



# Executive Education

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

विद्याविनियोगादिकामः



## Accelerated General Management Programme - Batch 15 [AGMP-BL15]

# Accelerated General Management Programme Blended Learning - Batch: 15 (AGMP-BL15)

## Programme Overview

This one-year programme has been designed specifically to equip working professionals with aspects of general management in a global business environment. This programme comprises of functions of business management as well as contemporary and new age topics which will enable participants to broaden their business perspective and develop on tools and techniques required for managing today's businesses.

## Programme Objectives

- To give an opportunity for bright and aspiring managers at the senior and middle levels (in large corporates) to understand the concepts, paradigms and theories underlying management.
- To understand how management as a set of functions can contribute to effective decision making, leadership and help in developing the strategy and organization of the business.
- To develop skills required to take strategic and managerial decisions such as planning, organizational design and change management, implementing new strategies, mergers and acquisitions, operational strategies, manage interfaces with the public, media, and government.

## Programme Highlights

- A top ranked general management program designed specifically for working professionals
- An interactive and immersive learning experience driven by a variety of novel pedagogical approaches
- A blended learning program with the flexibility of remote on-site sessions along with periodic on-campus modules
- A diverse cohort enabling cross-functional peer learning
- The opportunity of continued association with a globally renowned management school through the alumni status

## Who Should Attend

- Specifically designed for working executives with the flexibility of interactive onsite learning.
- Programme has been designed from a top-down perspective wherein the business context and the firm is always primary rather than the tools and techniques.
- Case pedagogy provides an action orientation to the learning process.
- A campus module allows networking with the peers and bonding with the institution and faculty.

## Pedagogy

The pedagogy will be highly interactive. It will leverage use of technology. It will consist of a judicious blend of lectures, real life case studies, quizzes, and assignments.

## Programme Contents

- Pedagogies of Learning
- Quantitative Decision Making
- Managerial Computing
- Financial Reporting and Analysis
- Microeconomic Analysis and Policies
- Marketing Management
- Developing Human Resources
- Managerial Communication
- Organizational Behaviour
- Organization Dynamics
- Managing Cost and Control
- Managing Information Systems
- Economic Environment and Policies
- Operations Management
- The Social Media and Communicating Corporate Reputation
- Legal Aspects of Business
- Retail Management and CRM
- Business to Business Marketing
- Performance Appraisal & Rewards
- Leadership: Behaviour, Motivation and Performance
- Corporate Finance
- Advertising & Sales Promotion
- Competitive Strategies for Growth
- Business Analytics and Big Data
- Design Thinking and Innovation
- Corporate Strategy and Innovation
- Digital Marketing
- Environment, Sustainability and Corporate Governance
- Managing Negotiations
- Capstone

## Eligibility

- Working professionals with at least five years of experience, ideally up to 10 years. The applicants should, at a minimum, be a graduate in any discipline with 50% or more marks.
- Participants would be selected based on assessment of their work experience, academic background, and motivation to do the programme as demonstrated in the application form.
- Those with up to 15 years of experience but only in one functional domain, will also be considered.

**Course Duration:** Spread over one (1) year.

**Mode of Delivery:** Online classrooms at Jaro Education centres and campus modules at IIM Ahmedabad (Subject to government regulations).

# Accelerated General Management Programme Blended Learning - Batch: 15 (AGMP-BL15)

## Faculty Co-Chairs

Prof. Swanand Deodhar

Prof. Arnab K Laha

## Teaching Faculty\*

Prof. Adrija Majumdar

Prof. Akhileshwar Pathak

Prof. Akshaya Vijayalakshmi

Prof. Amit Karna

Prof. Amit K. Nandkeolyar

Prof. Anand Kumar Jaiswal

Prof. Anish Sugathan

Prof. Ankur Sinha

Prof. Asha Kaul

Prof. Chitra Singla

Prof. Debjit Roy

Prof. Ellapulli Vasudevan

Prof. Kavitha Ranganathan

Prof. Naman Desai

Prof. Parvinder Gupta

Prof. Pradyumana Khokle

Prof. Pritha Dev

Prof. Promila Agarwal

Prof. Rajat Sharma

Prof. Rajesh Chandwani

Prof. Sandip Chakrabarti

Prof. Sanket Mohapatra

Prof. Sriram Sankaranarayanan

Prof. Subhadip Roy

Prof. Swanand Deodhar

Prof. Viswanath Pingali

\*Faculty may change with/without any notice.

## Dates and Module Details

Last date to apply : **August 31, 2024**

Application fees (To be paid during online application) : **INR 2000 + GST\* (Non-refundable)**

### Tentative schedule

Course Commences On : **September 11, 2024**

Technical Orientation by Jaro : **September 7, 2024 (6:00 pm onwards)**

Online Session Schedule : **Saturday & Sunday (2:00 PM to 5:00 PM)**

First Campus Module : **September 11-14, 2024**

Interim Campus Module : **March 17-20, 2025**

Final Campus Module : **September 15-18, 2025**

\*\* (The campus module dates are subject to government regulations.)

## Programme Fees :

INR 8,00,000/- + GST\*

## Programme Fees Payment Plan

	Programme Fee and Campus Module Charges			
	Initial Payment	First Instalment	Second Instalment	Final Instalment
Programme Fee Instalment Schedule	As per the offer letter	January 10, 2025	April 10, 2025	July 10, 2025
	INR 2,00,000/- +GST	INR 2,00,000/- +GST	INR 2,00,000/- +GST	INR 2,00,000/- +GST
* GST will be charged extra on these components, at present it is @18%.				

Fees to be paid directly to IIMA only through Payment Gateway:

<https://payments.iima.ac.in/online/pg/314>

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## Evaluation Methodology

IIM Ahmedabad shall carry out the evaluation required for certification.

Participants are evaluated based on assignments, quizzes, and examinations for all the courses. Participants will be given any one of the following grades: "Satisfactory Plus" (S+); "Satisfactory" (S); "Unsatisfactory" (U). A participant will be asked to leave the programme and the fees will then be forfeited in any of the following cases:

1. If a participant gets 2nd U for academic indiscipline wherein Academic Indiscipline includes cheating/ copying/ plagiarism in assignments and examinations and facilitating cheating in anyway or is found having integrity issue during the programme.
2. If a participant gets 4th U for under-performance.
3. If a participant gets 1 U for academic indiscipline and 3Us for under-performance.
4. The norms of the programme require a participant to attend at least 80% of attendance to become eligible to receive the certificate, failing which a participant won't be awarded the certificate.

## Certification

At the end of the Programme, eligible participants will receive a Certificate of Completion (CoC) of the Programme from IIM Ahmedabad subject to the assessment and attendance criteria being fulfilled.

## IIMA Alumni Status

Alumni status can be awarded subject to fulfilling evaluation criteria and all the terms and conditions of the programme.

## Library Access

Restricted remote access to the library resources will be provided for the programme duration.

## How to Apply

Interested candidates may apply using the following application link:

[https://enrollment.jaroeducation.com/online/student\\_register](https://enrollment.jaroeducation.com/online/student_register)

For any assistance, call on Mobile: +91 7506505142 or drop an email to [inquiry-blp@iima.ac.in](mailto:inquiry-blp@iima.ac.in)

Service Provider:

# jaro education

Jaro Education is India's most trusted online higher education company. The Edtech firm, a pioneer in the executive education industry, was founded in 2009 and has been the first mover in the online executive education space. The leading Edtech firm aims to nurture entrepreneurs & working professionals from entry-level to C-Suite level in every field and industry by offering executive education programs. Having been recognized for changing the landscape of online education in India, Jaro Education has transformed the careers of over 3,50,000+ professionals in the last 14+ years through its 23+ learning centres across India.

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



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## Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting, and research facilities in management.

### Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA-FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA-PGPX)
- Short duration Executive Education programmes through open enrolment, customisation and online for various levels of experienced professionals across industry
- Armed Force Programme (AFP)
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)
- Online MBA

The Institute has 100 plus faculty members working in the following management areas and centres:

### Disciplinary Areas & Groups

- Centre for Management in Agriculture
- Communication
- Economics
- Finance and Accounting
- Information Systems
- Marketing
- Organisational Behaviour
- Operations and Decision Sciences
- Public Systems Group
- Organisational Behaviour
- Ravi J. Matthai Centre for Educational Innovation
- Strategy

### Interdisciplinary Centres

- Arun Duggal ESG Centre for Research & Innovation
- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship (CIIE)
- Centre for Management of Health Services (CMHS)
- Centre for Transportation and Logistics
- Gender Centre
- India Gold Policy Centre (IGPC)
- JSW School of Public Policy
- Misra Centre for Financial Markets and Economy (MCFME)
- NSE Centre for Behavioural Science in Finance, Economics and Marketing



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