



# EXECUTIVE MBA PROGRAMME 2020-2023

**VINOD GUPTA SCHOOL OF  
MANAGEMENT**

**INDIAN INSTITUTE OF TECHNOLOGY  
KHARAGPUR**



# ABOUT VGSOM

Vinod Gupta School of Management (VGSOM), founded in 1993, is the first and the largest business school to be set-up within the IIT system. With a generous contribution from one of its illustrious alumnus Mr. Vinod Gupta, VGSOM envisions producing management leaders by offering unique programmes blending both management and technology. Over the years VGSOM has been able to establish itself as one of the most reputed management institutes of the country.

VGSOM has a unique advantage of being a part of IIT Kharagpur - rated as the best technical institute in India. Over the years, the school has moved beyond the sphere of its regular MBA programme.

## ELIGIBILITY

The executives applying for this programme must have at least 3 years of experience (as on 19th July 2020) and a 1st class Bachelors degree in Engineering / Technology or a 1st class Masters degree in Science, Economics or Commerce (with Mathematics or Statistics at the Bachelors degree level), with the following criteria:

- For institutes a) awarding degree based on aggregate marks secured in all years of the qualifying degree OR b) awarding degree based on aggregate marks secured in the final two semesters or final year of the qualifying degree:
  - GE/NC-OBC/EWS: Minimum of 60% marks (OR CGPA of 6.5 on a 10 point scale)
  - SC/ST/PwD: Minimum of 55% marks (OR CGPA of 6.0 on a 10 point scale)
- For both the above cases, if the CGPA is on a different scale than 10.0 the eligibility of the candidates will be calculated corresponding to the equivalence stated above.
- Admission to reserved category candidates will be as per Government of India rules.
- The CGPA will not be converted into percentage marks if the degree awarding Institute provides marks in CGPA system. Their admission will be based on the CGPA awarded in the transcript.

# OBJECTIVES

With the ever increasing pace of knowledge creation and knowledge obsolescence, a professional can no longer presume to be a high achiever over his entire career, banking only upon his initial professional qualification. For working professionals, to achieve the fullest career potential, there is growing need for MBA Programmes that is recognized worldwide. The EMBA Programme of VGSOM aims to provide a vehicle for growth to executives by augmenting their skill set and knowledge and reorienting their attitude. The programme ensures a firm foundation for continued learning towards making oneself relevant to the market needs.

The EMBA Programme focuses on general management and is therefore suitable for a wide variety of sectors. Students are given the opportunity to choose courses from a wide range of electives in a variety of areas.



## PROGRAMME HIGHLIGHTS

- 3 year programme, divided into 12 terms
- 9 teaching terms and 3 project terms
- Teaching term of 9 weeks each
- Three weekends-on and one weekend-off
- Around 15 hours of classes on a weekend of Saturdays and Sundays
- 95 credits for EMBA balanced across theory and projects
- **Theory Papers:** 80 credits
- **Management Project:** 15 credits. Management Project to be conducted at the company where the student is employed or any other location, with mandatory progress presentations every term, spread over Terms X, XI & XII

# DETAILED PROGRAMME STRUCTURE

Term I [9 credits]	Credits
1. Core: Statistical Methods for Management [L-T-P: 2-0-0]*	2
2. Core: Economics for Management [L-T-P: 4-0-0]	4
3. Core: Marketing I [L-T-P: 2-0-0]	2
4. Core: Business Communication [L-T-P: 0-0-2]	1
<b>Term II [10 credits]</b>	
1. Core: Mathematical Models for Management Decisions [L -T-P: 3-0-0]	3
2. Core: Financial Accounting and Reporting [L-T-P: 2-0-0]	2
4. Core: Human Behaviour and Management [L-T-P: 2-0-0]	2
5. Core: Management Information System [L-T-P: 3-0-0]	3
<b>Term III [10 credits]</b>	
1. Core: Business, Govt. & Intl. Economic Environment [L-T-P: 2-0-0]	2
2. Core: Corporate Finance [L-T-P: 3-0-0]	3
3. Core: Marketing II [L-T-P: 2-0-0]	2
4. Core: Strategic Management [L-T-P: 3-0-0]	3
<b>Term IV [10 credits]</b>	
1. Core: Production & Operations Management [L-T-P: 3-0-0]	3
2. Core: Business Research Methods [L-T-P: 2-0-0]	2
3. Core: Human Resource Management [L-T-P: 3-0-0]	3
4. Core: Business Law for Managers [L-T-P: 2-0-0]	2
<b>Term V [8 credits]</b>	
1. Core: Technology Management [L-T-P: 2-0-0]	2
2. Core: Supply Chain Management [L-T-P: 2-0-0]	2
3. Core: Cost and Management Accounting [L-T-P: 2-0-0]	2
4. Elective 1 [L-T-P: 2-0-0]	2
<b>Term VI [9 credits]</b>	
1. Core: IT & Business Applications Laboratory [L-T-P: 1-0-3]	3
2. Core: Marketing of Industrial and Hi-tech Products [L-T-P: 2-0-0]	2
3. Elective 2 [L-T-P: 2-0-0]	2
4. Elective 3 [L-T-P: 2-0-0]	2
<b>Term VII [8 credits]</b>	
1. Core: Organizational Leadership	2
2. Elective 4 [L-T-P: 2-0-0]	2
3. Elective 5 [L-T-P: 2-0-0]	2
4. Elective 6 [L-T-P: 2-0-0]	2
<b>Term VIII [8 credits]</b>	
1. Core: International Management [L-T-P: 2-0-0]	2
2. Core: Business Ethics [L-T-P: 2-0-0]	2
3. Elective 7 [L-T-P: 2-0-0]	2
4. Elective 8 [L-T-P: 2-0-0]	2
<b>Term IX [8 credits]</b>	
1. Core: Project Management [L-T-P: 3-0-0]	3
2. Elective 9 [L-T-P: 2-0-0]	2
3. Management Games: [L-T-P: 1-1-3]	3
<b>Project</b>	<b>Credits</b>
Term X + Term XI + Term XII: Management Project to be conducted at the students' company or any other location, with mandatory progress presentations every term.	15
<b>Total Credits</b>	<b>95</b>

\* Lecture-Tutorial-Practical

# LOCATION

EMBA Programme is being offered at the IIT Kharagpur Kolkata Campus: IIT Kharagpur Salt Lake Centre, HC-Block III, Salt Lake, Kolkata - 700 106; Tel: 033-23379793

# ACCEPTANCE FEES

Acceptance Fee of ₹10,000 (Non refundable) to be paid by 1st July 2020 (first list) / 9th July 2020 (Second List). This needs to be paid online while accepting the admission offer.

# SELECTION PROCEDURE

Selection is through a written examination and interview at Kolkata (as mentioned in location). Reservation of seats for SC/ST/OBC/EWS candidates will be as per the GOI rules applicable to IIT Kharagpur.

# APPLICATION FEES

Application fees of ₹1,000 (Non refundable), to be paid online as a part of the application process.

# IMPORTANT DATES

1. Last date of online application - 2nd June 2020
2. Selection test and interview - 14th June 2020
3. Declaration of results and first list of selected candidates - 22nd June 2020
4. Last date of acceptance for first list of selected candidates - 1st July 2020
5. Release of list of wait-listed candidates - 2nd July 2020
6. Last date of acceptance for wait-listed candidates - 9th July 2020
7. Registration with Fees - 18th July 2020
8. Commencement of classes - 19th July 2020

# COURSE FEE & OTHER EXPENSES

- The course fee is ₹600,000 [Rupees Six Lakhs] for the entire course including course material.
- Application fees of ₹1,000 (non-refundable), to be paid online as a part of the application process.
- At Registration: ₹140,000 to be paid on 18th July 2020
- Before Term III: ₹150,000 to be paid on 28th December 2020
- Before Term V: ₹150,000 to be paid on 30th May 2021
- Before Term VII: ₹150,000 to be paid on 5th October 2021



## EMBA PROGRAMME CHAIRPERSON

**Prof. Prabina Rajib**

Vinod Gupta School of Management  
IIT Kharagpur, West Bengal 721 302

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# RESOURCE PERSONS

## **Dr. Abhijeet Chandra, PhD (JMI, New Delhi), Post Doc (IIT Madras)**

Prof. Abhijeet Chandra has more than 5-yr post-PhD experience. Prof. Chandra has offered graduate and post-graduate level courses in Corporate Finance, Business Statistics, and Cost & Management Accounting. Prof. Chandra does research in the areas of Behavioral & Personal Finance, Financial Markets and Asset Pricing.

## **Dr. Ajay Kumar Mishra, PhD (IBS, IFHE Hyderabad)**

Dr. Ajay Kumar Mishra has more than four years of teach and research experience in Finance area. He received his Ph.D. in finance from IBS Hyderabad in 2014. He was a visiting research scholar in the Fogelman College of Business and Economics (FCBE) at the University of Memphis during 2011-2012. Prior to joining PhD program, he was a research fellow at Space Application Centre (ISRO), Ahmedabad India. He teaches Financial Management, Corporate Finance, Financial Markets, Security Analysis and Portfolio Management courses at PG level and Market microstructure course at doctoral level.

## **Dr. Amit Upadhyay, PhD (IIT Delhi)**

Amit did his post-doctoral research from National University of Singapore, Singapore and The Hong Kong Polytechnic University, Hong Kong. Earlier, he has worked with ACME Energy Solutions for one year. He has handled research/consultancy projects sponsored by Container Corporation of India Ltd, International Water Management Institute (New Delhi), and Proctor & Gamble (Indonesia). He has published in reputed refereed international journals.

## **Dr. Aradhna Malik, PhD (University of Denver, USA)**

Prof. Aradhna Malik teaches intercultural communication, business ethics and organizational behavior to Undergraduate, Masters and Doctoral level students. Her research and academic interests include, ageing, orality, human technology interaction, intercultural communication, communication disorders, management of public health and social welfare, corporate social responsibility, and neuro linguistic programming (NLP).

## **Dr. Arun Kumar Misra, PhD (IIT Bombay)**

After completing PhD, Prof. Arun Kumar Misra has worked in Banking Sector for about 7 years and then joined VGSOM, IIT Kharagpur. Prof. Misra's areas of research include banking, capital market, corporate finance and market micro-structure. Prof. Misra derives his competencies from the work experience in banks where he supervised risk management, ALM and Basel guidelines implementations.

## **Dr. Barnali Nag, PhD (IGIDR, Mumbai)**

Prof. Barnali Nag did her post-doctoral research from Wharton Business School, University of Pennsylvania. Prior to that, she was a Business Research Fellow at the Indian School of Business, Hyderabad. Prof. Nag has also worked in RIS, New Delhi, Ministry of External Affairs, Gol, an advanced Institute for actionable research. Before joining VGSOM, IIT Kharagpur, she was a faculty in Indian Institute of Management Kashipur. Her research interests pertain to Public Policy, Competition Policy and Competitiveness, Economics of Climate Change, Policy and planning in the infrastructure sector and Energy security issues of India.

## **Dr. Biplab Datta, PhD (IIT Delhi)**

Prof. Biplab Datta's research interests include organisational leadership, marketing management, service quality management and customer relationship management. Prof. Datta earned ISO 9000 Lead Auditor Certificate from NBA, U. K. Prof. Datta has published papers in national and international journals.

## **Dr. Biswarup Ghosh, (MBA – IIT Kharagpur, PhD)**

Biswarup Ghosh teaches Marketing Management, International Marketing & Strategic Marketing courses at VGSOM. He has more than 30+ years Healthcare Industry experience & worked as Head of Healthcare at Linde India Ltd (Part of Linde Group, Germany), Director South East Asia at STERIS India Ltd (wholly owned subsidiary of STERIS Corporation USA), General Manager -Marketing at Datex-Ohmeda (Part of GE Healthcare USA), Zonal Business Head at BOC India Ltd (Part of BOC Plc. UK).

He has extensive industry experience on General Management, Establishing Indian entity of large US MNC, Managing P & L of large Healthcare Business of India & Indian Subcontinent, International Marketing exposure in Singapore, Thailand & Malaysia markets. He did his PhD in Plasma Physics & MBA from VGSOM, IIT Kharagpur.

## **Dr. Chandra Sekhar Mishra, PhD (Utkal University)**

Prof. CS Mishra's areas of interest are Financial Reporting & Analysis, Business Valuation, and Mergers & Acquisitions.

## **Dr. Kunal Kanti Ghosh, PhD (IIT Kharagpur), Fellow (Institute of Engineers)**

Prof. Kunal Ghosh has 30 years experience in Tata Motors in the area of Automotive Design, Production, Quality, IT, Strategy Formulation & Execution. Prof. Ghosh's competence is in Supply Network Management and Business Analytics

## **Dr. Parama Barai, FPM (XLRI)**

Prof. Parama Barai has six years' teaching experience in finance related subjects, specifically in the areas of investment management, financial analytics, financial risk modeling, derivatives, capital budgeting, and corporate finance. Prof. Barai also conducts research in these areas.

## **Prof. Prabina Rajib, PhD (IIT Kharagpur)**

Prof. Prabina Rajib has more than one decade of academic experience. Prof. Rajib has authored two books i.e., 1) Commodity Derivatives & Risk Management, 2) Stock Exchanges, Investments & Derivatives: Straight Answer to 250 Nagging Questions. Prof. Rajib's teaching & research interests include Financial Accounting, Corporate Finance, Financial Markets, Risk Management using Financial & Commodity Derivatives. Prof. Rajib is also a Fulbright Scholar.

## **Dr. Rudra P Pradhan PhD (IIT Kharagpur)**

Prof. Rudra P Pradhan has more than a decade of teaching and research experience. His research interests include infrastructure finance, foreign direct investments and econometric modelling. Prof. Pradhan has published several research papers in various national and international referred journals.

## **Dr. Saini Das, FPM (IIM Lucknow)**

Prof. Saini Das has served as a faculty member at IIM Indore for three years before joining IIT Kharagpur. She also worked as a software engineer at Infosys Technologies Ltd. prior to her PhD. Her major teaching interests and competencies are in the areas of business analytics, information security risk management in networks, management information systems (MIS), e-commerce technology & applications, data privacy and digital piracy. Prof. Das has taught in many management development programs across industries. She has authored papers in many national and international journals of repute.

## **Prof. Sangeeta Sahney, PhD (IIT Delhi)**

Prof. Sangeet Sahney has served as a faculty member at U.P Technical University and IIT Roorkee, before joining IIT Kharagpur. With a specialization in Marketing, Prof. Sahney also teaches Organizational Behavior and Human Resources Management. Prof. Sahney's research interests include studies in consumer behavior, organizational behavior and quality management in education. Prof. Sahney has been seconded by MHRD to teach at AIT, Bangkok twice, in 2009 and 2016. Prof. Sahney has authored a book on Consumer Behaviour published by Oxford University Press. Prof. Sahney has authored several papers in peer reviewed national and international journals.

## **Dr. Sanjib Chowdhury, PhD (IIT Kharagpur)**

Prof. Chowdhury has 34 years of experience in two leading oil companies in India and Kuwait in the cross-functional areas of – Strategic and Corporate Planning, Business Performance Improvement, Optimization of operations and processes, HR and General Management.

## **Dr. Srabanti Mukherjee, PhD (IEST, Shibpur)**

Dr. Srabanti Mukherjee has special interest in Consumer Behaviour, Marketing Research, Brand Management, Management of Services, Managing customer's expectations and marketing to the bottom of the pyramid. Prior to VGSOM, Prof. Mukherjee has worked in premiere management Institutes including IIM Indore and IEST Shibpur. Prof. Mukherjee has conducted and taught in several management development programmes across industries. Prof. Mukherjee has authored a book on Consumer Behaviour from Cengage Learning and published cases in Ivey Publishing. Prof. Mukherjee has authored papers in many peer reviewed journals and presented papers in topmost conferences in Marketing domain.

# Testimonials

“

This is a perfect Executive MBA programme for Sr. Executives, Academicians and Managers. It encompasses General Administration, HR, Marketing, Finance, Operations and Systems to epitomize into a complete General Management programme. It aims to transform the practitioners in the industry and academia into stalwarts.”

**Kaushik Ghosh**

*Junior Works Manager (Gr. B Gazetted Officer), Ordnance Factory Board, Ministry of Defence, Govt. of India  
Batch: 2018-2021*

“

Metamorphosis, is the word that defines my EMBA journey at IIT Kharagpur. Alongside super- supportive faculty and diverse batchmates, this program helped me in finding happiness which came from solving new problems. This program defines us by what we are willing to struggle for.”

**Mayukh Mukhopadhyay**

*Assistant Consultant, Tata Consultancy Services  
Batch: 2018-2021*

“

As I reflect back now, EMBA @ VGSOM has been my best investment decision till now. It changed the way I approached situations, taught me to view things holistically and take decisions more confidently. The amazing connections I made, visiting the hallowed IIT Kharagpur campus for the classroom sessions and attending the Convocation on successful completion of the program topped my experience.”

**Sourish Dey**

*Sr. Manager - Smart Cities, Honeywell Automation India Ltd.  
Batch: 2011-2014*

“

VGSOM through its experienced faculty and dynamic coursework has created new business insights before me, which had been very helpful for me not only in my work life, but also in understanding the business market scenario as a whole. The flexible learning modules and resources of the curriculum along with brand value of IIT, immensely helps students in their career growth.”

**Pushpak Chatterjee**

*Manager-Steel Authority of India Limited  
Batch: 2014-2017*

“

EMBA from VGSOM has given me opportunity to understand the real-time business issues and approaches to resolve these using different tools & techniques. Undoubtedly, studying under best teachers has given immense pleasure. It will allow me to grow as better leader/manager.”

**Bhabani Sankar Das Mohapatra**

*Delivery Manager, Cognizant,  
Batch: 2016-2019*

“

Diverse and Enriching experience ”

**Rajat Kumar Pramanik**

*Senior Manager, Vodafone Idea Ltd.  
Batch: 2013-2016*

“

My journey through the EMBA program at Vinod Gupta School of Management has been an experience of discovering a diverse range of approaches to development through a new pair of eyes. IIT network has been invaluable to my career and provided me with resources, mentoring and the right kind of support.”

**Ayan Khasnabis**

*Lead Manager, Decision Sciences, Risk Analytics, HSBC  
Batch: 2010-2013*

**Dr. Sujoy Bhattacharya, PhD (IITM, Gwalior)**

Prof. Sujoy Bhattacharya's area of interest is business analytics. Prof. Bhattacharya is proficient in R and Python softwares. Prof. Bhattacharya can handle complex business analytics problems with varied applications.

**Prof. Surojit Mookherjee**

Prof. Mookherjee's experience include 15 yrs of industrial research , manufacturing , Operations , Joint Venture set up in the field of metal cutting tool and powder metallurgy. Post his industrial stint , he migrated to SAP project implementation and management , Business consulting , IT Outsourcing , Program management and IT Service sales for global clients. During this period of 18 years, he worked with Pricewaterhouse Coopers and IBM India.

**Dr. Susmita Mukhopadhyay, PhD (Calcutta University, fellow ISI Kolkata)**

Prof. Susmita Mukhopadhyay has interest in organizational behaviour, leadership, competition and cooperation, relationship management, retirement management, team building, competency management, HR analytics, professional excellence, HRM, business ethics, CSR, self-development and effective habits. Prof. Mukhopadhyay has conducted short term courses, MDPs and in company programmes for several Institutes and companies across industries.

**Dr. Swagato Chatterjee, FPM (IIM Bangalore)**

Prof Swagato Chatterjee, an IIT-IIM alumni, has a rich client base for MDP and consultancy projects on analytics: Ernst & Young, Yes Bank, CSC, Namura, Mitsubishi, Toyota, GE, Times of India, Coca-cola, NTPC, HPCL, Philips, RPG Group etc. He brings in a mixture of industry experience and academic knowledge in the class to cater to audience of different seniority levels.

**Dr. Tutan Ahmed, (FPM IIM Calcutta)**

Prof. Tutan Ahmed, with engineering background from Jadavpur University, pursued his doctoral in Public Policy from IIM Calcutta. His interest in policymaking led him to work with the World Bank, United Nations Development Program (UNDP) and Ministry of Skill Development & Entrepreneurship (MSDE), India. With MSDE, he led a consultation of 36 different Union Ministries/ Departments. At UNDP, he initiated data analytics projects for job forecasting. At World Bank, he worked on different state and national level projects. With World Bank, he has been working on the online labor-market project for Pakistan. His research interest is in the application of technology in Public Policy. His teaching interest lies in Econometrics; Technology & Future of Public Policy.

**Dr. Anupam Ghosh (PhD, ICFAI University)**

Prof. Anupam Ghosh has more than 14 years of teaching experience in the domain of Operations Management. He teaches and conducts research on Supply Chain Analytics, Supply Chain Management, Warehousing and Materials Management, and International Marketing. He was a Visiting Scholar to Bentley University, Waltham, MA, USA.

**Dr. Srinivasan (PHD IIT Madras)**

His teaching interests are OBHR, compensation management, HR audit, and compliance management. He has more five years of research experience in Organization Behavior and Human Resource area. He is a certified Labor and ESH compliance auditor. He has audited several factories for established European and American Brands and also worked in research projects with IIT Madras and the University of Guelph, Canada. He was engaged in socio-economic impact assessment with NTPC. He was a recipient of DAAD Fellowship.

**Dr. M. Vimala Rani, PhD (IISC, Bangalore)**

Dr. Vimala Rani teaches Operations Management and Supply Chain Management. Her research interest is on developing the mathematical and heuristic algorithms for the problems related to Industrial Engineering and Management. She was "IISC Research Associate" at the Department of Management Studies, IISC and an Assistant Professor at Amrita School of Business, Bangalore before joining IITKGP.