



चन्द्रगुप्त प्रबंध संस्थान पटना CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

[An autonomous institution of Government of Bihar]

Advanced Management Programme for Corporate Strategy and Leadership (AMP-CSL: Batch 01)

Programme Overview

Building resilient organisations through strategic identification and adaptation of business to current and future trends is one strategy to establish future sustainable business in this precarious climate. Companies that are successful always strive to innovate and stay ahead of the learning curve to disrupt the status quo. To keep ahead of the competition and industry developments, it forces staff members to think creatively and strategically. To find the right answers for a variety of business difficulties, this program intends to stimulate corporate strategies and leadership skills. It combines theory with real-world application by using case studies and discussions to explain management ideas across a range of company activities. At the end of the program the participants will have the necessary skills to address business challenges in a fast-paced, disruptive workplace.

Programme Objectives

- Grow your leadership and corporate strategy skills.
- Encourage Strategic Thinking to Gain an Edge
- Making plans based on the anticipation of threats and trends
- Optimising Resources and Adapting to Technological Changes

Programme Contents

Module 01

- Business and Environmental Sustainability
- Market Economics and Policies
- Legal Aspects of Business

Module 02

- Strategic Marketing
- Production and Operations Management
- Human Resource Management

- Quantitative Tools for Decision Making
- Financial Reporting and Analysis
- Strategic Financial Management

Module 03

- Strategic Management
- Micro & Macro Organizational Behaviour
- Developing Organisational Leadership
- Change Management
- Design Thinking
- Digital Transformation

Note: Modules and subjects are simply suggestions; the suggested timing and order may be changed or eliminated to better suit program hours and participant profiles.

Duration & Number of Session Hours

Duration: 12 Months

Number of Sessions (75 Minutes each): 148 sessions

Number of Hours: 170 hours

On-campus module of six days duration in 2 phases:

- Three residential days at the CIMP's Patna Campus in each phase.

Campus programme will include course sessions plus industry guest lectures. Request for change in campus visit programme will not be entertained under any circumstances.

Pedagogy

- Interactive Case & Discussion methods
- Hands-on assignments, projects, and simulations for applied learning and analytical process.
- Striking a balance between theory and practice, allowing for immersive encounters that facilitate multidimensional program assessments.

Assessment

The participants' performance will be continuously assessed through tests, quizzes, assignments, and exams. To pass the course, the student must maintain 80% attendance and must receive the minimum number of points or grades as determined from time to time by the Institute.

Certification

Successful Completion Certificate by CIMP in a valedictory ceremony to be held on the campus.

Eligibility Criteria

Diploma (10+2+3)/ Graduate/ Postgraduate from Universities recognized by Association of Indian Universities with minimum 50% marks in either Diploma or graduation or post-graduation (or its equivalent) with at least three years of post- graduate work experience.

How the Courses will be Delivered

- The courses will be offered online on a synchronized platform with suitable technology that allows for two-way audio and video communication.
- The sessions will be held once a week, generally at weekends.
- Participants can attend sessions directly from their desktop/laptop (D2D).
- For every course, reading materials, etc., will be given to participants. They can also communicate via chat or email with the relevant academic member.

The academic sessions will start from 1st August 2024. Sessions will be held on Friday, Saturday and Sunday. The timing of the sessions:

Friday: Evening Sessions [6:30 pm to 9:00 pm]

Saturday and Sunday: [10:30 am to 1:00 pm]

The time gap between two consecutive sessions is to give the participants a break. On some days, the classes may extend beyond the mentioned time. In addition to attending interactive sessions, participants must undertake online quizzes, assignments, and examinations.

The above timings are as per the Indian Standard Time.

Programme Activity Timelines

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|---|----------------------------|
| Application Closure | 15 th July 2024 |
| Estimated date for Academic Orientation | 30 th July 2024 |
| Tentative Programme End Date | 30 th July 2025 |

Total Fees and Payments Schedule*

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|--|-------------------|
| Application Fees paid at time of applying (non-refundable) | 1,500 |
| Offer Acceptance Fee (within 7 days from the date of offer sent) | 15,000 |
| Programme Fee (1st instalment) payable at the time of admission (excluding GST) | 30,000 |
| Program Fee (2nd Instalment) payable within three months of admission (excluding GST) | 30,000 |
| Programme Fee (3rd Instalment) payable within six months of admission (excluding GST) | 30,000 |
| Programme Fee (4th Instalment) payable within nine months of admission (excluding GST) | 30,000 |
| Total (exclusive of GST) | 1,36,500/- |
| Overall Fees (including GST @ 18%) | 1,61,070/- |

Student Privileges

The participants who will complete the programme successfully will be eligible for the Executive Education Alumni status of CIMP.

Benefits available to Executive Education Alumni:

- 1) Communication of brochures and newsletters from CIMP
- 2) Lifetime access to the CIMP Campus Library (onsite access only)
- 3) Official email ID of the institute

CIMP reserves the right to modify the above conditions at its discretion at any time without notice. Only the courts at Patna will have the territorial jurisdiction to try any disputes arising in respect of the programme.

Apply now link – <https://cimp.ac.in/ampcsl/register>

Webpage/brochure link – <https://cimp.ac.in/ampcsl>

About CIMP

CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA (CIMP) has been established as an autonomous institution, with active support from the Government of Bihar in the year 2008. The Honourable CM Shri. Nitish Kumar happens to be the Chairman of the institute. It is approved by AICTE, Ministry of HRD, Government of India. The flagship programme of the institute is accredited by NBA and approved by AIU. CIMP is among the top 100 B-Schools as per NIRF-2021.

The Institute conducts the following major programmes:

- Fellow Programme in Management (FPM)
- Two-Year Post Graduate Programme in Management
- Two-Year Post Graduate Programme in Management-IEV
- Executive programme in management for Government and Non-government officials
- Management Development programme (MDP)

Contact details

For any clarifications, please contact MDP Office, Chandragupt Institute of Management Patna, Mithapur Institutional Area, Patna - 800001, India. Tel: 0612-2366015/034/004/062/021, Email: mdpoffice@cimp.ac.in. For further details please visit: <https://www.cimp.ac.in/>