



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE



**EXECUTIVE GENERAL MANAGEMENT PROGRAMME
BATCH 28**

(CLASSES CONDUCTED ON-CAMPUS AS WELL AS OFF-CAMPUS)

Course Starting: April 15, 2013

Last date to apply: February 22, 2013

Executive General Management Programme (EGMP)



For the practicing managers in today's business environment, what has become most crucial is the ability to manage the change. Meeting and measuring up to this emerging challenge is the prime function of today's managers. To do this, they require keen perception, flexibility and the ability to merge management theories into action plans.

EGMP is a part-time certificate programme that has been designed for high performing functional managers, who are looking for a transition from a functional role to a general management role. EGMP is equally relevant for those fast-track managers, who have recently taken charge of a general management role, in terms of equipping themselves with the ability to cope up with responsibilities and issues at senior levels through formal management education. Participants of EGMP get an opportunity to develop core business skills and competencies in various functional areas, which would enable them to handle issues involving cross-functional areas. The EGMP brings together participants from diverse backgrounds, skills and experiences enabling peer learning. Eminent faculty of IIMB covers the curriculum. EGMP participants involve themselves actively in case studies and discussions, role-plays, games, etc. They benefit immensely through continuous learning and networking with peers from different backgrounds, during and after the programme.

PROGRAMME OBJECTIVES

- ✚ Introduce contemporary business models and practices to the participants.
- ✚ Develop competence in the disciplines and skills associated with general management.
- ✚ Provide guidance to think through advanced business strategies with a global perspective.

PROGRAMME FRAMEWORK AND CONTENTS

Moving from delivering a functional strategy to responsibility for business strategy requires a broader perspective and additional knowledge.

The EGMP prepares participants for this challenging transition by focusing on:






Business Environment, Individual and Organizational Competencies, Functional Knowledge (Key Business Areas) and Strategic Perspective

Business Environment: An understanding of the fast changing environment and its impact on business is crucial for success. Topics include:







- ✚ Business, Government and Society
- ✚ Managerial Economics (Micro & Macro)
- ✚ Business Law
- ✚ General Commercial Knowledge

Individual and Organizational Competencies:





Continuous enhancement of individual and organizational competencies, business performance is crucial. Topics include:

-  Org. Structures and Processes
-  Organizational Behavior and HR
-  Business Statistics
-  Resource Optimization
-  Entrepreneurship



Functional Knowledge: An appreciation of key concepts and activities within the primary management functional areas and interconnections among them is essential for aligning the functional areas with the business strategy. Topics cover:

-  Financial Accounting
-  Management Accounting
-  Corporate Finance
-  Operations Management
-  Information Systems Management
-  Marketing

Strategic Perspective: This module integrates the functional Knowledge gained earlier and allows the managers to take decisions and develop strategies that are appropriate for different environments. Topics include:

-  Corporate Strategy & Innovation
-  International Business
-  Ethics and Governance
-  Business Simulation Game (Capstone)

PARTICIPANTS' PROFILE

-  Mid-career professionals with potential for growth and graduates with a minimum of 5 years managerial experience;
-  Technologists seeking to broaden their knowledge of business and move on to general management responsibilities as business heads.

Selection Criteria

Participants will be selected based on the work and academic profiles. Attempt would be made to ensure greater diversity in the selected batch. The average experience for the past three batches was about 14 years.

PROGRAMME DELIVERY

The programme will be conducted live in the classroom at IIMB. The Saturday sessions will be beamed Instantaneously across selected cities in India through Video Conferencing Centers that allows large number of geographically dispersed participants to have highly interactive sessions with Faculty. The system incorporates two-way data and audio-video interactivity.

Those interested in participation may indicate convenient location (IIMB Campus / Video Conference locations) as indicated in the nomination form. Participants traveling during the programme days can attend the programme at any one of the convenient classrooms, subject to availability of seats. IIMB selects locations of Video Conferencing Centers provided a minimum of five participants opt for the location.

PROGRAMME FEE

Programme fee is Rs. 4,50,000/- + Service Tax (applicable rates) per Participant which is payable in three installments as per schedule indicated.

The payment schedule is as follows:

Rs. 1,50,000/- + Service Tax - I installment on admission

Rs. 1,50,000/- + Service Tax - II installment, 29 June 13

Rs. 1,50,000/- + Service Tax - III installment, 28 Sept 13

AWARD OF CERTIFICATE

A part time certificate of completion will be awarded by IIMB to the participants within 90 days from the last day of the program upon meeting the program requirements and its successful completion.

ALUMNI

On successful completion of the programme, the participants are eligible to be admitted to IIM Bangalore Alumni association on a onetime payment of Rs 3000/-.

IMPORTANT DATES

Registration closure	Feb 22, 2013 by 5 pm
Announcement of 1 st shortlist	Mar 4, 2013
Payment due	Mar 14 2013 by 4.30pm
Release of 1 st waitlist	Mar 15, 2013
Payment due	Mar 22, 2013 by 4.30pm
Release of 2 nd waitlist	Mar 22, 2013
Payment due	Mar 29, 2013 by 4.30pm
Course commencement	April 15, 2013

Program timings are typically 0900-1715 on the programme days, however on some days it may be extended.

Programme Schedule		
Module	Venue	Dates
I	On Campus	15 – 19 April 2013
	One day out bound programme	20 April 2013
	Weekend Sessions (Saturdays) (On Campus + VCC*)	4, 11 & 18 May 2013
		1, 8 & 29 June 2013
		6 July 2013
II	On Campus	12 – 16 August 2013
	Weekend Sessions (Saturdays) (On Campus + VCC*)	31 August 2013 7, 14 & 28 September 2013 5 & 12 October 2013
III	On Campus	11 – 15 November 2013
	Weekend Sessions (Saturdays) (On Campus + VCC*)	30 November 2013 7 & 28 December 2013 4, 11 & 28 January 2014
	On Campus On Campus (Saturday) Exam (Sunday)	3 – 7 March 2014 8 March 2014 9 March 2014

*Video Conference Centre

REGISTRATION

The organizations interested in nominating their employees and individuals interested in the programme may **apply online** on or before **22 February 2013**. **Applications through email/hardcopies will not be accepted.**

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Participants interested in the programme may contact IIMB at the above-mentioned address for clarifications, if any. Once registration is accepted, cancellation /refund queries and requests will not be entertained.