



Executive Development Programme in **GENERAL MANAGEMENT**



Classes : Sundays from
10.00 a.m. to 01.15 p.m. IST



Batch: 5



Class Start:
Sunday, 04 February 2024



Duration: 1 Year

PROGRAMME HIGHLIGHTS

- **Certificate of Completion:** Opportunity to earn a certificate of completion from IIM Raipur.
- **Experience the Campus:** Two Campus Immersion modules of 3 days each, at the commencement of the second term and at the culmination of the programme, that provide participants with an opportunity to experience the campus, meet the faculty, and network with fellow participants.
- **Gain Hands-on Experience:** Exposure to Data Analytics with Hands-on experience using MS Excel, R, etc.
- **In-depth Exposure of Emerging Themes:** Special focus on emerging themes such as Digital Economy, Industry 4.0, and Entrepreneurship.
- **Acquire 360-Degree Approach of Management:** Rounded coverage of both traditional and contemporary aspects of business management.
- **Personalized Career Support Services:** 6-month-long individualized and personalized career support services offered by a global leader in Career Transitioning, Talent Management, and Leadership Development, tailored to suit your specific career progression aspirations.
- **Access to an Exclusive Startup Bootcamp:** Exclusive access to a self-paced course in Entrepreneurship and world-class mentorship to help crystalize and accelerate startup ideas – for participants inclined to explore an entrepreneurial pathway. Fast track acceleration support for select start-ups to be provided by INDIA ACCELERATOR.
- **Gain Executive Alumni Status:** Participants successfully completing the programme, will qualify for Executive Alumni status from IIM Raipur

ELIGIBILITY

- **For Indian Participants:** Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- **For International Participants:** Graduation or equivalent degree from any recognized University or Institution in their respective country.
- Minimum of at least 3 years of work experience.



MODULE 1: MANAGEMENT AND BUSINESS ECONOMICS

- Introduction to Management
- Managerial Economics
- Macroeconomics
- Business Environment

MODULE 2: DATA ANALYTICS

- Basics of Statistics
- Big Data Analytics
- Data Mining
- Analytics in Decision Making

MODULE 3: FINANCIAL MANAGEMENT

- Financial Reporting & Analysis
- Financial Statement Analysis
- Corporate Finance
- Financial Institutions & Markets

MODULE 4: HIGHLIGHTS OF MANAGEMENT (3 DAYS ON CAMPUS)

- Emerging Trends
- Managerial Communication
- Business Decision Making
- Spreadsheet Modelling and Simulation

MODULE 5: MARKETING MANAGEMENT

- Marketing Management Fundamentals
- Sales & Distribution Management
- Consumer Behavior & Market research
- Digital Marketing and Integrated Marketing Communication

MODULE 6: OB AND HRM

- Organization Behaviour
- Leadership & Change Management
- People & Performance Management
- HR Analytics

MODULE 7: STRATEGIC MANAGEMENT

- Business Models & Industry Analysis
- Core Competence and Competition
- Corporate Strategies and Internationalization
- Strategic Planning and Execution

MODULE 8: OPERATIONS AND SCM

- Project Management
- Operations Strategy & Lean Management
- Operations and Supply Chain Analytics
- Sustainable Supply Chain Management

MODULE 9: INDUSTRY APPLICATIONS AND VALEDICTORY (3 DAYS ON CAMPUS)

ON CAMPUS SESSIONS

The dates for both the On Campus sessions to be held at IIM Raipur will be communicated in due course. Attendance to the on-campus module is MANDATORY for all participants. The on-campus modules are subjected to the conditions that prevail at the point of time. These conditions pertain to the Pandemic or other unavoidable reasons. In the event that the campus module cannot be held due to such extraneous and completing reasons, adequate alternate options with regards to the on campus modules will be made available via online sessions.

PROGRAMME DIRECTORS



PROF. (DR.) MOHIT GOSWAMI
PH.D. (IIT, KHARAGPUR),
M.S. (MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY, MISSOURI USA)

Prof. Mohit Goswami is a unique amalgam of academics and industry. Prof. Goswami prior to joining academia was associated with global fortune 500 manufacturers/groups including Caterpillar Inc. (Decatur, Illinois, USA), Tata Motors Ltd. (Pune and Jamshedpur) and Tata Hitachi Construction Machinery Co. Ltd. (Jamshedpur) in various engineering and technology management roles. At IIM Raipur, he teaches courses both at MBA and PhD programs. His research interests include new product development, supply chain design, product line management, risk modeling in supply chain. His research has been published in reputed journals as International Journal of Production Research, Journal of Intelligent Manufacturing, International Journal of Advanced Manufacturing Technology. He is one of the select few individuals whose PhD at IIT Kharagpur got awarded in around 2 years 6 months' time. At IIM Raipur, he heads the Admissions for all degree programs. Previously, he had also headed online executive education (ePGP and e-learning) as well as on-campus working executive MBA program.

DR. J. DANIEL INBARAJ
PH.D. (NIT, TIRUCHIRAPALLI), M.B.A (NIT, TIRUCHIRAPALLI)

Dr.J. Daniel Inbaraj is an Assistant Professor in Marketing area at Indian Institute of Management Raipur. He holds a Ph.D., Degree from Department of Management Studies, National Institute of Technology Tiruchirappalli.

He has published research articles in International Review on Public and Non-profit Marketing, Journal of Retailing & Consumer Services, Journal of Media Business Studies, and other reputed journals. He teaches courses such as Brand Management, Retail Management, Business Ethics, Technology Marketing, Rural Marketing, Sales Management, and Services Marketing.

He has served as a resource person for various research workshops on learning the art of literature review, research writing, research methodology, publishing research papers in top-tier journals, and is involved in training professionals and teachers in the areas of Team Building, Creativity, and Problem Solving and Personality development.

He has a professional experience in the field of Institutional Sales as a Senior Executive-Sales (Account Manager) in HCL Infosystems Ltd handing complete IT solutions for defence establishments, telecom sector, and public sector organizations.



FEATURES

- Learn through live online interactive sessions. No isolated learning experience.
- Learn from anywhere and on your own device.
- No expensive and time consuming software/hardware installations required.
- Network with peers and interact with faculty real time.
- Convenient weekend schedules to suit working professionals.
- Request "On Demand" access to the recorded session.
- Access all study material and learning aids from within the LMS.

PROGRAMME FEES

PROGRAMME FEE: RS.2,31,000 + GST / USD 4600

INSTALLMENT SCHEDULE

INSTALMENT 1	INR 40000 + TAX / USD 800	AT THE TIME OF REGISTRATION
INSTALMENT 2	INR 41000 + TAX / USD 800	02 FEBRUARY 2024
INSTALMENT 3	INR 50000 + TAX / USD 1000	05 MAY 2024
INSTALMENT 4	INR 50000 + TAX / USD 1000	20 JULY 2024
INSTALMENT 5	INR 50000 + TAX / USD 1000	20 OCTOBER 2024

- **Payment Option 2:** Make a down payment of INR 40000 + GST and avail loan on the remaining INR 1,91,000 + GST

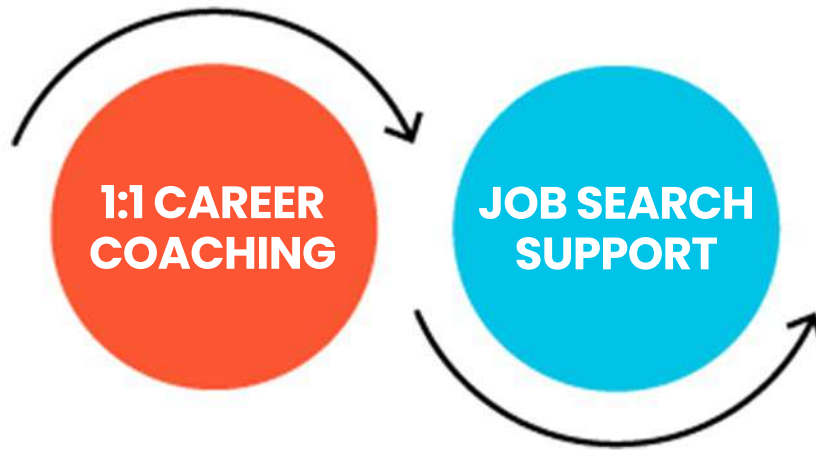




6 MONTH-LONG PERSONALISED CAREER EXCELLENCE PROGRAMME

UNLEASH YOUR TRUE POTENTIAL





01

Holistic Career Coaching

- Uncover your values, career interests & development areas
- Leverage industry & role insights

02

Rigorous Job Search Support

- Group job search support for 3 months
- Possibility of working in your dream organization

03

RightEverywhere (Digital Platform)

- Leverage tools & comprehensive guidance
- Access to more than 3500 behavioural, managerial, leadership & functional courses

ABOUT RIGHT MANAGEMENT

40,000
People
to Work
Everyday

12 million
Interviews
Every Year

3.5 million
People
Transitioned
into New
Roles

Right Management is a part of ManpowerGroup (A Fortune 500 organization) and currently operates in more than 40 countries. We leverage our deep industry expertise and understanding of what organizations want and provide end-to-end capabilities across the talent lifecycle. From talent attraction and acquisition to upskilling, development and retention, we provide seamless delivery, leveraging best in breed technology, and extensive workforce insights across multiple countries at scale.

WHO SHOULD ATTEND

- Business, Functional and/or Managers who aspire to or are expected to move into higher echelons of management.
- Working professionals with considerable experience in their respective domains keen to broaden their horizons through academic interventions and training in the field of general management.
- Business Heads, Leaders and Practicing Managers who wish to undergo a structured learning in the concepts, theories, practices and developments in the field of management.
- Entrepreneurs and business owners who desire to gain practical skills across different aspects of business management.

PEDAGOGY

The delivery would comprise a judicious mix of live virtual lectures, discussions, case studies and experience sharing through peer discussions. The course design is oriented to facilitate learning through association of the various management concepts and its application in the business world. Across different modules, participants may be encouraged to apply or relate their in-class learning to live situations at work, peer learning therefore would be a key pillar of the process. Take-home projects may be assigned in certain modules.

All enrolled students will also be provided access to our comprehensive LMS through which students may access other learning aids, reference materials, assessments, case studies, projects and assignments as appropriate. Throughout the duration of the course, students will have the flexibility to reach out to the professors, real-time during the class or offline via our LMS to raise questions and clear doubts.

ASSESSMENT & CERTIFICATE

Evaluation methodology is the discretion of the faculty. The methodology includes online exams, case analysis, class contribution and any other component as decided by the respective course faculties. A minimum of 75% attendance is a prerequisite for the successful completion of this program. The programme may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organizational decision scenarios. The participants will have to secure the minimum pass marks in the respective evaluation components.

Participants who successfully complete the same and satisfy the requisite attendance criteria, will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation certificate. NO separate Transcript or Marksheet will be provided by IIM Raipur to participants.





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