विद्याविनियोगाद्विकासः

IIM
AHMEDABAD

ePGP
2020-22

IIMA's e-Mode PGP

Leading to Master of Management Studies (eLearning Mode)

ABOUT IIMA

The Indian Institute of Management Ahmedabad (IIMA) was set up as an autonomous institution in 1961 by the Government of India in collaboration with the Government of Gujarat and the Indian industry. The Institute provides education, training, consulting, and conducts research in management.

The e-Mode Post Graduate Programme in Management (ePGP*) is a long-duration management education programmes offered by IIMA. Other programmes include the Post-Graduate Programme in Management (PGP), the Post-Graduate Programme in Food and Agri-Business Management (PGP-FABM), the Post-Graduate Programme for Executives (PGPX), ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA), the Ph.D Programme in Management (Ph.D), Programme for Faculty members of Business schools and Armed Forces and a number of Executive Education Programmes (EEP).

In 2008, IIMA became the first business school in India to receive International EQUIS (European Quality Improvement System) accreditation and has maintained it since then.

IIMA has been consistently rated as one of the leading institutions in management education, since its inception. It continues to be among the best institutions in the management and is currently at the first position in the National Institutional Ranking Framework (NIRF) India Ranking 2020, by the Ministry of Human Resource Development (MHRD), Government of India.

Globally, the Institute is recognized for its distinct contribution to thought leadership and organizational strategy with its alumni driving growth stories of several international and national organizations world over.

IIMA offers a portfolio of programmes. IIMA's flagship programme the two-year full-time MBA is ranked 21st in the Financial Times (FT) Masters in Management Rankings 2019.

IMA's one-year full time MBA for post experience executives continues to remain among the top 5 programmes in the country. The programme was ranked at number 7 in marketing, among the top 10 MBA programmes in selected categories announced by FT in 2020.

IIMA's sector specific, two-year MBA in Food and Agri-business Management continues to be ranked number one globally in its category in the Eduniversal Best Master's Ranking in Agribusiness/Food Industry Management.

IIMA's Executive Education Programmes are the most expansive management programmes in India, with a portfolio of over 200 certificate programmes which are designed to address the distinct needs of specific executives with an aim to assist the development of outstanding leaders.

Research and Publication constitutes an important academic activity at the IIMA. Funding for research projects – classified as large, small, or seed money depending on quantum of funding and other support is provided by the institute. Publication in various forms – books, papers in journals, cases – result from these research projects.

IIMA has also established a Case Centre in April 2014 with a mandate to (a) support case writing, (b) manage the distribution of IIMA cases, and (c) promote case teaching. The center provides editorial as well as finding support to case writers and manages the distribution of these cases to a variety of audiences. The Case Centre is a repository of more than 4300 registered materials that includes Cases, Teaching Notes, Technical Notes, Exercises, Supplements, Epilogues and Games written by generations of IIMA faculty members over a period of more than five decades.

IIM Ahmedabad's Centre for Innovation Incubation and Entrepreneurship (CIIE) is one of India's leading centres catalyzing the entrepreneurship ecosystem in the country through its various interventions and initiatives. CIIE is a unique incubator and entrepreneurship promotion center that was set-up by IIM Ahmedabad in association with the Government of India and the Gujarat Government to provide seeding and incubation support with a focus on technology and mass impact areas. Since 2007, CIIE has accelerated over 500 startups across various sectors, and has had enormous contributions from IIMA alumni.

*'e' stands for electronic learning mode (eLearning Mode)

ABOUT ePGP PROGRAMME

e-Mode Post Graduate Programme (ePGP) in Management is a two-year post graduate programme (with added flexibility of completion in 3 years) offered on Virtual Interactive Learning Platform (VILP) platform. The objective of the programme is to impart management education to working professionals and entrepreneurs who are seeking skills and strategies to take their organizations to the next level.

The course is imparted over more than 850 hours of classroom sessions and project work, and provides the participants with leadership skills for the knowledge economy through an innovative curriculum. During the first year, the programme curriculum focuses on equipping the participants with:

- Managerial decision-making abilities
- Leadership capabilities
- Understanding of the functional areas of management
- Understanding of the economic and regulatory trends
- Varied analytical tools and techniques
- General management orientation
- In addition, classroom connect session will be conducted at IIMA campus in regular intervals

On completion of the core courses, each participant will need to choose electives from a plethora of functional areas such as Marketing, Finance, Strategy, Operations Management, Human Resource Management and IT Management, as well as cross-functional areas.

Considering the unique construct of this programme, placement support will not be provided to ePGP students.

ABOUT VCNow VIRTUAL CLASSROOM

VCNow is a brand owned by Unified Collaboration Services LLP and is the largest infrastructure-based HD Video Conference Service provider of the country with over 39 Virtual Classroom studios spread across 27 cities in India. VCNow Virtual Classroom provides for a near-real classroom experience with its highly interactive Live 2-Way High Definition Video Conference interface. Each classroom is equipped with global class Video Conference equipment, 50-inch HD LED displays and acoustics that makes learning a seamless and pleasurable experience.
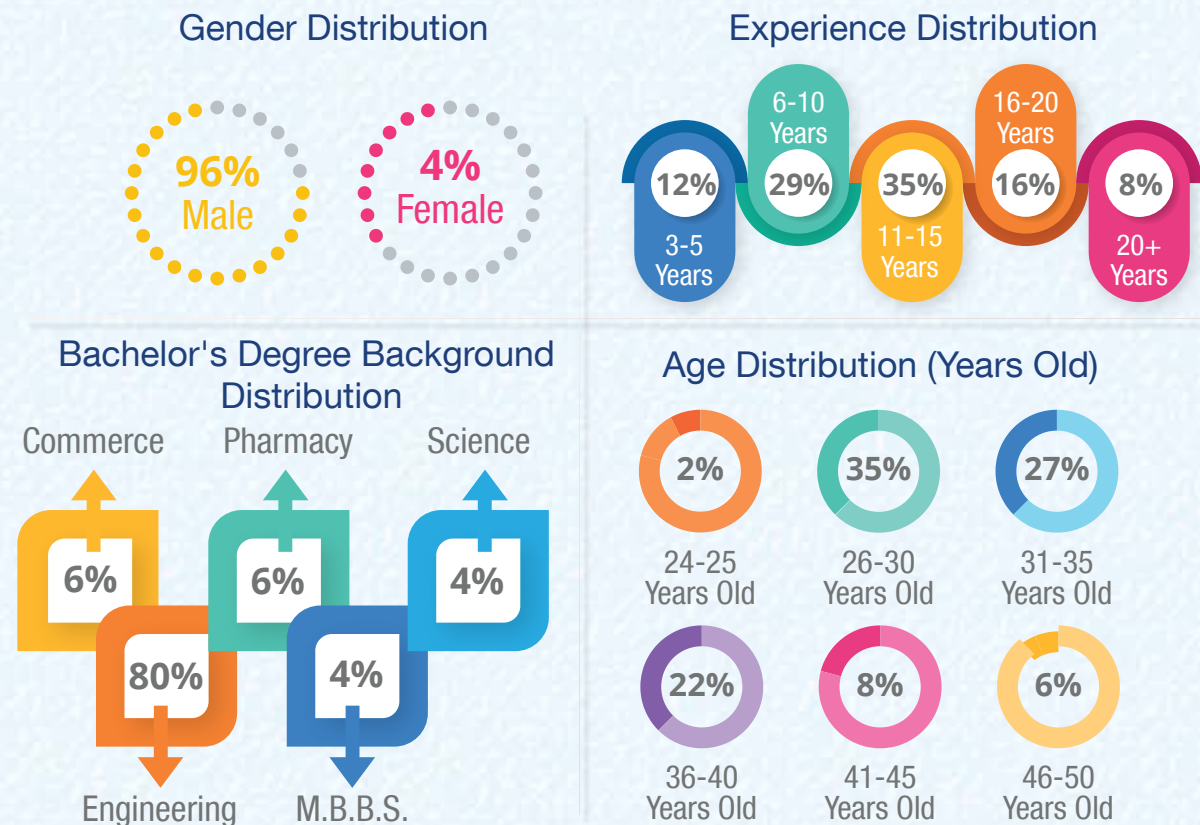
PROGRAMME BENEFITS & FEATURES

- Rigorous and blended learning management programme offered by the top B-school in India.
- **Award of "Master of Management Studies (eLearning Mode)" degree by IIM Ahmedabad.**
- IIMA is responsible for the academic policies, course design, delivery, admissions and student evaluation of ePGP. The identified technology partner is responsible for the technology platform, infrastructure and programme management support.
- Specifically designed for junior, mid and senior-level working professionals and entrepreneurs working in India with all the flexibility benefits of technology-enabled interaction.
- Participants will be selected through a rigorous process that includes a written test and personal interview.
- Quality interactions with experienced professionals and peer group learning.
- Award of IIMA Alumni Membership.
- Classroom modules will be conducted in the IIMA Campus at different timeslots.
- Duration: 2 years (with added flexibility of completion in 3 years).

ALUMNI PROFILE OF 2017–19 BATCH

The first ePGP batch had 49 participants, the profile of which has been mentioned below.

Gender Distribution

96% Male

4% Female

Experience Distribution

- 12% — 3-5 Years
- 29% — 6-10 Years
- 35% — 11-15 Years
- 16% — 16-20 Years
- 8% — 20+ Years

Bachelor's Degree Background Distribution

- Commerce — 6%
- Pharmacy — 6%
- Science — 4%
- Engineering — 80%
- M.B.B.S. — 4%

Age Distribution (Years Old)

- 2% — 24-25 Years Old
- 35% — 26-30 Years Old
- 27% — 31-35 Years Old
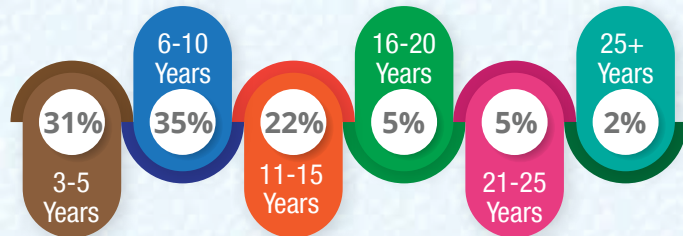- 22% — 36-40 Years Old
- 8% — 41-45 Years Old
- 6% — 46-50 Years Old

BATCH PROFILE OF 2018–20 BATCH

The second ePGP batch have 58 participants. The 2018–20 batch of ePGP has seen a surge in female participants, with 8 female participants enrolling.
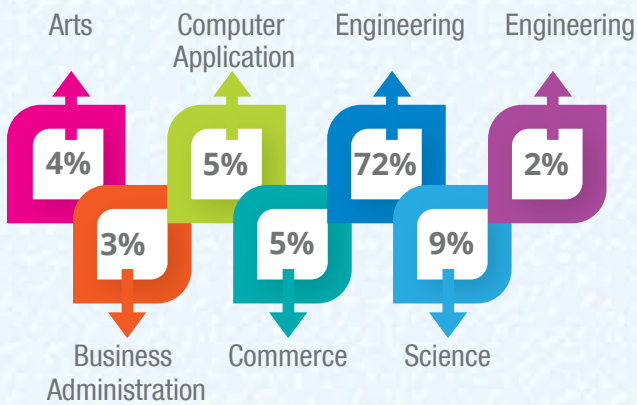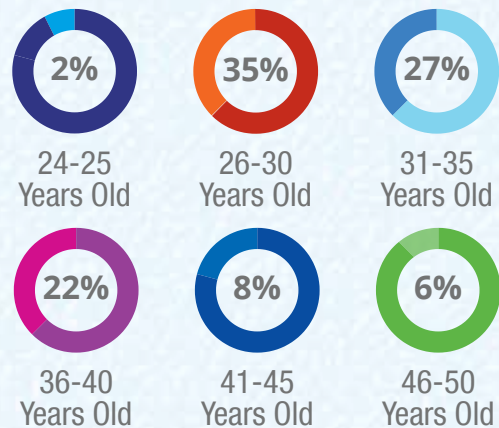
Gender Distribution

86% Male

14% Female

Experience Distribution

- 6-10 Years: 35%
- 16-20 Years: 5%
- 25+ Years: 2%
- 3-5 Years: 31%
- 11-15 Years: 22%
- 21-25 Years: 5%

Bachelor's Degree Background Distribution

- Arts: 4%
- Computer Application: 5%
- Engineering: 72%
- Engineering: 2%
- Business Administration: 3%
- Commerce: 5%
- Science: 9%

Age Distribution (Years Old)

- 24-25 Years Old: 2%
- 26-30 Years Old: 35%
- 31-35 Years Old: 27%
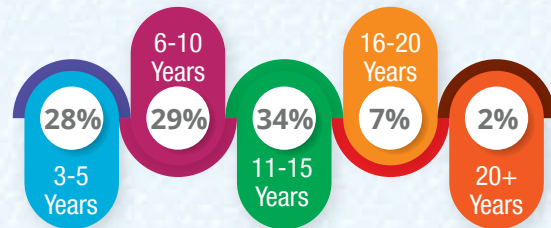- 36-40 Years Old: 22%
- 41-45 Years Old: 8%
- 46-50 Years Old: 6%

BATCH PROFILE OF 2019–21 BATCH

The third batch of ePGP participants have been selected by applying a rigorous selection process including qualifying tests and personal interviews. The third ePGP batch has 68 participants. The 2019-21 batch of ePGP has 8 female participants from Indian cities such as Pune, Mumbai, Gurgaon, Bangalore and Hyderabad participating in the programme.
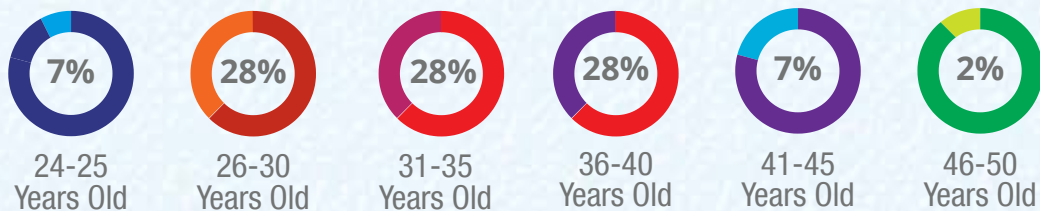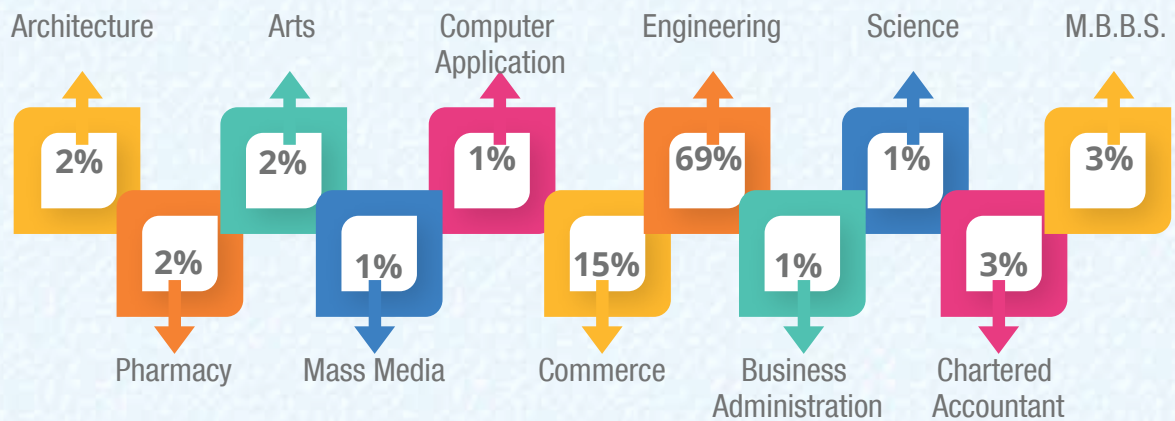
Gender Distribution

88% Male

12% Female

Experience Distribution

3-5 Years	6-10 Years	11-15 Years	16-20 Years	20+ Years
28%	29%	34%	7%	2%

Age Distribution (Years Old)

24-25 Years Old	26-30 Years Old	31-35 Years Old	36-40 Years Old	41-45 Years Old	46-50 Years Old
7%	28%	28%	28%	7%	2%

Bachelor's Degree Background Distribution

Architecture	Arts	Computer Application	Engineering	Science	M.B.B.S.
2%	2%	1%	69%	1%	3%

Pharmacy	Mass Media	Commerce	Business Administration	Chartered Accountant
2%	1%	15%	1%	3%

COURSE CONTENT

TENTATIVE FIRST YEAR COURSE LIST: 2020-22

Introduction to Learning Method at IIMA	Corporate Sustainability
Understanding of Behavior I	Organizational Behavior II
Managerial Computing	Transforming Business through Information Technology
Financial Reporting & Analysis	Corporate Finance
Financial Markets	Costing & Control Systems
Probability & Statistics I	Probability & Statistics II
Operations Management I	Operations Management II
Marketing Management I	Marketing Management II
Human Resource Management I	Human Resource Management II
Managerial Communication I	Managerial Communication II
Microeconomics	Macroeconomics
Legal Aspects of Business	Quantitative Techniques (Decision Making)
Strategic Management	Project Work

Note: The second year of the programme will be based on electives and group project work.

TENTATIVE LIST OF SECOND YEAR ELECTIVE COURSE OFFERED TO 2018-20 BATCH.

Business Negligence, Liability and Law	Behavioural Finance
Brand Management	Better Work, Better Workplaces and Better World
Business Analytics	Big Data: Possibilities and Concerns
Business Turnaround and Organizational Transformation	Business and Society
Communicating Corporate Reputation	Customer Relationship Management
Corporate Governance	Experiments for Business and Policy Decision-Making
Educational Innovation and Enterprise	Intercultural Communication Competence
Entrepreneurship & Creativity	Managing Firms in Service Sector
Financial Statement Analysis	Pricing
Game Theory	Promotions Strategy
International Finance & Trade	Quality & Risk Management
Managing Human Capital in Projects	Structure and Economics of Online Networks
Managing Transportation: Business Models and Policy Instruments	The Future of Work and Its Markets
Revenue Management and Dynamic Pricing	Understanding Bhagavad Gita: Managers' Dilemmas
Rural Marketing	Valuation of Firms - Numbers and Narratives
Strategies for the Internet Economy	Capstone: Business Simulation Game
Tapping into Social Media	Course on Ethics
Group Project	

PEDAGOGY

The teaching approach will be highly interactive using the technological capabilities of the partner. The pedagogy will comprise a blend of case studies, online lectures, projects, peer-to-peer learning, self-learning and simulations. Mentoring by faculty and access to learning resources of IIMA will also be made available to ePGP participants. The technology partner will ensure uninterrupted technical support in conducting online classes, attendance, quizzes, examination, etc.

ELIGIBILITY

- Working Professionals and Entrepreneurs with a minimum of 3 years' full-time work experience (after completion of graduation) as on March 31, 2020.

- Minimum Age 24 years and above as on March 31, 2020 (born on or before March 31, 1996).

- Personal interview will be conducted by IIM Ahmedabad.

- Holding at least a Bachelor's Degree/CA/CS/ICWA, with at least 50 percent marks in aggregate or equivalent CGPA, awarded by any of the recognized universities.

ADMISSION CRITERIA

- Valid CAT score (a valid CAT score of test taken within the last 3 years i.e. 2017,2018, and 2019) or GMAT /GRE score (a valid GMAT / GRE score taken within the last 5 years i.e. April 01, 2015 to March 31, 2020) will be considered for shortlisting. The earliest acceptable GMAT/GRE test date for the two rounds are – April 01, 2015.

- Alternatively, applicants will have to take IIMA Admission Test (IAT)

- Shortlisted candidates (on the basis of score obtained in CAT/GMAT/GRE/IAT) will be invited for personal interview at IIMA campus or other cities decided by Institute.

PROGRAMME FEES

Application Fee	INR 1,000/-*
Programme Fee	INR 20,00,000/-

Application Fees are payable directly to VCNow.

INSTALMENT SCHEDULE

	I	II	III	IV
Date	August 10, 2020	March 15, 2021	August 15, 2021	March 15, 2022
Amount INR	5,00,000/-	5,00,000/-	5,00,000/-	5,00,000/-

IMPORTANT DATES

Particulars	Wave I Dates	Wave II Dates
Accepted scorecards	CAT / GMAT / GRE / IAT	CAT / GMAT / GRE / IAT
Application portal open	December 05, 2019	June 18, 2020
Application closure date	May 31, 2020	July 03, 2020
IIMA Admission Test (IAT)	June 14, 2020	July 12, 2020
Interview date	June 27 & 28, 2020	July 18 & 19, 2020 (Tentative)
First instalment of fees to be paid by	August 10, 2020	August 10, 2020
Campus module start date	September 21, 2020	September 21, 2020
Studio module start date	October 01, 2020	October 01, 2020

For further details please visit: http://www.iima.ac.in/web/epgp

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