

# GET GLOBAL ACCESS TO ACCELERATE YOUR CAREER & MOVE UP BEYOND THE ORDINARY



**ExEd**  
CENTRE  
[www.asmexed.org](http://www.asmexed.org)

**ASM's Business Excellence  
Program Integrated With  
Harvard Business School Online Programs**



**Harvard Business  
School Online**



**B-School in India to bring Harvard  
Business School Online Programs**



**Integrated classroom sessions  
by ASM Faculty & Industry  
Professionals without disturbing  
your current work schedule**

## **A Must Attend Course For:**

Mid-Career Professionals | Strategy or Consulting Professionals  
Entrepreneurs | Family Business Owners | Government Officials

## **Blended Executive Education Program Advantage**

**PROGRAMS DEVELOPED  
& TAUGHT BY LEADING  
HARVARD BUSINESS  
SCHOOL FACULTY**

**LOCAL CONTEXTUALIZED  
LEARNING WITH  
SEASONED  
ASM FACULTY AND  
INDUSTRY EXPERTS**

**GLOBAL PEER  
COLLABORATION  
& NETWORKING**

**REAL WORLD  
CASE-BASED  
LEARNING**

**HIGHLY INTERACTIVE  
& BLENDED  
LEARNING MODULE**

**3 MINUTE ACTIVE  
LECTURES COMBINED  
WITH CURATED  
EXERCISES AND  
ACTIVITIES**

**EDGE-OF-YOUR-SEAT  
ONLINE LEARNING**

**LEARN AT YOUR OWN EASE**

# Certificate Programs

## 4 TO 8 WEEK COURSES IN BLENDED MODE

Harvard Business School Online Certificate Programs offer a unique and highly engaging way to learn vital business concepts. Course content is designed and delivered by Harvard Business School faculty and the learning is contextualized through local case studies and interactions with seasoned ASM faculty and industry experts. The blended programs provide professionals with an educational experience that's case-based, active, and social, putting you into the shoes of decision-makers, and asks you to grapple with real-world problems and discuss and debate with your peers to reach a solution.

**Each program is developed and taught by leading Harvard Business School Faculty. Contextualized learning through local case studies and interactions with seasoned ASM faculty and industry experts.**



01

### ENTREPRENEURSHIP ESSENTIALS

HBS Online Faculty: William A. Sahlman

Explore the risk and rewards of entrepreneurship  
(4 week Course)

02

### LEADERSHIP PRINCIPLES

HBS Online Faculty: Joshua D. Margolis & Anthony Mayo

Leverage self assessments and 360° feedback to enhance leadership style and approach  
(6 week Course)

03

### NEGOTIATION MASTERY

HBS Online Faculty: Michael A. Wheeler

Enhance your negotiation skills and learn essential tactics to ensure maximum value  
(8 week Course)

04

### LEADING WITH FINANCE

HBS Online Faculty: Mihir A. Desai

Build an intuitive understanding of finance to make smarter business decisions  
(6 week Course)

05

### MANAGEMENT ESSENTIALS

HBS Online Faculty: David A. Garvin & Joseph B. Fuller

Acquire a management toolkit to get things done and move your organization forward  
(8 week Course)

06

### FINANCIAL ACCOUNTING

HBS Online Faculty: V.G. Narayanan

Learn to build and interpret financial statements  
(8 week Course)

07

### ECONOMICS FOR MANAGERS

HBS Online Faculty: Bharat N. Anand

Apply economic principles to business decision making  
(8 week Course)

08

### BUSINESS ANALYTICS

HBS Online Faculty: Janice H. Hammond

Use statistical analysis to answer real business problems  
(8 week Course)

09

### DISRUPTIVE STRATEGY

HBS Online Faculty: Clayton M. Christensen

Drive innovation and strategy for your organization  
\*Also available for private teams  
(6 week Course)

10

### SUSTAINABLE BUSINESS STRATEGY

HBS Online Faculty: Rebecca M. Henderson

Put your values into practice and learn how business can change the world  
(3 week Course)

11

### GLOBAL BUSINESS

HBS Online Faculty: Forest L. Reinhardt

Assess impact of macroeconomics, political and social indicators on business decisions  
(4 week Course)

THE ASM GROUP OF INSTITUTES : IBMR | IIBR | IPS | IMCOST | CSIT | GJC | GEMS

24 COURSES | 2 UNIVERSITIES | 2 CITIES | 6 CAMPUSES



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