



INDIAN INSTITUTE OF MANAGEMENT JAMMU

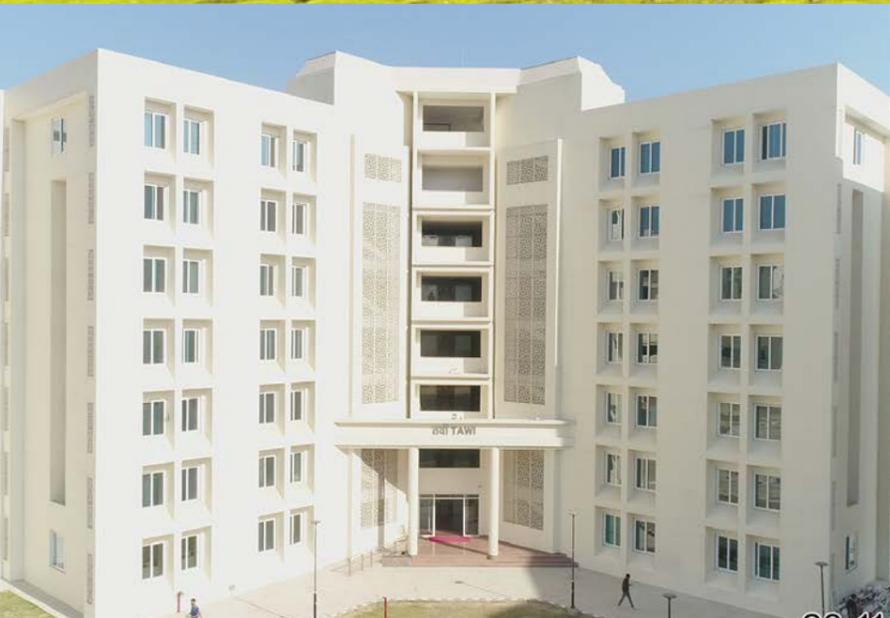


5th Batch

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

BROCHURE 2025





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BOARD OF GOVERNORS



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Founder of DICCI



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Partner, Chitale Group

Prof. B. S. Sahay

Director, IIM Jammu

Prof. Jabir Ali

Professor & Dean (Academics)
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 this program you will be able to add a significant value to the organization as well as to your own work sphere.

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.

APPLICATION LINK

Click here to apply to the program

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. IIM Jammu, now operates from the proposed 200 acres state-of-the-art

campus at Jagti, 14 Kms from Jammu City, about 16 km from Jammu Railway Station and 18 km from Jammu Airport. The new Academic session 2023-24 has started from the new campus, 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, four times during course of study



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)
Total Credits				78 (780 hours)

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



IT Systems & Analytics

- Advanced Data Science and Artificial Intelligence
- AI for Business Leaders
- Big Data, Cloud and IOT Analytics
- Blockchain Strategy
- Business Intelligence and Data Modelling
- Cognitive Computing and Neuromanagement
- Cybersecurity, Ethics, Governance and Data Privacy for Managers
- Digital Transformation
- E-Commerce
- Green IT
- Healthcare Analytics
- IT Strategy For Managers
- Peoples Analytics
- Technology and Innovation Management

Marketing

- Advanced Marketing Research
- AI in Marketing
- B2B Marketing
- Consumer Behavior
- Customer Relationship Management
- Digital Marketing
- Integrated Marketing Communications
- Marketing Analytics
- Marketing to the Bottom of Pyramid
- Pricing
- Product and Brand Management
- Qualitative Market Research
- Retail Management
- Rural and Agricultural Marketing
- Sales & Distribution Management
- Service Marketing

OB & HRM

- Conflict Management
- Conflict Management and Negotiations
- Counselling Skills for Managers
- Current and Emmering Trends in HR
- Diversity and Inclusion
- Industrial Relations and Labor Law
- Learning and Development
- Performance Management System
- Talent Acquisition

Operations, Supply Chain & Decision Sciences

- Big Data Analytics
- Lean Enterprise
- Multi Criteria Decision Making (MCDM)
- Operations Strategy
- Project Management
- Service Operations Management
- Supply Chain Analytics
- Supply Chain Management
- Total Quality Management

[APPLICATION LINK](#)

Click here to apply to the program

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
Term I	At the beginning of the Term I for 6 days	<ul style="list-style-type: none"> • Registration, Inauguration and Induction • 6 hours per course across 4 courses • 3 hours of non-credit course on Happiness and Mental Wellbeing • A total of 27 hours classroom teaching 	<ul style="list-style-type: none"> • 24 hours per course across 4 courses • 12 hours of compulsory non-credit course • A total of 108 hours of online teaching 	4 core courses of 3 credits each plus one non-credit compulsory course on Happiness and Mental Well Being
Term II	Nil	Nil	<ul style="list-style-type: none"> • 30 hours per course across 4 courses • A total of 120 hours of online teaching 	4 core courses of 3 credits each
Term III	Nil	Nil	<ul style="list-style-type: none"> • 30 hours per course across 3 courses • 15 hours per course across 2 courses • A total of 120 hours of online teaching 	3 core courses of 3 credits each plus 2 core courses of 1.5 credit each
	End of the Term III for 6 days	<ul style="list-style-type: none"> • End Term Exam of Term III • Elective Orientation and Subscription • CIS Discussions 	Nil	Nil

Terms	Campus visit*	On Campus Module	Online Module	Course/ Credits
Term IV	Beginning of the Term IV for 4 days	<ul style="list-style-type: none"> 6 hours per course across 3 courses 18 hours classroom teaching 	<ul style="list-style-type: none"> 24 hours per course across 3 courses 72 hours online teaching 	3 electives courses of 3 credits each plus CIS of 3 credits
Term V	Nil	Nil	<ul style="list-style-type: none"> 30 hours per course across 3 courses 120 hours online teaching 	4 electives courses of 3 credits each Dissertation Starts
Term VI	Nil	Nil		4 electives courses of 3 credits each Dissertation Ends
	End of Term VI for 3-4 days	<ul style="list-style-type: none"> End Term Examination of Term VI Dissertation Submission 	Nil	Nil



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”

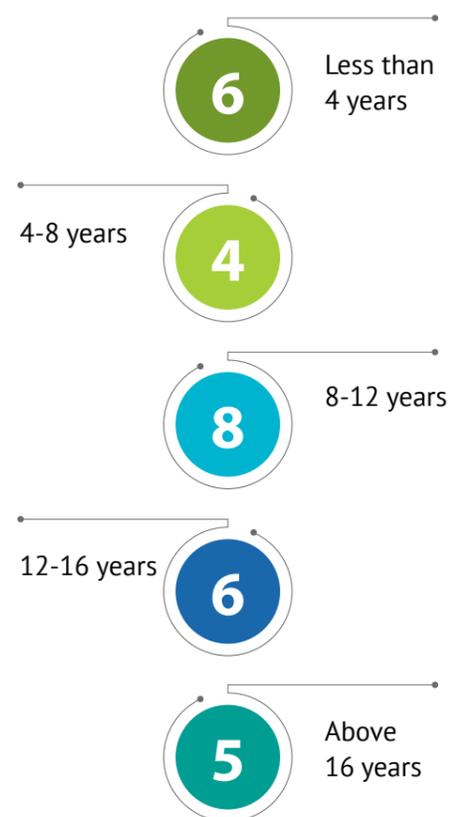


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Click here to apply to the program



Batch Statistics



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:**
 1. The candidate either should hold a Bachelor's Degree, with at least 50% marks or equivalent CGPA [45% in the case of candidates belonging to the Scheduled Caste (SC), Scheduled Tribe (ST) and Persons with Disability (PwD) categories], 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.

*Experience would be counted till the last date of application EMBA

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 2025. 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	1,80,875	
	II	1,80,875	
	III	1,80,875	
	IV		1,87,175
	V		1,80,875
	VI		1,80,875
	Total		5,42,625
Global Immersion Fee	On Actual Basis		

- The candidate has to deposit one-time refundable caution money of Rs. 20,000/- along with the Term 1 fee. The program fee includes access to synchronous online lectures, on-campus lectures, access to the academic facilities, and it excludes the cost of the immersion program.
- Fee Concessions of 20% for Indian military and paramilitary forces is given subject to submission of relevant documents.



Important Dates

Last Day to Apply:

15th May, 2025

Written Test:

18th May, 2025

Interviews (online mode):

18th May, 2025

Batch Commencement:

July, 2025

APPLICATION LINK

Click here to apply to the program



FACULTY

 Prof. B.S. Sahay Ph.D., IIT Delhi Operations & Supply Chain	 Prof. Jabir Ali Ph.D., AMU, Aligarh Economics & Business Environment	 Prof. Muqbil Burhan Ph.D., IIT Delhi Business Policy, Strategy & Entrepreneurship	 Prof. C. P. Gupta Ph.D., SRCC Delhi Finance and Accounting	 Prof. Rashmi Ranjan Parida Ph.D., IIT Kharagpur Marketing	 Prof. Harsha Jariwala Ph.D., S. K. School of Business Finance and Accounting
 Prof. Sanjay Gupta Ph.D., PGDIE Chennai OB & HRM	 Prof. Sanjeev Pathak Ph.D., MDI Gurgaon Business Policy, Strategy & Entrepreneurship	 Prof. Sarbjit Singh Ph.D., IIT Kanpur Economics & Business Environment	 Prof. Hitika Tiwari Ph.D., IIT Kanpur IT Systems & Analytics	 Prof. Apurva Ph.D., IIT Delhi Business Communication	 Prof. Jaganth.G Ph.D., TISS, Mumbai Business Policy, Strategy & Entrepreneurship
 Prof. Ana Beatriz L. D. Sousa Ph.D., UFSCar Brazil Operations & Supply Chain	 Prof. Baljeet Singh Ph.D., IIT Indore Marketing	 Prof. Charbel Jose C. Jabbour Ph.D., PEM USP Operations & Supply Chain	 Prof. Jai Kamal Ph.D., IIM Lucknow Economics & Business	 Prof. Kamakshi Sharma Ph.D., IITM Gwalior Business Policy, Strategy & Entrepreneurship	 Prof. KAPIL GUMTE Ph.D., IIT Hyderabad Operations & Supply Chain
 Prof. Bijoy Rakshit Ph.D., IIT Ropar Economics & Business	 Prof. Chinmaya Kumar Swain Ph.D., IIT Guwahati IT Systems & Analytics	 Prof. Dharendra Prajapati Ph.D., IIITDM Jabalpur Operations & Supply Chain	 Prof. Kulwinder Kaur Ph.D., IIT Ahmedabad. Marketing	 Prof. Lalit Pankaj Ph.D., IIT Guwahati IT Systems & Analytics	 Prof. M. Vijaya Prabhagar Ph.D., IIT Tiruchirappalli IT Systems & Analytics
 Prof. Eshika Aggarwal Ph.D., IIT Patna IT Systems & Analytics	 Prof. Gaana J Ph.D., University of Madras Business Communication	 Prof. Garima Maurya Ph.D., IIT Kanpur Economics & Business	 Prof. Mahesh Gadekar Ph.D., University of Pune Marketing	 Prof. Malaya Ranjan Mohapatra Ph.D., IIT Kharagpur Finance and Accounting	 Prof. Mamta Tripathi Ph.D., IIMC OB & HRM

FACULTY



Prof. Manu Bansal
Ph.D., IIM Bangalore
Economics &
Business Environment



Prof. Archana Sharma
Ph.D., IIT Delhi
Marketing



Prof. Naveen Goyal
Ph.D., IIM Calcutta
Business Policy, Strategy
& Entrepreneurship



Prof. Ramswarup Bhaskar
Ph.D., IIT Kanpur
Business Policy, Strategy
& Entrepreneurship



Prof. Guangpuanang Kahmei
Ph.D., University of
Delhi
OB & HRM



Prof. Ravij Seth
Ph.D., PSU Harrisburg, USA
Business Policy, Strategy
& Entrepreneurship



Prof. Niti Shekhar
Ph.D., IIT Kanpur
Business Policy,
Strategy &
Entrepreneurship



Prof. Nitin Upadhyay
Ph.D., BITS Pilani,
Pilani
IT Systems & Analytics



Prof. P. P. Maheshwari
Ph.D., PGDM IIM Lucknow,
Finance and Accounting



Prof. Ashish Kumar
Ph.D., AMU, Aligarh
Finance and
Accounting



Prof. Atanu Bhuyan
Ph.D., IIT Gandhinagar
Operations &
Supply Chain



Prof. Ateeque Shaikh
Ph.D., IIT Patna
Marketing



Prof. P. Praveen Vijaya Raj
Ph.D., NTUST Taiwan
Operations &
Supply Chain



Prof. PARVATHY B
Ph.D., IIM Bangalore
Marketing



Prof. Pradeep Kumar Tarei
Ph.D., IIT Kharagpur
Operations & Supply Chain



Prof. Shivani Sachdev
Ph.D., IIT Kanpur
OB & HRM



Prof. Shreya Rastogi
Ph.D., IIT Hyderabad
Business
Communication



Prof. Somu Gorai
Ph.D., IIM Calcutta
Operations &
Supply Chain



Prof. Prakrit Silal
Ph.D., IIM Calcutta
IT Systems &
Analytics



Prof. Prashant Mishra
MBA, ISB Hyderabad
IT Systems & Analytics



Prof. Pratik Maheshwari
Ph.D., IIM Mumbai
Operations & Supply Chain



Prof. Sourav Mondal
Ph.D., IIT Dhanbad
Business Policy,
strategy &
Entrepreneurship



Prof. SUMESH P. SOMAN
Ph.D., TISS, Mumbai
OB & HRM



Prof. Sumit Maheshwari
Ph.D., University of Delhi
Operations & Supply Chain



Prof. Praveen Kumar
Ph.D., NIT Kurukshetra
Finance and
Accounting



Prof. Rajesh Sikka
Ph.D., FMSU Delhi
Operations &
Supply Chain



Prof. Rambalak Yadav
Ph.D., IIT Dhanbad
Marketing



Prof. Sundar Rengasamy
Ph.D., NIT Tiruchirappalli
IT Systems & Analytics



Prof. T Sakthi Nagaraj
Ph.D., NIT Tiruchirappalli
Operations &
Supply Chain



Prof. V. Raj Kumar
Ph.D., Anna University
Marketing

FACULTY



Prof. Vaseem Akram
Ph.D., IIT Hyderabad
Economics & Business
Environment



Prof. Vedika Saxena
Ph.D., IIM Lucknow
Finance and Accounting



Prof. Vinod Chandrayya Durge
Ph.D., IIM Mumbai
Business Policy, Strategy
& Entrepreneurship



Prof. Subi Chaturvedi
Ph.D., IIT Delhi
Business Policy,
Strategy &
Entrepreneurship



Prof. Sudhir K. Jain
Ph.D.,
Economics &
Business Environment



Prof. Sushil Khanna
Ph.D.,
Business Policy,
Strategy & Entrepreneurship



Prof. Vivek Mishra
Ph.D., IIM Lucknow
OB & HRM



Prof. Yashoda Devi
Ph.D., IIM Kashipur
Operations &
Supply Chain



Prof. Amrik Singh Sohal
Ph.D., UBCM UK
Operations & Supply Chain



Prof. Vishanth Weerakkody
Ph.D., HEA, UK
IT Systems & Analytic



Prof. Devinder Kumar Banwet
Ph.D., IIT Delhi
Operations &
Supply Chain



Prof. I.M. Pandey
Ph.D.,
Finance and Accounting



Prof. Anuja Akhouri
Ph.D., IIT Patna
OB & HRM



Prof. Garima Saini
Ph.D., NIT
Kurukshetra
OB & HRM



Prof. Barnali Chaudhary
Ph.D., University of Cagliari,
Italy
Business Communication



Prof. P. K. Jain
Ph.D., University of Delhi
Finance and Accounting



Prof. Cyril ForoPON
Ph.D., UPA France
Operations &
Supply Chain



Prof. Nripendra P. Rana
Ph.D., Swansea
University, UK
Marketing



Prof. Rajaram Govindarajan
Doctor in Medicine,
Universitat Autdnom de
Barcelona
Operations & Supply Chain



Prof. Rameshwar Dubey
Ph.D., UMM France
Adjunct Professor,
Operations &
Supply Chain



Prof. Ranjan Das
Ph.D. IIM Ahmedabad
Business Policy,
Strategy &
Entrepreneurship



Prof. Sachin Kamble
Ph.D., Vikram University Ujjain
Operations & Supply Chain

EVENTS AT IIM JAMMU

1st 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
2ND 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

National Conference on India's B20 Goals at IIM Jammu

Considering the importance of India's B20 agenda under G20 presidency, IIM Jammu conducted one day National Conference on G20 University Connect: Priorities, Prospects and Way Forward for Creating Inclusive and Sustainable Society. IIM Jammu, IIT Jammu, AIIMS Jammu, Dalit Indian Chamber of Commerce and Industry (DICCI), and Government of Jammu and Kashmir are organising National Conference on India's G20 Goals. India has officially begun its year long G20 presidency with an excellent outreach program on "University Connect"- seeking active participation of youth of India to provide constructive, innovate and fresh perspectives on India's B20 and Y20 goals. The National Conference aims at projecting the students of IIM, IIT and AIIMS Jammu and other institutions in J&K as India's cultural ambassadors in an effort to build a long-lasting relationship with India B20, Y20, Startup20 under G20 fraternity.



HR Conclave

IIM Jammu kickstarted the 6th edition of the HR Conclave on best HR Practices & insights. 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 5th edition of HR Conclave, this year the event was conceptualized around the theme 'HR in Dynamic Business Environment'. 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. Prof. Pragati Kumar, Vice-Chancellor, SMVD University, was the Chief Guest for the event. He addressed how society has evolved and adapted itself in unprecedented times. The HR Conclave spanned across seven panels discussing dynamics in a workplace, adapting AI approach & roles of HR personnels.



Nav Samvaad

Industry Interaction Cell, Indian Institute of Management Jammu takes immense pride in the successful completion of 146 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.

WOMEN ENTREPRENEURSHIP EVENT

Entrepreneurship Development Cell, IIM Jammu hosted a Virtual event where ten exceptionally talented women entrepreneurs of Kashmir were invited to share their views, struggles and way forward on promoting women entrepreneurship in Kashmir. The event was also attended by the Director, IIM Jammu Professor B.S Sahay who promised all possible support from IIM Jammu in promoting and encouraging women entrepreneurship in J&K. Prof. Sahay also suggested entrepreneurs from Kashmir to leverage and benefit from the resources and facilities offered by IIM Jammu through its off-campus in Srinagar. The program was moderated by Dr. Muqbil Burhan, Chairperson IIM Jammu, Srinagar Off-campus who interacted with the women entrepreneurs through a question answer session.

The program featured proud business owners from Fashion, Bakery, and Design Industry running some promising ventures like Zaytuna Label by Ms. Samreen, Sunny Smile Bakes by Ms. Mehtab, Hangers the Closet by Ms. Sadia, Rabia Shahnaz by Ms. Naila Shah, Mehak Suhail Architects, Verv the Artelier by Ms. Iqra Khan, and Poash by Ms. Asma Wali. The women entrepreneurs shared their experiences and challenges that they and other entrepreneurs face in Kashmir.

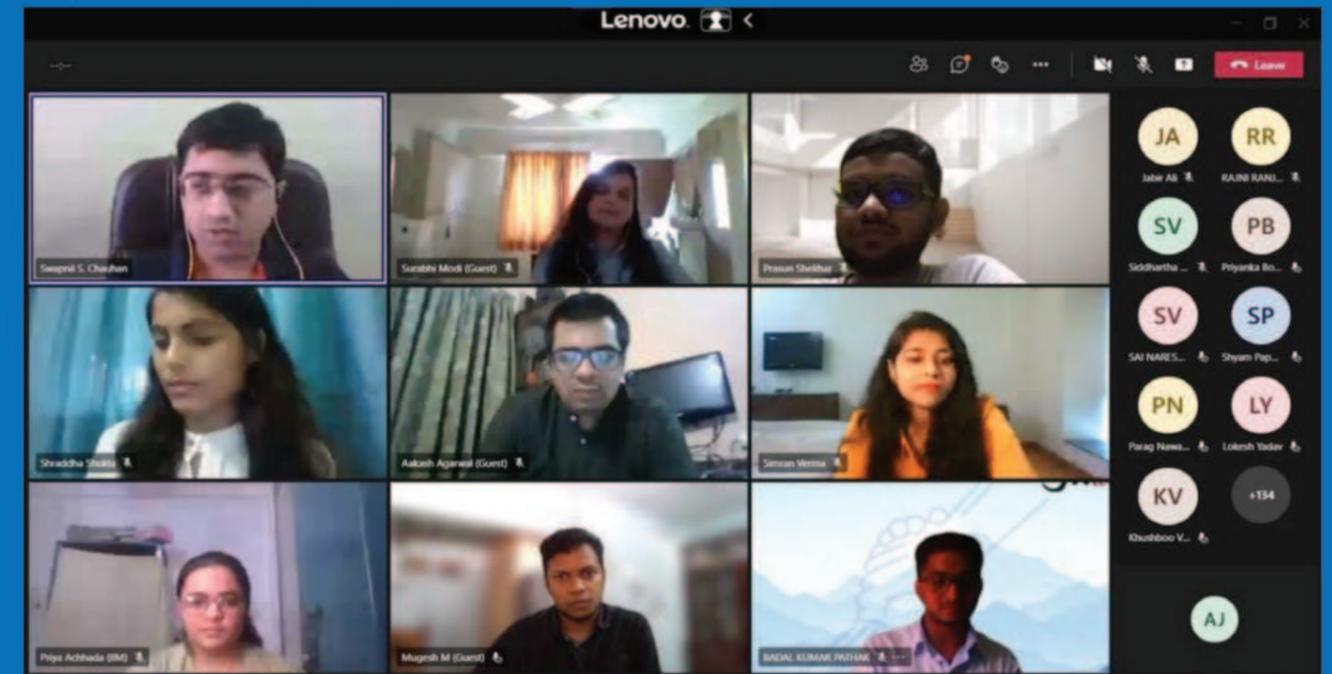
Female Entrepreneurship remains a challenging path, particularly within the male-dominated society. The increasing presence of women as entrepreneurs has led to a change in the demographic characteristics of business and economic growth in Kashmir. Women-owned business enterprises play a prominent role in the society by inspiring others and generating more employment opportunities in the Kashmir region.

It was awe-inspiring to hear the stories of these extraordinary women. Despite facing numerous obstacles, they are now successfully running their businesses. A society in which women cannot realise their full potential loses out on the significant potential for innovation, economic growth, and job creation. It has never been easy for women to prove their resilience. But fighting against the odds, these leading ladies have made valuable contributions to women entrepreneurship. With the new era, more and more women entrepreneurs are rising. IIM Jammu is planning to have a similar kind of event for women entrepreneurs in Jammu and is organizing Women Entrepreneurship Summit at its main campus at Jammu and off-campus located in Srinagar. Promoting entrepreneurship in J&K, IIM Jammu is starting business incubators at Jammu and Srinagar to support young entrepreneurs through training, ideation, seed funding, workspace and acceleration.

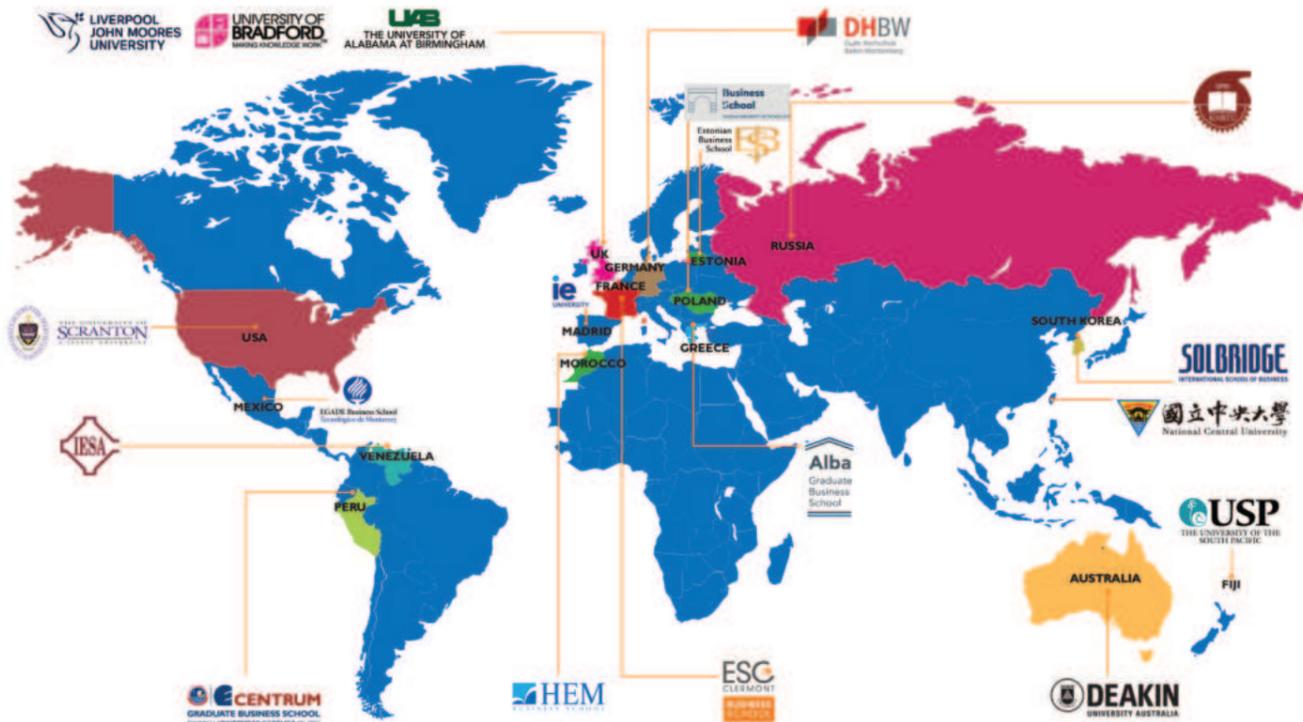


AARAMBH

Disha Committee of IIM Jammu organized "AARAMBH", where all doubts and queries about the MBA life was elucidated upon by our esteemed guest speakers Surabhi Modi (IIM Jammu), Prasun Shekhar (IIM Bangalore), Swapnil Chauhan (IIM Ahmedabad), Simran Verma (IIM Jammu) and Aakash Agarwal (IIM Jammu). An ice-breaking session that set the tone for future business leaders, preparing them for forthcoming events. The main idea of the session was to make "alumni meet potential alumni" and gain upon their insightful learnings from their MBA journey. The panelists talked about life during MBA and the impact of clubs and committees on an aspirant's education trajectory. The positives of getting multi-cultural experiences, the effect of corporate talks and exposure, having holistic learnings from participation in various B-school competitions, approaches to follow while preparing to contest in competitions, and more. The enthusiasm of the aspirants was evident through their curiosity as the questions did not stop, and Disha had to make a list of compiled questions over mail for the speaker. All the panel members were motivating and gave a taste of the MBA before the actual MBA. Mr. Jabir Ali (Placement chairperson, IIM Jammu) and Mr. Rajni Ranjan Singh (Placement officer, IIM Jammu) graced the event with their presence and motivated the aspirants for their future journey.



INTERNATIONAL PARTNERS



UNIVERSITY of BRADFORD
School of Management - University of Bradford, UK

Montpellier Business School
Montpellier Business School, France

DEAKIN UNIVERSITY
Deakin University, Australia

UNIVERSITY of SCRANTON
University of Scranton, USA

IESA
Instituto de Estudios Superiores de Administración, Venezuela

HEM BUSINESS SCHOOL
HEM Business School, Morocco

CENTRUM PUCP BUSINESS SCHOOL
CENTRUM PUCP Business School, Peru

KNRTU
Kazan National Research Technical University, Russia

DHBW
Duale Hochschule Baden-Württemberg Lörrach, Germany

Alba Graduate Business School
Alba Graduate Business School, Greece

LIVERPOOL JOHN MOORES UNIVERSITY
Liverpool John Moores University, UK

UAB
THE UNIVERSITY OF ALABAMA AT BIRMINGHAM
University of Birmingham, UK

USP
THE UNIVERSITY OF THE SOUTH PACIFIC
The University of The South Pacific, Fiji

SOLBRIDGE INTERNATIONAL SCHOOL OF BUSINESS
SolBridge International School of Business, South Korea

EGADE BUSINESS SCHOOL
EGADE Business School, Mexico

ie UNIVERSITY
IE University, Spain

ESC CLERMONT BUSINESS SCHOOL
ESC Clermont, France

Business School
WARSAW UNIVERSITY OF TECHNOLOGY
Warsaw University of Technology Business School, Poland

國立中央大學
National Central University
Warsaw University of Technology Business School, Poland

ALUMNI TESTIMONIALS

IIM Jammu offers us courses related to management subjects which are very relevant to the practical requirements of our job in the field. It has a great faculty who are subject matter experts in their fields. Besides being subject matter experts, they are accessible online and offline to assist us in understanding concepts in case anyone finds it difficult to understand any concept. Besides the faculty, the best that IIM Jammu offers is a set of students who have a wide range of experience in their fields ranging from consultants working in international firms to people from the armed forces background to corporate lawyers and various other fields."

Ms Smita Priyadarshini
Director (Managing Legal Counsel)
Boston Consulting Group India Private Limited

Change is the end result of all true learning. Leo Buscaglia. The Executive MBA Programme in Management at IIM Jammu has moulded me in the best way possible. The most valuable part of the program would be peer learning and boost in my confidence that will serve me in long term endeavors. There is much more to the program than what I initially expected. It is not only an educational experience. It has been a phenomenal leadership training, personal growth, and professional development experience as well. I think the entire program is very well-designed and adds tremendous value to my long-term career aspirations.

"My best takeaway? The EMBA program exposed us to different people from various genres of industry and we were able to establish an amicable relationships with all of them. The second would be the mentoring I received from the faculty of IIM Jammu."

Mr. Pardeep Kumar
Managed Services Infrastructure Engineer (SRE)
Adobe

Initially, I was a little hesitant to join this course like any other person of my age. However, a meeting with Chairperson, Executive MBA, IIMJ ignite the fire I was suppressing for years. There are no regrets for the decision to join this Executive MBA course offered by IIM, Jammu. We are the first Batch. Term-I is already over. Happy to accept that IIMJ has kept its standards high like other IIMs in the country. We are made to work hard to earn each mark. The faculty, the course content, and the teaching methodology, all are excellent. Moreover, sitting with classmates having experience in diverse fields and domains is altogether a different experience. All of us participate in the class by sharing ample real-life experiences connected to the concepts we study in class. In fact, each one of us in the class is a teacher for the remaining of us. I am sure that a better version of ME will come out after completing these 2 years Executive MBA program.

Mr. Gurmit Singh
Deputy General Manager (Finance)
Power Grid Corporation of India Limited

There is a reason why IIMs are one of the most prestigious brands in the world. The rigor, quality, practical approach, and real-world problem solving is there to be experienced. You will certainly be a different person once you are through. You are not going to get your MBA degree, you have to earn it here. Being the first batch of IIMJ, it's always special. The program structure is stringent even though the program office and faculties (some of the best in the country) are always there to go the extra mile to help. It's as demanding as a regular program that tests your character. The immensely experienced batchmates (some have more than 20 yrs) from various domains, is just icing on the cake.

Mr Bikash Ranjan Satapathy
Manager
Deloitte

LIFE AT IIM JAMMU

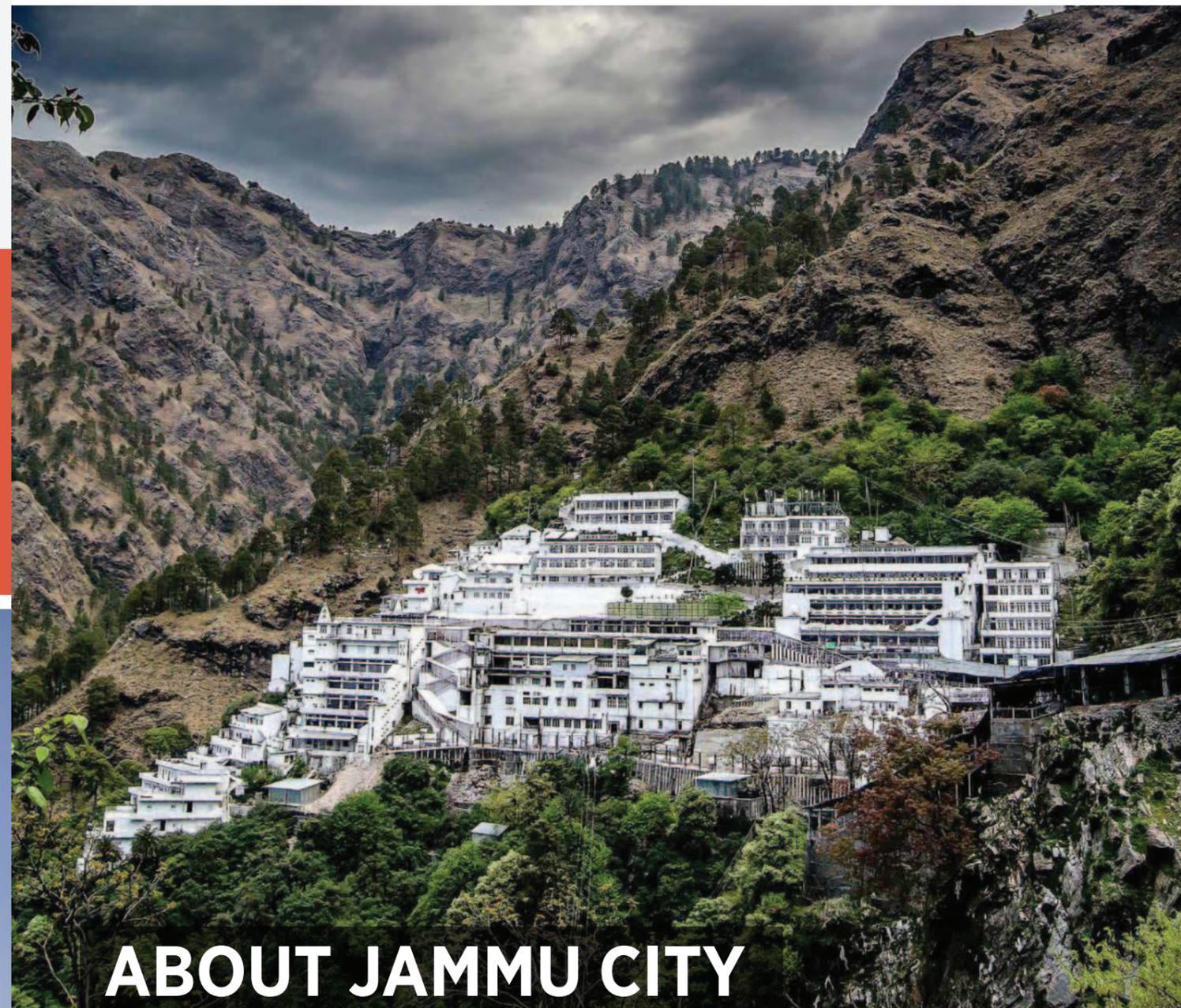
The Programs at IIM Jammu offers a practical approach to learn various skills. The institute has an eminent faculty that focuses on inculcating critical thinking, creativity and innovation, in a more comprehensive manner.

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.

SAMPLE CERTIFICATE AND CLASS SCHEDULE

Sample Certificate



Class Schedule

TERM I ONLINE SESSION (8 CORE SESSIONS + 1 HAPPINESS)

Day		Time/Course	Time/Course	Time/Course	Time/Course
Friday	-	-	-	6:45 PM - 8:15 PM	8:30 PM - 10:00 PM
Saturday	-	-	2:00 PM - 3:30 PM	3:45 PM - 5:15 PM	5:30 PM - 7:00 PM
Sunday	9:30 AM - 11:00 AM	11:15 AM - 12:45 PM	2:00 PM - 3:30 PM	3:45 PM - 5:15 PM	-

TERM II AND TERM III ONLINE SESSION (8 CORE SESSIONS)

Day		Time/Course	Time/Course	Time/Course	Time/Course
Friday	-	-	-	6:45 PM - 8:15 PM	8:30 PM - 10:00 PM
Saturday	-	-	2:00 PM - 3:30 PM	3:45 PM - 5:15 PM	-
Sunday	9:30 AM - 11:00 AM	11:15 AM - 12:45 PM	2:00 PM - 3:30 PM	3:45 PM - 5:15 PM	-

*Class time table is tentative and is subject to change



Admission & Technology Partner

Head Office Address:

Human Racers Advisory Pvt Ltd, B1/638 A, 3rd Floor,
Janakpuri, New Delhi - 110058

Email: emba.iimjammu@nulearn.in

Website: www.nulearn.in

Contact No: +91 99110 89897, +91 72909 06828