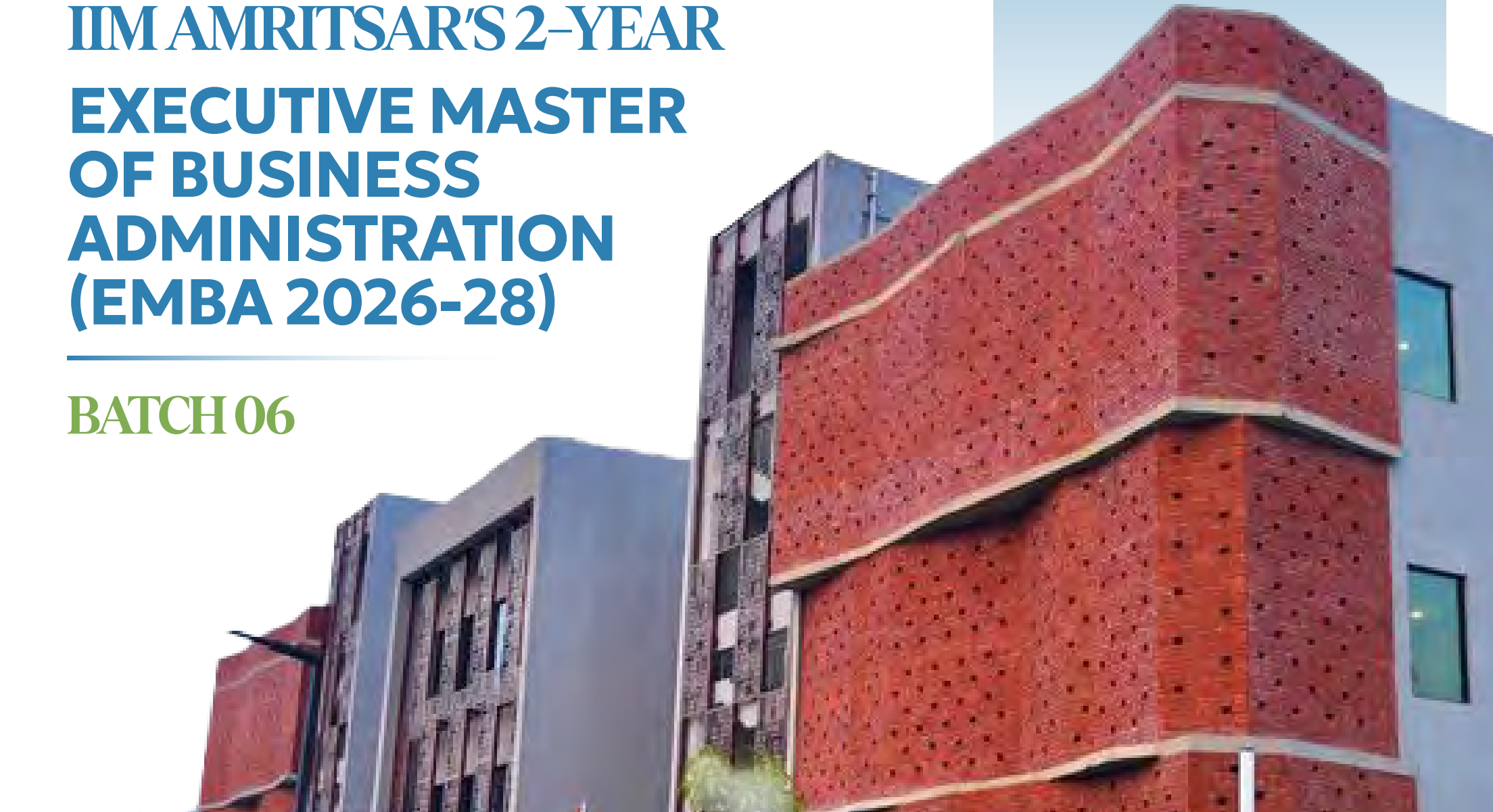
IIM AMRITSAR

ਭਾਰਤੀ ਪ੍ਰਬੰਧ ਸੰਸਥਾ ਅੰਮ੍ਰਿਤਸਰ
भारतीय प्रबंध संस्थान अमृतसर
Indian Institute of Management Amritsar

The EMBA designed for the global stage

# IIM AMRITSAR'S 2-YEAR EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA 2026-28)

## BATCH 06



# Message from Director



At IIM Amritsar, we are committed to nurturing future-ready leaders through a rigorous and transformative management education. Our Executive MBA program is designed for ambitious professionals and entrepreneurs seeking to elevate their careers, enhance their strategic thinking, and lead with impact in an ever-evolving business landscape.

With over three decades of experience spanning academia, research, and industry, I firmly believe that education should bridge the gap between theoretical knowledge and real-world application.
Our EMBA program, with its dynamic curriculum and distinguished faculty, empowers participants to excel in their organizations and contribute meaningfully to society.
I welcome all aspirants to embark on this enriching journey, where they will gain invaluable insights, expand their professional networks, and unlock their full leadership potential. Together, let's shape the future of business and innovation by igniting possibilities that drive meaningful change.

**Prof. Samir K. Srivastava**
**Director, IIM Amritsar**

# Message from Chairperson



"Unlock Your Leadership Potential: Apply for the Executive MBA Programme at Indian Institute of Management Amritsar—Where Global Insight Meets Local Impact! Whether you aim to lead a global enterprise or make a more profound impact locally, our programme equips you with the knowledge, skills, and network to make it happen."

We are consciously expanding our programmes to cater to the diverse needs of the community, state and nation. Our programmes are focused on learner-centric pedagogy with an aim to groom socially conscious leaders for tomorrow. The Executive MBA programme is an excellent opportunity for working professionals and entrepreneurs to embark on an exciting journey to discover their true potential.

I welcome all the aspirants to be ready to add exceptional value to their organisations and rise and shine to take their careers to greater heights!

## Prof. Vartika Dutta, Chairperson – Executive MBA

# Welcome to IIM Amritsar

## Where Leadership Potential Sprouts

Nestled in the vibrant heart of Punjab, IIM Amritsar thrives melding fresh ambition with seasoned excellence. We are a young institute fueled by boundless energy, where every corridor echoes with collaborative spark and every classroom pulses with bold ideas. Here, innovation meets inclusivity, and aspiration finds fertile ground. You'll join a community that celebrates every question, champions every breakthrough, and nurtures leaders who dare to reshape the future—one inspired decision at a time.



# Where all wins are celebrated

We take pride in the work put in by our alumni, and we believe every triumph deserves a callout and a celebration.














# Where communities don't just exist, they empower







# The flagship journey unfolds

An Executive MBA that fits your life. Over 24 months, weekend classes blend live virtual sessions with three strategic campus immersions. You stay in your career while gaining the skills to advance it.

What sets this apart is Denmark. Our international immersion puts you in a different business context entirely, developing the cross-cultural perspective most managers never get. Add personalized executive coaching, Harvard case studies, and integrated field projects that apply directly to your work, and you have 750 contact hours designed for real impact.

This is learning without compromise. Join a community that moves at your pace and celebrates every step forward.






# Program architecture

**Duration:**
24 months

**Format:**
live virtual sessions with strategic campus immersions

**Schedule:**
Weekend-focused

**Investment:**
₹12,00,000

**Learning time:**
750 Contact Hours of live virtual and on-campus instruction

**Campus visits:**
Three Immersions for intensive workshops and peer collaboration

**Alumni status:**
Lifetime Alumni Status and access to IIM Amritsar's Alumni network

**Practical learning:**
Integrated Field Projects applying learning to real-world challenges

**Weekend-only schedule:**
Saturdays (9:00 AM to 5:00 PM)*
Sundays (9:00 AM to 3:30 PM)*

**International immersion:**
Denmark

**Personalised executive coaching**

**Industry masterclasses**

**6 Terms**

# Who is this journey for?

You are a working professional — perhaps leading a team, steering projects, or navigating corporate change — but you know you're destined for more. **You want an edge, a transformation, not just a credential.**

This is your stage. The 2-Year Executive MBA at IIM Amritsar is crafted precisely for leaders like you, blending academic depth with real-world action irrespective of the industry you work in.

- Assistant vice presidents
- Subject matter experts
- Senior managers
- Entrepreneurs
- Consulting experts
- Managers
- Operations trailblazers
- Individual contributors

If you are a working professional with the fire to trailblaze - IIM Amritsar is your home.

## Eligibility:

- Bachelor's Degree in any discipline with consistent academic performance
- ≥3 years of managerial/professional experience
- Valid CAT/GMAT/GRE or IIM Amritsar Admission Test (IAAT) score



# Learning where theory meets real business

**Integrated field projects:**
real-world challenges with faculty mentorship

**Simulation experiences:**
decision-making in risk-free environments

**Multi-modal interactive methodology:**
Live debate, breakout tasks, polls, project assignments all recorded for flexible review

**Learn and apply:**
complete your learning journey



**Case study intensives:**
and global cases refine strategic thinking

**Presentation & communication development:**
Structured feedback and peer reviews for boardroom confidence

**Access to learning resources:**
IIM Amritsar's state-of-the-art Library

## Class timings:

Saturdays: 9 AM to 5 PM (IST)
Sundays: 9 AM to 3:30 PM (IST)
*Sunday sessions may be extended up to 5:00 PM, if required.*

# Your growth blueprint

Explore six terms of dynamic curriculum—from core foundations in people, markets, and numbers to mastery in strategy, transformation, and leadership—guided by clear evaluation: assignments, exams, projects, and participation.

## Term I

- Managing people and organisations
- Managerial economics
- Financial reporting and analysis
- Quantitative methods
- Essentials of marketing

## Term II

- Business computing
- Managerial communication
- Operations research
- Advanced marketing management
- Macro economics and policy

## Term III

- Talent management & development
- Legal aspects of business
- Business Research Methods
- Operations management
- Financial management

## Term IV

- Competition and strategy
- Consumer behavior
- Elective*
- Elective*
- Security Analysis and Portfolio Management

## Term V

- Business intelligence and digital transformation
- Business, society and public policy
- Sales and distribution management
- Integrated field project
- Elective*

## Term VI

- Business ethics
- Capstone simulation
- Strategic leadership and decision making
- Elective*
- Elective*
- Integrated field project

# Electives:

## Marketing and Communications

- Product and brand management
- Business to business marketing
- Digital marketing
- Business storytelling
- Marketing analytics

## Finance, Accounting, and Control

- Mergers and acquisitions & Corporate restructuring
- Financial risk management

## Organisational Behaviour and Human Resources

- Industrial relations and labor laws
- Compensation and reward management
- Negotiations and conflict management
- HR analytics
- Managing career transitions
- International HRM

## Quantitative Methods and Operations Management

- Supply chain management and Logistics
- Services operations
- Project management
- Analytics for cross-functional excellence
- Managing digital supply chains

## Strategic Management & Economics

- Venture capital and entrepreneurship
- Design thinking
- Strategy Implementation
- Strategy thinking
- Advanced strategy: creating and sustaining competitive advantage
- Games of strategy
- Econometric analysis of data
- Time series analysis & business forecasting
- Behavioral economics

## IT and Computational Systems

- Visual analytics
- Business models for digital platforms
- Artificial Intelligence and machine learning

# Your sanctuary of knowledge

Step into our library—a living, breathing hub where curiosity ignites discovery. Beyond shelves of leading management texts, you'll find a digital world at your fingertips: e-books, journals, case studies, and multimedia resources ready to fuel every insight. Whether you seek inspiration at dawn or answers late at night, our remote access keeps learning alive. Here, every question finds its spark, every idea its wings, and every leader their next breakthrough.



# The immersion journey

Reconnect with purpose and peers during three immersive sessions: hands-on workshops, cultural excursions in vibrant Amritsar, fireside chats with industry speakers, and celebrations of alumni successes.



# Global Campus Immersion

The global immersion component represents a distinctive programme feature that extends your management capabilities beyond geographical boundaries. Through immersive experiences in Denmark, you develop the cross-cultural competencies essential for global leadership roles.

Cross-cultural leadership development

An expanded network

Strategic agility

Practical immersion

Cultural iq advantage

Global perspective



# **End-to-end** coaching and masterclasses

**Enrich your journey with Asynchronous Leadership Levers Lectures (Indicative Topics)**

- Resilient Leadership: Leading with Values
- Business Management in Unprecedented Times
- 3 As of Marketing: Agility, Ability, and Authenticity
- DEI: A Strategic Imperative
- Corporate Communications for Effective Stakeholder Engagement and More..

**End-to-end coaching solutions will comprise the following:**

- Kick-off group session
- Psychometric assessment
- Group coaching session
- One-on-one personalised coaching



# Your legacy, inscribed

Upon fulfilling all requirements, you receive the **IIM Amritsar Executive MBA degree** and **lifetime alumni status**—a testament to your dedication and our unwavering support.




## Campus Access & Resources

- Library, labs, and college equipment access during campus visits (subject to availability)

## Community & Networking

- Alumni Chapter meets (online and offline)
- Invitations to Institute annual, sports, and cultural events
- Digital communities for experience sharing and opportunities
- Networking with established professionals and recent graduates

## Career Support

- Career services connecting alumni across batches
- Support for career transitions and new field exploration
- Mentorship opportunities for career path guidance

## Exclusive Privileges

- Lifetime alumni email address (IIM affiliation for professional use)
- Custom merchandise from student clubs and committees

# Hear from your peers



**Pooja Devgan | Manager, Airbnb**
My batch comprises business experts from diverse backgrounds and during class sessions, **they bring so much knowledge and expertise to the table** that I am not only being benefited by the EMBA course but also with real life experiences. The discussion entails economic, business, social, political and humanitarian views that one always feel enriched and truly satisfied.



**Deepika Lodhi | Liaison Officer in India Meta Platforms Inc.**
"IIM Amritsar", is not only a journey to study at one of India's finest institutions but also to become one of the finest professionals. IIM Amritsar Online EMBA programme **gave me an opportunity to pursue my dream and to continue my work commitment simultaneously.** The team of well experienced and highly qualified faculty members are enriching us in every session and making our every weekend more worthy than ever before.



**Gautam Singh | Managing Director, Kessel Sauber India**
Pursuing the EMBA at IIM Amritsar was not just about earning a degree from a prestigious **institute—it was a transformative journey that bridged the gap between industry and academia.** The programme equipped me with the strategic insights and leadership skills essential for navigating complex business challenges. I firmly believe that without this experience, my journey from Operations Head to Managing Director of Kessel Sauber India Pvt. Ltd. would have been incomplete. It’s a lifelong learning experience that continues to empower me in every step of my professional and personal growth.



**Eshwer Shivaprakash | Manager - PR & Marketing, Sun Mobility Pvt. Ltd.**
The learning experience has been truly enjoyable and rewarding. **Contrary to popular opinion, the online classroom environment has made things even more fun and interesting for our batch**, as we are all in our own comfort zones, being the best (uninhibited) versions of ourselves. This helped us all open up and everybody's personalities shone through with little to no effort. When that happens, the stories flow effortlessly (both life lessons, and funny experiences alike)

# Cohort energy & alumni engagement

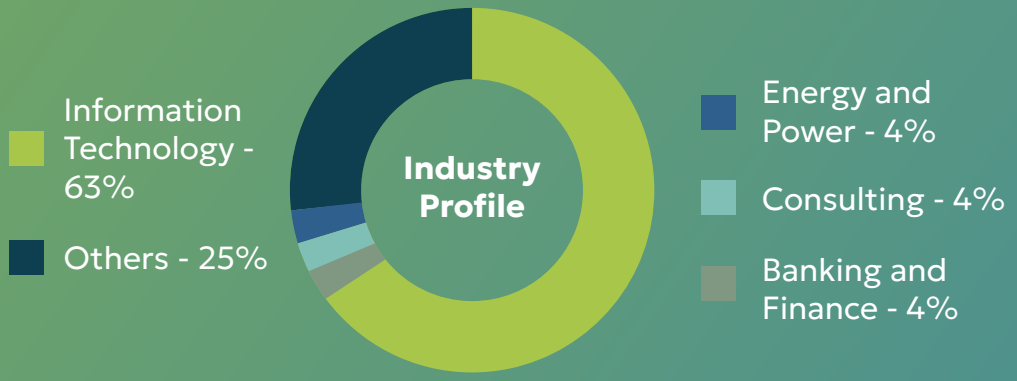
Three times over two years, you step away from screens and into Amritsar. Campus workshops, yes. But also the Golden Temple at dawn, the energy of the Attari - Wagah Border ceremony, conversations over authentic Punjabi meals. These immersions build the relationships that matter—with faculty, with peers, with a city that shaped a nation. Learning happens everywhere here.

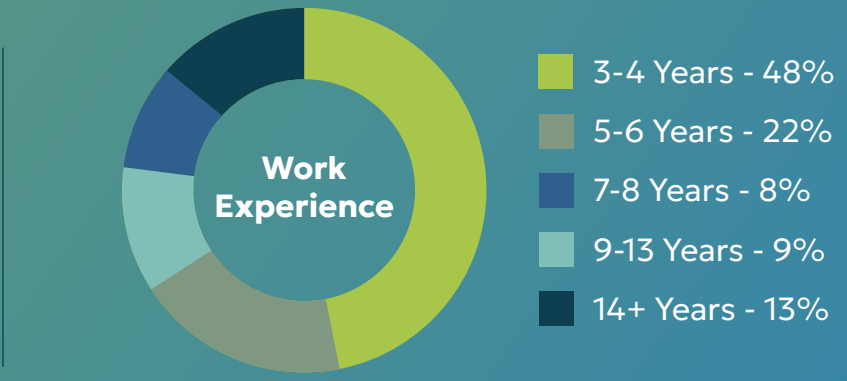





# A mosaic of our brilliance

Our cohorts blend backgrounds—40% Tech & IT, 25% Finance & Consulting, 15% Manufacturing, 20% Others; experience spanning 3 to 15+. years. This diverse mosaic fuels every discussion and connection




## Our learners hail from

accenture · Infosys · ORACLE · TCS TATA CONSULTANCY SERVICES · Meta · pwc

SBI · बैंक ऑफ़ बड़ौदा Bank of Baroda · BAJAJ FINSERV · airbnb · KPMG · Deloitte.

ITC Limited · हिन्दुस्तान पेट्रोलियम कॉर्पोरेशन लिमिटेड Hindustan Petroleum Corporation Limited (A Maharatna Company) · ZEE Entertainment · भारत सरकार GOVERNMENT OF INDIA · SJVN LIMITED

# Ready to start your journey

- You will be shortlisted based on the CAT/GMAT/GRE or IAAT scores.
- Your past academic performance and work experience will also be considered during the shortlisting stage.
- Once Shortlisted you will appear for an online Personal Interview (PI) where they will be evaluated on their suitability for the programme and their leadership potential for handling large teams and projects

## PROGRAM FINANCES

| Particulars | Amount |
|---|---|
| **Application Fee*** | ₹2,950 |
| **Total Programme Fee** (Without Application Fee) | ₹12,00,000 |

## Batch 06 Important Dates :

**Application Deadline:** Refer to website

**Aptitude test:** 7th Mar, 2026

**Interview:** 8th Mar, 2026

**Result Declaration:** 13th Mar, 2026

**Part Payment (₹50,000):** 20th Mar, 2026

**Instalment B (₹1,50,000):** 3rd April, 2026

**Programme Inauguration:** 21st Jun, 2026

**Classes Start:** 27th June, 2026

Apply Now

# Flexible Learning, Flexible payments

Pay in six instalments and fullfill your MBA dreams with ease

| Instalment | Dates | Amount (₹)* |
|---|---|---|
| I | (Part A) | 50,000 |
| | (Part B) | 1,50,000 |
| II | 10th Sept, 2026 | 2,00,000 |
| III | 10th Dec, 2026 | 2,00,000 |
| IV | 10th Apr, 2027 | 2,00,000 |
| V | 10th Jul, 2027 | 2,00,000 |
| VI | 10th Oct, 2027 | 2,00,000 |

# About IIM Amritsar

IIM AMRITSAR

ਭਾਰਤੀ ਪ੍ਰਬੰਧ ਸੰਸਥਾ ਅੰਮ੍ਰਿਤਸਰ
भारतीय प्रबंध संस्थान अमृतसर
**Indian Institute of Management Amritsar**

The Indian Institute of Management (IIM) Amritsar, established as the 15th IIM by the Ministry of Education (formerly the Ministry of Human Resource Development) with support from the Government of Punjab, began its journey with the registration of the IIM Amritsar Society on July 27, 2015. The inaugural batch for the class of 2015–17 was enrolled in August 2015. On October 14, 2015, the IIM Amritsar Board of Governance & Society was formally constituted. IIM Amritsar emphasizes fostering an entrepreneurial culture, encouraging collaboration between students and faculty to develop innovative and enterprising solutions. Aligned with the pedagogy of other esteemed IIMs, the institute offers state-of-the-art facilities, including IT-enabled classrooms and a digital library with access to leading national and international business and management journals.






# About **TimesPro:**

Founded in 2013, TimesPro is a premier Higher EdTech platform focused on enhancing the career prospects of ambitious learners by providing them with the essential skills needed to thrive in a competitive world. The programmes offered by TimesPro are carefully crafted to meet the dynamic demands of industries and incorporate the latest technological advancements, ensuring they are both accessible and affordable.

In collaboration with leading institutions such as the IIMs and IITs, TimesPro delivers executive education programmes. The platform offers a diverse range of educational options, including certificate, diploma and degree programmes, primarily in management and technology. These programmes combine high-quality academic content with practical industry insights, providing participants with significant career advancement opportunities.

Furthermore, TimesPro partners with top organisations across various sectors in India to offer upskilling and reskilling solutions, enhancing employability and contributing to a stronger workforce.

As an initiative of The Times Group, TimesPro is dedicated to transforming higher education through innovative technological approaches.

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