



भारतीय प्रबंध संस्थान रोहतक

INDIAN INSTITUTE OF MANAGEMENT ROHTAK

मैनेजमेंट सिटी, दक्षिण बायपास, NH 10, सुनारिया, रोहतक, हरियाणा, भारत-124010
Management City, Southern Bye Pass, Sunaria NH 10, Rohtak, Haryana, India-124010

Sub - Welcome to the Executive Post Graduate Certificate Program in General Management.

Dear Participants,

Greetings from IIM Rohtak!

Executive Post Graduate Certificate Program in General Management Program is an exceptionally coordinated module intended to widen the business viewpoint, board mastery, and authority abilities. The participants will figure out how to recognize, outline, and tackle complex business issues; assemble collaboration among disciplines, and drive advancement and hierarchical change.

The career development requires going past the main subject area to acquire a start-to-finish perspective on the venture, an inside and out comprehension of business tasks, and a multidisciplinary way to deal with initiative. The Executive Post Graduate Certificate Program in General Management program speeds up this administration change by mixing full-time, customized learning with a viable application at work amplifying the learning and the profit from the venture.

Zeroed in on technique, initiative, and association, the program conveys the devices that participants really want to exploit mechanical disturbance and computerized change and assume a more essential part in corporate achievement.

We wish you a pleasant and fruitful interactive learning experience.

Best wishes,
IIM Rohtak

Executive Education

A major academic objective of IIM Rohtak is to actively promote professional development of practicing managers, through well designed and delivered Management Development Programmes (MDPs). These are being designed as short-duration skill development programmes for business executives who cannot attend long-duration programmes in view of their pressing professional requirements, but who need periodic updating of their managerial skills to succeed in an intensely competitive globalized world. They are meant for corporate executives as well as for the personnel working in social and government organizations. The MDPs offered by IIM Rohtak are classified as “Open programmes” and “Sponsored programmes”. Open programmes are designed and offered by IIM faculty members based on their areas of specialization and are open for participation by the executives of any organization. Sponsored (In-company) programmes are designed and conducted to suit the specific needs of an organization at its request. The various disciplines covered by MDPs of IIM Rohtak are Marketing, Human Resource Management, Operations, Finance & Accounting, Information Technology Systems, Strategic Management, General Management, and Business Environment. All the MDPs of IIM Rohtak are delivered by its knowledgeable and experienced faculty who have proven track record of executive education. All faculty members have expertise in their respective fields.



Program Slot	Date/Day	Time Slot	Subject/Session Topic	Sub topic	Case/ Reading	Faculty
Slot 1: Orientation + First on-campus sessions	19-11-2022, Saturday	1020 am to 1135 am	Case Method of Learning		Case: KCPL(A) IIMA	Dr. Koustab Ghosh
	19-11-2022, Saturday	1155 am to 0110 pm	Marketing Management: Introduction (M&S)		Marketing Brand Aava: not as simple as water [Emerald]	Dr Neha Bhardwaj
	19-11-2022, Saturday	0230 pm to 0345 pm	Marketing Management:	<ul style="list-style-type: none"> • Segmentation • Targeting Positioning • 4P's of Marketing 	Vora & Company (IIMA)	Dr. S. K Pandey
	19-11-2022, Saturday	0405 pm to 0520 pm				
	20-11-2022, Sunday	0845 am to 1000 am	Managerial Economics: Demand and Supply.	Introduction of Economics: Concepts and utility of the subject for managers; Consumer Utility Analysis & Theory of Demand; Theory of Supply; Elasticity	Fee Regulation in Private Schooling: The Case of Gujarat. Authors: Bansal, Vertika; Jain, Tarun; Kumar, Shivam; Sarda, Priyanka; IIMA Cases, Reference No: ECO0366EX	Dr. Shweta Bahl
	20-11-2022, Sunday	1020 am to 1135 am				
	20-11-2022, Sunday	1155 am to 0110 pm	Operations Management: Introduction to Operation Strategy	Operations Management: Introduction to Operation Strategy	Narayana Health - An innovative healthcare system in India.	Dr. C P Garg
	20-11-2022, Sunday	0230 pm to 0345 pm	Operations Management: Process analysis	Operations Management: Process analysis	Analysis Casino money handling process	Dr. C P Garg
Slot 1: Online sessions	27-11-2022, Sunday	0405 pm to 0655 pm	Managerial Economics: Production and Costs.	Theory of Production: Short & Long Run; Managerial use of Production function; Optimization; Theory of costs Economies & diseconomies of scale	Production Function and Optimum Input Mix in Fish Farming in India. Authors: Gupta, G.S.; IIMA Cases, Reference No.: ECO0287TEC	Dr. Rima Mondal
	04-12-2022, Sunday	0405 pm to 0655 pm	Managerial Economics: Market Structure and Pricing	Markets: Perfect competition; Imperfect Competition; Price Discrimination; Dumping	Managing natural monopolies: interplay of the regulator and telecom companies in India. By Rima Mondal and Nivisha Singh	Dr. Rima Mondal
	11-12-2022, Sunday	0405 pm to 0655 pm	Managerial Economics: Macroeconomics: Introduction	Microeconomic vs. Macroeconomics, Central Issues in Macroeconomics, Circular Flow of Income, National Income Concepts, Beyond Economic Aggregates: Wellbeing	IIMA case: The national income accounts of Eepnagar	Dr. Rupika Khanna
	18-12-2022, Sunday	0405 pm to 0655 pm	Managerial Economics: Indian Economy and Business-Government Relationships	The political economy of India; The effect of government policies on the competitive positions of firms and industries and economic growth	India 2014: The Challenges of Governance, HBS Case [5-714-038]	Dr. Rupika Khanna
	24-12-2022, Saturday	0715 pm to 1005 pm	Marketing Management:	Consumer Decision Making & Market Research	Carolinas Healthcare system: Consumer Analytics.	Dr. Ankit Kesharwani
	01-01-2023, Sunday	0405 pm to 0655 pm	Marketing Management:	Business to Business Marketing: <ul style="list-style-type: none"> • Buying center 	Dominion Motors & Controls, Ltd.,	Dr. Archit Tapar

				<ul style="list-style-type: none"> Buying process Key Account Management and different KAM structures 	San Antonio: assessing the key account management system	
	08-01-2023, Sunday	0405 pm to 0655 pm	Marketing Management:	Brand Management	Case: Scorpio from Mahindra Developing Brand Identity	Dr. S K Pandey
	15-01-2023, Sunday	0405 pm to 0655 pm	Marketing Management:	Digital Marketing Landscape	MakeMyTrip: 2013 (C): Redesigning the Home Page	Dr. Ankit Kesharwani
	22-01-2023, Sunday	0405 pm to 0655 pm	Operations Management:	<ul style="list-style-type: none"> Objectives of Work center Scheduling, Priority Rules for Job Sequencing Scheduling n Jobs (on 1 and 2 machine), Assignment Method 	Scheduling of operations at IIMA Computer Center (IIMA) Job shop Scheduling (IIMA).	Dr. Mahamaya Mohanty
	28-01-2023, Saturday	0715 pm to 1005 pm	Operations Management:	<ul style="list-style-type: none"> Project Management Overview Project Time/scope Management 	Case: Hector Gaming company	Dr. Amol Singh
	29-01-2023, Sunday	0405 pm to 0655 pm	Operations Management:	<ul style="list-style-type: none"> Quality from various Perspectives Quality Tools 	Case: Six Sigma Quality at Flyrock Tires	Dr. Ashwani Kumar
	05-02-2023, Sunday	0405 pm to 0655 pm	Operations Management:	<ul style="list-style-type: none"> Management of Supply Chain Inventory Management 	Case: Delivery strategy at Moon Chem	Dr. Peeyush Pandey

Faculty Profiles



Dr. Koustab Ghosh is an Associate Professor in the Area of HRM at IIM Rohtak. He earned his Ph.D. from Vinod Gupta School of Management (VGSOM), Indian Institute of Technology Kharagpur, attended Faculty Development Programmes from IIM Calcutta and MBA from Bengal Engineering and Science University (BESU), Howrah, West Bengal. He has worked on various academic assignments and industrial projects with a number of organizations including with the Indian Council of Social Science Research (ICSSR), MMTC, RITES, NTPC, Tata Power etc. With more than ten years of experience in industry and academics, he has conducted a number of in-company training programmes and management development programmes for various private and public sector organizations. Dr. Ghosh has published a number of academic research papers in journals of national and international repute and is also on the editorial board of various peer-reviewed international and national journals. He is also in the reviewer panel of a few peer-reviewed international journals. He contributes and presents papers in various international and national conferences on a regular basis. He is a life member of Indian Society for Training and Development (ISTD); a professional member of Society for Human Resource Management (SHRM) USA; and Executive Committee member of Asian Forum on Business Education (AFBE), Bangkok.



Dr. S. K. Pandey is an Associate Professor in the area of Marketing and Dean Research and Executive Education at IIM Rohtak. He is also the editor of Emerging Economies Case Journal from Sage publications. Dr. Pandey has published extensively in reputed journals such as Journal of Retailing and Consumer Services, International Journal of Retail and Distribution Management, International Journal of Market Research, Australasian Marketing Journal, Marketing Intelligence and Planning, Event Management, Journal of Cleaner Production and International Journal of Conflict Management. Dr. Pandey's earned the outstanding paper award in the Marketing Management Association Conference at Chicago in 2010. He has over 20 years of teaching experience with more than 16 years of Post Ph.D. experience of teaching MBA students. Dr. Pandey has been trained in case pedagogy by Richard Ivey School of Business, Kelley School of Business and IIM Ahmedabad Professors through various Faculty Development Programmes. He is also actively engaged in training and providing consultancy to leading corporates. Some of the leading organizations include Indian Police Services, Haryana Police Services, Life Insurance Corporation, Punjab National Bank, Power Grid Corporation, and Indian Oil Corporation.



Dr. Amol Singh is a faculty in the area of Operations Management at IIM Rohtak. He did his Ph.D in Industrial Engineering from Indian Institute of Technology, Roorkee in 2006. He received MHRD fellowship for full time Ph. D. Research work at IIT Roorkee. His teaching interests are Project Management, Project Planning & Control, Operations Management, and Quantitative Techniques. He has conducted several long duration e-MDP programmes on Project Management & Project Management with Microsoft Project and MDP programmes on Operations & Supply chain Management. He has published several research papers in International Journals and conferences. His research work appeared in International Journals like, International Journal of Project Management, International Journal of Knowledge Management, Benchmarking an International Journal, Journal of Multi-criteria decision Analysis, Journal of Cleaner Production, International Journal of Integrated Supply Management, International Journal of Disaster Risk Reduction, Competitiveness Review, Journal of Purchasing and Supply Management, Journal of Modelling in Management, The International Journal of Advanced Manufacturing Technology Procedia Engineering, International Journal of Modelling in Operations Management, International Journal of Simulation Modelling, etc. and in International Conferences like POMS, MATADOR., DAAAM, SIMTECH etc.



Dr. Neha Bhardwaj is a faculty in the Marketing area at IIM, Rohtak. She has her doctorate from Faculty of Management Studies (FMS), University of Delhi. She completed her MBA from IBS, Hyderabad and her Bachelors in Technology (B.Tech) from Himachal Pradesh University. She was awarded the Junior Research Fellowship from the UGC in 2012. Prior to joining IIM Rohtak, Neha worked as a faculty member for over 5 years, teaching management students. Neha has published papers in reputed international journals as well as presented her work at reputed international and national conferences.



Dr. Shweta Bahl is a faculty in the Economics and Public Policy area at Indian Institute of Management Rohtak. She has completed Fellow Program in Management (FPM) in Economics from Indian Institute of Management Indore and holds M.A. in Financial Economics from Gokhale Institute of Politics and Economics Pune and B.A. (Hons.) Economics from Delhi University. She has also qualified UGC NET examination. She is a Global Labor Organization (GLO) affiliate and working on a project under GLO Virtual Young Scholar Program. Prior to joining IIM Rohtak, she has worked as an Assistant Professor at Christ (Deemed to be University) Delhi-NCR campus.



Dr. Peeyush Pandey is a faculty in the area of Operations Management at Indian Institute of Management Rohtak. He has completed Fellow Program in Management (FPM) from the Indian Institute of Management Indore. Prior to his doctoral degree, Dr. Pandey has completed his M. Tech. in Industrial Management from Indian Institute of Technology, BHU, Varanasi. He holds a B. Tech degree in Computer Science from Krishna Institute of Engineering and Technology, Ghaziabad. His research articles, book chapters and case studies are published in many peer reviewed journals.



Dr. Archit V. Tapar is a faculty in the Marketing Management Area at IIM Rohtak. A marketing fellow from IIM Indore with masters in management from Mumbai University, Archit has also been a faculty for Marketing at PICT-STM, Pune and Marketing Manager for a chemical firm at Mumbai. He brings with himself a rich combination of academic and industry experience in the field of marketing. His research is primarily on brand anthropomorphism and he has published and presented his work in journals of international repute and conferences worldwide. His research interest areas include brand management, services marketing, tourism marketing and online retailing to name a few. His teaching areas are Marketing Management, Brand Management, Advertising and Promotions, B2B Marketing and Experimental Research Design. Apart from his academic credentials, Archit has also played a key role in the management of several National and International conferences hosted by IIM Indore during his fellowship and has experience of successfully representing his organization at the global platform.



Dr. Ashwani Kumar is a faculty in the area of Operations Management at Indian Institute of Management Rohtak. He has awarded doctorate in operations management from Department of Management Studies, IIT Roorkee, Roorkee, India. He was awarded MHRD fellowship for doctoral Program. He has completed Masters in Production and Industrial Engineering. He has five years of experience in academics. He has published more than 15 research papers in reputed journals and conferences encompassing A*/A in ABDC, SCI, SSCI, ABS, Scopus, and ESCI indices. He is also reviewer of many reputed journals.



Dr. Rima Mondal is a faculty in the area of Economics and Public Policy at Indian Institute of Management Rohtak. She has completed Fellow Program in Management (FPM) from Indian Institute of Management Indore and her M.Plan (gold medalist) and B.Plan (Silver medalist) from School of Planning and Architecture, New Delhi. Prior to joining IIM Rohtak, she has worked as an Assistant Professor in National Institute of Construction Management and Research, NCR Campus. She has worked with National Institute of Urban Affairs and Delhi Development Authority where she had the opportunity to work on preparation of Zonal Development plans, land use plans, formulation of land pooling policy and transit oriented development policy. Her research is published in peer-reviewed journal and conferences. She has also qualified UGC NET-JRF examination. She was awarded with Australian conference of economist scholarship in 2015.



Dr. Rupika Khanna is a faculty in the Economics and Public Policy area at Indian Institute of Management Rohtak. She is a fellow in Economics from IIM Lucknow. Prior to joining IIM Rohtak, she has worked as an Assistant Professor at Institute of Management Technology, Ghaziabad. Her research is published in high-quality peer-reviewed journals. Some of her thesis papers have also won Best Paper/Cash Awards at conferences/consortiums organized by recognized institutions in India such as IIM Bangalore and IIT Kanpur. She has served as a reviewer for Applied Economics, Journal of Economic Studies and Singapore Economic Review.



Dr. Mahamaya Mohanty is a faculty of Operations and Supply Chain Management area. She has done her Ph.D. from Indian Institute of Technology Delhi, India. She has received her Master of Technology (M.Tech) degree in Computer Science and Information Technology from College of Engineering and Technology (CET), Bhubaneswar, Odisha and earned Bachelor of Engineering (B.E) in Information Technology from College of Engineering Bhubaneswar (CEB). She has 08 years of teaching and research experience, worked as a faculty of Computer Science and IT in various institutes in India, prior to her full-time Ph.D. from the Department of Management Studies, Indian Institute of Technology Delhi. She has expertise in a variety of fields such as artificial intelligence, data analytics, operations research, logistics management system, and multi-criteria decision making. Her research has appeared in various reputed international journals like Transportation Research Part D: Transport and Environment, Journal of Modelling in Management, Management of Environmental Quality: An International Journal, and Journal of Management Analytics. She has been certified by Consultancy Development Centre (CDC), An Autonomous Institution of DSIR, Ministry of Science and Technology Govt. of India as a Technical Consultant.



Dr. Chandra Prakash Garg is a faculty in the area of Operations Management at Indian Institute of Management Rohtak. He has awarded doctorate in operations management from Department of Management Studies, IIT Roorkee, Roorkee, India. He was awarded Junior Research Fellowship (JRF) and National Eligibility Test (NET) by University Grant Commission, India. He has completed Masters in Math and MBA. He has more than 8 years of experience including academics and industry. He has published more than 25 research papers in reputed journals and conferences encompassing A*/A in ABDC, SCI, SSCI, ABS, Scopus, and ESCI indices. He chaired technical sessions in various conferences and workshops. He is also the editorial member and reviewer of many reputed journals.



Dr. Ankit Kesharwani is an assistant professor in the area of Marketing and Strategy. Prior to joining IIM Rohtak, he was associated with the Indian Institute of Foreign Trade (IIFT) Delhi Campus (2018-2021), and IBS Hyderabad (2014-2018). During his Ph.D., he was a visiting scholar at Fogelman College of Business and Economics, University of Memphis, USA (2011 - 2012). He has about 8 years of post-Ph.D. experience in teaching MBA students, Executive MBA students, and Doctoral students. He has specializations in Digital Marketing, Marketing Analytics, Web and Social Media, Analytics, Business Research Methods, Marketing Research, Marketing Management, and Customer Relationship Management. He has taken training sessions for employees of various government and corporate organizations, including DGR, Tata Metaliks, Electronics Corporation of India Limited, Punjab National Bank, National Cooperative Dairy Federation of India Ltd, Engineers India Ltd, and Indian Energy Exchange Limited. He was also involved in various government projects like Sector-Specific Logistics Performance Index (LPI-S) 2020 by IIFT, Logistics Ease Across Different States (LEADS) 2021 report by Ernst & Young, and Khadi and Village Industries Commission (KVIC) 2021 project by IIFT. He has also published several research papers in premier international journals such as Information & Management, Electronics Commerce Research, Behaviour & Information Technology, Journal of Strategic Marketing, Journal of Global Information Management, Journal of Internet Commerce, etc. Primarily his area of research interest revolves around Technology adoption, Mobile Health Apps, Mobile Payment Apps, Online Advertising, Service Co-creation, etc.