



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.



SLOT 2 roadmap of EPGCGM

Program slot	Date	Time	Subject/Session Topic	Sub topic	Case/ Reading	Faculty
Slot 2: Online sessions	12-02-2023, Sunday	0405 pm to 0655 pm	Organizational Behavior	<ul style="list-style-type: none"> - Values, Attitudes and Beliefs • Definition and various components of values, attitudes and behaviours • Managerial implications of values, attitudes and behaviours in workplace • Ethical Values Perception and Attribution: • Factors influencing perception • Common perceptual errors • Attribution process 	<p>Reading: Values, Beliefs and Attitudes C: A new hire's dilemma: reporting corruption (Emerald)</p> <p>Reading: Perceptual Processes C: Medplus - an employee's perspective (IIMA)</p>	Prof. Abhishek Singh
	19-02-2023, Sunday	0405 pm to 0655 pm	Organizational Behavior	<ul style="list-style-type: none"> • Personality: • Its basic nature • Determinants of personality • Trait vs. non-trait theories Linking an individual's personality to workplace • Introduction to Leadership 	<p>Reading: Appreciating differences using the Myers-Briggs Type Indicator [IIMA]</p> <p>Exercise: MBTI Instrument</p> <p>Reading: To Lead, Create a Shared Vision (HBS) Case: Coach K: A Matter of the Heart (HBR)</p>	Prof. Sanket Sunand Dash
	25-02-2023, Saturday	0715 pm to 1005 pm	Organizational Behavior	<ul style="list-style-type: none"> • Leadership in Organizations: Types of Leaders Role of leaders in organizational growth 	Prof. Shekhawat [IIMA]	Prof. Rama Shankar Yadav
			Organizational Behavior	<ul style="list-style-type: none"> • Motivation 	Resource cell for juvenile justice: challenges of motivation of social workers" (Emerald)	Prof. Madhurima Mishra
	26-02-2023, Sunday	0405 pm to 0655 pm	Organizational Behavior	Negotiation & Conflict Introduction to organizational structure Mechanistic and organic design Functional, geographic, divisional, matrix forms of structure	"A Messy Picture" (Emerald)	Prof. Madhurima Mishra
			Organizational Behavior		Understanding the Design of Organizations (IIMA) Case: The Decision Dilemma	Prof. Koustab Ghosh
	05-03-2023, Sunday	0405 pm to 0655 pm	Organizational Behavior	<ul style="list-style-type: none"> • Global matrix structure • Structural ambidexterity Strategy-structure conjugation • Introduction to organizational culture • Components of organizational culture • Institutionalizing organizational culture. 	Reading: O'Reilly & Tushman (2004). The ambidextrous organization, HBR. Case: 3M in India for India	Prof. Koustab Ghosh
					Reading: What Holds the Modern Company Together Reading: The Ordinary Heroes of the Taj – HBSP Case: Terror at Taj Bombay	
	12-03-2023, Sunday	0405 pm to 0655 pm	Organizational Behavior	<ul style="list-style-type: none"> • Introduction to organizational change • Evolutionary and disruptive changes • Resistance to change Managerial strategies for 	<p>Reading: Kotter (2006). Leading change: Why transformation efforts fail, HBR.</p> <p>Case: Employee resistance to change: Is it the message or the messenger (IIMA)</p>	Prof. Koustab Ghosh

			Finance and Accounting Management	<ul style="list-style-type: none"> change execution Introduction to Financial Statements Overview of Income Statement, Balance Sheet and Cash Flow Statement 	Seshan S (2001) Mansa Building IIMA No. F&A-0089R. Indian Institute of Management Ahmedabad Case Repository	Prof. Shweta Bahl
19-03-2023, Sunday	0405 pm to 0655 pm		Finance and Accounting Management	<ul style="list-style-type: none"> Financial Reporting Accounting Equation; Impact of transactions on financial statements 	Seshan S (2003) Symphony Theatre IIMA No. F&A0126R, Indian Institute of Management, Ahmedabad Case Repository	Prof. Shweta Bahl
26-03-2023, Sunday	0405 pm to 0655 pm		Finance and Accounting Management	<ul style="list-style-type: none"> Financial ratios Liquidity ratios Leverage ratios Turnover ratios Profitability ratios Investment Decisions: Capital Budgeting process and tools like NPV, IRR, Payback period to rank different projects 	Identifying the Industry - A Short Case on Financial Statement Analysis (2019) by Neerav Nagar (IIMA)	Prof. Himanshu Seth
			Finance and Accounting Management		PAN-EUROPA FOODS S.A. (2017) by Robert F. Bruner, Casey S. Opitz Darden Business Publishing Cases (Emerald) Reading: How CFOs Make Capital Budgeting and Capital Structure Decisions”, Journal of Applied Corporate Finance	Prof. Neha Gupta
02-04-2023, Sunday	0405 pm to 0655 pm		Finance and Accounting Management	<ul style="list-style-type: none"> Investment Decisions: Capital budgeting and risk analysis in capital budgeting Dividend Policy and Firm Value 	Technology Upgradation at MICROSIGN Products (IIM A)	Prof. Neha Gupta
			Finance and Accounting Management		“Dividend Policy”, by Prof. Sidharth Sinha (IIMA)	Prof. Himanshu Seth
08-04-2023, Saturday	0715 pm to 1005 pm		Finance and Accounting Management	<ul style="list-style-type: none"> Capital Structure and Firm Value 	Boeing: Surviving business turbulence after black swan cataclysms (Emerald)	Prof. Akanksha Saxena
09-04-2023, Sunday	0405 pm to 0655 pm		Finance and Accounting Management	<ul style="list-style-type: none"> Financial Markets & Institutions: Introduction Money Markets Equity Markets Derivative Markets Commercial Banking Financial Markets & Institutions: Regulation RBI SEBI PFRDA IRDAI 	<ol style="list-style-type: none"> ISMR, Indian Securities Market, A Review, 2019. Financial Stability Report, Issue No 25, June 2022, RBI. India’s Financial Sector: An Assessment, Volume II, March 2009, RBI. Mohan, R., Ray, P., Indian Financial Sector: Structure, Trends and Turns, IMF Working Paper, WP/17/7, 2017 Official website of the mentioned regulators	Prof. Bhanu Pratap Singh
			Finance and Accounting Management			

15-04-2023, Saturday	0715 pm to 1005 pm	Management Information Systems	Introduction to IT systems	Weill, P. (2004). Don't just lead, govern: How top-performing firms govern IT. MIS Quarterly Executive, 3(1), 1-17.	Prof. Manas Tripathi
16-04-2023, Sunday	0405 pm to 0655 pm	Management Information Systems	Introduction to a spreadsheet	Grossman, T. A. (2006). Integrating spreadsheet engineering in a management science course: A hierarchical approach. INFORMS Transactions on Education, 7(1), 18-36.	Prof. Abhishek Verma
23-04-2023, Sunday	0405 pm to 0655 pm	Management Information Systems	Enhancing Decision Capability through Modelling (through Excel)	Case: The 'Human Morale' Optimization Problem: The Case of MicraFinance Ltd.	Prof. Praveen R Srivastava
29-04-2023, Saturday	0715 pm to 1005 pm	Management Information Systems	Analytics: need an hour	Big data: The effect of analytics on marketing and business https://journals.sagepub.com/doi/full/10.1177/20438869211057284	Prof. Pramod C Mane
30-04-2023, Sunday	0405 pm to 0655 pm	Management Information Systems	IT removing Uncertainty and summary of the course.	Innovation In The Midst Of Uncertainty - A Case Study Of Mahindra Reva Electric Vehicles Private Limited (IIMA Case)	Prof. Harshit K Singh

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. Praveen Ranjan Srivastava is an Associate Professor in the Area of Information Technology Systems at IIM Rohtak. He did his Ph.D. in Computer Science & Engineering from Birla Institute of Technology & Science, Pilani. During Ph.D. tenure he got various fellowship and awards from leading organizations like Google, Microsoft etc. Dr. Srivastava received his Master of Technology (M.Tech) degree in Software Engineering from MotiLal Nehru National Institute of Technology, Allahabad. Before joining IIM Rohtak, he has served As a Faculty In the Department of computer science @ BITS Pilani, Pilani campus Rajasthan about 8 years. He is currently doing research in the area of Data analytics, E-commerce & software engineering using nature inspired techniques. His research areas are software testing management, Analytics and E commerce, Software Project Management, Quality assurance, Agile Modeling & Management etc. He has published research papers in various leading international journals and conferences in the area of Information System/Computer science and engineering. His H index is 15 and I index is 24. He has been actively involved in reviewing various research papers submitted in his field to different leading journals and various international and national level conferences. He conducts several MDPs also.



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. Sanket Sunand Dash is a faculty in the area of Organizational Behaviour & Human Resource Management (OB&HRM) at Indian Institute of Management Rohtak. He has completed Fellow Program in Management (FPM) from Indian Institute of Management Ahmedabad. He worked as a senior analyst with Deloitte US India for four years before joining the FPM program in IIM Ahmedabad. Before joining IIM Rohtak, he was a faculty at Xavier School of Human Resources (XHR), Xavier University Bhubaneswar.



Dr. Rama Shankar Yadav is a faculty in the area of Human Resource Management at Indian Institute of Management Rohtak. He has completed Fellow Program in Management (FPM) from Indian Institute of Management Ahmedabad. He worked as an HR Manager with Tata Motors for two years before joining his doctoral studies. Prior to IIM Rohtak, he was teaching at Banaras Hindu University, Varanasi. Dr. Yadav is also serving as an Associate Editor for Indian Journal of Human Relations and Indian Journal of Social Science Researches.



Dr. Abhishek Singh is a faculty in the area of Human Resource Management at Indian Institute of Management Rohtak. He is a PhD from Indian Institute of Technology Roorkee. While pursuing PhD, he assisted his professor in developing Training of Trainer a NPTEL course. He was awarded UGC- JRF. He is a life time member of Indian society for training and development (ISTD). Prior to PhD, he worked as an assistant manager in Global Hospital, Chennai and as an assistant professor in Lovely Professional University, Jalandhar, Punjab. He has published research paper in ABDC and Scopus listed journals and presented his research work in Annual meeting of Academy of management 2020.



Dr. Harshit Kumar Singh holds a PhD from the Indian Institute of Management Ahmedabad in the area of Information Systems. Prior to joining his doctoral program, he has worked in the industry for three years as a Software Developer. He had completed his Bachelor's in Computer Science & Engineering from the National Institute of Technology Patna. His Ph.D. thesis investigates the challenges of large-scale adoption of work-from-home on organizations. His research interest includes IS competencies, motivational information systems with a focus on gamification and digital engagement. His teaching interests include Management Information System (MIS), Managing Software and Project Enterprises, Gamification Technology and Business, Data Structure and Algorithms and Theories of Information System.



Dr. Madhurima Mishra is a visiting assistant professor in the area of OB & HRM at IIM Rohtak. She has earned her PhD from IIM Rohtak. Previously, she was working as an Assistant Professor at Great Lakes Institute of Management, Gurugram. Dr. Mishra's research has appeared in management journals of international repute such as the Journal of Vocational Behavior, Journal of Business Ethics, Asia Pacific Journal of Management, International Journal of Conflict Management, among others. She is also the recipient of the best doctoral paper award at the 6th PAN-IIM World Management Conference at IIM Bangalore and IME Doctoral Colloquium at IIT Kanpur in 2018. Dr. Mishra serves as a reviewer for leading management journals.



Dr. Abhishek Verma is working as an assistant professor in the area of Management Information Systems at IIM Rohtak. He completed his PhD from the Department of Industrial and Systems Engineering, Indian Institute of Technology Kharagpur. He received his Master of Technology (M. Tech) in Computer Science and Engineering from ABV-Indian Institute of Technology, Gwalior. Before joining IIM Rohtak, he has served as a faculty in GLA University, Mathura and VIT University, Bhopal campus. His work is published in many reputed international journals, conferences and book chapters. He is also a reviewer of many reputed journals and conferences.



Dr. Akanksha Saxena is a Visiting Assistant Professor in the area of Finance and Accounting. Before joining IIM-Rohtak, she was working with IBS Hyderabad as Assistant Professor in the department of Finance and Accounting. She has completed her B-Tech from Maharishi Dayanand University, Rohtak and her Master of Business Administration from Indraprastha University, New Delhi. She is UGC-NET certified in Management and is a Ph.D. from IFHE University, Hyderabad. Before joining the doctoral programme in IBS Hyderabad, she had been working with HDFC Bank as a Relationship Manager in Mumbai/Pune. Her Ph.D. area is focused on debt structure and firm life cycle. She has five research articles published in reputed listed journals such as Journal of Retailing and Consumer Services (ABDC - A), International Journal of Managerial Finance (ABDC A), Applied Finance Letters (ABDC - B), Indian Journal of Economics (ABDC - B), and others. Her area of research is corporate finance, behavior finance, and asset pricing. She is currently working on research projects related to organization capital, firm life cycle, and sustainable finance, among others.



Dr. Manas Tripathi works as an Assistant Professor in the area of Information Systems at Indian Institute of Management Rohtak. He is a Fellow in Management (Doctoral level program) of Indian Institute of Management (IIM) Lucknow in the Information Technology & Systems area. Prior to joining IIM Lucknow, he has worked as a software engineer in software product-based company. He has obtained his Bachelor of Technology (B.Tech.) degree in Information Technology from H.B.T.I. Kanpur. Prior to joining IIM Rohtak, he has also worked as a faculty in Information Systems area at Jindal Global Business School, Sonapat Haryana. He has published articles in journals, conferences, and magazine of international repute. His research interests include; business value of IT.



Dr. Neha Gupta is a Visiting Assistant Professor in the domain of Finance. Prior to joining IIM Rohtak, she was associated with School of Business, Woxsen University, Hyderabad in capacity of Assistant Professor. She has completed her doctoral degree from Birla Institute of Technology and Science (BITS), Pilani. Her thesis deals with understanding the dynamics of financial crises. She has also obtained her M.Sc. (Tech.) in Finance and M.Sc. (Hons.) in Physics from BITS, Pilani. As a part of her dual degree, she has interned with Credit Suisse, Pune as a Market Risk Quality intern. Her research work has been presented at both national and international conferences such as World Finance Conference (2021), Doctoral Consortium at IIT Bombay (2020), Indian Finance Conference (2019), PAN-IIM (2019) and Conference on Macroeconomics and Finance, IGIDR (2019).



Dr. Himanshu Seth is an Assistant Professor in the area of Finance and Accounting. Prior to joining IIM Rohtak, he was associated with JGBS, OP Jindal Global University (August 2021 - December 2021), and Woxsen University, Hyderabad (January 2021 - July 2021). He was also involved in teaching finance courses to Hindustan Zinc Limited employees as a part of the Work Integrated Learning Programme (WILP) division of BITS, Pilani. He has completed his doctoral degree from Birla Institute of Technology and Science, Pilani in the finance domain and holds a Master of Business Administration from Icfai Business School, Hyderabad. He specializes in corporate finance, working capital management, data envelopment analysis, panel data modelling, and parametric and non-parametric efficiency assessment techniques. He has published several research papers in journals of international repute, to name a few, Journal of Retailing and Consumer Services (ABDC - A), International Journal of Productivity and Performance Management (ABDC - B), Managerial Finance (ABDC - B), Benchmarking: An International Journal (ABDC - B), and others. His area of research and teaching is along with the interface of short-term liquidity decisions and non-parametric techniques for efficiency assessment. Furthermore, he is also working on research projects related to financial literacy, green accounting, and sustainable Fintech.



Dr. Bhanu Pratap Singh is an Assistant Professor of Finance at IIM Rohtak. Prior joining to IIM Rohtak, he was associated with Goa Institute of Management (Nov 2019 - Aug 2022) and NMIMS, Navi Mumbai (Oct 2018 - Oct 2019). He holds Ph.D. in Finance from IIM Raipur and MBA in Finance from IBS Hyderabad. He has also qualified UGC - NET JRF in Management (2012). His primary area of research is Corporate Finance