



Indian Institute of Management Shillong

Summer School, 2017

(Faculty Development Program)

2nd to 16th June 2017

About The Institute

Rajiv Gandhi Indian Institute of Management, Shillong (RGIIMS), the 7th IIM of the country, is located in Shillong. The serene ambiance of IIM Shillong surrounded by pine trees, lush green lawn and the kaleidoscopic mountains in the backdrop creates an aura of stunned silence amidst nature. Within the heart of Shillong city, the IIM Shillong campus showcases a tranquil environment where mental concentration is spontaneous.

About Shillong

Known as the Abode of Clouds, Shillong is the capital of Meghalaya situated in North eastern part of India. Popularly called Scotland of the East, the mist, clouds, hills, the winding roads, and the tall pine conifers fuse gloriously to make the place something to remember and cherish. Shillong is also a destination for the nature tourist. A wide range of activities-rock climbing, caving and boating await those who seek nature sports. Shillong Golf course is one of the few natural golf courses in Asia and is also called Gleneagles of the East. It is set in a valley covered with pine and rhododendron trees and its scenic beauty is well appreciated. Cherrapunji, famous for its abundant rainfall and waterfalls, is only 34 km away. Nearest Airport/Railway station is Guwahati which is about 100 kms from the city.

About The Program

The Summer School (Faculty Development Program) of Indian Institute of Management, Shillong is a fully residential program which aims at facilitating the current and prospective teachers of Business/Management and allied areas to strengthen their teaching and research skills in the contemporary and emerging areas of management. The Programme will also help the teachers to upgrade their knowledge of the recent developments in teaching and research methods. Exposure to case based methods of teaching will help the teachers in developing the skills in preparing cases to be used for their classes.

For Whom

The program is intended for current and prospective faculty members and researchers of management Institutes, university departments, degree colleges and other professional/ staff training Institutes.

Batch Size

This programme envisages to be highly interactive in nature. Therefore the programme can accommodate a minimum of 12 and a maximum of 24 participants. The applications will be considered in first come first served basis.

How To Apply

For Online (NEFT/Others) Program Fee payment: The application form can be downloaded from Institute website www.iimshillong.ac.in. The filled in form may be scanned and emailed to fdp@iimshillong.ac.in along with scanned copy of program fee remittance proof (showing transaction id or UTR no). No physical document/form needs to be sent to the Institute for online fee transfers.

For Program Fee payment through DD: The application form can be downloaded from Institute website www.iimshillong.ac.in. The filled in form along with the DD must reach IIM Shillong should be sent to – Dean (Academics), Indian Institute of Management, Mayurbhanj Complex, Nongthymmai, Shillong: 793014. The envelope should be superscribed with the text “SUMMER SCHOOL (FACULTY DEVELOPMENT PROGRAM)”

Contents

2 week program is planned out as 2 phase program each of one week duration. The first week will focus on learning styles, teaching pedagogy including case based teaching, Web tools for Teaching, Philosophy & Principles of Management, Introductory Statistics, Qualitative and Quantitative techniques for management research, Organizational Processes and Value Stream Mapping, Research paper writing skills Communication for management teachers and Macroeconomics for Business.

The Week 2 will delve into four modules one each in Finance and control, Marketing Management, Operations and Supply Chain Management and Business Analytics.

Finance and Control: Finance has become a *Sine qua non* element in all domain of management functions. The finance module intends to generate new ideas and perceptions for curriculum development, course design and research. The module attempts to share industry insights and research inputs to stay abreast of the changing industry practices, provides an understanding of financial statements for business analysis and valuation, an insight into strategic profitability analysis, investment decisions under certain and uncertain environments, an introspection into capital markets and its impact on people and their communities by powering innovation and progress. The participants will also be exposed to financial derivatives, its valuation and usage for both investment as well as risk management practices.

Marketing Management: The module will provide insights on some advanced marketing topics like Marketing Analytics, Consumer Behaviour, Branding, and Retailing. The module will give insights on research, sales, understanding the consumer decision making, the value of branding and managing retail stores. The module will help participants sharpen their understanding on the wider context of marketing and on understanding to develop appropriate marketing strategies.

Operations and Supply Chain Management: The module will be a skill building module, where the participants are expected to develop their skills in describing and understanding operating process, measuring and analyzing the process, and developing plans for changing operating processes within the context of entire supply chain of a product/services. The emphasis of the course would be on the broader view of operations within organizations as well as in entire value chain. Operations management exists in diverse types of functions, industries, organizations, and management jobs. Operations & Supply Chain managers range from first-level supervisors to senior vice-presidents, who use a variety of resources to systematically plan, design, manage, and improve systems that effectively accomplish the operations task. Any manager using people, time, equipment, energy or other resources to get something done is practicing supply chain manager, regardless of their job title. The challenge for supply chain managers is to produce products and deliver services in a way that is compatible with the business strategy of the company. Typically these managers struggle to balance supply and demand, needs for lower costs, higher quality, shorter delivery times, and greater flexibility. This module will start introduce you to the operational challenges that managers encounter and provide a set of tools to aid you in designing and managing Operations & Supply Chain in the real world.

Business Analytics: The topic on Business Analytics will delve into the methods followed in making sense out of the madness in historical data, and to use such historical data productively to mine for actionable intelligence, which can then be usefully utilized in different scenarios – business or otherwise. In its endeavor to demystify the area of data analytics, it will cover the concepts of estimation, classification, association and clustering, including the use of machine learning techniques. The sessions will be conducted in workshop mode, where the participants will be able to use the aforesaid methods hands-on using the very popular open source package – R.

Program Fee*

INR 35,000/- (inclusive of service taxes) to be paid via NEFT/Direct Transfer to the following Account.

Name	Bank Name & Branch	Bank Address	Bank Account no.	Pan no.	IFSC Code	MICR code	Type of Account
RGIIM, Shillong	State Bank of India, Laitumkhrach Branch,	State Bank of India, Laitumkhrach Branch, Lummourie, Shillong - 793003	31136230995	AABTR3081M	SBIN0002081	793002013	Savings Bank Account

Fee can also be paid by DD in favour of RGIIM Shillong, payable in Shillong.

Program fee includes tuition fee, course material, access to Institute library and e resources, meals (breakfast, lunch and dinner) and single room accommodation with attached toilets in IIM Shillong hostel from 1st June 2017 evening till 17th June 2017 morning. Fee doesn't include travel, medical or any other type of expenses.

*** 10% concession in program fee will be given for two or more participants from the same Institute**

Important Dates

Last Date to submit Application Form along with fee: 18th May 2017

Program Duration: 2nd June 2017 to 16th June 2017

Program Coordination Team

Prof Keya Sengupta, Prof Basav Roychoudhury, Prof. Shankar Purbey, Prof Sharad N Bhattacharya and Prof Bidyut J Gogoi

Contact

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