



भारतीय प्रबंध संस्थान रोहतक

INDIAN INSTITUTE OF MANAGEMENT ROHTAK

मैनेजमेंट सिटी, दक्षिण बायपास, NH 10, सुनारिया, रोहतक, हरियाणा, भारत-124010
Management City, Southern Bye Pass, Sunaria NH 10, Rohtak, Haryana, India-124010

Sub - Welcome to the Executive Post Graduate Certificate Program in General Management.

Dear Participants,

Greetings from IIM Rohtak!

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.

We wish you a pleasant and fruitful interactive learning experience.

Best wishes,
IIM 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.



EPGCGMI (SLOT 3)

Date/ Day	Time Slot	Subject/Session Topic	Sub topics	Case/ Reading	Faculty
07-05-2023, Sunday	0405 pm to 0655 pm	Introduction to Strategic Management	<ul style="list-style-type: none"> • Meaning of strategy • Nature of strategic decisions • Process of strategic management 	Case: Parle Agro (India): Vision realisation (IIMA)	Dr Koustab Ghosh
13-05-2023, Saturday	0715 pm to 1005 pm	Strategic Management	<ul style="list-style-type: none"> • External Analysis • Internal Analysis 	Case: Starbucks 2007 (IIMA)	Dr Koustab Ghosh
14-05-2023, Sunday	0405 pm to 0655 pm	Strategic Management	<ul style="list-style-type: none"> • Models & Frameworks of Strategic Analysis • SBU level and corporate level strategies 	Case: AirAsia India: 2017 (IIMA)	Dr Koustab Ghosh
21-05-2023, Sunday	0405 pm to 0655 pm	Strategic Management	International Business Strategy	Reading: Distance Still Matters by Pankaj Ghemawat Case: BOS Brands: Challenges of Internationalisation	Dr. Pranav Dharmani
27-05-2023, Saturday	0715 pm to 0830 pm 0850 pm to 1005 pm	Management Information System	Decision support system for HR Edge computing for Human Resource	Case: Foodworld(D): IIMA Case: Cloud computing in human resource management (HRM) system for small and medium enterprises (SMEs) Source: Wang, X. L., Wang, L., Bi, Z., Li, Y. Y., & Xu, Y. (2016). Cloud computing in human resource management (HRM) system for small and medium enterprises (SMEs). The International Journal of Advanced Manufacturing Technology, 84, 485-496.	Dr Harshit Singh Dr Pramod Mane
28-05-2023, Sunday	0405 pm to 0655 pm	Human Resources Management (HRM)	HR Planning: <ul style="list-style-type: none"> • Understanding the role of HRP in running operations • Importance of Job analysis Talent Acquisition: <ul style="list-style-type: none"> • Selection process • P-J fit P-O fit 	Case: Dilemma in hiring [Emerald] Case: Making tough personnel decision at Nova Waterfront Hotel [Emerald]	Dr. Rama Shankar Yadav
04-06-2023, Sunday	0405 pm to 0655 pm	Human Resources Management (HRM)	Talent Acquisition: <ul style="list-style-type: none"> • Challenge of recruiting talent 	Case: The perception of employer value propositions and the contrast between Dutch and	Dr. Rama Shankar Yadav

			<ul style="list-style-type: none"> Impact of employer value propositions on talent acquisition Learning & Development <ul style="list-style-type: none"> Training need identification Types of training Training and career development	Chinese graduates: A case study of TNT [Emerald] Case: The Crown Prince Court's Training and Career Development section: managing training for its employees [Emerald]	
11-06-2023	0405 pm to 0655 pm	Verbal and Written Communication	Verbal Communication and Presentation Skills		Prof K Peter (Guest Faculty)
18-06-2023	0405 pm to 0655 pm	Verbal and Written Communication	Business Report Writing		Prof K Peter (Guest Faculty)
24-06-2023, Saturday	1020 am to 1135 am	Human Resources Management (HRM)	Performance Management <ul style="list-style-type: none"> Introduction to Performance Management The performance management process Performance appraisal Industrial Relations <ul style="list-style-type: none"> Actors in IR Strikes & Lockouts Trade Union Collective Bargaining 	Case: Performance Management at Vitality Health Enterprises, Inc. (HBR) Reading: Knowing when to set learning versus performance goals Case: <u>Maruti Manesar lockout: the flip side of people management</u> [Emerald]	Dr. Abhishek Singh Dr. Pooja Patnaik
	1155 am to 0110 pm		Industrial Relations <ul style="list-style-type: none"> Actors in IR Strikes & Lockouts Trade Union Collective Bargaining 		
24-06-2023, Saturday	0230 pm to 0345 pm	Human Resources Management (HRM)	Career & Succession Planning <ul style="list-style-type: none"> Elements of Succession Planning Challenges of succession planning Succession plan & Organizational growth	Case: ATF, Inc.: Fasteners and Family [Emerald]	Dr. Rama Shankar Yadav
24-06-2023, Saturday	0405 pm to 0520 pm	Verbal and Written Communication	Conduct of Meetings		Prof K Peter (Guest Faculty)

25-06-2023, Sunday	0845 am to 10 am 1020 am to 1135 am	Operations Management	Forecasting techniques	Case: The Forecasting Challenge for EC-Creamery	Dr Ashwani Kumar
25-06-2023, Sunday	1155 am to 0110 pm	Human Resources Management (HRM)	Compensation: <ul style="list-style-type: none"> • Factors impacting compensation • Types of Pay • Issues of Equity in compensation 	Case: Expat pay and compensation: fair or not fair? [Emerald]	Dr. Rama Shankar Yadav
25-06-2023, Sunday	0115 pm to 0145 pm	Valediction Ceremony			

Faculty Profiles



Dr. Koustab Ghosh is an Associate Professor in the Area of HRM at IIM Rohtak. He earned his Ph.D. from Vinod Gupta School of Management (VGSOM), Indian Institute of Technology Kharagpur, attended Faculty Development Programmes from IIM Calcutta and MBA from Bengal Engineering and Science University (BESU), Howrah, West Bengal. He has worked on various academic assignments and industrial projects with a number of organizations including with the Indian Council of Social Science Research (ICSSR), MMTC, RITES, NTPC, Tata Power etc. With more than ten years of experience in industry and academics, he has conducted a number of in-company training programmes and management development programmes for various private and public sector organizations. Dr. Ghosh has published a number of academic research papers in journals of national and international repute and is also on the editorial board of various peer-reviewed international and national journals. He is also in the reviewer panel of a few peer-reviewed international journals. He contributes and presents papers in various international and national conferences on a regular basis. He is a life member of Indian Society for Training and Development (ISTD); a professional member of Society for Human Resource Management (SHRM) USA; and Executive Committee member of Asian Forum on Business Education (AFBE), Bangkok.



Dr. Rama Shankar Yadav is a faculty in the area of Human Resource Management at Indian Institute of Management Rohtak. He has completed Fellow Program in Management (FPM) from Indian Institute of Management Ahmedabad. He worked as an HR Manager with Tata Motors for two years before joining his doctoral studies. Prior to IIM Rohtak, he was teaching at Banaras Hindu University, Varanasi. Dr. Yadav is also serving as an Associate Editor for Indian Journal of Human Relations and Indian Journal of Social Science Researches.



Dr. Abhishek Singh is a faculty in the area of Human Resource Management at Indian Institute of Management Rohtak. He is a PhD from Indian Institute of Technology Roorkee. While pursuing PhD, he assisted his professor in developing Training of Trainer a NPTEL course. He was awarded UGC- JRF. He is a life time member of Indian society for training and development (ISTD). Prior to PhD, he worked as an assistant manager in Global Hospital, Chennai and as an assistant professor in Lovely Professional University, Jalandhar, Punjab. He has published research paper in ABDC and Scopus listed journals and presented his research work in Annual meeting of Academy of management 2020.



Dr. Pooja Patnaik is working as visiting assistant professor in the area of Organization Behavior and Human Resource Management at IIM Rohtak. She completed her PhD from the Department of Humanities and Social Sciences, Indian Institute of Technology Kharagpur. She has done M.Phil in the area of Personnel Management and Industrial Relations from Utkal University, Odisha and MBA with HR Specialization from Ravenshaw University, Odisha. Before joining IIM Rohtak, she has served as a faculty in Christ University, Bangalore.



Dr. Pranav Dharmani is working as an Assistant Professor in Marketing and Strategy area at IIM Rohtak. He holds Ph.D. (FPM) in Business Policy and Strategy from IIM Raipur and M. Tech in Nanoscience and Technology from Delhi Technological University (formerly DCE). His research has been published in Journal of Business Research and has been selected at various conferences like Academy of Management, Strategic Management Society, European Academy of Management, British Academy of Management, Industry Studies Association, etc. His research interests include industry evolution, technology management and creative industries.



Prof. Peter Karagianakis is a Public Speaking Coach TEDx Speaker & Corp. Speaker 2020 Semifinalist Public Speaking Championships 2021 District Champ, Kárpáthos, Southern Aegean, Greece. At UAEU, he has been heavily involved in establishing, designing and teaching public speaking courses and workshops for students and faculty and spearheaded a successful campaign to adopt and embrace public speaking as a 21st century learning skill at college and university level.



Dr. Ashwani Kumar is a faculty in the area of Operations Management at Indian Institute of Management Rohtak. He has awarded doctorate in operations management from Department of Management Studies, IIT Roorkee, Roorkee, India. He was awarded MHRD fellowship for doctoral Program. He has completed Masters in Production and Industrial Engineering. He has five years of experience in academics. He has published more than 15 research papers in reputed journals and conferences encompassing A*/A in ABDC, SCI, SSCI, ABS, Scopus, and ESCI indices. He is also reviewer of many reputed journals.



Dr. Harshit Kumar Singh holds a PhD from the Indian Institute of Management Ahmedabad in the area of Information Systems. Prior to joining his doctoral program, he has worked in the industry for three years as a Software Developer. He had completed his Bachelor's in Computer Science & Engineering from the National Institute of Technology Patna. His Ph.D. thesis investigates the challenges of large-scale adoption of work-from-home on organizations. His research interest includes IS competencies, motivational information systems with a focus on gamification and digital engagement. His teaching interests include Management Information System (MIS), Managing Software and Project Enterprises, Gamification Technology and Business, Data Structure and Algorithms and Theories of Information System.



Dr. Pramod Mane worked as an Assistant Professor and a Faculty, respectively, at the Indian Institute of Information Technology Dharwad and National Institute of Technology Raipur. He earned his PhD in Computer Science and Engineering from Indian Institute of Technology Indore. He holds an MTech in Information Technology from the National Institute of Technology, Durgapur. His area of interest is broadly at the intersection of Computer Science, Economics, and Social Science. His current research focuses on understanding the dynamics of strategic network formation in sharing economy.