

# IIMA Annual Media Interaction 2012

## Media Brief

### I: Student Profile: PGP 2012-14 Batch

Total PGP Student	Numbers	Percentage
Male	317	83.20
Female	64	16.80
<b>Total</b>	<b>381</b>	<b>100</b>

Age	Years
Average Age	23 Years

Work-Experience	Numbers	Percentage
With Experience	285	74.80
Without Experience	96	25.20
Average Experience (23 Months)		

Category	Numbers	Percentage
General	184	48.29
OBC (NC)	99	25.98
Schedule Caste	58	15.22
Schedule Tribe	28	7.35
Differently Abled	12	3.15

Educational Background	Numbers	Percentage
Agriculture	1	0.26
Arts	1	0.26
Commerce	10	2.62
Engineering	364	95.54
Science	5	1.31
Others/Specify	-	-

## II: Student Profile: PGP-ABM 2012-14 Batch

Total PGP ABM Student	Numbers	Percentage
Male	34	85.00
Female	6	15.00
<b>Total</b>	<b>40</b>	<b>100</b>

Age	Years
Average Age	22 Years

Work-Experience	Numbers	Percentage
Average Experience	24	60.00
Without Experience	16	40.00
Average Experience ( 22 Months)		

Category	Numbers	Percentage
General	24	60.00
OBC (NC)	11	27.50
Schedule Caste	4	10.00
Schedule Tribe	1	2.50
Differently Abled	--	--

Educational Background	Numbers	Percentage
Agriculture	25	62.50
Arts	1	2.50
Commerce	2	5.00
Engineering	1	2.50
Science	6	15.00
Others/Specify	5	12.50

### III: Student Profile: PGPX 2012-13 Batch

**Total Number of students: 85**

Parameter	Average
GMAT	717.41
Total work experience as on August 10, 2010	10 yrs 5 months
International work experience as on August 10, 2010	3 yrs 2 months
Age as on March 31, 2011	34 Yrs 0 months

- International exposure
  - 06 (5.88%) are international students. Of these, 01 is a foreign citizen and 05 are foreign permanent residents.
  - 31 (36.47%) are residing outside India, spread across eight countries.
  - 74 (87.06%) have international exposure in terms of work and studies.
  - 75 (88.24%) have traveled to at least one country other than their home country.
- Academic background
  - 19 (22.35%) have obtained their degree(s) from outside their home country.
  - 37 (43.53%) have a higher qualification (Professional, Masters) than bachelors.
  - 65 (76.47%) are engineers.
  - 17 (20.00%) have graduated from IIT/NITs.
- The industry mix includes, Airline/Travel, BPO, Defense, Education, Energy/Power, Financial Services, Government Services, Infrastructure, IT and ITES, Management Consultancy, Manufacturing Engineering, Manufacturing Process, Media, Retail, Telecom
- 06 (7.06%) are women students
- 65 (76.47%) are married; and 40 (47.06%) have children

Industry Break-up		Function Break-up	
Energy/Power	1	General Management	13
Financial Services	7	Manufacturing	1
Government Services	2	Marketing	7
IT and IT Services	34	Operations	6
Mgmt. Consultancy	7	Personnel and Admin	1
Manufacturing Engg.	9	Project Management	22
Manufacturing Process	2	Res. & Devp./Designing	5
Media	1	Quality Assurance	1
Infrastructure	6	Programming	1
Telecom	6	Consulting	22
Airline/Travel	1	Systems Designing	4
BPO	3	Software Maintenance	2
Retail	1		
Defense	4		
Education	1		
<b>Total</b>	<b>85</b>	<b>Total</b>	<b>85</b>

#### IV: FPM Students Enrolled in respective area for the Academic Year 2012-13

<b>Area</b>	<b>No. of Students</b>
Business Policy	2
Economics	4
Finance and Accounting	2
Marketing	3
Organizational Behaviour	2
Personnel and Industrial Relations	3
Production and Quantitative Methods	3
Public System Group	6
<b>Total</b>	<b>25</b>

## **V: New Elective Courses (proposed) to be offered in 2012-13**

### **1. Coaching & Counselling Skills for Team & Leadership Effectiveness (CASTLE)**

#### **General Description and Intent of the Course:**

Nurturing and carrying members of the working team is an essential aspect of leadership. This course addresses the need to imbibe and cultivate coaching, counselling and mentoring skills as an expression of leadership and team effectiveness. It introduces the student to concepts, approaches, attitudes and the skills needed for successful coaching, counselling and mentoring in the organisational context.

### **2. Real Estate Management (REM)**

#### **General Description and Intent of the Course:**

The steady economic growth, rapid urbanization (urban population estimated to reach 590 million by 2030, IBEF) and policy initiatives are set to significantly change the current real estate market dynamics. The ever-increasing demand for housing in mid-and affordable segments (40 million new units by 2015), business needs and infrastructure requirements are creating growth opportunities for businesses in the real estate sector. The contribution of Real estate to GDP is currently 5% and it is the second largest employment generator after the agricultural sector.

The opening up of the Indian real estate sector subsequent to the relaxation of Foreign Direct Investment (FDI) norms in 2005 and consequent significant market opportunity has contributed to the influx of many transnational companies engaged in property development, hospitality & healthcare, research & consultancy, technology, private equity & venture funds into this sector.

Given the booming opportunities in this sector, the time has come for strong academic focus on this very important sector. The primary purpose of this elective is to enable participants to appreciate the huge opportunities in this industry, and motivate them to take up challenging assignments in the industry. The course will give participants significant domain knowledge of the industry, and provide them with insights that will help their companies to leverage the unfolding opportunities presented in this sector.

### **3. Sports Marketing (SpMr)**

Introduction – Why do we need a course dedicated to this topic?

Sports marketing is huge, an estimated \$ 113 billion industry globally. In India the market is estimated to be \$2.6 billion, but more importantly, growing rapidly. So far Cricket has had a lion's share of the market. It is estimated to grow further, but other sports are poised for a liftoff too. Some of the new players are likely to be the English Premier League, NBA and F1; and optimists hope to see a hockey revival.

Sports marketing requires specialist skills to succeed. Taking general marketing principles - which work well in areas like consumer marketing – and force fitting into a sports marketing context don't work well. To start, consumer marketing is rooted in the consumer while sports marketing is rooted in the fan; there are fundamental differences between a consumer and a sports fan. Sports marketing wins when it benefits fans, players, clubs, leagues, associations/boards and sponsors. The course is designed to help marketers understand how to do that.

#### **4. Strategy, Structure, People and Outcome (SSPO)**

##### **General Description and Intent of the Course:**

Human resource management, and design of organization are distinctive approaches that seek to achieve competitive advantage through the strategic deployment of highly committed capable workforce. Its importance is felt more than ever before in the globalised competitive business environment. In this context the course is designed to develop an insight how managers could gain competitive advantage and output through appropriate human resources management practices and organizational design. The course explores the linkages of strategic business issues with organizational life cycle, structure, human resource management systems, culture, and organizational purpose. It is aimed to develop an intense insight into internal organizational management among general managers. The specific objectives of the course are listed below.

#### **5. Media Investment Management**

The Course has been designed with the following objectives:

- To familiarize students with the Media Investment Planning Process
- To teach them about media terms and measures
- To make them capable of requesting and evaluating a media plan
- To train them on how to leverage media investment best, in their roles as managers

#### **6. Marketing Management in the World of High Technology and Innovation**

The Course has been designed with the following objectives:

- Defining characteristics and major forces of differentiation
- Types of innovations and implications for overall business and marketing in particular
- Role of ecosystem, strategic alliances and partnerships
- Criticality of product planning and customer orientation
- Overall marketing mix (4 P's) and required adaptations versus classical marketing
- Challenges taking new innovations to success and future of hi-tech marketing

#### **7. Monetary Theory and Policy**

This course builds on the first year Macroeconomics and Economic Policy (MEP) course and covers select topics in monetary theory. The objective is to provide participants a framework to understand the debates surrounding the theory and practice of monetary policy today.

## VI: Management Development Programmes 2012-13

For 2012-13, the total number of MDPs offered are 53.

More details can be found at [www.iimahd.ernet.in/mdp](http://www.iimahd.ernet.in/mdp)

The following New MDPs have been planned to be offered for the year 2012-13

No.	Programme Name
1.	BRICs on BRICs
2.	Pricing and Hedging Derivative Securities
3.	Clinical Lab Management
4.	Investigating Corporate Social Irresponsibility