



IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम्
Indian Institute of Management Visakhapatnam

Batch 05

Shaping future leaders
to accelerate in **VUCA world**

Executive Post Graduate Certificate Programme in

General Management

Designed for working professionals
by **IIM Visakhapatnam**



Marketing Partner

jaro education

Hear from the Director, IIM Visakhapatnam



In the complex evolving business landscape where information is power and knowledge is the currency for growth, there is a need for every professional to enhance their skills. The 'Executive Post Graduate Certificate Programme in General Management' from the sunrise institute – IIM Visakhapatnam delivers an accelerator program for working professionals to enhance their strategic and tactical knowledge of contemporary business. The certificate programme in general management offers knowledge of cross-functional business domains and shapes professionals to perform across different management responsibilities and cultures effectively. The curriculum and pedagogy of the programme meet the demands of the industry and along with an overview of the business landscape provides specialized electives. The accessibility of D-to-D mode of the programme along with the rigour of the programme will provide value and help participants in their career growth.

Prof. M Chandrasekhar
Director at IIM Visakhapatnam



Overview

As the contemporary business landscape becomes increasingly complex and unpredictable, organizations need managers with interdisciplinary perspectives instead of mere functional expertise. This requirement is further fuelled by the digital disruption and the escalating VUCA world. IIMV certificate programme in general management provides skills and tools for practitioners across cross-functional business domains such as Marketing, Human Resource Management, Operations, Entrepreneurship, Finance, Strategy, Information Technology Systems, and Quantitative Techniques. The EPGCPGM programme will enable you to accelerate your career across different management responsibilities and cultures. It will foster your ability to guide and follow in this ever-changing, highly competitive, dynamic business environment.

Programme Objectives:

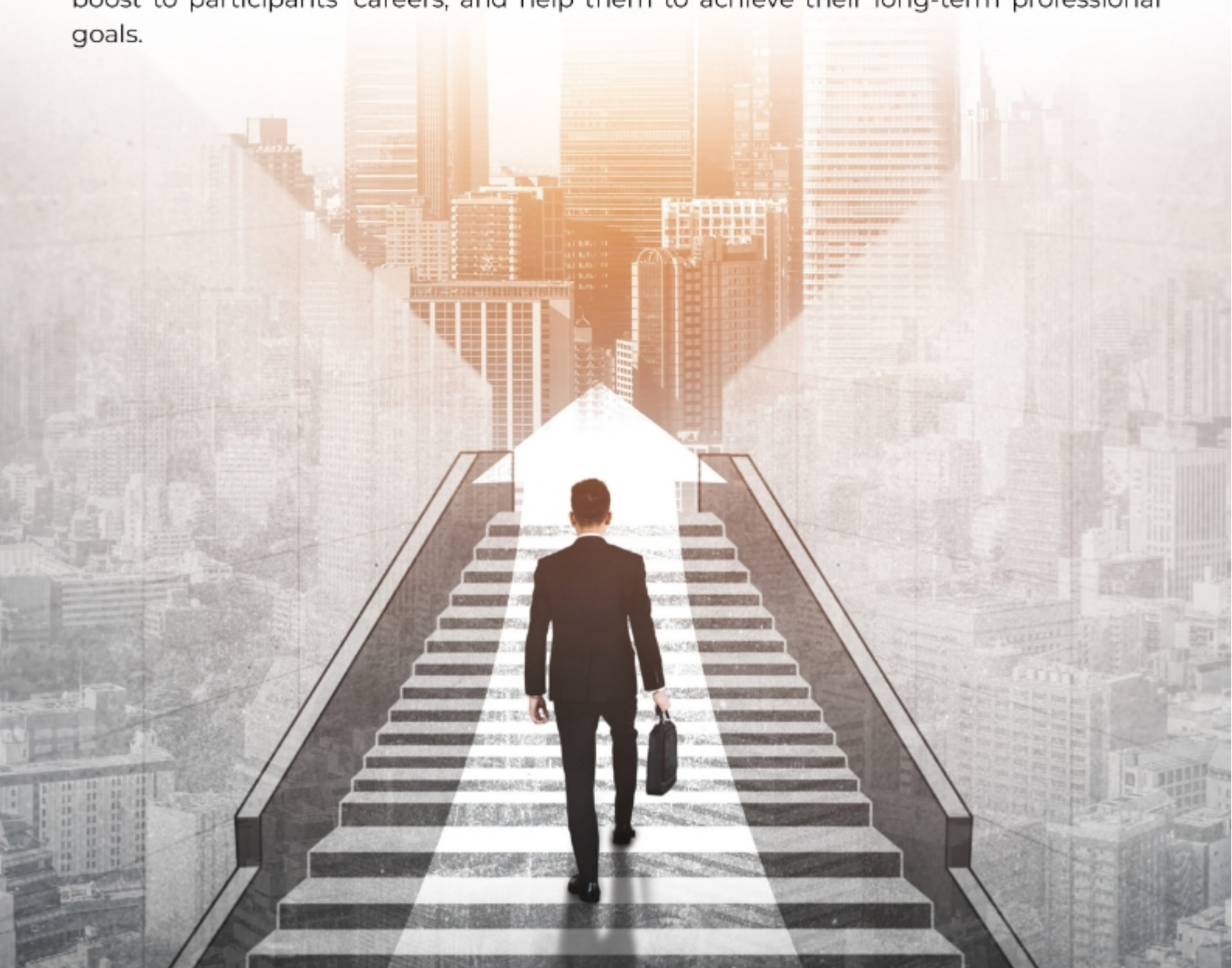
- ▶ Gain a comprehensive understanding of the functional dimensions of an organization.
- ▶ Understand the relationship between managerial decision-making and the financial performance of companies.
- ▶ Comprehend the implications of evolving digital business models and data analytics in the complex business environment.



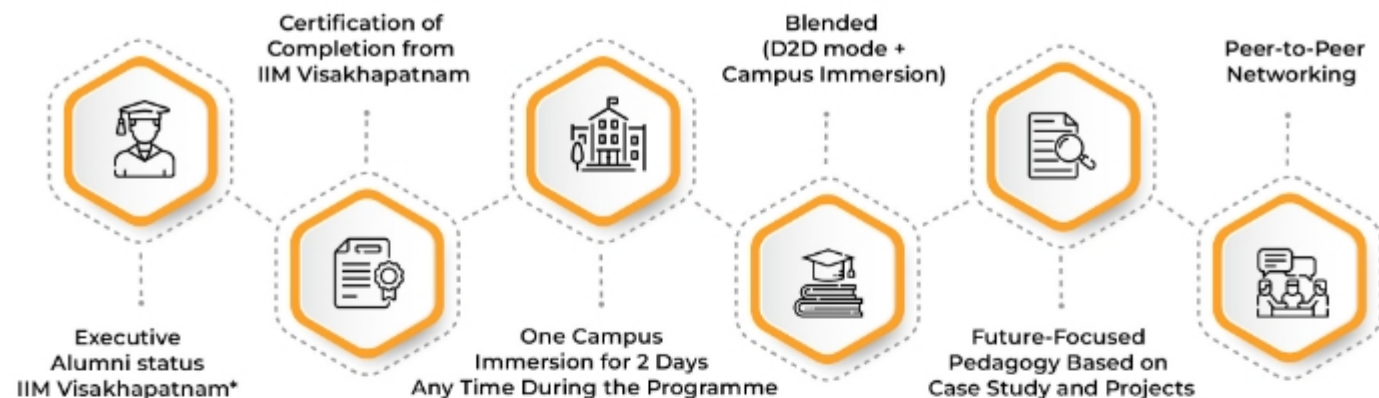
Projected Career Growth

The programme enhances individuals' knowledge about business as a whole and the specialized domains and benefits from the scholastic acumen of the faculty involved in designing and conducting the programme.

The EPGCPGM programme is designed to shape participants' pertinent outlook and knowledge towards organizations and their own role in creating strong, successful organizations. As EPGCPGM graduates, the learning of participants about the principles of, and skills towards effective management would lead them to increase their opportunities for advancement within their organizations. In addition, the programme can help participants to develop a competitive edge in the job market, as employers are often seeking candidates with strong management skills and knowledge. Furthermore, the programme can provide participants with access to a network of executive alumni and other professionals, which can lead to new job opportunities and connections. Overall, completing our certificate management programme can provide a valuable boost to participants' careers, and help them to achieve their long-term professional goals.



Programme Highlights



*Executive alumni status is optional and can be attained by paying a separate fee and meeting academic requirement, as per institute's discretion.

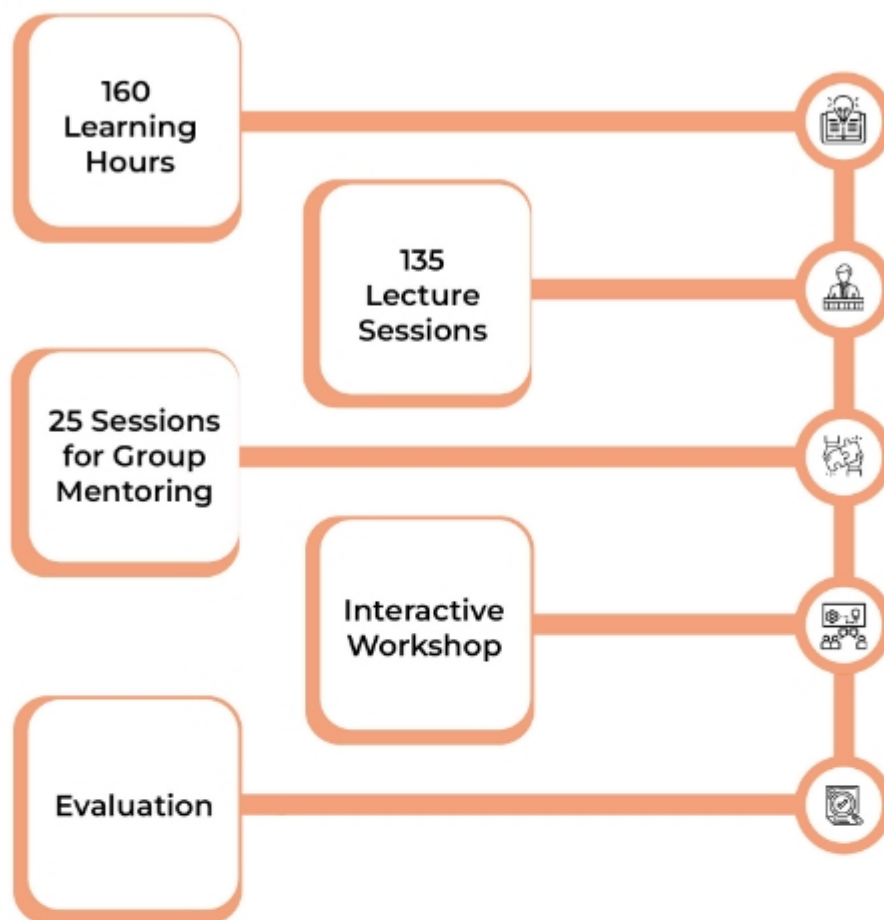
Learning Outcomes

After the successful completion of the course, the participants will have gained perspectives and insights on:

- ▶ The principles and practices of effective management and its applications in the multi-faceted contemporary organizational settings.
- ▶ The skills and competencies necessary for future leaders and their evolution in leadership roles demanding strategic planning, decision making, problem solving and more.
- ▶ The challenges and opportunities fuelled by the diverse and ever-changing business environment and honing the ability to envision strategies and subsequently implement them effectively.



Pedagogy



Admission Criteria

- Selections will be based on a detailed profile of the candidates, which should include their academic record, profile, designation, salary, roles, responsibilities, and job description.
- Applicants should submit a write-up on their 'Expectations from the Program'. Applications without the write-up will not be accepted.

Eligibility

- Graduates (10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government/recognized international universities) in any discipline with a minimum of 01-year of work experience after graduation.
- Diploma not accepted.

1. Examinations and Other Evaluation Components

- Each 1.5-credit course of the program will have a minimum of two components of the evaluation.
- An indicative list of evaluation components is provided below.
 - End-module examination, at the end of the module in the specified slot
 - Quizzes conducted by faculty in class
 - Project assignments
 - Class participation
 - Oral examination/presentations
 - Take-home assignments
- The scheme of evaluation will be communicated to the students at the beginning of each module.
- Grade Point Average (GPA): Based on the performance of students in all evaluation components of a course and a four-point grading scale, the course faculty arrives at GPA for each student.
- Cumulative Grade Point Average (CGPA): CGPA is the weighted average of the grade points obtained in all 9 courses (weights being the respective course credits).
- A four-point scale will be adopted for evaluating a student in individual courses. The letter grades are:

Grade	A	B	C	U
Description	Excellent	Good	Satisfactory	Unsatisfactory
Grade Point Average (GPA)	3.50 - 4.00	2.50 - 3.49	1.50 - 2.49	Less than 1.5

- All students will be given a Grade at the end of the program.
- No more than 25% of students in a course will be awarded an 'A' grade. Relative grading is used in the award of 'A', 'B' and 'C' grades.
- A student will be awarded 'U' grade with 0.00 GPA in a course when the attendance falls below 50% in that course.

2. Conduct of Examinations

- Separate slots will be provided for conducting the end-module examination at the end of the module. The faculty may conduct the end-module examination, if any, during the slot provided only. Further details about the pattern and other details will be provided at a later stage.

3. Re-examination

- In the event of a student obtaining less than the required 1.50 CGPA, re-exam will be allowed 'ONLY ONCE'. No re-exam will be allowed if the attendance is below 50% in that course.

4. Group Project

- Students must do a Group Project as part of the EPGCPGM. There will be a maximum of five students in each project, and a project will be guided by a faculty member of the Institute (viz., Project Guide - PG).
- There shall be a Project Leader (PL) from among the students, as may be identified by the members of the group. The PL will inform the group details to the PE before teaching of Module-5 commences.
- The Group Project will be graded on a scale of 'Excellent', 'Good', 'Satisfactory' and 'Unsatisfactory'.

5. Academic Honors

- Merit Certificate: The top 10% of the students based on CGPA will be awarded a Certificate of Merit.

Note: Students who have been found guilty of adopting any unfair/ unethical means or violation of discipline will not be eligible for the award.

6. Executive Alumni Status

- Students who successfully complete the program will be eligible for the Executive Alumni status of the Institute, provided the alumni fee is paid by the student as prescribed before the commencement of the program.

Programme Content

Modules	Sub-modules	Course Credits
EPGCPGM-101 Managerial Economics	<ul style="list-style-type: none"> ❖ Introduction to Economics and Market Model ❖ Marginal Analysis ❖ Background to Demand: Consumer Choices ❖ Utility Maximization and Budgets and Elasticity ❖ Background to Supply: Firms in Competitive Markets ❖ Production functions and types of costs. Short and Long-run costs. 	1.5
	<ul style="list-style-type: none"> ❖ Data of Macroeconomics (GDP and Price Level calculation) ❖ Money, Inflation and Banking (Quantity Theory, Speculation and transactional theories) ❖ Labour Market, Unemployment and Inflation (Different types of unemployment) ❖ Short-run performance of a macroeconomy 	
EPGCPGM-102 Managing People & Organizations	<ul style="list-style-type: none"> ❖ Organization Behavior: Self and Team ❖ Leadership and Organizational Management ❖ People Performance Management ❖ Role of Analytics in HRM 	1.5

Programme Content

Modules	Sub-modules	Course Credits
EPGCPGM-103 Marketing Management	<ul style="list-style-type: none"> ♦ Introduction to Marketing Management and Marketing Planning ♦ Marketing Research ♦ Product and Brand Management ♦ Distribution Channels and Retailing ♦ Pricing ♦ Integrated Marketing Communications 	1.5
EPGCPGM-104 Financial Management	<ul style="list-style-type: none"> ♦ Financial Statement Analysis ♦ Management Accounting ♦ Overview of Financial Markets and Regulations ♦ Introduction to Equity & Bond ♦ Capital Budgeting and Decision-Making ♦ Capital Structure Decisions 	1.5
EPGCPGM-105 Business Analytics	<ul style="list-style-type: none"> ♦ Introduction to Descriptive Statistics ♦ Inferential Statistics ♦ Simple and Multiple Linear Regression ♦ Random Forest and Boosting ♦ Text mining and Sentiment Analysis ♦ Decision Trees and Bagging 	1.5
EPGCPGM-106 Operations and Supply Chain Management	<ul style="list-style-type: none"> ♦ Operations Strategy ♦ Inventory Management 	1.5

Programme Content

Modules	Sub-modules	Course Credits
	<ul style="list-style-type: none"> ♦ Project Management ♦ Six Sigma & Lean Management ♦ Supply Chain and Logistics Management ♦ Service Operations Management 	
EPGCPGM-107 Digital Transformation	<ul style="list-style-type: none"> ♦ Digital Transformation and Strategy ♦ Emerging Technologies and Disruptions <ul style="list-style-type: none"> - Industry 4.0 / Web 3.0 - AI, ML, IoT, Blockchain, Fintech, Martech, Digital Product Management 	1.5
EPGCPGM-108 Strategic Management	<ul style="list-style-type: none"> ♦ Introduction to Strategic Management ♦ Core Competencies Vs Competitive advantage ♦ Internationalization & Global Business Strategy 	1.5
EPGCPGM-109 Entrepreneurship and Business Models	<ul style="list-style-type: none"> ♦ Introduction and Innovation Management- Basic Concepts ♦ The Innovative Organization: Structures and Systems ♦ Introduction to Design Thinking and Product Design ♦ Introduction to Design Research Strategies ♦ Introduction to Ideation and Prototyping Strategies ♦ Tools for Design Thinking 	1.5

Programme Content

Modules	Sub-modules	Course Credits
	<ul style="list-style-type: none">♦ User Testing♦ Design Research - tools for observation♦ Business Models - Designing, Experimentation and Pivoting	
EPGCPGM-201 Group Project		2.5
	Total	16.0

**The above content of the courses is indicative and is subject to IIM Visakhapatnam's discretion.*

**The course includes total of 16 credits.*

Programme Insights

- ▶ **12 Months** Course Duration
- ▶ Application Closure Date
Closing Soon
- ▶ Technical Orientation Date
21st June 2025
- ▶ Academic Orientation Date
22nd June 2025
- ▶ Session Timings
09:00 am to 11:45 am (2nd Saturdays & all Sunday) including 15 minutes break

Programme Fee Structure & Instalment Pattern

Particulars	Amount
Application Fees	INR 1500/- +GST
Total Fees (excluding application fees)	INR 2,10,000/- + GST

Instalment Pattern		
Particulars	Instalment Amount	Payment Schedule
Instalment 1	INR 80,000 +GST	3 days from the release of the offer letter
Instalment 2	INR 70,000/- + GST	5 th September 2025
Instalment 3	INR 60,000/- + GST	5 th December 2025



Criteria for award of Post Graduate Certificate:

- ▶ A student will be considered for the award of Post Graduate Certificate if s/he completes the minimum requirement of 16 credits. Further, the following criteria apply.
 - A) CGPA of at least 1.50 in the program.
 - B) Excellent/Good/Satisfactory grade in the Capstone Project.
- ▶ If a student fails to meet the above criteria, s/he will be awarded only the certificate of participation.



About IIM Visakhapatnam

Indian Institute of Management Visakhapatnam (IIMV) belongs to the prestigious IIM family of business schools. It is a new generation IIM, set up by the Government of India in September 2015. The Indian Institutes of Management Act 2017 declares IIMs as Institutions of National Importance, empowered to attain standards of global excellence in management, management research and allied areas of knowledge. Continuing its journey towards steady progress and growth since its inception, IIM Visakhapatnam has already carved out for itself a niche among IIMs, crossing several milestones and maintaining a distinct lead in:

- Having rich knowledge resources and modern infrastructure conducive to learning outcomes of high impact.
- Having a vibrant student cohort with national character (representing 22 states) that excels in academics and co-extracurricular activities and regularly wins competitions pan-India.
- Recording top placements among 10 IIMs. Enjoying excellent linkage with apex industry bodies like CII.
- All faculty with PhDs from top-notch institutions of India and abroad, such as IIMs, IITs, and reputed foreign universities.
- Hosting the largest cohort of women entrepreneurs after IIM Bangalore (Mentor Institute) under a special initiative called the Women Startup Program.

26th Rank in Management
NIRF Rankings, 2024



Know the Facilitators

PROGRAM CHAIR



Prof. Prince Doliya
Ph.D. (IIT Roorkee)

Dr. Prince Doliya has been awarded a Ph.D. in Accounting & Finance from the Department of Management Studies, Indian Institute of Technology (IIT) Roorkee. His doctoral work investigates auditing issues in International Financial Reporting Standards (IFRS). Prior to this, he received his MBA from the National Institute of Technology, Kurukshetra, majoring in Finance. Before joining IIMV, he worked at T.A. Pai Management Institute, Manipal, as an Assistant Professor. His research interests are International Financial Reporting Standards, Decision-making in Accounting & Auditing, and the interplay between Accounting and Entrepreneurship.

PROGRAM CO-CHAIR

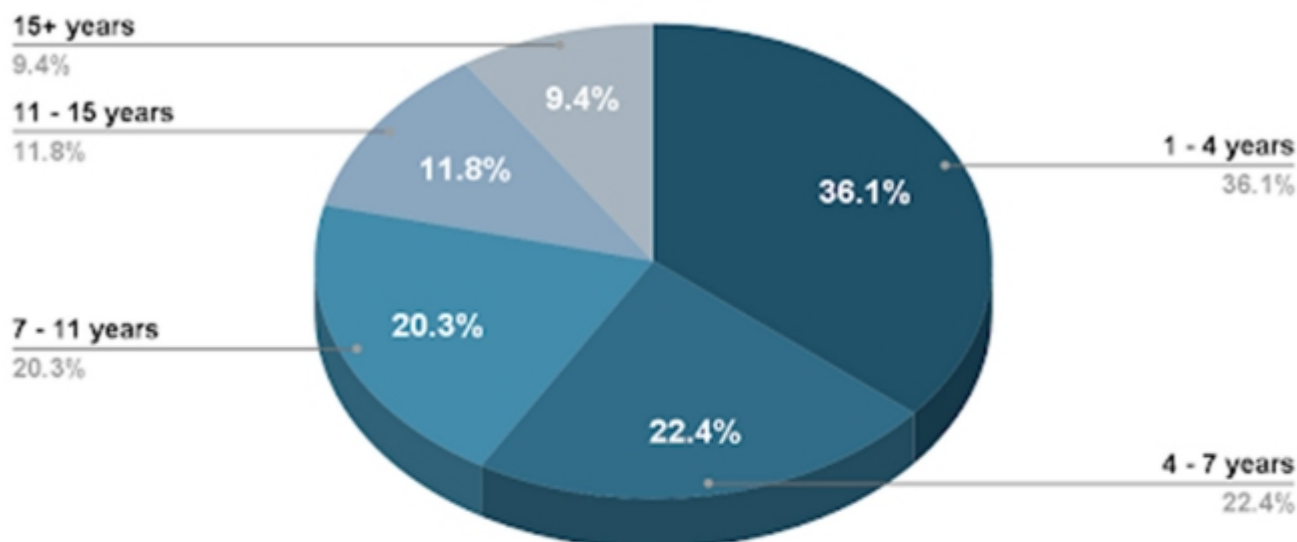


Prof. Preeti Virdi
Ph.D. (IIT Bombay)

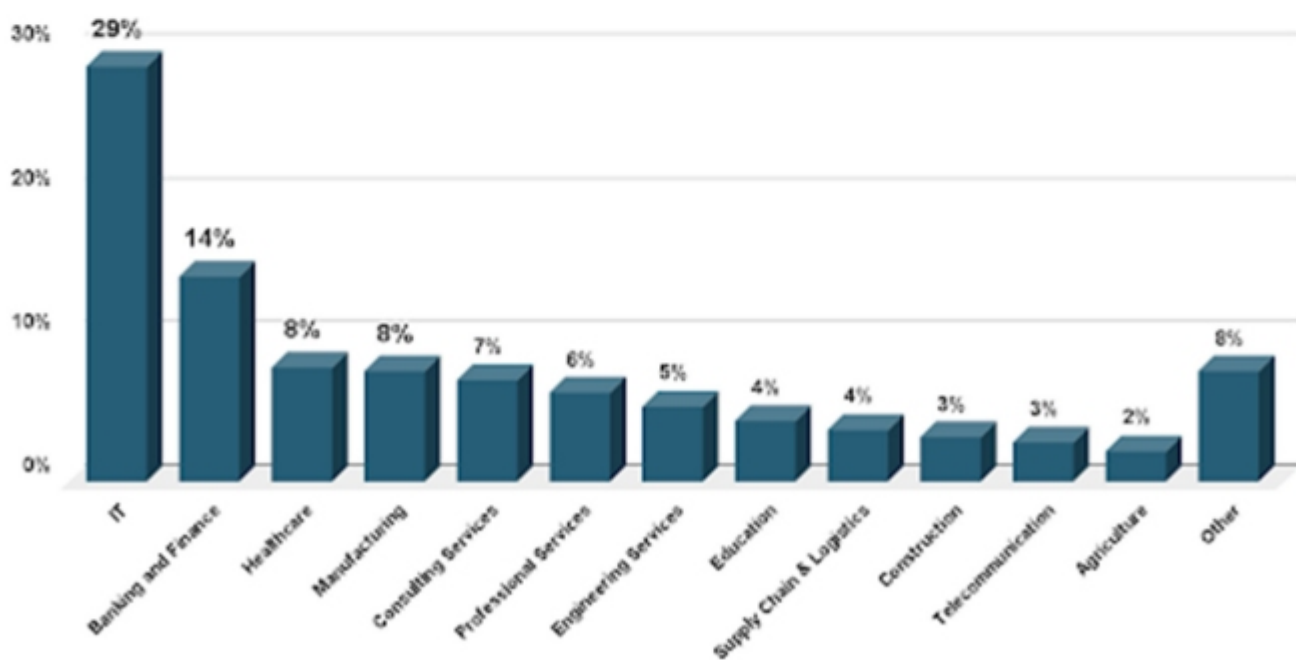
Prof. Preeti Virdi holds a doctorate degree in Marketing from Shailesh J. Mehta School of Management, IIT Bombay. She has a keen interest in understanding consumer decision-making processes, especially in the presence of technological support systems like recommender systems, virtual assistants, and others. Her thesis work attempted to develop a classification framework for online decision aids and examined the effect of these decision aids in consumer decision-making processes, both in simulated web-store environments and live e-commerce websites. Her research interests also include social commerce and consumer interaction with digital games. Along with these academic interests, Dr. Virdi enjoys painting and intends to study the intersection of arts and marketing in the future.



Past Experience of Professionals



Industry Profile of Professionals



Note: Highlighted above are the collective batch demographics from Batch 01 to Batch 03 of IIM Visakhapatnam's EPCCPGM.

Recent Batch Analysis

Top Companies



Top Designations



Note:-

- Highlighted above are the collective batch demographics of previous batches - IIM Visakhapatnam's EPCCPGM.
- Past performance records do not guarantee any future opportunities.
- All company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.
- The list is partial.



Career Services by Jaro Education



Resume Building

Our service comprises the meticulous creation and refinement of resumes, aligning them with corporate standards to ensure they reflect your skills and achievements. Through expert resume optimization, we enhance your professional narrative and craft an ATS-friendly resume to stand out in a competitive landscape.



LinkedIn Profile Optimization

We offer tailored suggestions for elevating your LinkedIn profile, strategically designed to maximize visibility and foster meaningful connections with industry leaders. Our approach ensures that your online presence resonates with the professionalism and expertise that defines your career trajectory.



Career Enhancement Sessions

Our exclusive Jaro Connect platform provides corporate engagements with access to immersive bootcamps and masterclasses on the latest industry trends, led by esteemed experts. This empowers the participants to stay abreast of evolving market dynamics while honing their professional competencies, ensuring they thrive in today's fast-paced business environment.

Note:

IIM Visakhapatnam or Jaro Education do not guarantee or promise you a job or advancement in your existing position. Career Services is simply provided as a service to help you manage your career in a proactive manner. Jaro Education provides the career services described here. IIM Visakhapatnam is not involved in any way with the career services described above and offers no commitments.



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 & PhD, 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.

Get in Touch with us

Mr. Karthikeyyan

 **+91 7397749519**

 **Karthikeyyan@jaro.in**

 **jaroeducation.com**

**Ahmedabad | Bangalore | Chennai | New Delhi/NCR |
Hyderabad | Jaipur | Kolkata | Mumbai | Nagpur | Pune**