



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Business Organization and Management – Japan (BOM – J)

Start Date: **September 24, 2018**

Apply by: **August 13, 2018**

BUSINESS ENVIRONMENT

FUNCTIONAL KNOWLEDGE

STRATEGIC PERSPECTIVE

**INDIVIDUAL AND ORGANIZATIONAL
COMPETENCIES**

Programme Directors:

Prof Avinash Mulky, Prof Krishna Sundar

- 20 days of course-work on IIMB Campus
- 5 days of International Immersion in Japan
- Comprehensive Project



INTRODUCTION

India and Japan have had a long and fruitful history of bilateral development cooperation since 1958. With Japan's 'Free and Open India and Pacific Strategy' and India's 'Act East' policy, the strategic and global partnership between the two countries is being consolidated, particularly in the economic, cultural and security domains. In the last few years, the economic partnership between India and Japan has steadily progressed to greater heights. Japanese private sector interest in India is rising and currently about 1300 Japanese companies have branches in India. The number of Japanese corporate offices' representations have grown to 4417 by end of 2016.

With such an increase in business collaboration between India and Japan, some areas of interest, which need a deeper managerial involvement, are emerging. These include fields such as banking, healthcare, innovation, logistics & distribution, manufacturing, marketing, and understanding of Indian and Japanese business practices. Japanese companies operating in India and Indian companies doing business with Japanese clients are keenly interested in adopting managerial techniques that will take their business to the next level. In this context, IIM Bangalore, one of the premier management Institutes in Asia, is introducing a unique Programme on Business Management-Japan (PBM-J).



Business Organization and Management - Japan (BOM - J)

PROGRAMME OVERVIEW

This programme is offered from India Japan Study Centre@IIMB (IJSC@IIMB). The Programme on Organization and Management (BOM -J) is a part-time certificate programme on management which is designed for managers working in Japanese companies in India and for managers working in Indian companies who are interested in doing business with Japanese companies. The programme aims at helping managers to develop core business skills and competencies, which would equip them to handle issues involving cross-functional areas with a strategic perspective.

The BOM-J brings together participants from diverse backgrounds, skills and experience, thereby enabling peer learning. The eminent faculty of IIMB handles the curriculum. The BOM-J participants involve themselves actively in case studies and discussions, assignments, exercises, etc., along with a comprehensive business project/plan that runs through the entire programme duration.



PROGRAMME OBJECTIVES



- **Introduce** contemporary business models and practices to the participants.



- **Develop** competence in the disciplines and skills associated with general management.



- **Provide** guidance to think through advanced business strategies with a Global, Japan focused, and India focused perspective.

PROGRAMME CONTENTS

Moving from delivering a functional strategy to responsibility for business strategy requires a broad perspective and additional knowledge. The PBMJ prepares participants for this challenging transition by focusing on:

Business Environment, Individual and Organizational Competencies, Functional Knowledge (Key Business Areas), Immersion in Japan and Strategic Perspective.



Business Environment: An understanding of the fast-changing environment and its impact on business is crucial for success. Topics include:

Role of Culture in Business

Macroeconomics

General Commercial Knowledge

Overview on Japan/India -Business/Culture/Economy



Individual and Organizational Competencies:

Continuous enhancement of individual and organizational competencies and business performance is crucial. Topics include:

Leadership in Organizations

Decision Making



Functional Knowledge: An appreciation of key concepts and activities within the primary management functional areas and interconnection between them is essential to align functional areas with business strategy. Topics include:

Financial and Management Accounting

Corporate Finance

Operations Strategy

Managing Customers and Markets



Immersion in Japan: Interactions with manufacturing companies, service organizations, industry associations and government agencies in Japan.



Strategic Perspective: This module integrates the functional knowledge gained earlier and allows the managers to take decisions and develop strategies that are appropriate for different environments. Topics include:

Corporate Strategy

Innovation

COMPREHENSIVE PROJECT

The project runs through all the modules and offers an opportunity for the participant to apply the learnings for developing business proposals/plans.



PARTICIPANTS' PROFILE

The programme is designed for:

- Managers in companies with interest in Japan
- Indian Managers with Japanese companies



PROGRAMME FEE

The programme fee is Rs. 3,59,000/- + GST (applicable rates) per participant, payable in three installments as per the following schedule:

Rs. 1,59,000/- + Applicable GST - I installment on admission

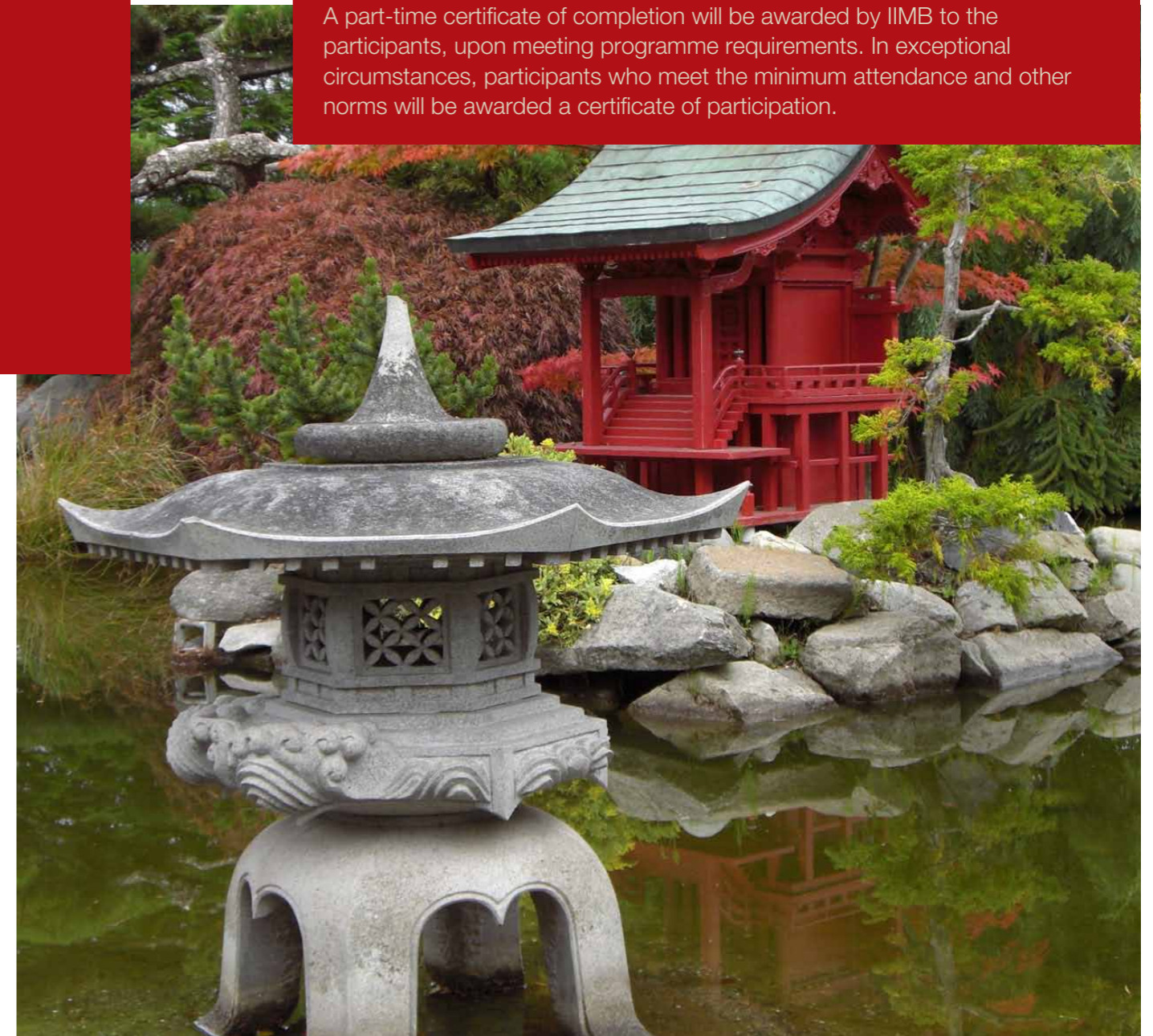
Rs. 1,00,000/- + Applicable GST - II installment, 30 October 2018

Rs. 1,00,000/- + Applicable GST - III installment, 29 January 2019



AWARD OF CERTIFICATE

A part-time certificate of completion will be awarded by IIMB to the participants, upon meeting programme requirements. In exceptional circumstances, participants who meet the minimum attendance and other norms will be awarded a certificate of participation.





PROGRAMME SCHEDULE

Module-1	September 24 – 28, 2018
Module-2	November 19 – 23, 2018
Module-3	December 17 – 21, 2018
Module-4	International Immersion (Jan/Feb 2019)
Module-5	March 25 – 29, 2019

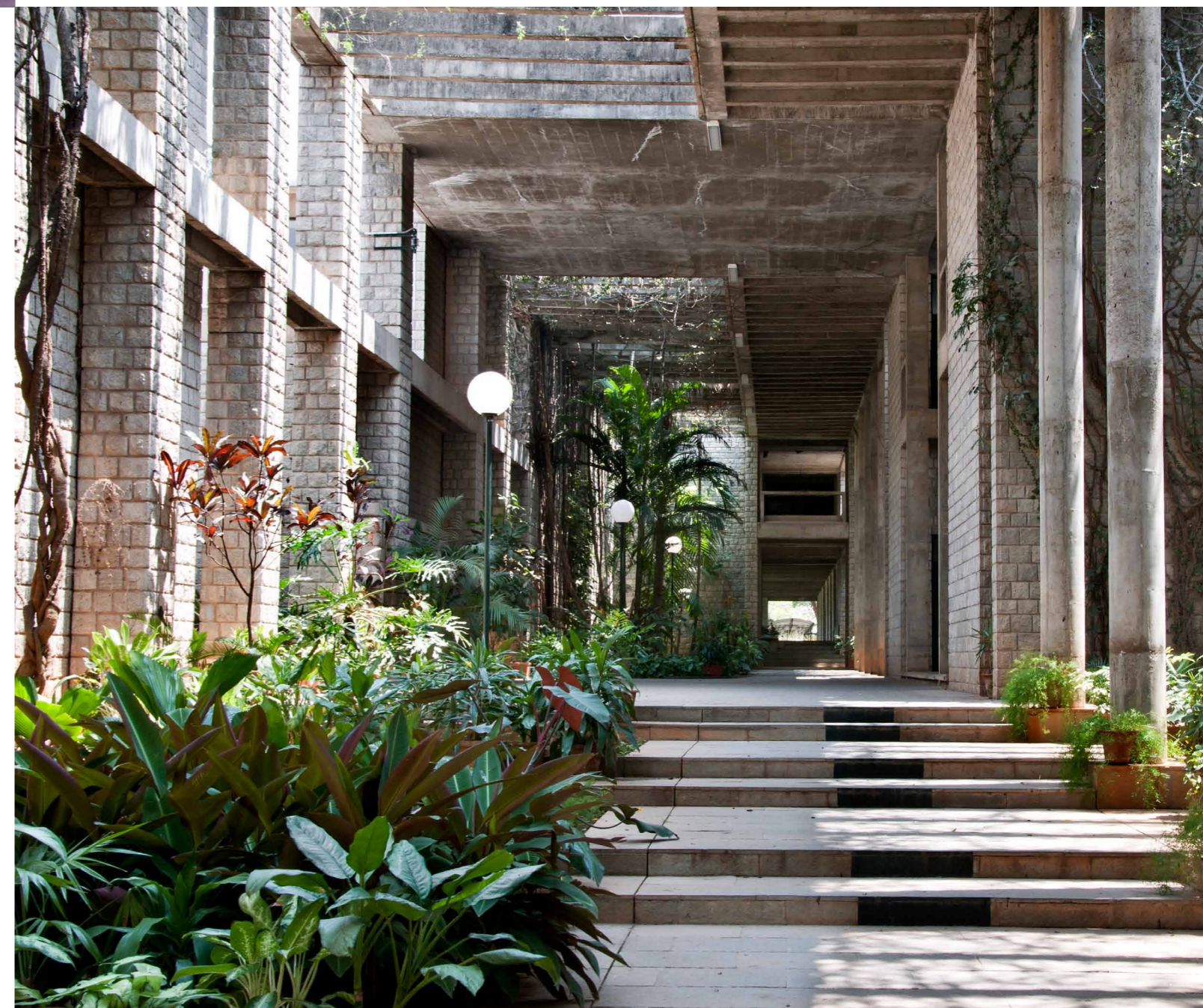
ALUMNI

Successful completion of the programme also entitles participants to be admitted to IIM Bangalore Alumni Association.

IMPORTANT DATES

Registration closure	August 12, 2018 by 5.00 pm
Announcement of shortlist	August 17, 2018 by 6.00 pm
Payment due	August 30, 2018 by 5.00 pm
Release of waitlist	August 30, 2018 by 6.00 pm
Payment due March	September 14, 2018 by 5.00 pm
Programme Commencement	September 24, 2018
Programme Completion IIMB component	March 29, 2019

Programme timings are typically 0900-1715 which might get extended on some days.



The **Indian Institute of Management Bangalore (IIMB)** is a leading graduate school of management in Asia.

Established in 1973, IIMB today offers a range of post-graduate and doctoral level courses as well as executive education programmes. With a faculty body from amongst the best universities worldwide, IIMB has emerged as a leader in the area of management research, education and consulting. IIMB's distinctive feature is its strong focus on leadership and entrepreneurial skills that are necessary to succeed in today's dynamic business environment.

The Post Graduate and Doctoral Programmes offered by IIMB:

- 2-year Post Graduate Programme in Management (PGP)
- 1-year Executive Post Graduate Programme in Management (EPGP)
- 2-year weekend Post Graduate Programme in Enterprise Management (PGPEM)
- 1-year Post Graduate Programme in Public Policy & Management (PGPPM)
- Fellow Programme in Management (FPM, doctoral programme)

IIMB has obtained the European Quality Improvement System (EQUIS) accreditation awarded by the European Foundation for Management Development (EFMD). IIMB has been ranked No. 2 in the India Rankings 2018 in the Management Education category under the National Institutional Ranking Framework (NIRF) by the MHRD. IIMB has been ranked among the Top-70 global schools by the Financial Times Executive Education Rankings 2017.

India Japan Study Centre @IIMB

With the compelling business and national interests propelling the fast-evolving India-Japan business environment, IIMB with its academic and research competencies, conceived the idea of establishing an India-Japan Study Centre to facilitate collaborative initiatives among academia, industry and government agencies of both the countries to work on areas of mutual interest.

In the fast-evolving new world of enhanced India-Japan cooperation in the areas of infrastructure development in India, new age start-ups and entrepreneurship in Japan, the India Japan Study Centre at IIM Bangalore aspires to support research, executive education and teaching on India-Japan collaboration. It will have specific focus on the business environment in both countries through projects of local, regional, national, and international scope.

The India-Japan Study Centre will serve as an intellectual gathering point for a collaborative and innovative community of scholars, industry leaders and participants. It will work towards bringing together faculty, research scholars, students, government agencies and industry leaders of India and Japan for knowledge creation and dissemination.

IIMB has years of ongoing research collaborations and student exchange programmes with some of the best Japanese business schools and universities, like Hitotsubashi University, International University of Japan, Keio University, Tokyo University, Kyoto University, and Waseda University. Besides academic relationships, there are industry relationships and collaborations as well.

Registration

The organizations interested in nominating their employees and individuals interested in the programme may apply online.

Richa S Executive Education Programmes

Indian Institute of Management Bangalore
Bannerghatta Road, Bangalore 560 076
Phone: +91-80-2699 3817, 2699 3660
Fax: +91-80-2658 4004
Email: richa.eep@iimb.ac.in
Web: www.iimb.ac.in/eep

Participants interested in the programme may contact IIMB at the above-mentioned address for clarifications, if any. Once registration is accepted, cancellation /refund queries and requests will not be entertained.

