹30,000	₹60,000
Alumni Fees	₹10,000	-	-	-	-	-	₹10,000
Total without caution deposit	₹1,90,000	₹1,54,000	₹1,54,000	₹1,54,000	₹1,54,000	₹1,84,000	₹9,90,000
Caution Deposit	₹25,000	-	-	-	-	-	₹25,000
Total	₹2,15,000	₹1,54,000	₹1,54,000	₹1,54,000	₹1,54,000	₹1,84,000	₹10,15,000

Installment Schedule

Instalment 1	INR 27500 (Incl. Rs.2500 Appl. Fee)	At time of Application
Instalment 2	INR 190000	Within 7 days of Offer Letter
Instalment 3	INR 154000	On or before 15 Jul 2025
Instalment 4	INR 154000	On or before 15 Nov 2025
Instalment 5	INR 154000	On or before 15 Mar 2026
Instalment 6	INR 154000	On or before 15 Jul 2026
Instalment 7	INR 184000	On or before 15 Nov 2026

Important Timeline

Personal Interview (Online Mode)	As Published on the Course Page
Result Declaration and Offer Letter	2 days from completion of PI round
Offer Acceptance and Instalment 1 Payment	7 days of offer letter rollout
Registration	10 days of offer letter rollout
Course Commencement	Saturday, 15 March 2025



Pedagogy

The courses in the programme will be delivered online via lectures, case discussions, hands-on training on relevant software, interactive sessions, management role plays, business simulations etc. Apart from good theoretical foundations, the participants will also be exposed to numerous real-life scenarios and examples for their benefit.

Assessment

The assessment components in the different courses will be as per the policies of IIM Sirmaur. Complete details will be available in the Programme Manual. Participants are generally evaluated based on short Quizzes, rigorous detailed exams (Mid-term/ End-term), in class presentations, individual assignments, group assignments, projects and class participation etc.

Programme **Director**



Prof. Mohita Gangwar Sharma

**B.Tech. (IIT-BHU), MPIB (IIFT-New Delhi),
FPM (IIM-Lucknow), Chevening Rolls-Royce Science
and Innovation Fellowship at SAID Business School,
University of Oxford**

Prof. Mohita Gangwar Sharma is presently working as professor at IIM Sirmaur in the Operations and Supply Chain area. An FPM from IIM Lucknow and has experience in the Industry and Academics. An Engineer from IIT-BHU (Varanasi), she has worked in the industry as Transformer Design Engineer in BHEL. After her MPIB from IIFT, New Delhi she worked in the Procurement Department of Air India (erstwhile Indian Airlines). For the past 12 years, she has shifted to full-time academics. With a long stint at FORE School of Management New Delhi teaching Operations and Supply Chain subjects. As a Chevening scholar in Science and Innovation (CRISP), she attended a fellowship at University of Oxford. She has published widely in reputed International Journals (A category) and case studies in Ivey and accepted in Harvard Publishing. She brings the rich experience of the industry and tough academic rigor to her teaching and research. Her current areas of research include Logistics, Supply Chain, Technology Management, Block Chain, Service Operations, Operations Strategy, Product Service Systems, and Sustainable Operations.

She has conducted open and in-company management development programs for a wide range of audiences, including TATA Chemicals, L&T, ITD Cementation, AAI, Sentiss Pharma, and HAL. She specializes in training on Effective Purchasing Skills, Innovation and Technology Management, Total Quality Management, and Supply Chain Management.



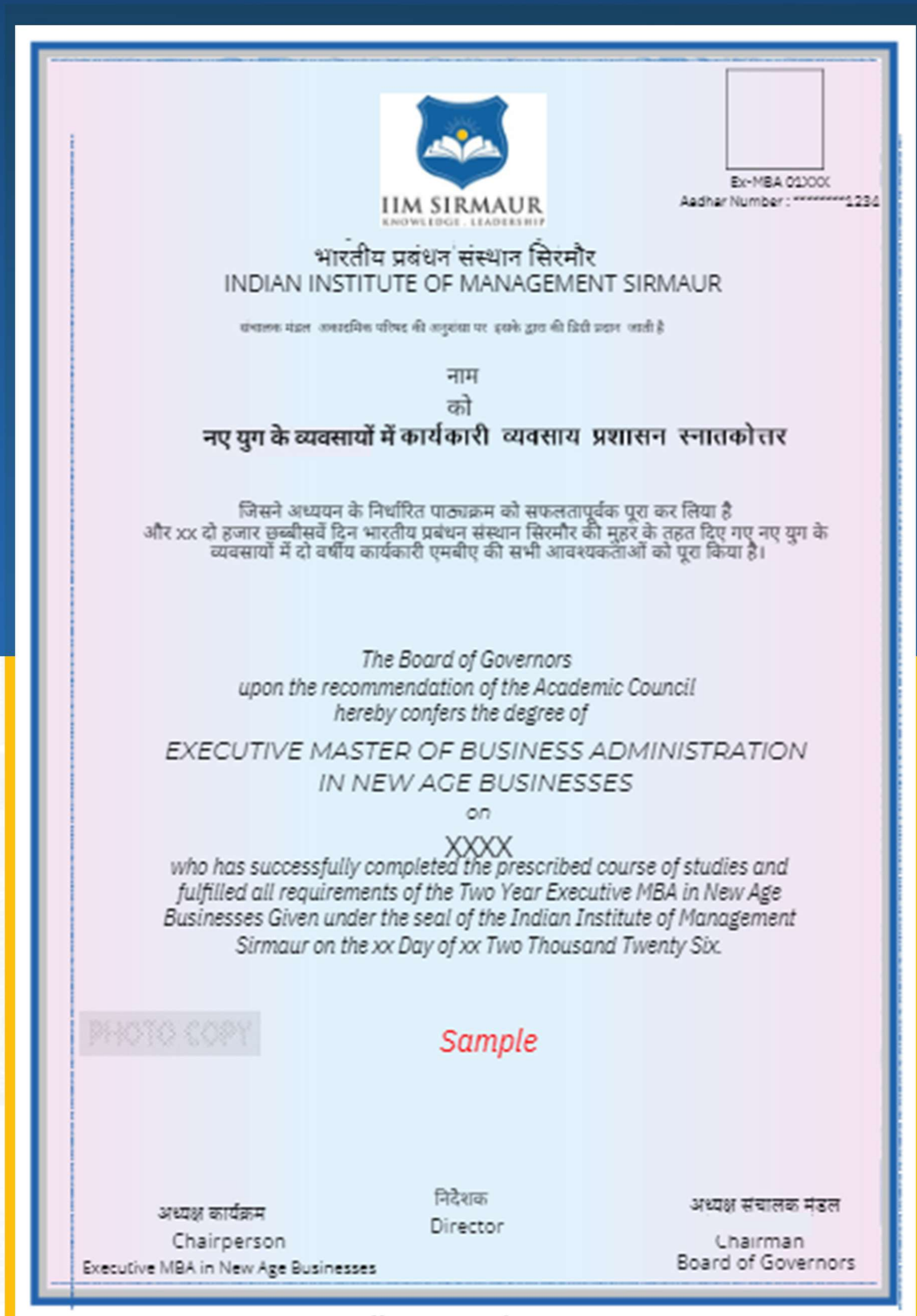
Dr. Pradipta Patra

M.Sc (Mathematics), FPM (IIM Bangalore)

Dr. Pradipta Patra has a FPM (Fellow Programme in Management) from IIM Bangalore and MSc Mathematics from IIT Madras. Dr. Patra is currently an Associate Professor at IIM Sirmaur. An expert in the Decision Sciences area he teaches courses like Probability, Statistics, Operations Research, Business Analytics, Data Analytics using R and Business Forecasting to name a few. He has also published articles in reputed peer reviewed International Journals and conducts MDPs (management development programmes) for reputed organizations. Dr Patra has also 5 years of work experience in the software industry (between MSc and FPM).

Certificate

Certificate image is provided for example only and may be modified at IIM Sirmaur's discretion.



About the Institute

Founded in 2015 as a Centrally Funded Institution of National Importance by the Government of India, IIM Sirmaur is a distinguished member of the IIM family, dedicated to delivering high-quality management education. 'Vision' of IIM Sirmaur is "To be globally respected institution for management excellence."

'Mission' of IIM Sirmaur is "To develop and foster professionals with competencies in creating and leading future-oriented solutions for sustainable growth adhering to the highest standards of ethical and human aspects of work in Himachal Pradesh, India, and the world." In view of the Vision and Mission of the institute, the 'Objectives' set out for the institution are to develop competence, conduct research, and prepare professionals and advice small, medium and large organizations on 'Values' not limited to one or a combination of all of these mentioned below:

- Develop student potential to meet industry demands for both domestic and international markets.
- Achieve international standards in teaching and research.
- Expand flagship programmes like MBA and PhD.
- Ensure high student satisfaction in programme design, delivery, and placements.
- Engage in community outreach and contribute to socio-economic development.
- Promote regional growth through relevant research initiatives.
- Foster holistic development of students as global business leaders.

IIM Sirmaur offers two full-time postgraduate programmes (MBA and MBA Tourism) and a Ph.D. programme. The institute's rigorous curriculum, coupled with industry interactions, transforms students into adaptable professionals ready to tackle the ever-changing business world. Growing from 20 students in 2015 to nearly 500 in 2021, IIM Sirmaur continues its journey of innovation, enhancement, and excellence.



NIRF 2024: 57th Rank



IIRF 2024: 39th Rank



QS 401-450 Band



AICTE Approved

About PwC Academy

PwC's Academy in India is a learning and education service offering of PwC India. It provides diverse training courses based on the best practices of PwC's global network of firms and brings real-life business experiences into the classroom. Moreover, subject matter experts help to make learning more effective and practical.

PwC's Academy in India focuses on improving the knowledge, skills, competence, and expertise of professionals and students by offering diverse learning programs in areas such as financial accounting and reporting, risk, governance, and digital.



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