

**Post Graduation Certificate  
Programme in  
Executive General  
Management**

**Batch - 04**



# About IIM Trichy

IIM Tiruchirappalli (IIMT) is one of the fastest-growing second-generation IIMs with a full-fledged state-of-the-art campus spread over 176 acres. Started in 2011, the institute has established its name as one of the premier management institutions with capabilities in creating and disseminating management knowledge. The institute has 33 faculty members with strong academic and industrial experience.

Faculty members are from leading management educational institutions both from India, like IIMs and IITs, and also from foreign universities. The institute, apart from running flagship Post Graduate Programme in Management, also has doctoral programmes and post graduate programmes in business management for working managers.

IIM Tiruchirappalli was conferred with the Leadership & Innovation Award: 2020 in the Business School Category by the Higher Education Forum (HEF) at the 11th HEF Annual Convention. The Institute is placed 7th among top B-Schools in Outlook-ICARE India MBA Rankings 2020.

IIM Tiruchirappalli has been placed at 15th rank by the National Institutional Ranking Framework, Ministry of Human Resource Development, Government of India (2020) in the category of Management Institutions. The eLearning Center of Executive Education and Consultancy (EEC) furthers the mission of IIMT to reach out to aspiring executives keeping in mind their time and location constraints.

The e-learning programmes enable IIMT to foray into the online Executive Education space with a single-minded focus to make quality management education contemporary, conveniently accessible and affordable.





# Director's Message



## Prof. Pawan Kumar Singh

The Director

Indian Institute of Management Tiruchirappalli

Indian Institute of Management Tiruchirappalli (IIMT) is the 11th IIM established by the Government of India in 2011 and has completed the 10-year milestone. Tiruchirappalli is a vibrant city widely known for its art and culture that dates back to thousands of years. Now the city is the hub of educational institutions, scholastic centers, and modern industries. Our Institute is transcending to new heights and stands true to its motto: 'Gyaanam Anantam' which means 'Knowledge is Infinite'. Continuous learning is the foundation for better value creation and IIMT aspires to instill in its students an unceasing desire to learn. The institute proudly takes on the responsibility of shaping the students into leaders of tomorrow who would be the catalysts of change for the betterment of society. IIMT is functioning from its sprawling state-of-the-art campus spread over 175 acres of land, situated about 11 km from Tiruchirappalli International Airport.

Our mission is to nurture a learning environment that assimilates, disseminates, and creates knowledge of global standards adding value to the society and nation. Starting journey with an intake of 84 students, today we host over 500 students and offer diverse Programmes such as: Post Graduate Programme in Management (PGPM); Post Graduate Programme in Management – Human Resources (PGPM - HRM), Doctoral Programme in Management (DPM), Executive Doctoral Programme in Management (EDPM) and Post Graduate Programme in Business Management (PGPBM) for the working executives. The Executive Education & Consulting under IIM Trichy offers both short duration and long duration programmes, Faculty Development Programmes, and e-Learning Programmes especially designed to enhance the skills and knowledge of the corporate managers. Through a carefully designed curriculum, we shape our students as future leaders with deeper understanding. We also strive to create dynamic and innovative entrepreneurs who could bring positive changes in the Society.

Our strength comes from our faculty members and dedicated staff. Our faculty possess the highest level of innovative and interactive skills. They not only impart knowledge but also instill the core values and ethos of invincible Indian culture. We develop a spirit of enquiry into the minds of our students and for fruitful purposes invite them to challenge the existing paradigms. High-quality research is always an integral part of IIMT culture. Our thoughtfully created Learning Resource Centre helps the faculty and research scholars to ponder over their ideas in an exquisite academic ambience and produce world-class research output. IIM Tiruchirappalli has expanded its horizons by entering into various collaborations with academia and industry. We have signed agreements of academic cooperation with reputed institutions across the world. Through projects like 'Make a Difference', we imbibe social and national commitments in our students.

We take pride in who we are. We do not fixate on past accomplishments and constantly look for innovative ways to establish our vision to be a leading management institution with a significant impact on business and society. We believe that the Institute has the potential to be transformed into one of the best world-class management schools in India. We invite every stakeholder of the society to join us in this journey of spreading value-based management education.

**Prof. Pawan Kumar Singh**

**The Director**

**Indian Institute of Management Tiruchirappalli**

Source: IIM Trichy website

## Programme Directors



**Dr. Sujeet K. Sharma**

Information Systems and Analytics

Dr. Sujeet K. Sharma is an Associate Professor in the 'Information Systems & Analytics Area' at IIM Tiruchirappalli. Dr. Sharma has been teaching for more than 20 years in Oman, Bahrain, and India, which has given him a wide experience in teaching and interacting with students across multiplicity of cultural and ethnic backgrounds. Throughout his academic career, his background and expertise in Statistics, Mathematics, and Computer Science have enabled him to effectively design and deliver a number of courses, both basic and advanced, in the fields of Information Systems, Business Mathematics, and Business Statistics. Dr. Sharma has developed new courses namely Special Topics in Business Statistics (Data Analytics), Data Mining with Statistical Methods, Computer Software for Business (R Programming and SPSS), and Data Processing and Analysis for Decision Making in the previous academic institutions he has been associated with.



**Dr. Prashant Gupta**

Finance and Accounting

Dr. Prashant Gupta is a senior faculty member in the Finance area at Indian Institute of Management (IIM) Trichy. More than two decades of experience (since 1996) of Dr. Prashant is a blend of industry, academics, research, training and consulting. He has served as Branch Head of Alpica Finance Ltd for around 5 years. He has shouldered many administrative responsibilities also like Program Director, Chief Proctor, Dean-Student Affairs and Dean, School of Management, Chairman Admissions (both at Gautam Buddha University and IMI, Delhi), Chairperson-PGDM Banking and Finance etc. Dr. Prashant was a member of GBU delegation that went to the UK for foreign academic collaborations in July 2009.



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# Programme Overview

Time to drive momentum in your leadership career and business growth with Top B-School in India, IIM Trichy- Post Graduate Certificate in Executive General Management Programme (E-GMP). Pursue a PG certified E-GMP specially curated for working professionals and aspiring executives to take upon managerial or leadership roles in their organization.

In tomorrow's modern business world, the Executive General Management Programme provides an understanding of business and enables managers to make smarter business decisions. This interdisciplinary programme will provide participants with a holistic, cross-functional view of an organization to facilitate superior, integrated decision making. General Management encompasses diverse functions such as Finance, Marketing, Operations, Strategy, Information Systems, Economics, Analytics, and Human Resource Management.

Seamlessly envision your success and scale up the organizational growth to the next level with greater knowledge of business operations and a multidisciplinary approach to leadership. The PG Certificate programme in Executive General Management accelerates this transition via an innovative online mode of delivery and personalized learning on campus.

## Program Objectives

- Build knowledge and understanding of major functional areas of management
- Foster interdisciplinary thinking
- Demonstrate ability to be creative and innovative in an organizational context
- Develop an understanding of contemporary topics and issues
- Demonstrate ability to manage unstructured business situations

## Navigate the ever-changing economic landscape

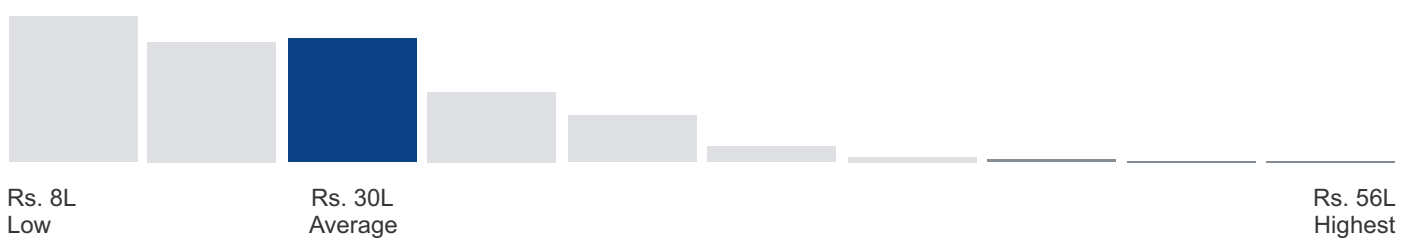
**“India is expected to lead the percentage growth of fortunes worth \$100 million in 2025.”**

Moving from crisis to recovery has demonstrated that resiliency is now a business requirement in today's global economy. Smart professionals strive for success by creating digital resiliency to set a new benchmark for building future enterprises, and ultimately articulate a vision for executing new-age frameworks in order to swiftly uplift management strategies.

### ▶ Executive-Level Manager Salary range in India

Average Annual Salary

**Rs. 30 LPA**



Executive-Level Manager salary in India ranges between Rs. 8 Lakhs to 56 Lakhs with an average annual salary of Rs. 30 Lakhs.

Source- Glassdoor

## Programme Highlights:

**Cross-Industry Peer  
Networking**

**Post-Graduate Certificate  
from IIM Trichy**

**Alumni status**

**Interactive Campus  
Immersion\***

**Experiential and Case-Study  
based Learning**

**Contemporary  
Management Topics**

\*Subject to prevailing government rules pertaining to the pandemic.



## Programme Content:

1.	Orientation
2.	Organisational Behavior & Design
3.	Accounting for Managers
4.	Marketing - I
5.	Business Statistics
6.	Business Research Methods
7.	Data Science for Business
8.	Corporate Finance for Managers
9.	Managerial Economics
10.	Macro Economics
11.	Marketing - II (including Digital)
12.	Managing Operations (Mfg & Services)
13.	HR Management
14.	Strategic Analysis for Competitive Advantage
15.	Information Systems for Managers
16.	Communication for Managers

## Pedagogy:

The program is delivered through blended learning mode. The in-class component will involve a variety of pedagogical techniques such as lectures, case discussions, simulation games, role plays, group projects and other experiential exercises. The online component delivered through state-of-the-art interactive mode will facilitate learning through synchronous mode using multimedia components involving case discussion, audio and video engaging components.



## Eligibility:

- Bachelor's Degree, with at least 50% marks or equivalent CGPA [45% in case of the candidates belonging to SC/ST/PWD] from a recognized institute/ university
- Minimum Post qualification experience of 1 year
- Reservations will be provided to eligible candidates as per Government of India norms

## Programme Details:

<b>Programme Duration</b>	: 1 Year
<b>Mode of Delivery</b>	: D2D (Direct to Device) Online
<b>Programme Schedule</b>	: Once in a week One 3 hour session per week (Sunday 10.00 a.m. to 1:15 p.m.)
<b>Campus Immersion (Mandatory)</b>	: 3 days visit at the start of the programme.

## Fee Structure:

Programme Fee	
Application Fee	Total Programme Fee (exclusive of Application Fee)
INR 1,500 + 18 % GST	INR 2,67,000 + 18% GST

Installments Pattern		
Installment	Installment Amount (INR)	
1 <sup>st</sup> Installment	Before 1st Campus Module	INR 92,000/-
2 <sup>nd</sup> Installment	Before 2nd Term	INR 55,000/-
3 <sup>rd</sup> Installment	Before 3rd Term	INR 55,000/-
4 <sup>th</sup> Installment	Before 4th Term	INR 65,000/-

Easy EMI Available

# Specimen Certificate

## “Post Graduate Certificate Programme in Executive General Management- IIM Trichy”

for those who successfully complete the prescribed course of study  
and fulfill all other academic requirements



भारतीय प्रबंध संस्थान तिरुचिरापल्ली  
Indian Institute of Management Tiruchirappalli

Roll Number:

*Certificate Of Successful Completion*

*This is to certify that*

*Muthupalaniappan PL*

has successfully completed the

***Post Graduate Certificate in Executive General Management***

through Blended learning held from                      to

Programme Director

Programme Director

Chairperson, Executive Education &  
Consulting

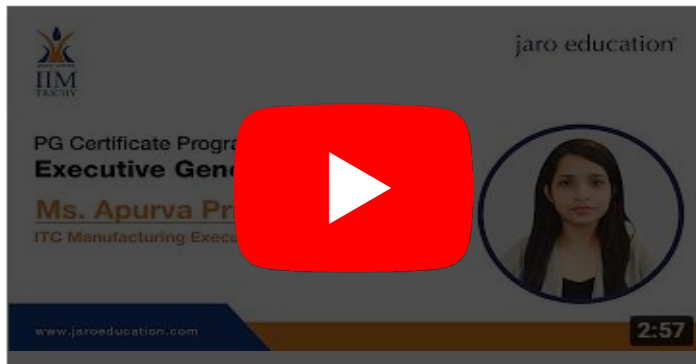
Director

SIGN:

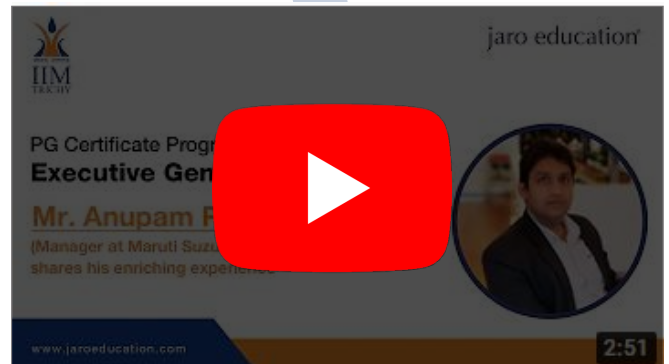


# Hear from the Alumni

Ms. Apurva Priyadarshini



Mr. Anupam Prakash



## Admission Process



## About Jaro Education

**INDIA'S LEADING  
EDTECH COMPANY**  
AND A PIONEER IN THE EXECUTIVE  
EDUCATION SPACE

**800+**

Corporate Associations

**2,00,000+**

Careers Transformed

**2009**

Enhancing Career Since



2012  
Education Excellence Awards



2012  
e-India Awards



2017  
Modi Awards



2018  
ABP Education Awards



2019  
Economic Times Awards

Jaro Education is a leading Ed-Tech company and a pioneer in the executive education space with more than 2,00,000 alumni.

Jaro Education has partnered with various Top B-Schools, Universities, and Premium Institutions nationally as well as internationally and has received multiple national-level awards for its exceptional contribution in education.

IIM Trichy has empanelled Jaro Education for providing promotion and technical support to its PG Certificate Programmes.



## Contact Us

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Consulting Office**

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