



CERTIFICATE COURSE IN BUSINESS MANAGEMENT

FOCUS: DIGITAL MARKETING

May 19, 2018 - July 22, 2018

**Department of Management Studies
Vishwakarma Bhawan, Shaheed Jeet Singh Marg
Indian Institute of Technology, Delhi– 110016**

About IIT Delhi

The Indian Institute of Technology, Delhi is known as Centre of Excellence for higher education, training, research and development in Science, Engineering, Technology and Management in India. The Institute emphasizes on research based educational and academic deliverable which have high industrial and societal impact.

About Department of Management Studies

The Department of Management Studies IIT Delhi has its mission “To provide high quality and value based management education to nurture business leaders with global outlook, conduct cutting edge research to contribute to the body and knowledge in management and offer innovative management solutions to our stakeholders integrating technology and management in a sustainable world”. Over the years, IIT Delhi has provided the highest quality education to students from all over India admitted on the basis of merit. Its graduates may be found throughout the world in all areas of engineering, science and commerce.

About the Course

Management theory has a universal application & the principles of management can be applied to virtually any and every aspect of personal and organizational functioning. That every job can be done a little more efficiently, a little more effectively with a lesser effort & improved quality is the essence of management. There is a saying “ Think. There must be a better way”. It requires planning, organizing, coordinating and monitoring, synthesizing the different functions, techniques and people to produce optimum results. This short course shall equip you with the fundamentals of management and equip you to do better on any task, especially the tasks that require the willing cooperation of people.

The course is aimed at training intelligent minds in the art and science of management. With modules in the functional areas of management, the course expose the practitioners to the theory & practice of management. It synthesizes the various functional aspects and shall enable the participants to appreciate the linkages of the same.

Background

The pervasiveness of management concepts and theories cannot be overemphasized. That every task can be done better, more effectively and with high productivity is the essence of management. The practice of management then becomes important in each and every wake of life in general and business organization in particular. To be successful in a corporate job, it is virtually essential to understand the principles of management.

IIT Delhi introduced a scheme of MINOR AREA specialization for all students sometime back. A minor area specialization is awarded to a student who completes 7 courses in Business Management. This certificate course is designed to impart the same courses and more in a modular mode. We believe that it would give an edge to all those who have not yet undergone a full degree program in management and are in jobs (or aspiring to be) that call for understanding organizational functioning, being in sync with other departments/ divisions within the organization and/or call for decision making in uncertainty.

Course Content

| | |
|---------------------------------------|--|
| Introduction to Management | Creative Problem Solving |
| Management Information Systems | Financial Accounting in Decision Making |
| Marketing Management | Managing Operations |
| Digital Marketing | Organization and People Management |

Fees

Fees* payable by May 15, 2018: Rs 45000

Fees* payable by June 17, 2018: Rs 45000

Total: Rs 90,000

(* Fees include charges towards tuition fees, cost of study material, books, CDs and other reference materials, examination fees, refreshments during lectures, etc.)

Eligibility

- Corporate professionals
- Fresh and young graduates
- Entrepreneurs
- Academicians
- Owner-managers
- Senior and middle level managers.

Accommodation

Hostel/Guest House accommodation at IIT campus can be arranged for out-station students (subject to availability). The same shall be available on a first-come-first serve basis as per institute's prevailing rates.

- Rs. 300 per day for hostel (meals included)
- Rs. 1250 per day for guest house (twin sharing) + meal charges
- Rs. 2250 per day for guest house (single occupancy) + meal charges

Faculty

The classes shall be conducted by the IIT Delhi faculty as well as invited guest faculty from other academic institutions and industry.

Schedule

The course will be conducted over 90 hours of classroom contact program spread over 2 months from 19th May 2018 to 22nd July 2018 on the weekends (Saturdays and Sundays). Typically each session will be of 1.5 hrs duration. Detailed schedule of the sessions shall be provided to the selected participants at the time of registration.

Selection Process

Shortlisted candidates will undergo personal interviews by the panel of experts. The list of candidates selected by the panel will be final and binding.

Registration

The application form may be downloaded from http://www.iitd.ac.in/courses/stc_details.

The completed application form can be sent or submitted at the following address.

*Ms. Sapna Bhardwaj,
C/O Dr. Harish Chaudhry,
Room No. 605, Vishwakarma
Bhawan, Shaheed Jeet Singh Marg,
IIT Delhi, New Delhi-110016*

The payment has to be made through a demand draft in favour of “ **IITD CEP ACCOUNT**” and/or Transfer in Account.

| | |
|---------------------|---|
| 1. Bank Account No. | 36819334799 |
| 2. Bank Address. | State Bank of India, IIT Delhi Hauz Khas New Delhi-16 |
| 3. MICR Code | 110002156 |
| 4. Beneficiary | IITD CEP ACCOUNT |
| 5. IFSC Code | SBIN0001077 |
| 6. Account Type | Saving |

Important Dates

Last date of Registration : **May 10, 2018**

Written Test and Personal Interviews : **May 12, 2018**

Last date of Fee Submission (1st installment) : **May 15, 2018**

Last date of Fee Submission (2nd installment) : **June 17, 2018**

Commencement of Classes: **May 20, 2018**

Certification

All successful students shall be awarded a certificate by CEP, IIT Delhi on completion of the program.

Contact Us

For further information, please contact:

*Ms. Sapna Bhardwaj,
C/O Dr. Harish Chaudhry,
Room No. 605, Vishwakarma Bhawan,
Shaheed Jeet Singh Marg,
IIT Delhi, New Delhi-110016
011-26591170
Mobile: 9318372699
Email Id: courses.dmsiitd@gmail.com*





**DEPARTMENT OF MANAGEMENT STUDIES
INDIAN INSTITUTE OF TECHNOLOGY DELHI**

Certificate Course in Business Management
(Under the aegis of the Continuing Education Programme)

Student ID:.....

ENROLLMENT FORM

Affix a recent,
self attested
passport size
photograph.

Please do not
staple

1. Name: _____
2. Date of Birth : __/__/____
3. Marital Status: Single Married
4. Nationality: _____
5. Correspondence address: _____

 City _____ State _____ Pin Code _____
 Email address: _____
 Phone No. _____ Mobile No. _____
6. Permanent address: _____

 City _____ State _____ Pin Code _____
7. Parents Detail:
 Father's Name _____ Occupation: _____ (M) _____
 Mother's Name: _____ Occupation: _____ (M) _____

8. Educational Qualification:

| S.No. | Exam/Degree | College/Institute | Year. Of Passing | Percentage (%) |
|-------|-------------|-------------------|------------------|----------------|
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9. Current Employment Details (if Any?)

- Service Self-Employed
- Company Name: _____
- Designation: _____
- Industry: _____
- Employment Since: _____
- Last Salary Drawn :(₹) _____

10. Past Experience: (Please attach separate sheet if required)

| S.No | From | To | Name of Employer | Department | Designation |
|------|------|----|------------------|------------|-------------|
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11. Payment Details:

Down Payment: _____
(In Words) Rupees _____
Dated _____
Branch: _____
Place: _____

Amount (₹): _____
DD/Ch. No. _____
Drawn on: _____
Date: _____

Please ensure the following documents are enclosed with the enrolment form.

1. Copy of Resume
2. Two References

All communications shall be made to:

(Signature)

*Ms. Sapna Bhardwaj,
C/O Dr. Harish Chaudhry,
Room No. 605, Vishwakarma Bhawan,
Shaheed Jeet Singh Marg,
IIT Delhi, New Delhi-110016
011-26591170 / 9318372699*