



# INDIAN INSTITUTE OF MANAGEMENT JAMMU



## EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (IN BLENDED MODE)

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BROCHURE 2021-2022



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# BOARD OF GOVERNORS



## Chairman, Board of Governors

**Dr. Milind Pralhad Kamble, Padma Shri**

CMD, MPK Group of Companies &  
Founder of DICCI



## Members, Board of Governors

**Mr. Sanjay Kumar Sinha**

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Ministry of HRD, Govt. of India

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Secretary to Government  
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Govt. of J&K

**Mr. Mukund Walvekar**

Ex. Managing Director & CEO  
Acer Ltd.

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Founder, Infinity OD

**Mr. Vijay Gambhire**

Managing Director & CEO  
CEAT Specialty Tyres Ltd.

**Ms. Anita Bhogle**

Prosearch Consultants

**Mr. Anand Kripalu**

Managing Director & CEO, Member  
Diageo Global Executive Committee

**Mr. Ranjit Singh**

Ex. Managing Director  
Kalpataru Power Transmission  
Ltd.

**Mr. Lalit Kumar Naik**

Director  
Noveltech Feeds Pvt. Ltd.

**Prof. B. S. Sahay**

Director  
IIM Jammu

## MESSAGE FROM THE DIRECTOR

*Welcome aspirants!*

Rapidly emerging Indian economy is making its way to become self-reliant in the near future by embracing the updated versions of the technology. This is making transformational shifts in the existing working patterns of the business houses. Further, due to the global disruptions (pandemics, changing economic and geo-political relations) the business professionals have to reinvent and adapt to the changing circumstances in order to prove their relevance. IIM Jammu's Executive Master of Business Management (EMBA) aims at this.

Indian Institute of Management Jammu (IIM Jammu) has started its journey by launching its flagship program of MBA in 2016. In 2020, IIM Jammu started the Ph.D. program for management. In 2021, IIM Jammu expanded its learning horizon by starting the 5 Year Integrated Program in Management. Now, IIM Jammu plans to contribute to career building of working executives by starting its two year program Executive Master of Business Management (EMBA) in blended mode. Keeping in mind the business executives who are at their early or mid-career levels, the program is cautiously designed to operate in the blended mode by incorporating the on-campus and online learning modules.

I invite you to connect with us with the confidence that after the successful completion of the program, the participant will be able to add a significant value to their own work spheres.

**Prof. B. S. Sahay**

Director  
IIM Jammu



Adhering to the motto, "It is the Knowledge that Liberates", IIM Jammu strives to provide our participants an environment filled with academic rigor and training so that they emerge as great leaders, prepared to tackle the challenges of the world effectively.

# ABOUT IIM JAMMU

“ From the very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy and strong corporate as well as international linkages. ”



The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, zeal for success and contribution in management. Building on this legacy, IIM Jammu was established in the beautiful state of Jammu and Kashmir, by the Government of India in 2016. From the very beginning, IIM Jammu has set high standards for outstanding

value-based quality education, high-quality research, executive education, consultancy and strong corporate as well as international linkages. The Institute also encourages, and subtly emphasizes contemporary research - concentrating on regional, national and global issues alike. Presently, IIM Jammu operates from the Old University Campus, Canal Road, Jammu,

with a new off-campus being set up in Srinagar very soon. The proposed 200 acres state-of-the-art campus is coming up at Jagti, 14 Kms from Jammu City, about 16 km from Jammu Railway Station and 18 km from Jammu Airport. The new Campus will be a blissful mix of modern architecture, culture and heritage of Jammu and Kashmir.



## Srinagar off-Campus

IIM Jammu inaugurated its transit Satellite campus at Srinagar on January 24, 2020. The campus was inaugurated by Hon'ble Minister of HRD Shri Ramesh Pokhriyal 'Nishank' in the presence of Mr. K.K. Sharma, Advisor to Hon'ble Lt Governor J&K, Prof. B.S. Sahay, Director IIM Jammu and dignitaries from Center and Govt. of J&K. Srinagar is the summer capital of J&K and the campus is located in the heart of the Srinagar city, on NH1 Nowgam which is at a distance of 10 Kms from the Sheikh ul Alam international airport Srinagar. The transit campus has in-campus residence facilities and is built as a center of excellence in the area of executive education and Entrepreneurship. The transit campus will also have an incubation center promoting entrepreneurship in the region. Kashmir is known as Switzerland of Asia and Srinagar as 'Heaven on Earth'. The picturesque city, located on the banks of river Jhelum, offers its visitors the best experience of time. IIM Jammu Srinagar Campus leverages the locational importance of Srinagar city by offering a blend of high-quality training with a touch of heavens.

The IIM Jammu Srinagar Off-Campus has a focus on Management Development Centre for Capacity Building and Setting up Centre for Innovation and Entrepreneurship (Incubation Centre).

# WHY IIM JAMMU ?



IIM Jammu, the youngest addition in the IIM fraternity is established by the Ministry of Human Resource Development. We share the same curricula and academic rigour as top IIMs in the country which transforms budding managers into business leaders par excellence. All our programs have all the salient features of the world-class management education delivered using andragogy by the best faculty of the nation.



## Academic Rigor

One of the most rigorous curricula across IIMs

- Harvard case study pedagogy
- Excellent academic projects
- Class Presentations and Group Projects



## Inclusive Electives and Workshops

IIM Jammu works for developing contemporary skills through workshops and interactive sessions which include Data Analytics, Digital Marketing, Leadership through Literature, Soft-Skills, and whatnot.

## International Immersion Programme

Through the international immersion program, IIM Jammu will provide opportunities to its EMBA participants to undergo one week international immersion in one of the various international partners of IIM Jammu. This one week immersion program will take place after the successful completion of first year of EMBA and will expose the participants to the unique learning methods followed by the international partners of IIM Jammu. It will also enhance the knowledge and understanding of EMBA participants on the role of different cultures and working styles in the process of business administration.

## Status of IIM Jammu Alumni

Participants of EMBA will be eligible for alumni status which will give them access to brochures and newsletters from IIM Jammu, access to IIM Jammu's campus library and official email ID of the institute as per the institute policy.

## Rural Immersion Programme

Rural immersion will be immersing the participants with the knowledge and working cultures of rural India. The aim is to sensitize corporate managers towards the complex market structures and consumption behaviours of rural India so as to enable them to take decisions on managing this untapped market.

The expenditures of the international and rural immersion will be additional and will be charged from the participant on actual basis.

## Provision for Exit/Break

**Provision for Exit:** A participant may choose to exit after successfully completing the requirements of the first year. He/she will be awarded with **Post Graduate Certificate in Management (Blended Mode)**.

**Provision for Break:** A participant with prior approval may be given a single break of one year at the end of any trimester with a provision to join back with the next batch at the same stage of the program. These approvals will be provided on a case-to-case basis. The program needs to be completed within three years after taking a break.



### Admission

Admission to EMBA in Blended Mode



### Completion of One Year

- Exit
- Post Graduate Certificate In Management (Blended Mode)
- Alumni



### Completion of Two Years

- Exit
- Executive Master Of Business Administration (Blended Mode)
- Alumni

# THE EMBA PROGRAM



## About the Program

The Executive Master of Business Management (EMBA) in blended mode is a program for working executives with a minimum work experience of three years. There are many qualified professionals who could not pursue formal management education due to different reasons. EMBA in blended mode provides an opportunity to such experienced professionals with minimal disruption to their work routine and personal pursuits. These experienced professionals may be from industry, corporates, government organizations, armed/paramilitary forces, NGOs and entrepreneurs. EMBA is an intensive two-year program designed for mid/senior level professionals to enhance skills and capabilities essential at such responsible positions. Emerging Economies like India have huge potential,

but the required managerial pool to tap those opportunities are in short supply. To bridge this gap, the EMBA program has a distinct focus on a strategic understanding of business, rooted in practical skill development through action learning projects and industry interface.

This EMBA program will empower the participants with the knowledge, skill, attitude, flexibility and the ability for lifelong learning, to develop their careers to their fullest potentials. To ease the learning process for them, the program would be combining the on and off campus learning modules spread over two years. The program aims to build managerial, decision-making, analytical, and leadership capabilities of participants using a modern academic pedagogy of global standard.

## Objectives of the Program

The objectives of the program are:

- To build managerial capabilities of participants which allow them to harness maximum out of limited resources through their innovative mind-set, entrepreneurial zeal, and understanding of the technological, ecological & political environment.
- To enhance the knowledge base, skills, and competencies of participants to enable them to grow in their career and be leaders in their organizations.
- To build competencies of participants that enable them to respond effectively in a rapidly changing global environment.
- To impart management education to working professionals and entrepreneurs seeking skills and strategies to take their organizations to the next level.
- To develop socially responsible and ethical business leaders who can perform without compromising integrity, honesty, and fairness.



## Program Highlights



### Blended Mode

Delivery of courses through blended learning comprising of on-campus in the physical class modules and online modules.



### Continuous Evaluation

Evaluation of a participant on the basis of learning participation, quizzes, assignments and examinations.



### Campus Visits

To enhance the learning experiences six days of on-campus visits in each of the six terms.



### Expert Faculty Panel

Sharpen your managerial skills under the able mentorship of faculty with vast industry and academic experiences.



### Access to E-Library

The participants will have access to e-resources of IIM Jammu's Library.



### Global/Rural Immersion

Global/rural learning experiences and opportunities to participants to learn from different kinds of environments.



### Dissertation

A dissertation under the faculty mentorship to understand the real life applications of EMBA learnings.



### Alumni Status

On the successful completion, the participant will be a proud member of IIM Jammu Alumni community.

# THE EMBA COURSE STRUCTURE

The two-year program consists of rigorous core/foundation and specialization courses delivered in a blended mode combining online and on campus modules. The program entails a total of 78 (72 course credits + 6 dissertation credits) credits spread over 6 trimesters, wherein one credit corresponds to 10 contact hours.

## Term-wise Structure

The break-up of 78 credits is provided below:

- In the first year, a participant must successfully complete 36 credit units through the core courses, spread over Terms I, II, and III.
- In the second year, a participant must successfully complete 42 credit units through his/her choice of elective courses spread over Terms IV, V, and VI and a dissertation.

	Term – I	Term – II	Term -III	Total Credits
Year 1	4 core courses plus one compulsory non-credit course	4 core courses	5 core courses	
Credits	12	12	12	36 (360 hours)
	Term – IV	Term – V	Term – VI	
Year 2	3 electives plus one CIS	4 electives plus Dissertation (Faculty supervised)	4 electives plus Dissertation (Faculty supervised)	
Credits	12	12	18	42 (420 hours)
<b>Total Credits</b>				<b>78 (780 hours)</b>

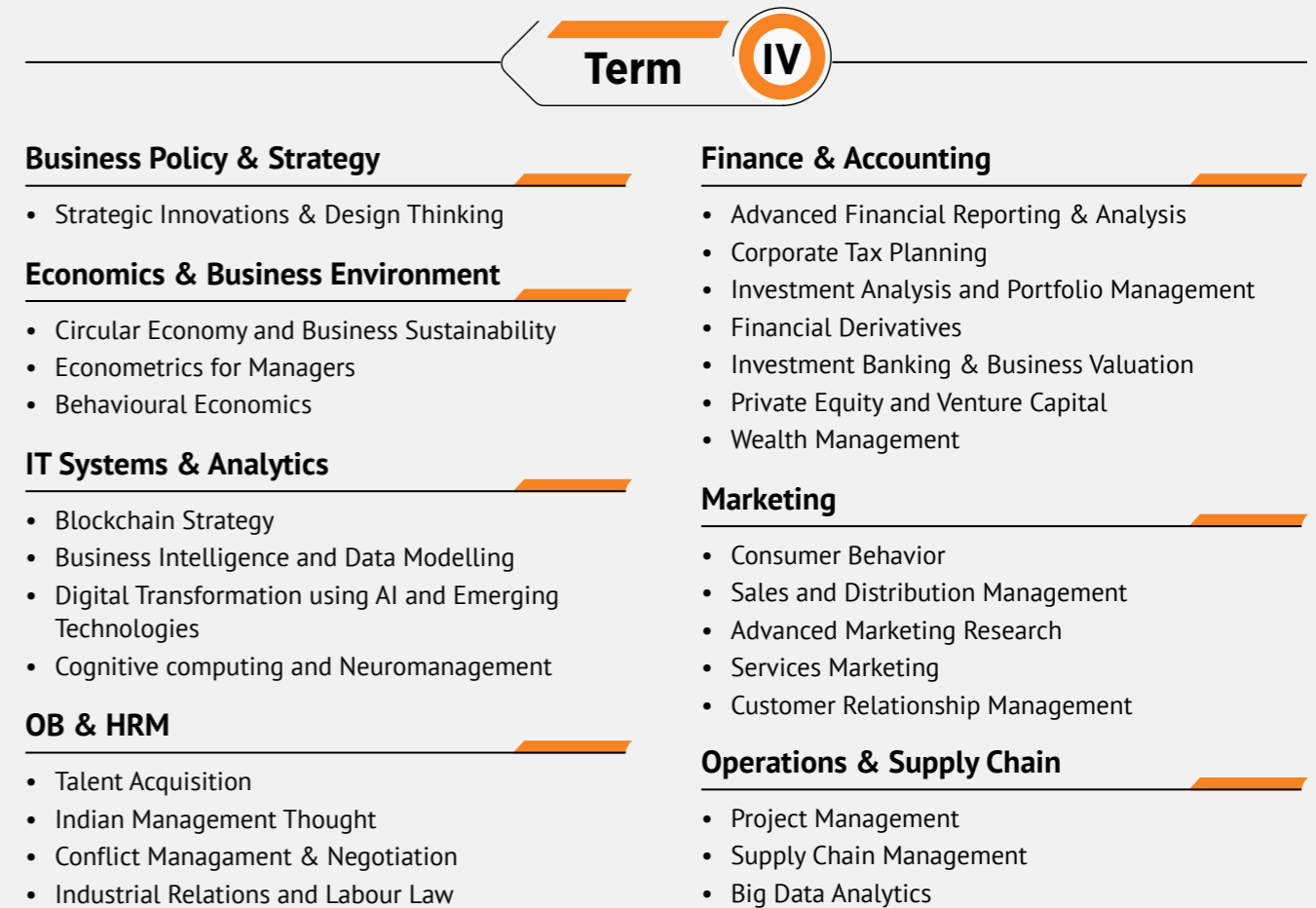
Note: CIS and Dissertation are assigned 3 and 6 credits, respectively. A single dissertation will be spread over term V and VI.



## Year 1 - Core Courses



## Year 2 - Elective Courses (tentative)



**Business Communication**

- Corporate Linguistics

**Economics & Business Environment**

- Agribusiness and Agri-entrepreneurship
- Economics and Business Policy
- Business, Development Policy and Growth
- Economics of Strategy

**Finance & Accounting**

- Accounting & Finance Analytics
- International Finance
- Commercial Bank Management
- Financial Risk Management
- Financial Statement Analysis
- Project Finance
- Fixed Income Securities & Debt Markets

**IT Systems & Analytics**

- Healthcare Analytics
- Technology and Innovation Management
- E-Commerce
- Peoples Analytics

**Marketing**

- Digital Marketing
- Marketing Analytics
- B2B Marketing
- Product and Brand Management
- International Marketing

**OB & HRM**

- Learning & Development
- Leadership Development
- Performance Management Systems

**Operations & Supply Chain**

- Lean Enterprise
- Supply Chain Analytics
- Service Operations Management
- Multi-criteria Decision Making

**Business Policy & Strategy**

- Mergers & Acquisitions
- Strategy Simulations using CESIM

**Economics & Business Environment**

- Commodity Future and Options
- Public Policy
- International Trade and Finance

**Finance & Accounting**

- Strategic Cost Management
- Management Control Systems
- Insurance Management
- Alternative Investment Markets
- Behavioural Finance

**IT Systems & Analytics**

- Big Data, Cloud and IOT Analytics
- Robotic Process Automation
- Advanced Data Science and Artificial Intelligence
- Cybersecurity, Ethics and Data Privacy for Managers

**Marketing**

- Rural and Agricultural Marketing
- Pricing
- Strategic Marketing
- Integrated Marketing communication

**OB & HRM**

- Game People Play
- Counselling Skills for Managers
- Current and Emerging Issues in HR

**Operations & Supply Chain**

- Total Quality Management
- Operations Strategy

Note: Each course will be offered only when minimum number of required participants opt for it.

**Blended Learning: On-Campus and Online Modules**

The courses are delivered through blended learning comprising of on-campus in the class modules and online modules. The delivery of every 3-credit course is done using the following blend of online and on-campus modules: (a) 24 hours teaching is done in online synchronous mode, and (b) 06 hours teaching is done in the on-campus mode in physical classrooms at the IIM Jammu Campus.

The end-term exam would be conducted in each term at IIM Jammu Campus. The online teaching across all the courses would be run over weekends (Saturdays and Sundays).

The Term-wise blended learning plan of EMBA (in Blended Mode) program is provided below:

**Blended Learning Structure of EMBA (in Blended Mode)**

Terms	Campus visit*	On Campus Module	Online Module	Course/ Credits
<b>Term I</b>	At the beginning of the Term I for 6 days	<ul style="list-style-type: none"> <li>• Induction and Registration</li> <li>• 6 hours per course across 4 courses</li> <li>• 3 hours of compulsory non-credit course</li> <li>• 27 hours classroom teaching</li> <li>• End Term Examination of Term I</li> </ul>	<ul style="list-style-type: none"> <li>• 24 hours per course across 4 courses</li> <li>• 12 hours of compulsory non-credit course</li> <li>• 108 hours online teaching on Saturdays and Sundays</li> </ul>	4 core courses of 3 credits each plus one non-credit compulsory course on Happiness and Mental Well Being
<b>Term II</b>	Beginning of the Term II for 6 days	<ul style="list-style-type: none"> <li>• 6 hours per course across 4 courses</li> <li>• 24 hours classroom teaching</li> <li>• End Term Examination of Term II</li> </ul>	<ul style="list-style-type: none"> <li>• 24 hours per course across 4 courses</li> <li>• 96 hours online teaching on Saturdays and Sundays</li> </ul>	4 core courses of 3 credits each
<b>Term III</b>	Beginning of the Term III for 6 days	<ul style="list-style-type: none"> <li>• 6 hours per full credit course and 3 hours per half-credit course</li> <li>• 24 hours classroom teaching</li> <li>• End Term Examination of Term III</li> </ul>	<ul style="list-style-type: none"> <li>• 24 hours per full credit course across 3 courses</li> <li>• 12 hours per half credit course across 2 courses</li> <li>• 96 hours online teaching on Saturdays and Sundays</li> </ul>	3 core courses of 3 credits each plus 2 core courses of 1.5 credit each



Terms	Campus visit*	On Campus Module	Online Module	Course/ Credits
<b>Term IV</b>	Beginning of the Term IV for 6 days	<ul style="list-style-type: none"> <li>6 hours per course across 3 courses</li> <li>18 hours classroom teaching</li> <li>End Term Examination of Term IV</li> </ul>	<ul style="list-style-type: none"> <li>24 hours per course across 3 courses</li> <li>72 hours online teaching on Saturdays and Sundays</li> </ul>	3 elective courses of 3 credits each plus CIS of 3 credits
<b>Term V</b>	Beginning of the Term V for 6 days	<ul style="list-style-type: none"> <li>6 hours per course across 4 courses</li> <li>24 hours classroom teaching</li> <li>End Term Examination of Term V</li> </ul>	<ul style="list-style-type: none"> <li>24 hours per course across 4 courses</li> <li>96 hours online teaching on Saturdays and Sundays</li> </ul>	4 elective courses of 3 credits each Dissertation Starts
<b>Term VI</b>	Beginning of the Term V for 6 days	<ul style="list-style-type: none"> <li>6 hours per course across 4 courses</li> <li>24 hours classroom teaching</li> </ul>	<ul style="list-style-type: none"> <li>24 hours per course across 4 courses</li> <li>96 hours online teaching on Saturdays and Sundays</li> </ul>	4 elective courses of 3 credits each Dissertation Ends
	End of the Term VI for 3 days	<ul style="list-style-type: none"> <li>End Term Examination of Term VI</li> <li>Dissertation Submission</li> </ul>		



## Award of Degree

All participants who in the judgment of the Academic Council have successfully completed all the conditions and requirements for this program will be awarded the degree of

“Executive Master of Business Administration”



# ELIGIBILITY AND SELECTION PROCESS

## Who Should Attend?

The program is recommended for early-career to mid-career level executives who dream to be at the senior-level positions in the future.

## Application Process

An online Admission Application Form is to be filled up by the applicants as per the advertisement by providing the requisite information with documentary support and application fee.

## Application Fee

**Rs. 2,000**

for General category/OBC/EWS

**Rs. 1,000**

for SC/ST/PwD category candidates.

## Eligibility Criteria

- **Work Experience:** Candidates should have at least three years of work experience. Experience earned during the study period will not be considered.
- **Educational Qualifications:** A Bachelor's Degree with minimum aggregate marks of 50% for General, 47% for NC - OBC, and 45% for SC/ST/ DAP awarded by recognised University/educational institution or possess an equivalent qualification recognised by the Ministry of Education, Government of India or alternately should have completed professional programs like CA/CS/ICWA.

## Selection Process

The selection process of IIM Jammu consists of:

- Test Score - CAT/GMAT/GRE score or IIM Jammu Admission Test (IIMJAT) Score.
- Academic Profile – Graduation Score/percentage.
- Personal Interview.



Preparation of Merit list will be based on CAT/GMAT/GRE/IIMJAT Score, academic profile, gender diversity, and personal interview.

The candidates with CAT/GMAT/GRE score obtained during the past three years may be exempted from the IIMJAT 2021. The past three years would be counted from the last date of the admission application.

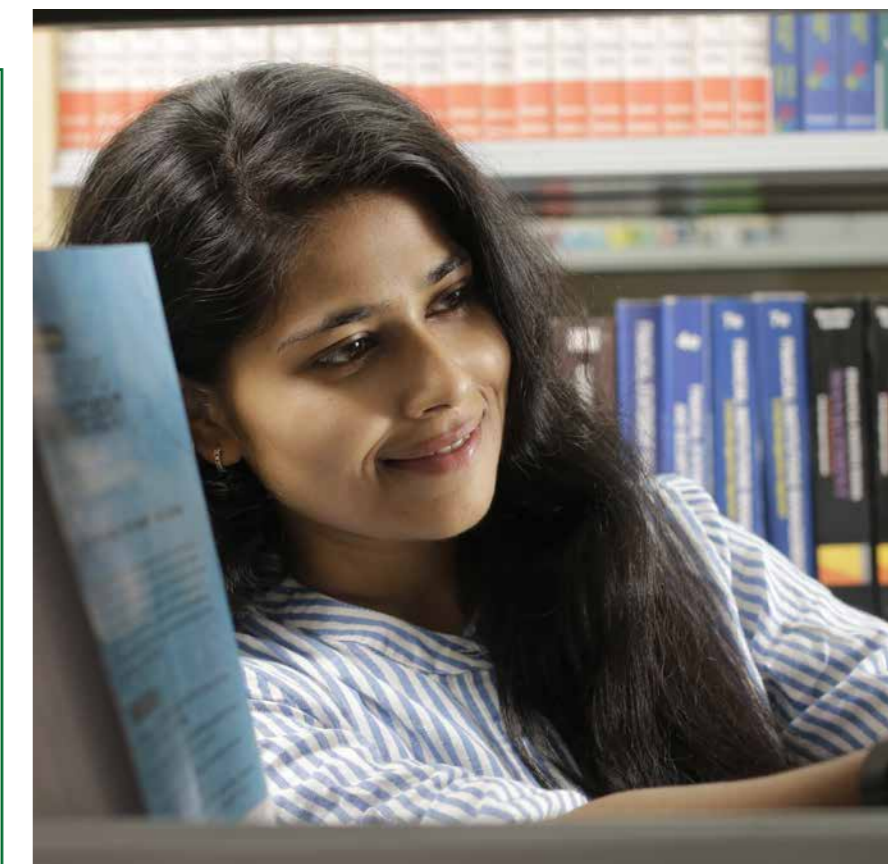


Program Fee			
	Term	First Year	Second Year
Course Fee (Rs.)	I	1,60,000	
	II	1,45,000	
	III	1,45,000	
	IV		1,45,000
	V		1,45,000
	VI		1,45,000
	<b>Total</b>		<b>4,50,000</b>
Global Immersion Fee	On Actual Basis		







































## Important Dates

- Programme Launch **30<sup>th</sup> June 2021**
- Registration Ends **31<sup>st</sup> August 2021**
- Written Test **5<sup>th</sup> September 2021**
- Online Interview **11<sup>th</sup> September 2021**
- Programme Starts **4<sup>th</sup> October 2021**



# FACULTY

- |   |  |   |  |  |  |
|---|--|---|--|--|--|
|  <p><b>B.S. Sahay</b><br/>Ph.D., IIT Delhi<br/>Operations &amp; Supply Chain</p>   |  <p><b>Aakash Kamble</b><br/>Ph.D., Savitribai Phule<br/>Pune University<br/>Marketing</p>                                |  <p><b>Abhishek Behl</b><br/>Ph.D., IIT Bombay<br/>IT Systems &amp; Analytics<br/>(Joining Soon)</p>  |  <p><b>Muqbil Burhan</b><br/>Ph.D., IIT Delhi<br/>Business Policy,<br/>Strategy &amp;<br/>Entrepreneurship</p>  |  <p><b>Nageswara Reddy Kondreddy</b><br/>Ph.D, IIT Kharagpur<br/>Operations &amp; Supply Chain<br/>(Joining Soon)</p>       |  <p><b>Neelkanth Chandrakant Dhone</b><br/>Fellow of NITIE<br/>Operations &amp; Supply Chain<br/>(Joining Soon)</p> |
|  <p><b>Abhishek Srivastava</b><br/>Ph.D. IIM Ranchi<br/>IT Systems &amp; Analytics</p>   |  <p><b>Ajinkya Navare</b><br/>PhD, IIT Bombay<br/>OB &amp; HRM</p>  |  <p><b>Ana Beatriz L. D. Sousa</b><br/>PhD, UFSCar - Federal<br/>University Of Sao Carlos<br/>Operations &amp; Supply Chain</p>                     |  <p><b>Nitin Upadhyay</b><br/>PhD, BITS Pilani<br/>IT Systems &amp; Analytics</p>   |  <p><b>Nripendra P. Rana</b><br/>PhD, Swansea<br/>University, UK<br/>Marketing</p>  |  <p><b>Pankaj K Agarwal</b><br/>Fellow of XLRI,<br/>Jamshedpur<br/>Finance &amp; Accounting</p>                     |
|  <p><b>Anand Jacob Abraham</b><br/>PhD, Indian Institute of<br/>Science Bengaluru<br/>Operations &amp; Supply Chain</p>             |  <p><b>Archana Sharma</b><br/>PhD, IIT Delhi<br/>Marketing</p>   |  <p><b>Ateeque Shaikh</b><br/>PhD - IRMA<br/>Marketing</p>   |  <p><b>Pooja Kumari</b><br/>PhD, IIT Kharagpur<br/>Finance And<br/>Accounting</p>  |  <p><b>Rameshwar Dubey</b><br/>HDR, The University Of<br/>Montpellier<br/>Operations &amp; Supply Chain</p>                |  <p><b>Rashmi Ranjan Parida</b><br/>Ph.D, IIT Kharagpur<br/>Marketing</p>  |
|  <p><b>Baljeet Singh</b><br/>Ph.D IIM Indore<br/>Marketing</p>   |  <p><b>Charbel Jose Chiappetta Jabbour</b><br/>Ph.D., University Of<br/>Sao Paulo<br/>Operations &amp; Supply Chain</p> |  <p><b>Cyril Foropon</b><br/>Ph.D., HEC Paris<br/>Operations &amp; Supply Chain</p>   |  <p><b>Rohan Mukherjee</b><br/>PhD, IIT Kharagpur<br/>IT Systems &amp; Analytics</p>  |  <p><b>Ruchi Sehgal</b><br/>PhD, University Of<br/>Delhi<br/>Business<br/>Communication</p>                               |  <p><b>Sarbjit Singh</b><br/>Ph.D., IIT Kanpur<br/>Economics &amp; Business Environment</p>                       |
|  <p><b>Jabir Ali</b><br/>Ph.D. AMU, Aligarh;<br/>GloColl, Harvard<br/>Business School<br/>Economics &amp; Business Environment</p> |  <p><b>Kulwinder Kaur</b><br/>Ph.D UBS, Punjab<br/>University<br/>Marketing</p>   |  <p><b>Mahesh Gadekar</b><br/>PhD, SP Pune University,<br/>Post-Doctoral Fellowship,<br/>University of Porto<br/>Marketing<br/>(Joining Soon)</p> |  <p><b>Sobhan Sarkar</b><br/>PhD, IIT Kharagpur;<br/>Post Doc, University Of<br/>Edinburgh, UK<br/>Operations &amp; Supply Chain<br/>(Joining Soon)</p> |  <p><b>Sujeet Kumar Singh</b><br/>PhD-IIT Roorkee<br/>And Postdoc-NUS<br/>Singapore<br/>Operations &amp; Supply Chain</p> |  <p><b>Sumant Kumar Bishwas</b><br/>PhD, IIT Delhi<br/>OB &amp; HRM</p>   |
|  <p><b>Manoj Kumar</b><br/>Ph.D. (Shailesh J. Mehta<br/>School Of Management,<br/>IIT Bombay)<br/>Finance And Accounting</p>       |  <p><b>Mamta Tripathi</b><br/>PhD IIT Guwahati;<br/>Post-Doc, IIM Calcutta<br/>OB &amp; HRM</p>                         |  <p><b>Minakshi Kumari</b><br/>PhD, IIT Delhi<br/>Operations &amp; Supply Chain</p>   |  <p><b>Vaseem Akram</b><br/>PhD, IIT Hyderabad<br/>Economics &amp; Business Environment</p>   |  <p><b>Vijay Kuriakose</b><br/>Ph.D. Cochin University<br/>Of Science And<br/>Technology, Kerala<br/>OB &amp; HRM</p>     |  <p><b>Vishanth Weerakkody</b><br/>PhD, University Of<br/>Hertfordshire, UK<br/>IT Systems &amp; Analytics</p>    |

# EVENTS AT IIM JAMMU

## 1<sup>st</sup> Leadership Summit 2020

IIM Jammu conducted its first leadership summit during February 7-8, 2020. With the theme "Leading India through Innovation, Growth and Diversity" – and a vision to seek answers pertaining to the Indian economy, which aspires to be five trillion by 2024, more than 21 eminent speakers from various walks of life such as corporate and academia shared their experiences on the selected themes during the two-day event that attracted a huge audience. The summit was attended by students, faculty members, government officials, and various industry stalwarts. The event witnessed insightful and engaging panel discussions by eminent corporate and public sector leaders from across the country on a wide range of topics which were divided into four broad subthemes 'Inclusive Growth: How to ensure the Economic System to work for all?', 'Disruptions in the Indian Market', 'Circular Economy for Sustainable Development: The Role of Corporate India' and 'Emerging Role of Academia in Knowledge Economy'. The event turned out to be an excellent platform for exchanging ideas between the corporate stalwarts and the students, the leaders of tomorrow.



## Leadership Summit 2.0, 2021

IIM Jammu organized the 2nd edition of the Leadership Summit on 26th - 27th February, 2021. The main theme for this year was centred around "Conquering the Crisis: Shifting Paradigms and the Way Forward" with primary focus on how to shape the future leaders to be prepared for a crisis of bigger magnitudes to create a self-sufficient nation. Due to COVID Pandemic, the Summit was conducted virtually on a digital platform. However, the students in the campus joined physically. The screening of the summit and inauguration took place at the IIM Jammu campus with all COVID protocols followed. Distinguished speakers from diverse set of fields joined through digital platform and discussed six interesting sub-themes namely, "Post crisis world: Opportunity to create a self-reliant India", "Green economy – Sustainable vision for an emergent India", "Leadership and Women Empowerment", "The alchemy of leadership: Art and source of Inspiration", "Breaking the Glass Ceiling: I was born to lose, but I chose to win" and "New Leadership paradigms – Foundation for a better future", during the two days of full packed lively sessions. The invitation and registration links were shared with all the universities and national institutes in India and students from all across India joined the summit through the digital platform and participated through discussions during the summit.

  
**Indian Institute of Management Jammu**  
*presents*  
**2<sup>ND</sup> LEADERSHIP SUMMIT**  
**Conquering the Crisis: Shifting Paradigms and the Way Forward**  
**26th & 27th February 2021**

  
**Prof. Muhammad Yunus**  
Nobel Laureate 2006

  
**Mrs. Smriti Irani**  
Hon'ble Union Minister of Women & Child Development and Textiles,

  
**Shri Kalraj Mishra**  
Hon'ble Governor Rajasthan

## Management Conclave

IIM Jammu launched its first-ever Management Conclave "Nakshatra" which hosted corporate trailblazers across different management domains. The Conclave was an effort to give students a holistic understanding of various management domains ranging from Marketing to Finance to Operations to Human Resources. This would, thereby, help them in charting their future career paths. The event kickstarted with an inauguration ceremony on 30th January 2021 and spanned two weekends. The Conclave comprised of 8 panels - 2 panels each from the four above-mentioned domains. The renowned panelists shared their insights on various contemporary issues, building a deeper sense of understanding in students. The Marketing panels comprised of CMOs and top Marketing executives from giants like TCS, Jio, Syska Group, BPCL, Infosys, IBM, Baskin Robbins, etc. The Marketing professionals shared their views on topics: "Change In Consumer Preferences And Evolving Business Model In Post-COVID World" and "Role Of Marketing In Transforming Businesses In The Digital Era".

## HR Conclave

IIM Jammu kickstarted the 3rd edition of the HR Conclave in a virtual format. It resonated with the Institute's vision to develop leaders and entrepreneurs who can perform globally to make a valuable difference to Society and the Corporate World. Carrying forward the legacy from the 2nd edition of HR Conclave, this year the event was conceptualized around the theme 'Rethinking and Rebooting Corporate'. The HR conclave witnessed well-known business leaders, industry experts, and visionaries from across the corporate fraternity where ingenious and innovative expertise was shared on the virtual platform. Mr. Harjeet Khanduja, Vice President, HR, Reliance Jio, was the Chief Guest for the event. He addressed how society has evolved and adapted itself in unprecedented times. The HR Conclave spanned across five chapters with a first-ever Women Panel and an International Panel.



## Nav Samvaad

Industry Interaction Cell, Indian Institute of Management Jammu takes immense pride in the successful completion of 60 webinars of its Flagship Nav Samvaad series. This initiative was aimed to be a unique effort to bridge the Industry-academia gap in the present uncertain and unprecedented scenario. It has now opened up avenues of opportunities for students to learn and grow. Students were exposed to insightful interactions with speakers to gain knowledge of the actual work culture of today's corporates and on ways to deal with challenges.

The students of IIM Jammu were fortunate to hear from professionals from organizations like Diageo India, BPCL, DLF Ltd., TATA Power, Big Basket, Emami Ltd., DTDC Express Ltd., Flipkart, Cisco, Baker Hughes, MetLife, Rapido, GoAir, Britannia, Jio Studios, Havells, Ernst Young, Motilal Oswal, Hyundai Motors India Ltd., Standard Chartered, Deloitte India, DCB Bank, Crescendo Global, etc.

## International Conference

First International Conference on Circular Economy  
 Theme: Responsible Management for Circularity and Sustainability

In collaboration with School of Management, University of Bradford, UK during December 14-15, 2020

Indian Institute of Management Jammu in collaboration with School of Management, University of Bradford organised First International Conference on Circular Economy: Responsible Management for Circularity and Sustainability as part of the Memorandum of Understanding signed between the two institutions. The conference was well received by more than 300 participants from 20 countries. About 20 industry and academic speakers from 5 different countries delivered their expert talk to provide their insights on the importance of the circular economy across different sectors.

# INTERNATIONAL PARTNERS



Alba Graduate Business School, Greece



Centrum PUCP, Peru



School of Management  
University of Bradford, UK



ESC Clermont Business School, France



Montpellier Business School, France



Instituto de Estudios Superiores de Administración (IESA), Venezuela



MoU Signing ceremony for ESC Clermont, France



MoU signing ceremony with Montpellier Business School, France



HEM Business School, Morocco



SolBridge International School of Business, South Korea



The University of the South Pacific, Fiji



Kazan National Research Technical University, Russia



Deakin University, Australia



University of Scranton, USA

# ALUMNI TESTIMONIALS

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My journey with IIM Jammu has been one of a kind. When I look back, I feel that my decision to take a break from my professional life to give a new direction to my career led to an ever-fulfilling experience at IIM-J. The institute has helped me realize my strength, explore new avenues and come out victorious from challenging situations. Apart from the continual support and guidance from the esteemed faculty, the learnings from my peers have been instrumental in shaping up my journey of “MBA-morphosis”. Today, I am a proud alumnus of IIM Jammu, realizing my dream role of Product Manager and I give due credit to the rich IIM pedagogy for this.

Madhumanti Banerjee

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The decision to join IIM Jammu has been a tough one for me, given I was taking a break from a fulfilling career in IT Service Management for close to 8 years. And today I believe it was the right thing to do given the immense learning that I have acquired, experiences that I faced and will treasure the memories for life. IIM Jammu has all the required ingredients to be one of the finest business schools globally in the coming few years.

The batch is a truly diverse blend of educational backgrounds, work experiences and skillsets, which challenged me in developing into a better version of myself with every passing day. The institute has been instrumental in helping me further my quest for newer avenues in form of support from the esteemed professors, knowledge resources and repositories. On a very personal front, I was able to let go of my inhibitions and participated in several competitions, like the Hult Prize and represented our institute competing with participants from various countries. Learning from my peers is irreplaceable and helped me gain a much-needed perspective of looking at things. Today, as a member of the IIM Jammu family, I am a braver and much open to criticism, and well equipped for the business world, owing to the pedagogy and the peers.

K P R SriHarsha

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IIM Jammu did not only provide me with a platform to develop a varied set of skills but also a platform to interchange ideas with a diversified pool of people. Starting from the intellectual batchmates to the eminent persons from different domains and industries, each one of them gave some valuable insight that has enriched my thought process. The international exposure through IIP at ESCP Berlin gave me hands-on experience with diversity and inclusivity. Moreover, it gave me a better understanding of organizations and business acumen on an international level. The last two years at IIM-J have brought out a fine personality in me by enhancing my knowledge, and confidence. At the same time, the place has taught me to be humble whatsoever. I will preserve and cherish all the learnings (professional as well as personal) from my stay at IIM-J throughout my life. I will always be indebted to the Institute for all my future endeavors.

Simran Verma

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IIM Jammu has not just been an experience but a lifestyle that provided an overall enrichment. My stay in IIM-J has carved out a fine personality in me coupled with knowledge, confidence and audacity to face the real-world business challenges and come up with ingenious solutions. As an alumnus of IIM Jammu, I'm a proud individual for being a part of the fraternity and able to learn and grow in multitude. After a few years of experience in the corporate world, I decided to join IIM-J. Having shared my space and moments with amazingly brilliant people all around for the past 2 years, I feel it has exposed me to explore new horizons, broadened my thought process and curated an entrepreneurial mindset which I'll celebrate and cherish for life through my work and achievements!

Arjab Sarkar

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# LIFE AT IIM JAMMU

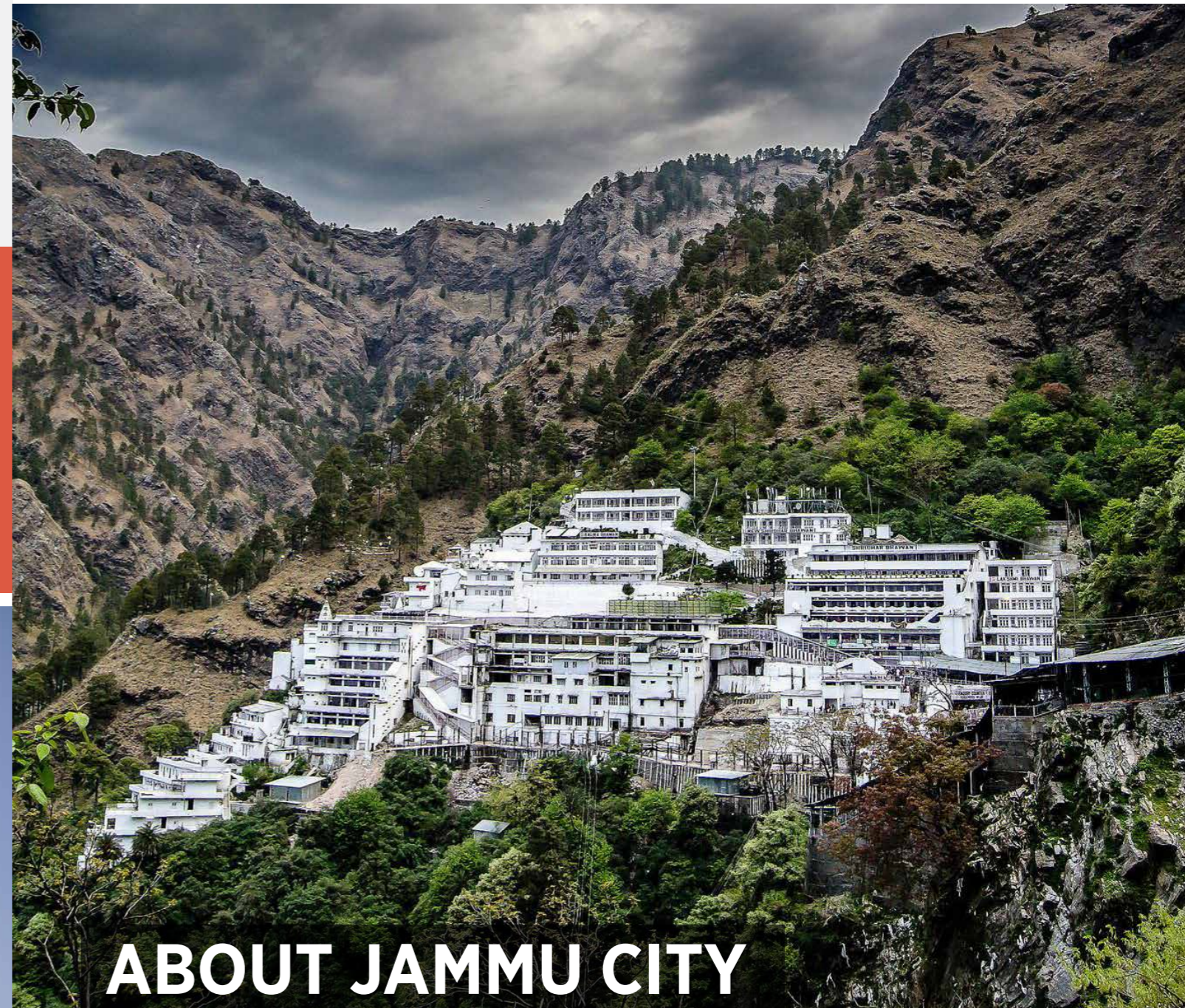
The Programs at IIM Jammu offers a practical approach to learn various skills. The institute has an eminent faculty that focuses on inculcating critical thinking, creativity and innovation, in a more comprehensive manner.

The institute has a top-notch campus and is located at the heart of the city. Furthermore, by the year 2021, the institute will be privileged with 200 acres of land that may cater to more amenities like technologically advanced classrooms, hostels and faculty residences.

Due to its geographical advantage and having Kashmir in the intimate vicinity, the students have an opportunity to explore the mesmerizing serene, lush-green picturesque beauty, within a reach of just a few kilometers.



IIM JAMMU- SRINAGAR OFF-CAMPUS



## ABOUT JAMMU CITY

Jammu is an important administrative division of J&K. It consists of several districts such as Doda, Jammu, Kathua, Ramban, Rajouri, Reasi, Poonch and Samba. Most of the land in Jammu city is hilly with mountain ranges. Jammu city also includes the very popular Pir Panjal range. This range separates Jammu city from Kashmir valley. Jammu city is also known as Jammu-Tawi.

Jammu city is the second-largest city of the state in terms of growing urban agglomerations and in the race of booming infrastructure.

## HOW TO REACH

Jammu is the largest city in the Jammu Division and the winter capital of the state of J&K, situated on the banks of the Tawi River.



**By Railway:** Jammu is a very well connected city. Jammu Tawi is the nearest railway station. It is just 15 mins away from the IIM Jammu.



**By Air:** IIM Jammu campus is just 20 mins away (5 Kms) from Jammu city airports. It has daily direct flights from Srinagar, Delhi, Amritsar, Chandigarh, Mumbai and Bengaluru.



## INDIAN INSTITUTE OF MANAGEMENT JAMMU

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### EMBA ADMISSION OFFICE

EMBA related admissions queries, please write to [emba.admissions@iimj.ac.in](mailto:emba.admissions@iimj.ac.in)

Contact Number : 0191-3510315