



Executive Post Graduate Certification Program in

# General Management





भारतीय प्रबंध संस्थान रोहतक  
INDIAN INSTITUTE OF MANAGEMENT  
ROHTAK

## Executive Education

A major academic objective of IIM Rohtak is to actively promote professional development of practicing managers, through well designed and delivered Management Development Programmes (MDPs). These are being designed as short-duration skill development programmes for business executives who cannot attend long-duration programmes in view of their pressing professional requirements, but who need periodic updating of their managerial skills to succeed in an intensely competitive globalized world. They are meant for corporate executives as well as for the personnel working in social and government organizations. The MDPs offered by IIM Rohtak are classified as “Open programmes” and “Sponsored programmes”. Open programmes are designed and offered by IIM faculty members based on their areas of specialization and are open for participation by the executives of any organization. Sponsored (In-company) programmes are designed and conducted to suit the specific needs of an organization at its request. The various disciplines covered by MDPs of IIM Rohtak are Marketing, Human Resource Management, Operations, Finance & Accounting, Information Technology Systems, Strategic Management, General Management, and Business Environment. All the MDPs of IIM Rohtak are delivered by its knowledgeable and experienced faculty who have proven track record of executive education. All faculty members have expertise in their respective fields.



## PROGRAM OVERVIEW

Executive Post Graduate Certificate Program in General Management Program is an exceptionally coordinated module intended to widen the business viewpoint, board mastery, and authority abilities. The participants will figure out how to recognize, outline, and tackle complex business issues; assemble collaboration among disciplines, and drive advancement and hierarchical change.

The career development requires going past the main subject area to acquire a start-to-finish perspective on the venture, an inside and out comprehension of business tasks, and a multidisciplinary way to deal with initiative. The Executive Post Graduate Certificate Program in General Management program speeds up this administration change by mixing full-time, customized learning with a viable application at work – amplifying the learning and the profit from the venture.

Zeroed in on technique, initiative, and association, the program conveys the devices that participants really want to exploit mechanical disturbance and computerized change and assume a more essential part in corporate achievement.



## KEY HIGHLIGHTS



EPGCPGM from IIM Rohtak



IIM Rohtak Executive Alumni  
Status\*  
(Post Completion of 8+4 Months)



Acquire General Management  
Skills from IIM Faculty



Choose any 4 month of Specialization  
after completion of the EPGC in  
General Management



Case Based Pedagogy



Project Work Experience



Weekend Virtual Sessions



Give your career a boost  
with EPGCPGM- IIM



Industry-relevant skills development

## ANALYTICS TOOLS COVERED

**Advance Excel**

**R**

**Tableau**

**Business  
Analytics**

**External Analysis**

**Framework and  
Business Model**

# PROGRAM CURRICULUM



## Business Economics

- Demand and Supply
- Production and Costs
- Market and Market Structure
- Pricing Strategies
- Macroeconomics in developing and developed countries
- Open economy macroeconomics
- Business-Government relations
- Indian Economy



## Organizational Behaviour

- Values, attitudes, and emotions
- Personality
- Perception
- Motivation
- Leadership
- Conflict & Negotiation
- Organizational structure and environment
- Fundamentals of organization structure and structural variations
- Organizational culture
- Organizational change management



## Human Resource Management

- Introduction to SHRM, HRP & Job Analysis
- Talent Acquisition
- Learning & Development
- Performance Management
- Compensation
- Career & Succession Planning
- Industrial Relations and Labour Issues
- International HRM
- Ethical issues in HRM



## Finance and Accounting Management

- Introduction to Financial Statements
- Financial Reporting
- Financial Ratios
- Investment Decisions
- Financing Decisions
- Dividend Decisions
- Financial Markets & Institutions



## Marketing Management

- Introduction
- Segmentation targeting and positioning
- 4P's of marketing (Product, price, place, and promotion)
- Consumer Decision Making
- Marketing Research
- Business to Business Marketing
- Brand Management
- Digital Marketing



## Strategy Management (Including Communication)

- Introduction
- External Analysis
- Internal Analysis; Balanced Score Card
- Frameworks for Strategic Analysis
- Business Model Canvas
- International Business Strategy
- Corporate Governance
- Communication - Report Writing & Presentation



## Management Information Systems

- Introduction to IT systems
- Introduction to spreadsheet
- Enhancing Decision Capability through Modelling (through Excel)
- Analytics: need an hour
- Machine learning with R
- IT removing Uncertainty and summary of the course



## Operations Management

- Operation Strategy and Process Analysis
- Scheduling
- Project Management
- Quality Management
- Supply chain management



## Campus Visit \*

- Tentative Campus visit Nov 2023  
( For more information please refer to page Number 8 )

# PROGRAM ROAD MAP

Start point- PGC in **General Management**



**After 8 months of course completion you earn  
EPGC in General Management**

**Pick 4 Months of Any One Specialization**



**After 4 months of course completion you earn  
Executive Certificate in XXXX**

An Exclusive Hybrid Executive post graduate Program in **General Management** with an additional elective Specialization.

# PROGRAM DETAILS

## Admission Slots

Slot 1 - 8th Aug -8th Sept - 30 Seats (1,75,000)

Slot 2 - 9th Sept - 10th Oct - 20 Seats (Fee May Increase )

Slot 3 - 11th Oct - 20th Oct - 10 Seats (Fee May Increase )

## Duration

8 Months (110 hours) + 4 Months ( 50 hours)

## Format

2:50 hour sessions every Weekend (Live) (Inclusive 20 minutes break)

## Program Fee

1,75,000 + GST (To be paid in 6 Part Payments)

## Program Commencement

6th Nov, 2022

## Eligibility Criteria

Participants must be minimum Graduates in any discipline or an equivalent diploma holder.

## Attendance

The minimum attendance required to receive the IIM Certificate is 70%.

## Evaluation

Performance of participants will be monitored through continuous evaluation on assessments, quizzes & project work. No end course exams will be conducted.

## Campus Immersion\*

There will be 2 days of on campus learning at the beginning of the program and 2 days of on campus learning at the end of the program at IIM Campus.

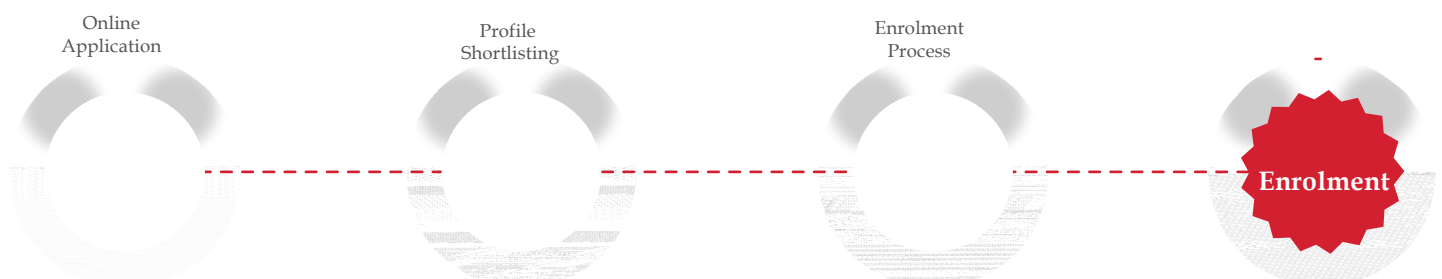
The in-campus modules are subject to the conditions that prevail at that point of time. These conditions pertain to the pandemic or other unavoidable reasons. In case the on-campus module is not confirmed due to COVID-19 situation etc. The same will be included in the total number of online sessions.

Campus visit charges:

- 4130/- per day, per participant (Single Occupancy with AC and meals (all charges and taxes inclusive)
- 2950/- per day, per participant (Double Occupancy with AC meals (all charges and taxes inclusive)
- 2360/- per day, per participant (all charges and taxes inclusive) (without accommodation with meals)

**\*Tentative prices**

## HOW TO APPLY






**Universal Potential Talent Optimization Platform**

**Sec 44, Gurgaon,122003 India**

 **[info@uptop.in](mailto:info@uptop.in)**

 **96675 97054 / 89501 49198**

**Note- upTop is the authorized admission partner for this program for IIM Rohtak.**

All the sessions will be delivered in the English language only.