



भारतीय प्रबंध संस्थान शिलाँग  
Indian Institute of Management  
Shillong



# Business Management Program for Defence Officers

(1st November 2023 to 25th April 2024)



## The Program

The Indian armed forces constitute one of our most valuable workforces. The uniformed officers, irrespective of their skills and level, contribute their highest level of services to the safety and security of our great nation. The officers/veterans are professional, disciplined, and enthusiastic leaders. Today's business organizations are under constant pressure due to the VUCA (volatile, uncertain, complex, and ambiguous) landscape continuously reshaped by digital transformation. The ability of officers/veterans to navigate through the VUCA landscape with maturity and calmness and bring the best solutions, their creative and logical thinking, meticulous planning, and dynamic decision-making are the most sought-after skillsets by corporates. The experience the officers/veterans possess is sufficient to obtain business organization opportunities, but a formal certificate course in business management will be an added advantage.

The business management course has been developed to provide a challenging learning experience that focuses on real-world problems, and solutions. It offers new information and tools to address corporate challenges. The program will concentrate on all functional aspects of management, including general management, the economics of business, organizational behavior and human capital management, marketing management, financial management and accounting, operations management, strategic management, design thinking, innovation, and entrepreneurship. This program serves as a platform for our veterans to reorient themselves to their new professional roles in the business world. Not just that, this course will also help aspiring entrepreneurs understand how to manage their own businesses.

## Program Objectives

- To introduce the officers/veterans to the new business environment.
- To provide an understanding of the various functional areas of management.
- To equip them with skills in all fields of management.
- To expose students to various aspects of management, which is crucial when choosing a second job or even starting a startup.



## Program Design

This program is spread over three terms in six months. The first and second terms will include five core courses, while the third term will consist of elective courses. Participants can choose one out of three areas (Marketing, HR, and Operations). Each area will include four courses. Core courses will provide foundational and conceptual knowledge as well as contextual understanding. Elective courses will provide participants with a deeper grasp of many functional areas and allow them to specialize in areas of their choice.

The combination of core and elective courses will help the officer/veterans develop a thorough understanding of the interrelationships necessary for successful business management. This will allow them to be more effective in their professions while being sensitive to the issues and challenges that confront people within and outside the organization.

## Pedagogy

IIM Shillong employs a variety of instructional approaches, including case studies, problem-solving exercises, assignments, roleplay, group discussions, and presentations by participants.

## Program Outline

Core Courses	Elective Courses
Economics for Business	Operations Strategy
Financial Management and Analysis	Project Management
Organizational Behavior	Six Sigma & Lean Thinking
Marketing Management	Supply Chain Management
Operations Management	Human Resource Management
Strategic Management	Employee Relations and Labour Law
Business Law	Organizational Development and Change
Information Systems for Managers	HR Consulting
Business Analytics	Sales and distribution management
Design Thinking, Innovation, and Entrepreneurship	Business-to-business marketing
	Product innovation and management
<b>Project</b>	Retail Marketing
<b>Workshop</b> (Business Analytics, Financial Planning and Wealth Management)	Basic Statistics for Management
	Financial Market and Services



## Evaluation

Performance of participants will be monitored continuously through online quizzes, assignments, case analysis, class contribution, and final examinations. To qualify for an examination, the participants must fulfill all academic requirements. A minimum of 90% attendance is a prerequisite for completing this course.

## Certificate

Upon successful completion of the program, participants will be awarded a **Certificate**. The top three (on the basis of overall scores) participants will also receive **Certificates of Merit**.

## Executive Alumni Status

On the successful completion of the program, participants will be eligible for the Executive Alumni status of IIM Shillong. The participant is required to apply along with the necessary fee of Rs. 10,000/- + GST (for Lifetime) to get the Executive Alumni status. Benefits of IIM Shillong's Alumni status include:

- Institute mail ID
- Access to the IIM Shillong Library (on-site access only)
- Subscription to the brochures and newsletters from IIM Shillong
- Invitations for any alumni committee events organized by IIM Shillong
- Invitations and news on special programs, seminars, and conferences

## Course Timeline

<b>Course Inauguration:</b>	<b>01 November 2023</b>
<b>Foundation course:</b>	<b>01 - 03 November 2023</b>
<b>Term 1:</b>	<b>06 November to 22 December 2023</b>
<b>Term 2:</b>	<b>15 January 2024 to 29 February 2024</b>
<b>Term 3:</b>	<b>04 March to 12 April 2024</b>
<b>Valedictory:</b>	<b>25 April 2024</b>

## Contact

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