



IIM NAGPUR
भारतीय प्रबंध संस्थान नागपुर
Indian Institute of Management Nagpur

Batch 06

Forge the Future with Farsight Leadership

Post Graduate Certificate Programme in

GENERAL MANAGEMENT

Programme by IIM Nagpur



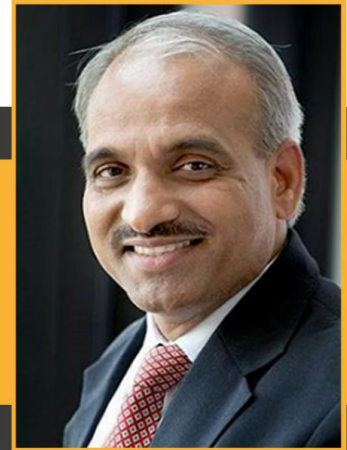
Marketing Partner

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DIRECTOR'S MESSAGE

Dr. Bhimaraya Metri

Director, Indian Institute of Management Nagpur



I take pleasure in welcoming you to IIM Nagpur (IIMN). IIMN was established in 2015 as the first of the third generation IIMS, by the Ministry of Education, Govt. of India. Its location in Nagpur, the Orange City, makes IIMN equidistant from the major metropolises – Delhi, Chennai, Kolkata, and Mumbai – in terms of travel time by air. Since its inception, IIMN has attracted talented faculty members with commendable experience in research and teaching. Faculty members at IIMN are engaged in management consultancy, research, training and industry collaboration for creating and disseminating cutting-edge knowledge. Its location at the very centre of industrial activity offers IIMN a natural advantage, enabling greater connections and partnerships with businesses across sectors in SEZ and MIDC-designated zones. IIMN's unwavering focus on pioneering exceptional industry partnerships to lead the way in providing real-world experiences prepares our programme participants for life bringing corporate into classrooms' to hone relevantly skilled talent for the ever-evolving corporate world. One of the first premier institutions in the country to seamlessly make the shift from physical to online over the past year, IIMN is well-equipped to conduct Executive Education Programmes (EEPS) for executives from public and private sector undertakings. Keeping the New Education Policy (NEP) 2020, digitalization and lifelong learning in mind, IIMN has launched online certificate programmes for skilling-reskilling-upskilling the executives in highly specialised areas of management. We anticipate that these programmes would enable executives to fully realise the opportunities ahead in a digitally disruptive world. With its unique advantages, IIMN is an exciting place to learn, grow and be the 'champions of change'. We welcome you to join our IIMN community of faculty, staff, students and alumni who are shaping the future of work.

GENERAL MANAGEMENT AS A CAREER:

Industrial Insights and Analytics

A 10-year study of a data set of more than 17,000 C-suite executive assessments found that 90% of CEOs had general management experience.

*India Today

Employment in management occupations could grow faster than average from 2022 to 2032 and result in about 1.1 million new jobs.

*U.S. Bureau of Labor Statistics

Better Management Could Spur a New Era of Economic Growth.

*Harvard Business Review

66% of business leaders believe that digital transformation is crucial for their organization's survival, highlighting the growing importance of managerial roles in navigating technological changes.

*Gartner



PROGRAMME OVERVIEW

The Post Graduate Certificate Programme in General Management (PGCPGM) by IIM Nagpur is aligned with the institute's goal of providing working executives with opportunities to enhance their management knowledge and skills. The programme's structure, delivery mode, session timings, and pedagogy are carefully designed to help professionals balance their workplace commitments with their aspirations for continued professional development. Through a comprehensive curriculum and flexible scheduling, PGCPGM ensures participants can seamlessly integrate learning with their work responsibilities. Innovative teaching methods, including case studies and real-world projects, enhance the learning experience and equip executives to effectively tackle complex business challenges.



PROGRAMME HIGHLIGHTS

- Certificate of Completion by IIM Nagpur
- Executive Alumni Status - IIM Nagpur
- 3 Days of Campus Immersion
- Industry-led Pedagogy
- Learn from IIM Nagpur faculty and Industry Experts
- Peer-to-Peer Networking Opportunities
- 156 Hours of Rigorous Learning
- Focus on business use cases and simulations

PROGRAMME CONTENT

Module 1

1 Managing Oneself and People

- Perception: Understanding Different Perspectives
- Understanding Self and Others
- Understanding and Managing Emotions
- Effective Decision Making

2 Statistics for Managerial Decision Making

- Business Statistics for Quantitative Data Analysis
- Statistical Methods for Forecasting and Planning

3 Managerial Economics

- Economics for Everyday Decision Making
- Macro-economic Systems and Globalization

4 Management Accounting

- Analysing Financial Statements
- Managerial Decisions using Financial Ratios
- Cost and Profitability Management: Cost Accounting Basics

5 Emerging Trends in Marketing

- Value Creation for Customers, STP
- Analysing Markets and Assessing Demand
- Digital Marketing and Leveraging Social Media
- Services Marketing and Managing Service Personnel

Module 2

1 Creativity and Innovations

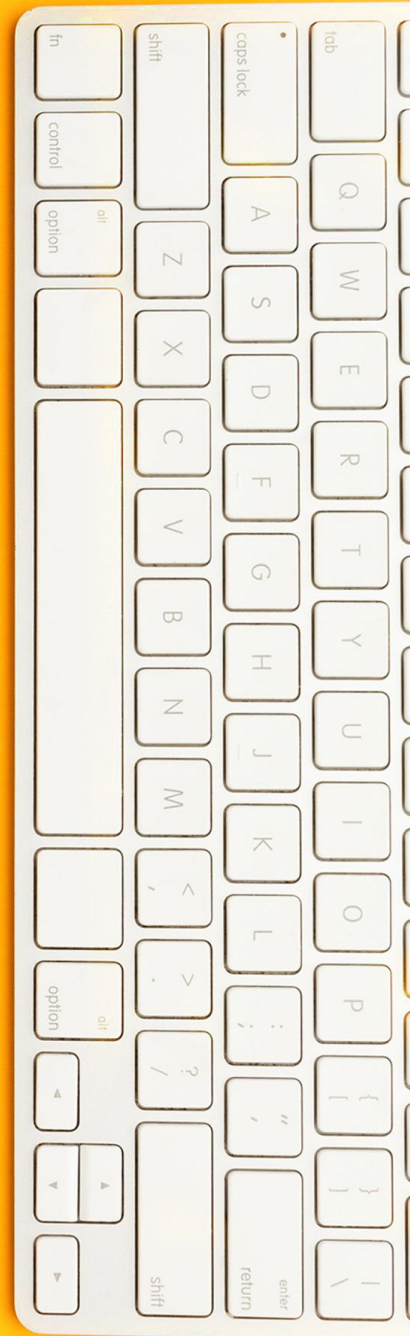
- Developing an Entrepreneurial Mindset
- Design Thinking Approach
- Developing an Innovation Strategy

2 Effective Interpersonal Communication

- Managing Difficult People
- Reading Body Language and Non-verbal Cues
- Developing Listening skills
- Communication in High Diversity Workforce

3 Managing Information System

- Analytics Consulting and Industry Overview
- Digital Disruptions for Competitive Advantage



4 Strategy Formulation for Profitable Growth

- Vision, Mission and Organizational Objectives
- Understanding External Environment and Organizational Resources/ Capabilities
- Strategic Decision Making and Strategy Formulation
- Strategy Implementation and Organizational Transformation

5 Operation Management

- Performance dimensions, Alignment with Overall Strategy
- Alignment of Operations Management with Other Functional Areas
- Process Flow Diagram, Bottleneck, Uncertainty, Volume variety, Product Process Matrix

6 Corporate Governance and ESG

- Governance Partnership: Investors, Organization, Directors, Executive Leadership
- Corporate Social Responsibility: Changing Expectations, CSR Strategies
- Business Sustainability and Triple Bottom-Line (People-Planet-Profit) Approach

7 Supply Chain Management

- Supply Chain Coordination-I
- Mapping Supply Chain
- Role of Collaboration
- Incentive Compatibility
- Supply Chain Coordination-II
- Implementation Issues
- Role of Technology
- Coordination Issues-I: Role of Information in Supply Chain
- Coordination Issues-I: Bullwhip Effect
- Supply Chain Contracts-I
- Supply Chain Contracts-II

Module 3

1 Understanding Consumer Behavior in Digital World

- Understanding Consumers and Crafting the Product Strategy
- Managing Customer Growth and Profitability
- Consumer Behavior and the Sharing Economy & Course Review

2 Advance Data Analytics

- Predictive Analytics
- Basics of Business Forecasting
- Customer Segmentation and Targeting
- Basics of Natural Language Processing

3 Corporate Finance

- Understanding Cost of Capital and TVM
- Capital Budgeting & Investments
- Evaluating Projects: NPV, IRR, etc.
- Dividend Decisions

4 Digital Transformation

- AI, BA, IoT & Data Science
- Business Rationale for Digital Transformation
- Leveraging Technology for Business Excellence

Note:- This is an indicative list of course topics and is subject to change and may be updated or revised based as per IIM Nagpur's discretion.

PROGRAMME DETAILS

Duration

- 12 Months

Delivery

- Direct-to-Device (D2D)

Campus Immersion

- 3 Days of Campus Module

Eligibility

- Educational Qualification: Diploma (10+2+3) or Bachelor's Degree or equivalent (10+2+3 or 10+2+4) or 2 Years Master's Degree or equivalent from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- Years of Experience: A minimum 2 years after completion of qualifying education.
- Participants who fulfil the above criteria and are having a career gap/not working are also eligible to apply for the programme.

Session Timings

- Sunday, 2:00 PM to 5:00 PM



Application Closure Date

Closing Soon

Commencement Date

Technical Orientation (21st December, 2024)

PROGRAMME FEE DETAILS

PROGRAMME FEE STRUCTURE

Application Fee - INR 2360/-
(including GST)

Total Programme Fee
(Exclusive of Application Fee)

INR 2,55,000/- + GST*

Instalment Pattern

Instalment 1 : INR 85,000/- + GST
As mentioned in the offer letter

Instalment 2 : INR 85,000/- + GST
15th March, 2025

Instalment 3 : INR 85,000/- + GST
15th June, 2025

*All the amount mentioned above are exclusive of GST except application fee (which is inclusive of 18% GST).

WHO CAN ATTEND



- Early-career working executives on track for taking up middle management or leadership roles in the organization and/or industry should take up this programme.
- This programme is designed for professionals working in MNCs, private corporates, PSUs, Government departments and family businesses.

PEDAGOGY



Blended
Learning Mode



Online
Lecture



Case
Discussions



Group
Projects



Experiential
Exercises



Role
Plays



Simulation
Games

Note:- The above is an indicative list of pedagogical approaches/curricula/libraries/etc. used in the delivery of the intake.



CERTIFICATION

- Participants who successfully complete the programme and fulfil all the requirements prescribed will be awarded a **“Post Graduate Certification Programme in General Management”**.
- Participants will also be accorded **IIM Nagpur’s Alumni Status**.



HEAR FROM OUR ALUMNI



Mr. Rakesh Nandan Sharma

Vice President
Barclays

"Illustrating my journey with IIM Nagpur's Post Graduate Certificate Programme in General Management, I can confidently say it has been a game-changer in enhancing my managerial skills and propelling my career to new heights. The programme's dynamic and rigorous curriculum, coupled with an intense focus on practical application, provided me with a rock-solid foundation in management principles. Beyond the classroom, the diverse learning environment and networking opportunities broadened my perspectives and helped me develop essential leadership qualities. The unmatched reputation of IIM Nagpur, combined with the wisdom and mentorship of its esteemed faculty, fueled my ambition and ignited a passion for growth like never before!"



Mr. Hemendra

Carrier Airconditioning and Refrigeration Limited,
Transicold Division.
Chief Financial Officer: TT India and Australia.

"Enrolling in the IIM Nagpur's PGCPGM programme was a transformative decision for my professional journey. After a significant hiatus from academia, I sought to elevate my skills, and this programme provided the perfect blend of a comprehensive curriculum and renowned IIM Nagpur alumni status. It allowed me to expand my network, engage with diverse perspectives, and stay abreast of industry trends. I wholeheartedly recommend this enriching experience to aspiring professionals committed to growth in management."

ABOUT IIM NAGPUR

Established in 2015, the Indian Institute of Management Nagpur (IIMN) aspires to be a leading management institution that shapes management systems, policy and governance through high-quality education, research and industry engagement. Propelled by the pursuit of engaged scholarship, the Institute aims to create value-driven leaders and global managers with strong conceptual foundations and analytical approach, which helps them excel in diverse spheres – be it management, business, policy making, and public administration, to name a few.

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IIM Nagpur's aim is to address the needs of a modern India; connecting aspirations and realities to attain benchmarks that are respected internationally. Our motto, सत्यं च स्वाध्यायप्रवचने च, that is, an inspired journey towards truth through individual reflection and collective discourse, propels our quest to bridge the gap between abstract knowledge and practice.

IIM Nagpur seeks to distinguish itself as an institution that promotes constant industry engagement of a 'problem-solving' nature. Executive Education, therefore, is an important thrust area for the Institute. With an array of programmes designed by a faculty body with a stellar record of research, teaching, and industry engagement, the Executive Education programme at IIM Nagpur equips managers and executives with the capabilities to perform effectively in their current roles, and take up greater challenges through various stages of their careers.



PROGRAMME DIRECTORS



Prof. Mukund Vyas

**Professor of Practice,
Humanities, arts, and social sciences,
Indian Institute of Management Nagpur**

Dr. Mukund Vyas is a Professor of Practice in the Area of Humanities, Arts, and Social Sciences and Organizational Behaviour and Human Resources Management at IIM Nagpur. He holds a Ph.D. in Organizational Psychology from the University of Mumbai. Prior to joining IIMN, Dr. Vyas was associated with Tata Motors Limited as Head – Executive Management Development & Talent Development from May 2016. He was also associated with Larsen & Toubro Limited as Head – Corporate L & D & Head of Leadership Development Academy for a year.

Dr. Vyas started his corporate career in 1996 with Siemens where he worked for 20 years including 6 years heading global position in Talent Management with Siemens AG, based out of HQ in Germany. Over 26 years of experience, Dr. Vyas has worked in the areas of Leadership Development, Organizational culture, Learning & Development, Talent Management, and Performance Management.



Prof. Rakesh Gupta

**Faculty,
Strategy And Entrepreneurship,
Indian Institute of Management Nagpur**

Prof. Rakesh Gupta is professor in the area of Strategy and Entrepreneurship and teaches courses in the field of Strategy & Entrepreneurship. He is a Ph.D. in Strategic Entrepreneurship from Faculty of Management Studies (FMS), Delhi University and moved to academics after a stint of 8 years in industry. He is a passionate & prolific case writer and loves to teach through cases. Some of his cases have won awards including the “Best Case Award” at ISB-Hyderabad. He has attended many Faculty Development Programs including Participant Centered Learning by Harvard Business School (HBS), International Teacher Programme (ITP) at Kelloggs School of Management, Symposium for Entrepreneurship Educators (SEE) at Babson College. He has been trained in the field of Design Thinking from Stanford University.

ABOUT JARO EDUCATION

3,50,000+

Career Transformed

150+

Programs from
Diverse Domains

30+

World's Leading
Academic Partners

23+

Learning Centres across
India, USA & Singapore

20+

Top NIRF Ranked Indian
Institutes & Universities

10+

Top QS Ranked Global
Institutes & Universities



e-India Awards

The Best ICT Enabled
Higher Education
Institute Award



Educational
Excellence Awards

Most Innovation &
Successful online MBA
Program in India



MODI Awards

Outstanding
Contribution in Online
Education



ABP Education
Awards

Best Digital Learning
Innovation Award



World HRD
Congress

National Best
Employer Accolade



World HRD
Congress

Edtech Leadership
Awards



Outlook Business Icon
Awards 2023

India's Most Trusted
Online Higher Education Company



The Business
Awards 2024

Leading Edtech Company
of the Year

Jaro Education is an online higher education company that specialises in executive education, serving as a liaison between the world's leading universities and institutes to create online and technology-driven programmes. The company provides a quality bucket of online executive education programmes catering to domains such as Doctorate & Ph.D., Analytics & Data Science, Management, Finance, etc., from renowned national and international institutions to meet the needs of working professionals. Our goal is to foster the growth of entrepreneurs and professionals at all levels, from entry-level to C-Suite, through world-class executive education programmes.



CONNECT *With Us*

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Sr. Manager, Executive Education



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