



CIMP

# Executive Program in Management



**CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA**



# Message from Chairman

The idea for establishing an institute of management in Bihar was conceived at a time when the rest of the world had started looking towards India as the next economic superpower. While the country showed promising signs to gain economic supremacy, we also felt the need for quality institutions, which could contribute towards realization of this goal. We needed new centers of excellence and leadership, which could produce visionary leaders capable of launching India into an era paralleled only by her glorious past. We needed new centers of nation building, which could propel all inclusive growth and development so that each and every section of the country could rightfully and happily identify with the advancement. With such a background, the idea of Chandragupt Institute of Management Patna (CIMP) was born. Named after one of the greatest administrators of ancient India, CIMP has been envisioned as an institution providing nationally and internationally relevant management education and research facilities. CIMP is also expected to contribute to the development of Bihar and other eastern states of India, fulfilling the need for all round and inclusive growth. I am sure that CIMP will be able to achieve its mission and lead India and Bihar to redeem her past glory. I hope and pray that we will get help and support from all quarters of society. I welcome and invite you to join this mission and embark on an inspired journey called CIMP.

My Best Wishes

**Nitish Kumar**

Chief Minister of Bihar



# Message from Director

## *“Welcome to Chandragupt Institute of Management Patna”*

The fast changing international business environment brings in the need for a new generation of qualified and skilled management professionals. Chandragupt Institute of Management Patna (CIMP) is emerging as a pioneer in creating and moulding a new generation of young management professionals. CIMP has shown this within the first eight years of its existence, in India and abroad. The first batch of its Post Graduate Diploma in Management commenced in July, 2008. During the short period of its existence, CIMP has achieved many commendable milestones through its state-of-the-art research in various fields of management and high quality management development programs. It could draw its internal and visiting faculty from both industry and academia. It could achieve 100 percent placements since its inception. It has built a world class library with the help of Indian Institute of Management Ahmadabad and draws teaching materials from Harvard Business Publishing, an independent unit of Harvard Business School and other such Institutions. CIMP has pioneered management approach in Governance by imparting cutting-edge knowledge to more than 4000 Government officers. It is indeed a matter of great pride and honor to be a part of the team of CIMP. We expect that CIMP would continue to forge ahead in its achievements in future too.

Welcome to Chandragupt Institute of Management Patna.

A handwritten signature in black ink, appearing to read 'M. Das'.

**Dr. V. Mukunda Das**  
Director

# Genesis of CIMP

*Chandragupt Institute of Management Patna (CIMP) was established in 2008, with active support from the Government of Bihar.*

*It is a dream project of Shri Nitish Kumar, Hon'ble Chief Minister of Bihar and Chairman, Board of Governors of the Institute.*

*The institute was established with the objective of contributing substantially to the academic and development credentials of Bihar, while fulfilling the primary role of training students and officers of Govt. of Bihar. CIMP offers a two-year full-time, AICTE approved, Post Graduate Diploma in Management.*

*This eleven month Executive Program in Management is another novel initiative of CIMP. The institute follows most of the practices, systems and processes of leading management institutes in India.*



**8 years**  
**Inception**

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**10 acre**  
**campus**

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**20 full-time**  
**internal faculty**

## Key Highlights

Within a short span of 8 years since inception, CIMP has achieved great milestones. This has been made possible by its outstanding faculty, industry-oriented curriculum, state-of-the-art 10 acre campus in the heart of the city and world class library. The Institute is focused on management research, training and consulting activities. CIMP's uniqueness lies in its commitment towards social responsibility.

CIMP campus provides a vibrant atmosphere for Management Development Programs.



View of Academic Complex

## Awards Received

- International Star for Leadership Award in Quality – Platinum Category at BID Convention Paris, France on 28th June 2015
- Socrates Award for “Best Institute/ University” organized by Europe Business Assembly (EBA), The Club of the Rectors of Europe (CRE), Oxford, Great Britain, and EBA Conferences, UK on 17th December, 2013
- European Award for Best Practices 2013 organized by European Society of Quality Research (ESQR) in Vienna, Austria on 8th December, 2013
- “The Majestic Five Continents Award for Quality & Excellence”, by association of Otherways Management and Consulting, France for quality and excellence in Geneva, Switzerland on 18th November, 2013
- International Arch of Europe (IAE) Award in the Gold Category for overall quality and excellence at Frankfurt, Germany on 28th April, 2013. CIMP is the first educational institute in India to get this award.
- “EQ Leadership Award” by Tata Institute of Social Sciences (TISS) at Mumbai in recognition of significant contribution to leadership development in Bihar on 12th February, 2013

# Executive Program in Management, CIMP (EXPM)

*The program is aimed at orienting the participants to become self motivated leading professionals in their respective functional areas in public services*

*The ability to manage change has become crucial for administrators, public servants and managers. It is therefore imperative for managers and leaders to have the ability, skill and knowledge to apply the contemporary best management practices in their day to day functions.*

*Executive Program in Management at CIMP is designed to enable and manage change in organizational contexts and prepare the participants to take professionally tuned initiatives in their areas of operation. The program content is planned for preparing the participants to become self motivated leading professionals in their field of work and complete challenging tasks by applying modern management tools and bringing innovative ideas in their work place.*



## Objectives of the program

To familiarize participants with modern best management practices

Develop skills and expertise in functional areas of general management

Provide direction and support for enhancing efficiency and effectiveness at work place

## For Whom

- Executives/Officers/Managers, sponsored by their state government employer
- Professionals seeking training for managing their professional roles in their work ambience
- Technical experts who aspire to be groomed for senior management and leadership roles in a global context

## Pedagogy

CIMP encourages Case Analysis Approach as part of its pedagogy for the course. This is expected to help them view all dimensions of the issues or decision situations at hand. Participants get equipped with the requisite knowledge and skill sets to perform effectively in leadership positions. Simulation exercises, games, role plays, field projects, classroom presentations and written assignments will also form part of the pedagogy throughout the program. It is a program with 300 hours of classroom learning in addition to another 600 hours of self/group study in project mode.

## Course Contents

As stated earlier, the focus of the program is on general management with emphasis on administrative governance and public policy.

The teaching content takes into account the varied experiences of the participants which, they will be encouraged to share in the classroom. The program will have the following components:

- **Induction:** Introduces the participants to the management learning environment and pedagogy.
- **Core Segment:** This segment is aimed at imparting the fundamentals of management to the participants.
- **Governance and Public Policy:** This segment is specifically designed to help the participants emerge as change agents and encourage them to incorporate effective leadership in public service.
- **Electives:** Participants are allowed to explore new areas of learning from a wide range of electives.
- **Project Segment:** This segment, covering seven months, comprises intensive studies on topics of interest. The participant will be required to conduct on-job/field-based study culminating in a detailed project report.
- **Integration and Closure:** This 15-day segment, at the concluding part of the program, shall focus on integrating learnings from the entire program in the public service context.



The salient features of the program are as follows:

- The program will be spread over 11 months with 4 terms.
- A total of 20 courses covering general management, public policy, marketing, finance, operations, organisational behaviour and human resource management will be taught. The list of courses has been provided in Annexure 1.
- Each course will be covered in 12 sessions. Each session will be of 75 minutes duration. Thus, 240 sessions totaling 300 hours of classroom sessions will be a significant part of the program.
- Classes shall be held from Monday to Friday during regular working hours.
- In addition to classroom interactions, each participant will have to complete project(s) under the guidance of a faculty member.

# Selection Process

**Applicants are required to submit the completed application form on or before the due date of submission.**

**The first level screening will be done on the basis of received application forms. Selected applicants will be called for personal interview later.**

**The final selection will be done on the basis of the overall performance of the applicant in all components of the selection process.**



## Faculty

CIMP has a pool of highly qualified and experienced faculty members, most of them being alumni of reputed institutes like IIM Calcutta, IIM Lucknow, IIM Indore, IIT Kharagpur, ISI Calcutta, XLRI Jamshedpur, IRMA, Lancashire Business School UK and NITIE Mumbai. These 20 full-time internal faculty members are specialists in different disciplines of management like Human Resource Management, Operations, Economics, Innovation Management, Finance, Marketing, Systems, Managerial Communication, Organizational Behaviour & Strategy. In addition, the institute has visiting faculty drawn from top business schools and industries. The institute also gets mentoring support from an eminent Academic Advisory Council comprising professors from IIMs and other leading business schools across the world. Faculty members have distinguished themselves as high calibre teachers, policy makers, researchers and consultants.



## Sponsor

This Executive Program in Management is planned as a collaborative initiative of CIMP with Govt. of Bihar.

The Government of Bihar meets the fee for those participants whom it sponsors.

CIMP entered into an MoU with the government of Bihar. This is for reimbursing the total fee of the selected candidates who are working in different departments of Government of Bihar.



## List of Courses in Executive Program in Management

### Term - I :

- Managerial Economics
- Organizational Communication
- Accounting & Financial Control
- Micro Organisational Behaviour
- Marketing Management
- Information Technology for Managers -I

### Term - II :

- Macro Economics
- Legal Aspects of Organization
- Financial Management
- Macro Organisational Behaviour
- Quantitative Techniques
- Information Technology for Managers -II



### Term - III :

- Public Policy
- Strategic Management
- Project Management
- Supply Chain Management

### Term –IV : (Electives - Any Four)

- Change Management
- Risk Management
- Brand and Product Management
- Services Marketing
- Industrial Relations
- Governance/ E-Governance and Ethics

### **Project Work and Report Submission**



**For further information please contact:**

EXPM Co-ordinator

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