

PROSPECTUS 2018



The International Management Institute, Brussels (TIMI)
Grensstraat 7, 1831 Diegem
(Diegem Business Park), Belgium

**UNDER GRADUATE |
POST GRADUATE DIPLOMA |
DEGREE PROGRAM IN MANAGEMENT**

Non Residential Program

POST GRADUATE/UNDER GRADUATE DIPLOMA/ DEGREE PROGRAMME IN MANAGEMENT

The International Management Institute, Brussels is a career building initiative to bring world-class management education at the comfort of your home at the most affordable price possible..

In its endeavor to break new grounds in education, The International Management Institute has designed the Non-Residential Programme in Management. This program is imparted online at the comfort of your home and get a world-class international Diploma/Degree in Management from The International Management Institute, Brussels from a 45-year-old European institute at great value for money.

The program offered by The International Management Institute has a phenomenal focus on Marketing, Digital Media, Leadership, Personality Development and Disruption amongst others.

CERTIFICATION: Students will get a Post Graduate Degree/Diploma in Management from The International Management Institute, Brussels depending on the program undertaken by the student.

ADMISSIONS: The programme will be delivered online as its a Hybrid learning self-paced model.



The International Management Institute is a not for profit private institute. It only gives Post Graduate/Under Graduate Certificate/ Diploma/Degree in Management (UGCM/UGDM/PGCM and PGDM).

The International Management Institute does not give MBA/BBA.

MODULE 1 (FOUNDATION COURSES)

1. Statistical Methods for Business Decisions
2. Marketing Management
3. Organization Behavior
4. Micro Economics
5. MIS and KM
6. Managerial Accounting in Decision Making

MODULE 2 (FOUNDATION COURSES + 1 SUPER SPECIALIZATION)

1. Operations Research & Decision Models
2. Managerial Accounting in Decision Making
3. Advertising
4. Macro Economics
5. OB & HRD

SUPER SPECIALIZATION: DISRUPTIVE MANAGEMENT

MODULE 3 (FOUNDATION COURSES + 1 SUPER SPECIALIZATION)

1. Consumer Behavior
2. Financial Management
3. Marketing Research
4. Distribution Management
5. Quantitative Methods for Business Decisions

SUPER SPECIALIZATION: SOCIAL MANAGEMENT

MODULE 4 (FOUNDATION COURSES + 1 SPECIALIZATION)

1. System Essentials
2. Human Resource Systems
3. Industrial Law
4. Company Law
5. Business Law
6. Logistic and Supply Chain Management

SPECIALIZATION: ECONOMICS & PUBLIC POLICY

MODULE 5

Strategic Mktg for Entrepreneurs Core Specialization
SPECIAL FOCUS ON: Digital Marketing

The marketing strategies of the 21st century - Marketing of small and medium sized companies - Marketing of startups.

1. Sales Management
2. Brand Management
3. Marketing Strategy
4. Services Marketing
5. CRM
6. Business to Business Marketing
7. Database and Digital Marketing
8. Rural & Social Marketing
9. Retail Management

MODULE 6

- HRM Core Specialization
1. Training & Development
 2. Group Dynamics
 3. Manpower Planning
 4. Compensation Management
 5. Strategic HR
 6. Work Psychology
 7. Performance Management & Appraisal System
 8. Cross Culture Management
 9. Advanced Personnel Management
 10. Organization Development

MODULE 7

SUPER SPECIALISATION – INTERNATIONAL MARKETING

1. International Marketing
2. International Marketing Research
3. Export Procedures and Documentation
4. India's Foreign Trade



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