



04th Jan 2025

**“SERVITIZATION EXCELLENCE PROGRAMME for HP INDIA SALES PVT LTD”
09th to 11th January 2025**

Dear Participant,

Congratulations on your nomination to the Programme!

On behalf of IIMB and my colleagues at Executive Education, I extend a very warm welcome to you!

The Faculty Programme Director for this programme is

- i) Prof. YLR Moorthi (Marketing), his profile can be viewed at
<https://www.iimb.ac.in/user/100/y-l-r-moorthi>

This customized programme has been designed by the faculty at IIMB in extensive conversations with stakeholders at HP India Sales Pvt Ltd. The key themes emerging from the discussion have been consolidated into modules focusing on Marketing, Services, Strategy, People, and also a mini-project.

This programme comprises of 3 programme days (15 sessions of 75 minutes each), which will be delivered in a single phase, on-campus in-person, as outlined below.

Dates	Duration	Duration/Timings	Mode of Delivery
09 th – 11 th Jan 2025 (3 programme days)	Thur - Sat	9:00 am to 5:15 pm	In-person, on-campus

Programme Certification is subject to meeting the below criteria:

- **100% attendance (participation)**

The programme will commence at **9:00 am** on Thursday, 09th January 2025 and will conclude at 5:15 PM on Saturday 11th January 2025. The venue for the programme will be one of the classrooms on IIMB Campus, which will be shortly confirmed to you.

Please note the following:

- Please plan to reach **IIMB Main campus on Bannerghatta Road before 8:15 AM on Thursday, 09th January 2025.**
- Kindly carry a valid ID card to check-in at the Hotel and while on campus.
- **Please do carry a laptop for all sessions on campus.**
- The accommodation facility **will not be** extended to guests or family.
- A coach will be arranged for everyday pick and drop from the Hotel. The pickup for participants will be around 7.30 am and participants are expected to settle down in classrooms by 8.45 am. **On day one you may have to be available in the classroom by 8:15 am, please note.**
- **Kindly plan your return tickets for flights beyond 9:30 pm (and not before), if checking out on the last day of the programme. Classes will run up to 5:15 pm. It will not be possible for participants to leave the class before that on the last day.**
- **Participants should come to the class on time. Late coming is not permitted in IIMB.**



The course content and programme schedule will be available shortly on IIMB's MOODLE (Learning Management System). To get the most out of the programme, kindly complete the necessary preparatory work assigned to you, including reading case studies, white papers, if any. You are also encouraged to participate actively in the programme and contribute to discussions with faculty and peers. You will also be receiving a separate email providing instructions on access to IIMB's MOODLE and details of virtual classes. The programme feedback forms will also be available in the MOODLE to complete your feedback, post the classroom sessions. Your feedback is very important to us and hence, do take the time to complete this as per the instructions you receive.

The IIMB campus is located on Bannerghatta Road, south of Bangalore and is about 45 kms from the international airport (about 2.5 – 3 hours of drive, in peak traffic). Airport taxis are available from the airport and the one-way fare costs about INR 1200 -2000.

Off Campus Accommodation:

Your accommodation is arranged as mentioned below on single occupancy basis:

Accommodation at	From	To	Contact Nos.
Hotel Green Park, Bannerghatta Road, J. P. Nagar, Bengaluru - 560 083 https://www.hotelgreenpark.com/	08 th Jan 2025 (Wed) (Check-in by 2 pm)	11 th Jan 2025 (Sat) (Check out by 12pm)	Hotel Reception Landlines +91- 80665 15151

Please show this letter at the entry gate.

I would also like to introduce you to the programme management team, who will help you through your journey of the programme:

For all administrative queries related to the program:

Contact Person	Mobile Number	E-mail Id
Ms. Sneha Programme Administrator	+91- 7829475526	sneha.b@iimb.ac.in

In case of Emergency

Contact Person	Mobile Number	E-mail Id
Mr. Ramesh Babu Administrative Officer, EEP	+91- 9448760925	rameshb@iimb.ac.in

I look forward to having you with us on this programme.

Best Regards,

Shine Rajan
Associate Manager – Executive Education Programmes
Indian Institute of Management Bangalore,
Bannerghatta Road, Bangalore – 560076

ABOUT IIMB

Programmes Offered at IIMB

The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. Under the IIM Act of 2017, IIMB is an Institute of National Importance.

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 some of 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.

IIMB has around 100 full time faculty members, more than 1200 students across various long duration programmes and nearly 6000 annual Executive Education participants.

Post Graduate and Doctoral programmes offered by IIMB

- Doctor of Philosophy (Ph.D.), ~ 5 years, Full-time
- Master of Business Administration (MBA), 2 years, Full-time
- Master of Business Administration (MBA), 1 year, Full-time
- Master of Business Administration (MBA), 2 years, Weekend
- Master of Management Studies (Public Policy), (MMS(PP)), 1 year, Full-time
- Master of Business Administration (Business Analytics), (MBA(BA)), 2 years, Full-time
- N. S. Ramaswamy Pre-doctoral Fellowship (Certificate programme)

In addition to the above on-campus programmes, IIMB has been offering Massive Open Online Courses (MOOCs) on edX platform since 2015 to create positive social impact using educational technology. In recognition of IIMB's contribution in the area of Digital learning, MOOCLab's Business School Rankings 2020 has placed it among the top three schools globally.

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 2021 in the Management Education category under the National Institutional Ranking Framework (NIRF) by the MHRD.

Executive Education Programmes

The Executive Education engages with the industry through its various Custom and Open enrolment programmes with a view to impart the knowledge and skills necessary to succeed in today's environment.

IIMB's Executive Education ranks among the Top 50 Global schools as per Financial Times Executive Education Ranking 2022, for the third time in succession, and is the only management school from India to do so.



Centres of Excellence

To focus on new and emerging areas of research and education, Centres of Excellence have been established within the Institute. These 'virtual' centres draw on resources from its stakeholders and interact with them to enhance core competencies. The Centres at IIMB are

- Centre for Capital Markets and Risk Management
- Centre for Corporate Governance and Citizenship
- Centre for Management Communication
- Centre for Public Policy
- Centre for Software & Information Technology Management
- Centre for Teaching and Learning
- India-Japan Study Centre
- Israel Centre
- NSRCEL
- Supply Chain Management Centre

About the Campus

A 100-acre oasis in south Bangalore, IIMB with its all-stone architecture, lush verdant woods and landscaped gardens provides an idyllic environment to engage in management studies, academics and learning. The campus is home to many rare and exotic species of plants, trees and birds. A collection of grey block buildings covered in greens with creepers enveloping entire walls. IIMB has world-class infrastructure that facilitates excellence in teaching, research, consulting and other professional activities.

The IIMB campus owes its architecture to the distinguished architect, Dr. Balkrishna Doshi, the 2018 Pritzker Prize Laureate, widely considered to be the "Nobel Prize" of architecture. IIMB campus was one of Doshi's pioneering architectural work. In Doshi's words "This building is a tribute to stone; a perfect blend of concrete, stone and grey stone that creates the feel of a semi-transparent screen that allows light and breeze to penetrate".

The dream was to create a campus that reflected the ethos of the 'City of Gardens' – green and alive. The campus was built over 20 years and its architecture drew inspiration from the temples in Madurai (South India) and Fatehpur Sikri (North India). Sustainability ideas forms a big part of the building. Natural light illuminates the campus.

Expectations from you as a participant

On-Campus Decorum

Each participant's professional accomplishments and achievements in their respective areas are highly appreciated. At the same time, participants are also expected to maintain the classroom decorum and adhere to the rules of the institute, thereby exhibiting disciplined behavior.



It is necessary that every participant attends every session, including the introductory and valedictory, absolutely on time. Late coming, early leaving, moving in and out of the class during sessions is not appreciated as it distracts the faculty as well as other participants.

IIMB is an alcohol-free and tobacco-free site.

Attendance

Kindly note that the attendance is compulsory for all the sessions. You may confirm your participation only after checking your schedules and commitments (work and personal front), to ensure continuity in your learning process all through the programme duration.



As per IIMB Executive Education policy you require 100% attendance (class participation) in order to receive your programme certificate. If you do not meet this criterion, it will not be possible to provide a certificate. No exceptions will be entertained in this regard.

Mobile Phone Usage

During sessions, mobile phones, laptops and tablets must be switched off. Programmes on quantitative techniques, digital marketing etc., may require the use of a laptop and the participants may use it at the behest of the faculty instructor.



Dress Code

Business casuals are appropriate to be worn during classroom sessions. Participants are expected to wear business casuals or business suits during industrial visits, if any.



Note: Participants must take responsibility for their own valuables and IIMB officials will not be responsible in case of loss of valuables of any kind.



GETTING TO IIMB

The IIMB campus is located on Bannerghatta road, south of Bangalore and is about 45 Kms from the International airport. Airport taxis are available from the airport. Depending on the traffic conditions, it may take anywhere between 1.5 hours and 2.5 hours to reach the campus.

The campus is on the left side of the road immediately after you pass the Bilekahalli bus stop and market area. (If you happen to drive past the entrance to IIMB, you will see Apollo and Fortis Hospitals on your right and you would have to do a U-turn to come back to the IIMB entrance).



Management Development Center

Management Development Centre (MDC) at IIMB campus comprises of 118 fully air-conditioned rooms and provides round-the-clock comfort. This is exclusively for residency of participants of Executive Education Programmes. Residential facility is inclusive of breakfast, lunch, refreshments & dinner. Each room is provided with facilities to prepare coffee/tea, a telephone connection and internet connectivity for lap-tops/computers. The room will have towels, linens, toilet kit which will be periodically replaced. A hair dryer and an iron box will be provided on request. These facilities are meant only for the participants of Executive Education Programmes. The accommodation facility will not be extended to guests or family. Participants can meet their friends and relatives at the MDC lobby after classroom hours and are strictly not permitted inside the rooms anytime during the stay.

The check-out procedure



The participants are requested carry their bags and proceed to the reception in the ground floor to initiate the check-out procedure. It is suggested that the guests complete this exercise between 8:00 AM and 9:00 AM on the last programme day, before proceeding to their classes.

Hand over the room keys and bags to the reception. Ensure that the bags are securely locked before handing it over to the staff at the reception.



The staff at the reception will tag the bags appropriately and hand over a slip to the guests acknowledging the receipt of the bags.

Hand over the acknowledgement slip to the reception desk and collect the bags before leaving the campus in the evening.



The MDC is an exclusive Institute resource. Your cooperation in this regard will help us serve the participants of our programmes and students better. Thank you!

Food & Refreshments

Residential facility is inclusive of breakfast, lunch, refreshments & dinner. It is a multi-cuisine buffet spread.



	Timings
Breakfast	8:00 am to 9:00 am
Lunch	1:00 pm to 2:00 pm
Dinner	8:00 pm to 9:00 pm

Participants who are reporting early/late, are advised to give prior intimation to the MDC Reception (Ph. +80-26993295 /3443/ 3444) about their check-in time, so that the food services can be made available accordingly.

Journals & TV

An English newspaper will be provided to each room every day. A range of journals, newspapers, magazines, multi-channel TV is provided in the MDC lounge as a common facility.

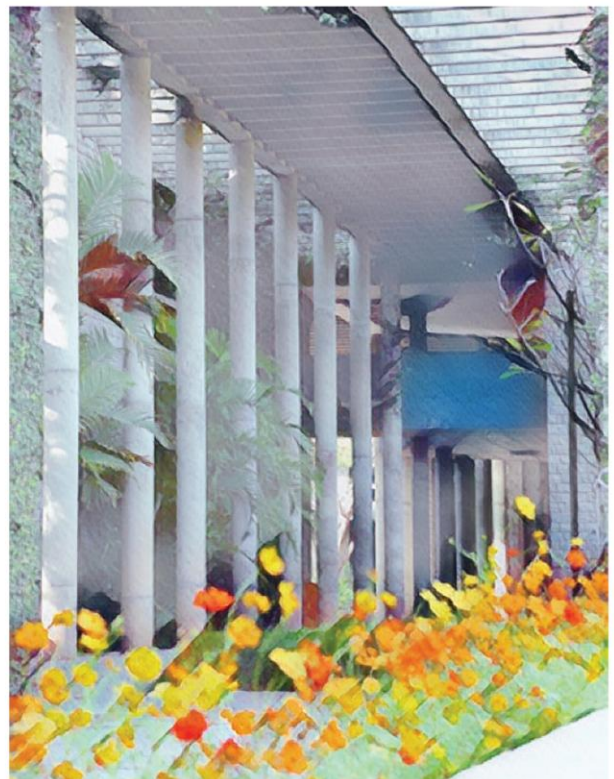
Telephone

Local phone calls can be made from MDC, free of charge.



Laundry

Out-sourced mechanized laundry facility is available on payment basis at the Institute approved rates. Participants can inform the MDC reception about laundry service requirements and are requested to avoid washing personal garments in the room.



Classroom Facilities

At IIMB, participants have access to state-of-the-art classrooms which offers multi-media facilities that augment the educational experience of the participants with a typical seating capacity of 40 participants. The seating arrangement is such that the participants get an unhindered view of the faculty and teaching aids from all sides and the institute has done the best to ensure it in these centrally air-conditioned classrooms.

Internet Connectivity

IIM Bangalore has a large wireless network where one can access the Web from almost anywhere on campus. Email, research, and IIMB's wealth of online resources are always within reach. All of our classrooms, meeting rooms, lounges, and restaurant have wireless Internet access. Wi-Fi coupons will be made available while check-in at the MDC and in the classroom along with the courseware.

Library

IIMB Library is housed in an independent building of 55000 Sq Ft. spread across four levels abutting the amphitheater with a reading area that can accommodate more than 400 users. It is open from 9 am to 10 pm on all days. Its collection comprises predominantly literature pertaining to Business, management apart from other allied areas. The library has a total collection of 2,40,000 documents (books, back volumes of journals, government publications, technical reports, conference proceedings, non-book materials etc.) and subscribes to 2,330 journals.

Health Centre & Pharmacy

Your health and wellbeing is our top priority. For any emergency general service and consultation, you can reach out to our Health Centre and Pharmacy which are open Mon - Sat 8:00 am to 4:30 pm. It is located in Main building - Reception Area. Contact No.: +91-80-26993066.



Leisure & Relaxation

Bangalore is a cosmopolitan city with a vibrant culture. Some of the activities you can do in your leisure time is enclosed in the mail as a separate document- "Things to do in Bangalore".

Other Facilities

The facilities at IIMB Campus include

- State Bank of India Branch inside the campus with ATM facility
- Book Shop
- IIMB Store with IIMB souvenirs / merchandise
- Departmental /grocery store (Athika Stores)
- Food joints inside the campus: Mustard Cafe, Amrith Kalash, Amul Ice Cream Joint

Shopping HUBS

The following shopping centers are available close to the Institute.

- Big Bazaar, Bannerghatta road (opposite IIMB campus)
- Vega City Mall, Bannerghatta Road (about 1.2 kms from campus)
- Brand Factory for apparels, Bannerghatta Road (about ½ km from campus)
- Meenakshi Mall, Bannerghatta road (about 2 kms from campus)
- Gopalan Innovation Mall, Bannerghatta road (about 2.1 kms from campus)
- Central Mall, JP Nagar (about 3.1 kms from campus)
- Forum Mall, Koramangala road (about 6 kms from IIMB campus)



Contact lines:

Main Reception, IIMB	+91-80-2658 2450-54 (24 hours)
M D C	+91-80-2699 3295 / 2699 3443 / 2699 3444
Executive Education Programme Office	+91-80-2699 3091
IT Helpdesk	+91-80-2699 3330
Email	aoeep@iimb.ac.in; eephelpdesk@iimb.ac.in
Fax	+91-80-2658 1602

IIMB CAMPUS MAP



तेजस्वि नावधीतमस्तु

IIMB Campus
(Not to Scale)