



TALENTEGE 

Live & Interactive Digital Learning

EXECUTIVE CERTIFICATE PROGRAM IN **GENERAL MANAGEMENT**

FROM IIM RAIPUR

PROGRAM OVERVIEW

The current business environment is evolving faster than ever before and converging to join the global wave of Industry 4.0. This one-year general management program is a complete package to upskill working professionals to enable them to foresee and take advantage of business opportunities as well as confront challenges in this world of uncertainty. The program will enhance your potential and enable you to become effective managers of today, agile and capable of handling ambiguity.

Along with developing core general management principles, this program will

- ▶ boost your leadership skills
- ▶ unveil and sharpens the entrepreneur in you
- ▶ enhance your analytical skills
- ▶ train you to handle difficult conversations
- ▶ expose you to emerging trends in the digital economy

The skills and competencies that you gain through the comprehensive online learning nuggets of this program will accelerate your personal and professional growth beyond your present areas of functional expertise.

PROGRAM BENEFITS TO PARTICIPANTS



Certificate of completion from IIM Raipur

On Successful completion of the program, participants will receive a certificate of completion from IIM Raipur



3-Day On Campus Module

3 days of intense on-campus training providing you with an opportunity to interact with your faculty and network with fellow participants



Introduction to Data Analytics

Experiential learning of Data Analytics with Hands-on experience using MS Excel, R, etc.



Special focus on emerging themes

The program specifically focuses on emerging trends such as Digital Economy, Industry 4.0 and Entrepreneurship



360 degree approach to Management

360 degree coverage of both traditional and contemporary aspects of business management

WHO SHOULD ATTEND?

- People and/or Functional Managers poised for career growth
- Business Heads and leaders seeking to gain structured knowledge of business management
- Entrepreneurs and business owners who desire to gain practical skills across different management areas

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**

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 SLIQ Cloud Campus 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 SLIQ Cloud Campus to raise questions and clear doubts.

PROGRAM DETAILS

-  **Program Commencement:** 19/01/20120
-  **Schedule of classes:** Sunday from 03.00 p.m. to 06.00 p.m. IST
-  **Duration:** 12 Months

PROGRAM FEE

-  **For Indian Residents :** INR 1,40,000 + GST
-  **For International Residents :** USD 2800
-  **An additional charge of INR 1500 + GST per day is payable towards boarding charges (including twin-sharing accommodation and meals) at IIM Raipur for the On-Campus immersion session.**
Instalment Options Available

FACULTY



PROF. RASHMI SHUKLA

Ph.D IIM I, MBA

Rashmi Shukla is an Assistant Professor in Economics area at IIM Raipur. Prior to this, she was working with Narsee Monjee Institute of Management Studies, Mumbai. She is a Fellow in Economics area from IIM Indore. She holds an MBA finance with Computer Science Engineering background. She works in the area of digital economics, businesses in emerging markets, economic growth and development, and corporate finance. She has published research papers in top rated international peer reviewed journals and management cases in IVEY publishing. She has presented her work at several international conferences such as Western Economic Association International, Asian Management Research and Case Conference, Annual IIFT Conference, PAN IIM Conference etc.



PROF. ANKITA CHHABRA

Ph.D IIM I, MBA

Ankita Chhabra is an Assistant Professor in Business Policy and Strategy area at IIM Raipur. She is a Fellow in Strategic Management Area from Indian Institute of Management Indore (IIMI). She has also been awarded the UGC Junior research fellowship (JRF) in 2012. She has worked in Foreign Exchange department of IndusInd Bank Ltd. after her master's in international business. Her research interests include the internationalization of emerging market firms, mergers and acquisitions, and M&A waves. Her thesis is focused on determinants of pre-merger decisions and post-merger performance. She has published research papers in top rated international peer reviewed journals and presented her papers at several reputed national and international conferences- such as Academy of Management annual meeting, Academy of International Business annual meeting, and SMS annual conference.

SYLLABUS

Module 1

Highlights of Management (3 days On Campus)

- Emerging Trends
- Leadership
- Managerial Communication
- Introduction to Strategy
- Business Environment
- Corporate Accountability
- Management Information System
- Entrepreneurship

Module 2

Business Economics

- Managerial Economics
- Macroeconomics
- Business Environment
- Business Government Relations

Module 3

Data Analytics

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

Module 4

Marketing Management

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

Module 5

Financial Management

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

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

- Operations Strategy
- Project Management
- Total Quality & Lean Management
- Sustainable Supply Chain Management

This program includes a 3 day On Campus immersion session scheduled to be held at IIM Raipur from 23 to 25 January 2020. Attendance to the On Campus module is MANDATORY for all participants.

ASSESSMENT

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 program faculties. A minimum of 75% attendance is a prerequisite for the successful completion of this program. The program 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 program 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.

IIM RAIPUR



Indian Institute of Management (IIM) Raipur was set up by the Government of India, Ministry of Human Resource Development in 2010 at Raipur, the capital of Chhattisgarh, one of the fastest-growing states of India. It is the tenth Indian Institute of Management (IIM) in the country. It was inaugurated by Raman Singh, Chief Minister of Chhattisgarh on 11 October 2010.

Ranked 19th amongst B-Schools in India by Govt of India MHRD-NIRF Rankings 2019, IIM Raipur has international collaborations for student exchange programs with prominent universities and institutes in 13 countries across the globe including Australia, Chile, Germany, France, Greece, South Korea, Mexico, New Zealand, Austria, Peru, Russia, Slovakia and Thailand.

IIM Raipur offers flagship 2 years full-time Post-Graduate Program in Management as well as the Post Graduate Program in Management for Working Executives (PGPMWE). IIM Raipur believes in preparing ethical leaders who are not only committed to business, commerce and industry but are also socially conscious towards their contribution in nation-building and bring in name for the country globally. The institute also offers consulting services to design and implement policies, systems and processes in functional and cross-functional areas of business.

The institute is abuzz with activities carried by the student clubs which are now expanding their scope of activity and bringing luminaries from the Corporate. The Government of Chhattisgarh has allotted over 200 acres of land for the proposed IIM Raipur campus in Naya Raipur. The proposed campus will be a state-of-the-art campus presenting a blissful mix of modern architecture, culture & heritage of Chhattisgarh.



FOR MORE DETAILS

Visit: www.talentedge.com

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