



विद्या परं दैवतम्

IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम
Indian Institute of Management Visakhapatnam

jaro education

Shaping future leaders to
accelerate in VUCA world

Executive Post Graduate Certificate Program in

General Management

(Batch 02)

Designed for working professionals
by IIM Visakhapatnam



Hear from the Director



In the current day's competitive business landscape, information leading to knowledge and knowledge leading to wisdom are the key. For realizing such a pathway, competencies and skills that straddle strategic, operational, and tactical levels are essential. Our curated 'Executive Post Graduate Certificate Program in General Management' delivers these capacities in a capsule and distilled form. Our faculty engaging with the working professionals bring value-added learning, leveraging their impressive teaching and research credentials as well as practical experience. The industry-relevant curriculum combined with case studies ensures that the content is in tune with the current business context. In sum, the program provides cross-functional exposure and prepares the managers – young and experienced - for the current and emerging business challenges, equipping them with the understanding and tools to comprehend, navigate and succeed. The Direct-to-Device (D-to-D) synchronous mode of program delivery and interaction improves the convenience of learning in time and space.

Those aspiring to get recognized and rise high in their careers, cannot afford to miss this great opportunity!

Prof.M Chandrasekhar
Director at IIM Visakhapatnam



Overview

As the contemporary business landscape becomes increasingly complex and unpredictable, organizations need managers with interdisciplinary perspectives instead of mere functional expertise: the COVID-19 pandemic, digital disruption, and the escalating VUCA world further fuel this requirement. Executive Post Graduate Certificate Program in General Management provides skills and tools for practitioners across cross-functional business domains such as Marketing, Human Resource Management, Operations, Entrepreneurship, Finance, Strategy, Information Technology Systems, and Quantitative Techniques. It will foster their ability to guide and follow this ever-changing, highly competitive, dynamic business environment.

Participants will gain perspective on:

- ▶ Comprehensive understanding of the organization's functional dimensions
- ▶ Relationship between managerial decision-making and the financial performance of companies
- ▶ Understand the implication of evolving digital business models and data analytics in the complex business environment



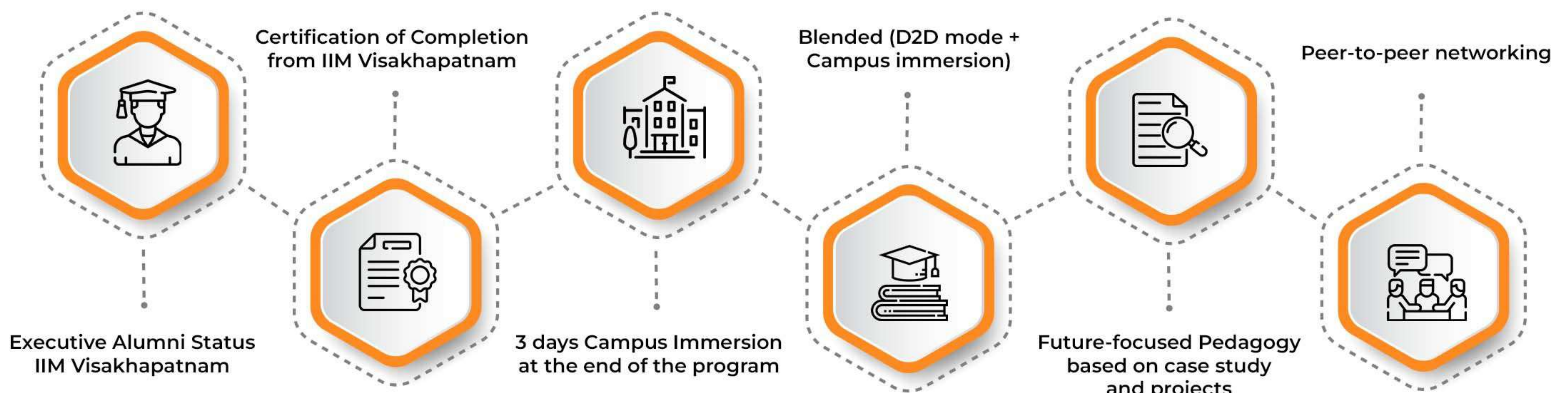
Projected Career Growth

The program enhances individuals' knowledge about business as a whole and the specialized domains and benefits from the scholastic acumen of the faculty involved in designing and conducting the program.

The EPGCPGM Program is designed to shape participants' pertinent outlook and knowledge towards organizations and their own role in creating strong, successful organizations. As EPGCPGM graduates, the learning of participants about the principles of, and skills towards effective management would lead them to increase their opportunities for advancement within their organizations. In addition, the program can help participants to develop a competitive edge in the job market, as employers are often seeking candidates with strong management skills and knowledge. Furthermore, the program can provide participants with access to a network of executive alumni and other professionals, which can lead to new job opportunities and connections. Overall, completing our certificate management program can provide a valuable boost to participants' careers, and help them to achieve their long-term professional goals.



Program Highlights

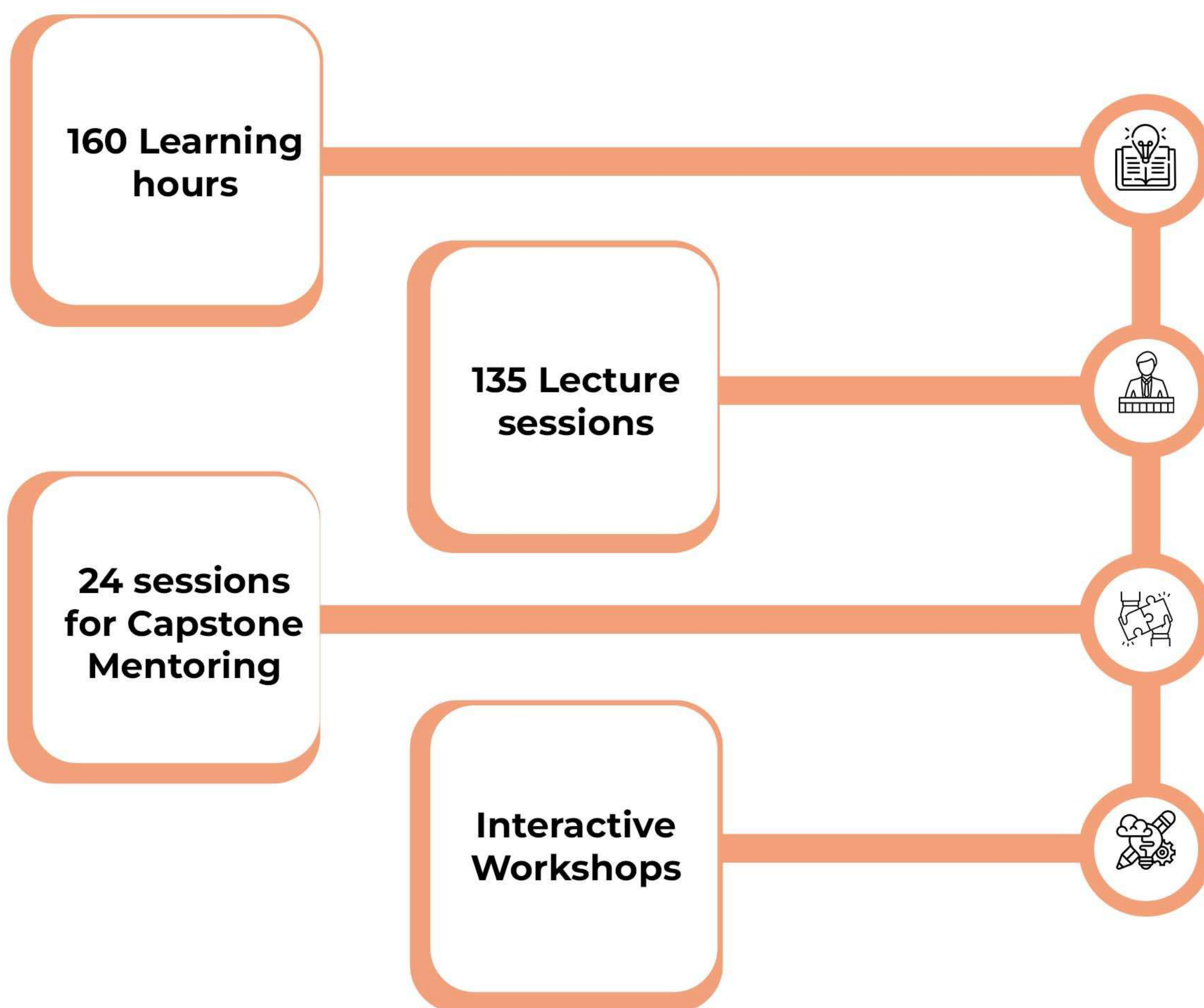


At the end of program, you'll learn

- ▶ Principles and practices of effective management and its applications in multi-faceted contemporary organizational settings
- ▶ Skills and competencies necessary for future leaders and their evolution in leadership roles demanding strategic planning, decision-making, problem-solving and more
- ▶ Challenges and opportunities fuelled by the diverse and ever-changing business environment and honing the ability to envision strategies and subsequently implement them effectively



Pedagogy



Admission Criteria

- Selections will be based on a detailed Profile of the Candidates' needs to elaborate on their Academic record, Profile, Designation, Salary, Roles, Responsibilities, Job Description, along with a write-up on "Expectations from the Program".

Eligibility

- Graduates (10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government/recognized international universities) in any discipline with a minimum of 01-year of work experience after graduation.
- Diploma holders are not eligible to apply.

1. Examinations and Other Evaluation Components

- Each 1.5-credit course of the program will have a minimum of two components of the evaluation. 50% of the evaluation is based on individual effort.
- An indicative list of evaluation components is provided below.
 - End-module examination, at the end of the module in the specified slot
 - Quizzes conducted by faculty in class
 - Project assignments
 - Class participation
 - Oral examination/presentations
 - Take-home assignments
- The scheme of evaluation will be communicated to the students at the beginning of each module.
- All students will be given a number grade point, rounded up to the second decimal place.
- Grade Point Average (GPA): Based on the performance of students in all evaluation components of a course and a four-point grading scale, the course faculty arrives at GPA for each student.
- Cumulative Grade Point Average (CGPA): CGPA is the weighted average of the grade points obtained in all 9 courses (weights being the respective course credits).
- A four-point scale will be adopted for evaluating a student in individual courses. The letter grades are:

Grade	A	B	C	U
Description	Excellent	Good	Satisfactory	Unsatisfactory
Grade Point Average (GPA)	3.50 - 4.00	2.50 - 3.49	1.50 - 2.49	Less than 1.5

2. Conduct of Examinations

- A one-hour slot will be provided for conducting the end-module examination at the end of the module. The faculty may conduct the end-module examination, if any, during the slot provided only. Full detail about the pattern and other details will be provided at a later stage.

3. Re-examination

- In the event of a student obtaining less than the required 1.50 CGPA, re-exam will be allowed 'ONLY ONCE'. No re-exam will be allowed if the attendance is below 50% in that course.

4. Capstone Project

- Students must do a Project as part of the EPGCPGM. There will be a maximum of five students in each project, and a project will be guided by a faculty member of the Institute (viz., Project Guide - PG).
- There shall be a Project Leader (PL) among the students, as may be identified by the members of the group. The PL will inform the group in detail about the PE before the Module-5 teaching commences.
- The Capstone Project will be graded on a scale of 'Excellent', 'Good', 'Satisfactory' and 'Unsatisfactory'.

5. Academic Honors

- 5.1. Merit Certificate: Top 10% of the students based on CGPA will be awarded a Certificate of Merit.

Note: Students who have been found guilty of adopting any unfair/ unethical means or violation of discipline will not be eligible for the award.

6. Executive Alumni Status

- Students who successfully complete the Program will be eligible for the Executive Alumni status of the Institute, provided the alumni fee is paid by the student as prescribed before the commencement of the program.

Program Content

Modules	Sub-modules	Course Credits
Managerial Economics	<ul style="list-style-type: none"> ❖ Introduction to Economics and Market Model ❖ Marginal Analysis ❖ Background to Demand: Consumer Choices ❖ Utility Maximization and Budgets and Elasticity ❖ Background to Supply: Firms in Competitive Markets ❖ Production functions and types of costs. Short and Long-run costs. ❖ Macroeconomics ❖ Data of Macroeconomics ❖ (GDP and Price Level calculation) ❖ Money, Inflation and Banking (Quantity Theory, Speculation and transactional theories) ❖ Labour Market, Unemployment and Inflation ❖ (Different types of unemployment) ❖ Short-run performance of a macroeconomy. 	1.5
Managing People & Organizations	<ul style="list-style-type: none"> ❖ Organization Behavior: Self and Team ❖ Leadership and Organizational Management ❖ People Performance Management ❖ Role of Analytics in HRM 	1.5

Program Content

Modules	Sub-modules	Course Credits
Marketing Management	<ul style="list-style-type: none"> ❖ Introduction to Marketing Management ❖ Consumer Behavior & Market research ❖ Business to Business Marketing (B2B Marketing) ❖ Brand Management ❖ Retail Marketing Management Digital Marketing Fundamentals 	1.5
Financial Management	<ul style="list-style-type: none"> ❖ Overview of Financial Markets and Regulations ❖ Management Accounting ❖ Financial Statement Analysis ❖ Introduction to Equity & Bond ❖ Capital Budgeting and Decision-Making ❖ Capital Structure Decisions 	1.5
Business Analytics	<ul style="list-style-type: none"> ❖ Introduction to R and Descriptive Statistics ❖ Inferential Statistics ❖ Simple and Multiple Linear Regression ❖ Random Forest and Boosting ❖ Text mining and Sentiment Analysis ❖ Decision Trees and Bagging 	1.5
Operations and Supply Chain Management	<ul style="list-style-type: none"> ❖ Operations Strategy ❖ Inventory Management 	1.5

Program Content

Modules	Sub-modules	Course Credits
	<ul style="list-style-type: none"> ❖ Project Management ❖ Six Sigma & Lean Management ❖ Supply Chain and Logistics Management ❖ Service Operations Management 	
Technology Disruption & Martech	<ul style="list-style-type: none"> ❖ Industry 4.0 / Web 3.0 - AI, ML, IoT, Blockchain, Fintech ❖ MarTech Development & Deployment ❖ (The 7 Core Categories of MarTech Tools), Digital Transformation, Digital Product Management, Information security management 	1.5
Strategic Management	<ul style="list-style-type: none"> ❖ Introduction to Strategic Management ❖ Core Competencies Vs Competitive advantage ❖ Internationalization & Global Business Strategy 	1.5
Entrepreneurship and Business Models	<ul style="list-style-type: none"> ❖ Introduction and Innovation Management- Basic Concepts ❖ The Innovative Organization: Structures and Systems ❖ Introduction to Design Thinking and Product Design ❖ Introduction to Design Research Strategies ❖ Introduction to Ideation and Prototyping Strategies ❖ Tools for Design Thinking User Testing 	1.5

Program Content

Modules	Sub-modules	Course Credits
	<ul style="list-style-type: none">❖ User Testing❖ Design Research - tools for observation❖ Business Models -Designing, Experimentation and Pivoting	
Capstone Project		2.5

**The above content of the courses is indicative and is subject to IIM Visakhapatnam's discretion.
The course includes total of 16 credits.

Program Insights

- ▶ **12 Months** Course Duration
- ▶ Commencement Date
April 2023
- ▶ Program End Date
March 2024
- ▶ Session Timings
09:00 am to 11:45 am (2nd Saturdays & all Sunday) including 15 minutes break
- ▶ Application Closure Date
March 2023



Program Fee Structure & Instalment Pattern

Particulars	Amount
Application Fees	INR 1500/- +GST
Total Fees excluding application fees	INR 1,70,000/- +GST

Instalment Pattern		
Particulars	Instalment Amount	Payment Schedule
Instalment 1 (Initial Payment)	INR 70,000 +GST	7 days from the date of offer release
Instalment 2	INR 50,000/- + GST	10th July 2023
Instalment 3	INR 50,000/- + GST	10th Oct 2023



Certification

- ▶ Students will be considered for the award of a Post Graduate Certificate if they complete the minimum requirement of 16 credits. Further, the following criteria apply.
 - CGPA of at least 1.50 in the program.
 - Excellent/Good/Satisfactory grade in the Capstone Project
- ▶ If participants fail to meet the above criteria, they will be awarded only the certificate of participation.
- ▶ The grade sheet will be awarded only if they meet the above criteria.



Know the Facilitators



Prof. Prince Doliya

Program Chair at IIM Visakhapatnam

Dr. Prince Doliya has been awarded a Ph.D. in Accounting & Finance from the Department of Management Studies, Indian Institute of Technology (IIT) Roorkee. His doctoral work investigates auditing issues in International Financial Reporting Standards (IFRS). Prior to this, he received his MBA from the National Institute of Technology, Kurukshetra, majoring in Finance. Before joining IIMV, he worked at T.A. Pai Management Institute, Manipal, as an Assistant Professor. His research interests are International Financial Reporting Standards, Decision making in Accounting & Auditing, and the interplay between Accounting and Entrepreneurship.



Prof. Preeti Viridi

Program Co-Chair at IIM Visakhapatnam

PhD in Marketing- Shailesh J. Mehta School of Management, IIT Bombay

Prof. Preeti Viridi holds a doctorate degree in Marketing from Shailesh J. Mehta School of Management, IIT Bombay. She has keen interest in understanding consumer decision-making processes, especially in the presence of technological support systems like recommender systems, virtual assistants and others. Her thesis work attempted to develop a classification framework for online decision aids and examined the effect of these decision aids in consumer decision-making process both in simulated web-store environment and live e-commerce websites. Her research interests also include social commerce and consumer interaction with digital games. Along with these academic interests, Dr. Viridi enjoys painting and intends to study the intersection of arts and marketing in future.



Prof. Kaveri Krishnan

Assistant Professor at IIM Visakhapatnam

PhD specializing in the Finance & Accounting Area- IIM Bangalore

Prof. Krishnan completed her PhD from Indian Institute of Management Bangalore, specializing in the Finance & Accounting Area. Her work largely focuses in the area of credit rating. Her dissertation explores the efficacy of the credit rating process in India. The thesis also analyses the determinants of credit rating and the impact of the regulatory disclosure requirements on the credit rating process. Her broad research interests lie in the area of Credit Rating, Corporate Finance, and Investments. Prior to her doctoral degree, she completed her MBA and Engineering degree. After her master's degree, she worked in the industry for about three years.

Know the Facilitators



Prof. Prashant Premkumar Nair

PhD degree from IIM Kozhikode

Ex- Assistant Professor at IRMA

Worked with brands like Vedanta, Torrent Power, Deloitte, and NIRMA University

Prof. Prashant Premkumar Nair holds a PhD degree from IIM Kozhikode. Prior to joining IIM Visakhapatnam, he worked as Assistant Professor at IRMA. He has earlier worked with Vedanta, Torrent Power, Deloitte, and NIRMA University in various capacities. His research interests lie in the areas of Network Optimization Problems and Data Analytics.



Prof. Tamali Chakraborty

PhD degree from IIT Bombay

Ex Assistant Professor at IIM Bodh Gaya

Prof. Tamali Chakraborty holds a PhD degree from IIT Bombay. Prior to her PhD, she has worked with various educational institutes in teaching and research roles. Prior to joining IIM Visakhapatnam, she worked as Assistant Professor at IIM Bodh Gaya. Her research interests lie in the areas of Environmental Economics and Developmental Economics.



Prof. Sushil Kumar

FPM (PhD) in Business Policy & Strategy from IIM Raipur

M. Phil in Planning & Development from IIT Bombay

Ex- professor at University of the Fraser Valley Canada

Dr. Sushil Kumar holds FPM (PhD) in Business Policy & Strategy from Indian Institute of Management Raipur India. He has obtained M. Phil in Planning & Development from Indian Institute of Technology Bombay, and MA in Social Entrepreneurship from the School of Management and Labor Studies, Tata Institute of Social Sciences Mumbai. He has more than three years of work experience in industry and academia. Post his PhD, he has taught at the University of the Fraser Valley Canada, Chandigarh campus India and Rajagiri Business School Kochi Kerala. He has also qualified UGC -JRF in Management. He worked as Senior Operations Manager at Nidan Microfinance for more than a year.

Professional Affiliations | Academy of International Business
Academy of Management | Strategic Management Society

Know the Facilitators



Prof. Abhishek Srivastava

PhD degree from IIM Ranchi

Ex- Assistant Professor at IIM Jammu

Worked in Adobe Systems and Verizon in various capacities

Prof. Abhishek Srivastava holds a PhD degree from IIM Ranchi. Prior to his PhD, he worked with Adobe Systems and Verizon in various capacities. Prior to joining IIM Visakhapatnam, he worked as Assistant Professor at IIM Jammu and as an Independent AI & IT consultant for various domestic and international clients.

His research interests lie in the areas of Personalization using Recommender systems, Privacy, HCI & AI Auditing.



Dr. Priyavrat Sanyal

Assistant Professor in the area of Marketing

Fellow Program in Management – Full Time (Ph.D.) from IIM Indore

Ex- Godrej and Boyce Mfg. Co. Ltd and Reliance Industries Ltd

Dr. Priyavrat Sanyal is an Assistant Professor in the area of Marketing. He completed a Fellow Program in Management – Full Time (Ph.D.) from Indian Institute of Management, Indore in the area of Marketing. Before that he completed Masters in Marketing Management from Jamnalal Bajaj Institute of Management Studies, Mumbai and Bachelor of Engineering from Dr. B.R.Ambedkar University Agra. Prior to joining academia, he worked in the industry for almost 12 years in Sales, Service, Marketing and Engineering functions with organizations like Godrej and Boyce Mfg. Co. Ltd and Reliance Industries Ltd. His teaching and research interests include Business to Business marketing, Sales and Distribution management, Marketing Strategy and Social Marketing. He was awarded as an MSME Research Fellow in 2016 by Ni-MSME, Ministry of Industries, Gov. He is also involved in multiple executive programs and consulting projects for government and non-government organizations.



Prof. Balaji Subramanian

PhD in Organizational Behaviour and Human Resource Management area from IIM Kozhikode

MBA (PGDM) from IIM Lucknow

Ex- Thiagarajar School of Management, Madurai

Prof. Balaji Subramanian holds a PhD in Organizational Behaviour and Human Resource Management area from IIM Kozhikode. His doctoral thesis was in the area of institutional theory and alternative organizations, wherein he examined alternative schools in India. Prior to his PhD, he did his MBA (PGDM) from IIM Lucknow. He has close to 10 years of experience in industry and academics. Prior to joining IIM Visakhapatnam, he worked with Thiagarajar School of Management, Madurai. He has an understanding of conducting research in the fields of institutions and organizations; alternative organizations and social enterprises; and teaching-learning processes.

Know the Facilitators



Dr. Aalok Kumar

PhD in Operations Management from Department of Management Studies, IIT Roorkee

MTech in Industrial Management from IIT(BHU) Varanasi with Gold Medal

Dr. Aalok Kumar has been awarded PhD in Operations Management from Department of Management Studies, Indian Institute of Technology (IIT) Roorkee, India, and MTech. in Industrial Management from IIT(BHU) Varanasi with Gold Medal. His PhD work also received the “Excellence in Doctoral Research Award” from IIT Roorkee. He has been awarded with prestigious Newton-Bhabha fellowship (jointly awarded by British Council UK and DST India) at the University of Sussex, UK, and Queen Elizabeth Visiting Fellowship at the University of Regina, Canada (awarded by Government of Canada). Before joining IIMV, he was associated with University of Maribor, Slovenia as a circular economy course instructor. He has more than 5 years of teaching work experience. His research interests are in multimodal logistics planning, data-driven logistics operations in the Industry 4.0 era, electric vehicles-based freight mobility, and resilient logistics systems.



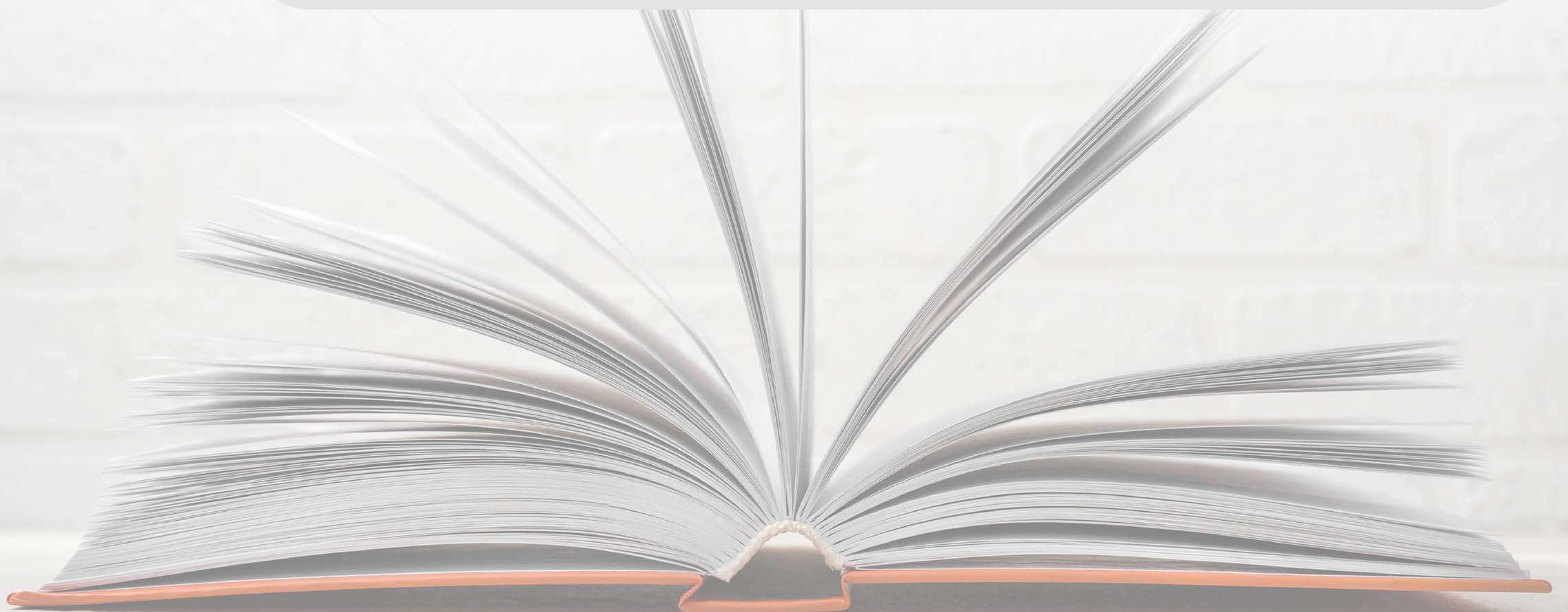
Prof. Karthika S

PhD degree from IIM Bangalore

PGDM from IIM Trichy

Worked with TATA Power and Amrutanjan Health Care Limited

Prof. Karthika S is faculty in the area of strategy at IIM Visakhapatnam. She holds a PhD degree from IIM Bangalore and a PGDM from IIM Trichy. Prior to her PhD, she worked with TATA Power and Amrutanjan Health Care Limited. Her research interests lie in the areas of Process research. Her research so far has been into long histories of organizations using the temporal bracketing method.



About IIM Visakhapatnam



Rating by
Shiksha.com



Outlook ICARE
Rankings 2021



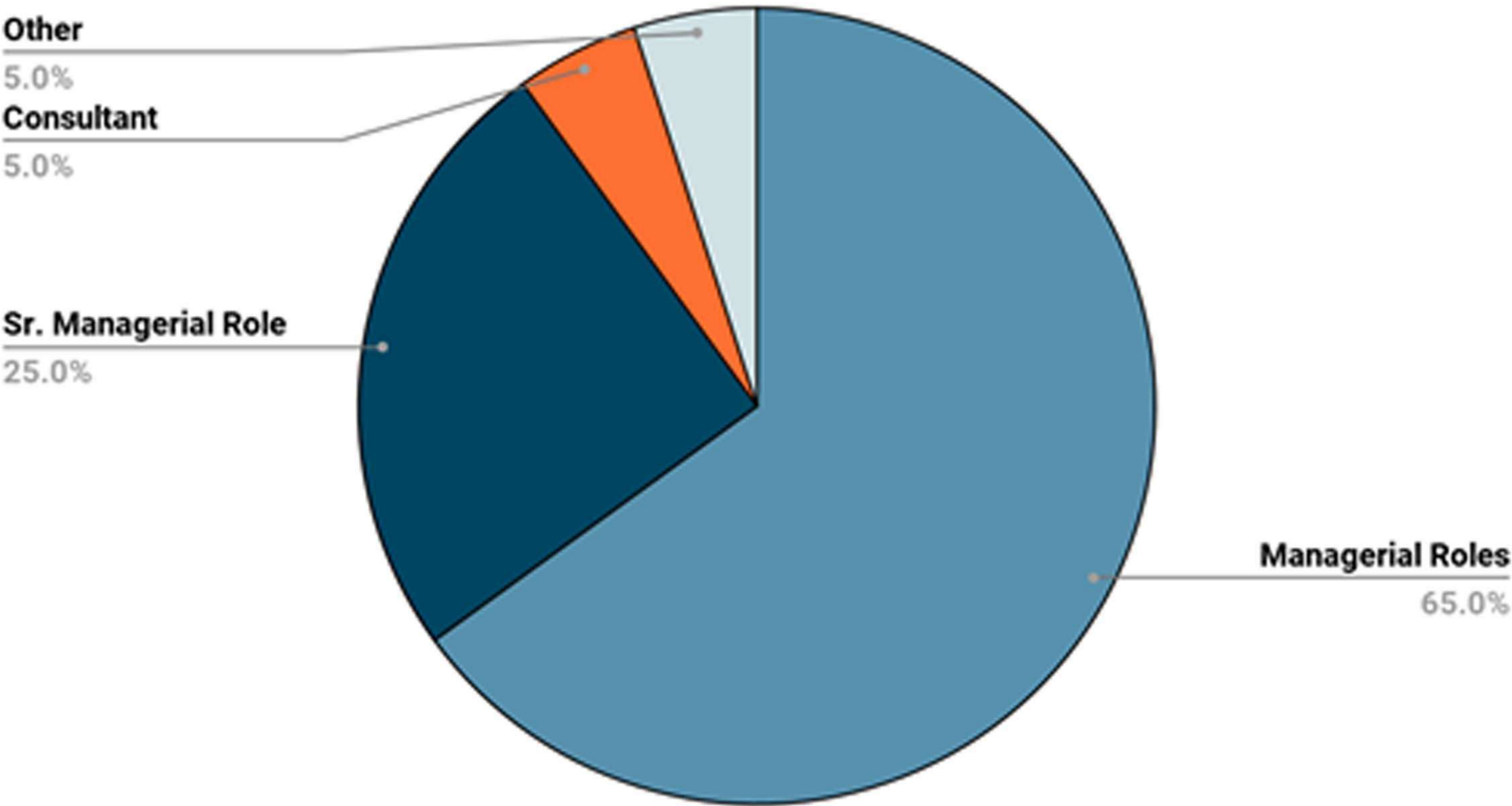
NIRF Rankings
2022

Indian Institute of Management Visakhapatnam (IIMV) belongs to the prestigious IIM family of business schools. It is a new generation IIM, set up by the Government of India in September 2015. The Indian Institutes of Management Act 2017 declares IIMs as Institutions of National Importance, empowered to attain standards of global excellence in management, management research and allied areas of knowledge. Continuing its journey towards steady progress and growth since its inception, IIM Visakhapatnam has already carved out for itself a niche among IIMs, crossing several milestones and maintaining a distinct lead in:

- Having rich knowledge resources and modern infrastructure conducive to learning outcomes of high impact.
- Having a vibrant student cohort with national character (representing 22 states) that excels in academics and co-extracurricular activities and regularly wins competitions pan-India.
- Recording top placements among 10 IIMs. Enjoying excellent linkage with apex industry bodies like CII.
- All faculty with PhDs from top-notch institutions of India and abroad, such as IIMs, IITs, and reputed foreign universities.
- Hosting the largest cohort of women entrepreneurs after IIM Bangalore (Mentor Institute) under a special initiative called the Women Startup Program.



Previous Batch Job Profiles



Top Batch Profiles



Our students are working with



Career Services

Profile Building

Rigorously building the candidate's profiles and resume scrutinizing with their LinkedIn profiles. Jaro Education enables personalised feedback to boost overall virtual presence.

Resume Review

Moving forward with carefully curated resumes reviews that ensures you are interview-ready for the workplace of tomorrow.

Placement Assistance

Get career assistance as per the profile and preferences. On an average, get 5-6 job recommendations to enhance quality employment opportunities

Career Enhancement Sessions

Bridging connectivity to link the best talent with organizations through eminent sessions from top-class industry speakers.

Note:

IIM Visakhapatnam or Jaro Education do not guarantee or promise you a job or advancement in your existing position. Career Services is simply provided as a service to help you manage your career in a proactive manner. Jaro Education provides the career services described here. IIM Visakhapatnam is not involved in any way with the career services described above and offers no commitments.



About Jaro Education

“INDIA'S MOST TRUSTED
ONLINE HIGHER
EDUCATION COMPANY”

1000+

Corporate Associations

3,00,000+

Careers Transformed

2009

Enhancing Career Since



2022

EdTech Leadership Award



2022

National Best Employer Accolade



2019

Economic Times Award



2018

ABP Education Award



2017

Modi Award

Jaro Education has been India's most trusted online higher education company and a pioneer in the Executive Education space since July 2009. The company aims to nurture entrepreneurs and working professionals from entry-level to C-Suite levels in every field and industry by providing executive education programs that meet their needs.

Get in Touch with us

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**Ahmedabad | Bangalore | Chennai | New Delhi/NCR |
Hyderabad | Jaipur | Kolkata | Mumbai | Nagpur | Pune**