



IIM NAGPUR

भारतीय प्रबंध संस्थान नागपुर  
Indian Institute of Management Nagpur

**T**  
**TIMESPRO**



## **Post Graduate Certificate Programme in General Management (GMP) (Batch 05)**

12 Months | Blended | ₹2,25,000 + GST

## Director's Message



**Dr. Bhimaraya Metri**  
**Director, IIM Nagpur**

I take pleasure in welcoming you to IIM Nagpur (IIMN). IIMN was established in 2015 as the first of the third generation IIMs, by the Ministry of Education, Govt. of India. Its location in Nagpur, the Orange City, makes IIMN equidistant from the major metropolises – Delhi, Chennai, Kolkata, and Mumbai – in terms of travel time by air. Since its inception, IIMN has attracted talented faculty members with commendable experience in research and teaching.

Faculty members at IIMN are engaged in management consultancy, research, training, and industry collaboration for creating and disseminating cutting-edge knowledge. Its location at the very centre of industrial activity offers IIMN a natural advantage, enabling greater connections and partnerships with businesses across sectors in SEZ and MIDC-designated zones. IIMN's unwavering focus on pioneering exceptional industry partnerships to lead the way in providing real-world experiences, prepares our programme participants for life — bringing 'corporate into classrooms' to hone relevantly skilled talent for the ever-evolving corporate world. One of the first premier institutions in the country to seamlessly make the shift from physical to online over the past year, IIMN is well-equipped to conduct Executive Education Programmes (EEPs) for executives from public and private sector undertakings. Keeping the New Education Policy (NEP) 2020, digitalisation and lifelong learning in mind, IIMN has launched online certificate programmes for skilling-reskilling-upskilling the executives in highly specialised areas of management. We anticipate that these programmes would enable executives to fully realise the opportunities ahead in a digitally disruptive world. With its unique advantages, IIMN is an exciting place to learn, grow, and be the 'champions of change'. We welcome you to join our IIMN community of faculty, staff, students, and alumni who are shaping the future of work.

# Change is the New Normal

Volatility, Uncertainty, Complexity, and Ambiguity (VUCA) define our world today and it does not seem to be ending soon. This transitionary phase has compelled businesses to enforce path-breaking changes or innovations, at the operational, structural, and behavioural levels that needs to be implemented at varying pace, scale, and intensity across the organisation.

In such uncertain situations, it's important for organisations and managers to reassess and re-organise their management approaches.



## Adapting to the New Normal by Upskilling

This era of volatility and uncertainty has shaken the confidence of many business managers and leaders in their ability to see the future well enough to take bold action, and are now facing an existential threat. However, a professional qualification in **General Management**, can equip such professionals with the necessary skills and knowledge required to handle various business situations. The certification will not only instill self-confidence but will also set them apart from the rest of the competitors and open up new opportunities.

## Career Avenues in General Management

General Management professionals are required across industries, and the specific roles vary from industry to industry. Some of the top hiring industries are:



**Banking, Financial  
Services, and  
Insurance (BFSI)**



**Healthcare**



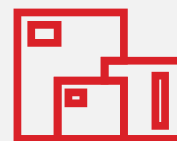
**Hospitality**



**Travel &  
Tourism**



**Information  
Technology**



**FMCG**

*To keep up with job demands and to sharpen your profile, enrol for IIM Nagpur's Post Graduate Certificate Programme in General Management (PGCPGM) and emerge as a proficient management professional to set out on a successful career path. Unleash your power not just to survive but to flourish.*



## Programme Overview

The **Post Graduate Certificate Programme in General Management (PGCPGM)** equips you with suitable managerial and leadership skills to help you endeavour towards progressive job roles in your career. More importantly, you gain the ability to respond and act swiftly to the evolving business developments and challenges.

This 12-month programme is aligned to IIM Nagpur's Executive Education objective of providing working executives with the opportunity to improve their management knowledge and skills. The structure of the programme, mode of delivery, timing of sessions, and pedagogy are carefully crafted to help learners balance their dual goals of workplace commitments along with continued professional development through formal management education.

## Programme Highlights



Contextually designed  
12 months programme for  
early-mid career executives



Campus immersion  
module of three days



Focus on business  
use cases and simulations



IIM Nagpur  
Alumni status

# Learning Outcomes

The programme will help learners to:



Understand the purpose, nature, and functions of the organisation



Understand various functional dimensions of the organisation



Explore and learn various concepts, tools, frameworks, and techniques related to management



Gain exposure to a wide range of cutting-edge management trends and topics

# Programme Content

## Module 1

### **1) Managing Oneself and People**

- Perception: Understanding Different Perspectives
- Understanding Self and Others
- Understanding and Managing Emotions
- Effective Decision-making

### **2) Statistics for Managerial Decision-making**

- Business Statistics for Quantitative Data Analysis
- Descriptive Analytics

### **3) Managerial Economics**

- Economics for Everyday Decision-making
- Macro-economic Systems and Globalisation

### **4) Management Accounting**

- Analysing Financial Statements
- Managerial Decisions Using Financial Ratios
- Cost and Profitability Management: Cost Accounting Basics

### **5) Emerging Trends in Marketing**

- Value Creation for Customers, STP
- Analysing Markets and Assessing Demand
- Digital Marketing and Leveraging Social Media
- Services Marketing and Managing Service Personnel

## Module 2

### **6) Effective Interpersonal Communication**

- Managing Difficult People
- Reading Body Language and Non-verbal Cues
- Developing Listening skills
- Communication in High Diversity Workforce

### **7) Managing Information System**

- Understanding Importance of Information System
- Database Management System
- Hardware, Software, Networking, and Security

## **8) Strategy Formulation for Profitable Growth**

- Vision, Mission, and Organisational Objectives
- Understanding External Environment and Organisational Resources/Capabilities
- Strategic Decision-making and Strategy Formulation
- Strategy Implementation and Organisational Transformation

## **9) Operation Management**

- Operation as a Competitive Advantage
- Process Analysis
- Inventory Management

## **10) Leadership and Change Management**

- Human Psychology and Change Management
- Approaches of Change
- Leadership Style
- Leadership and Change Management

## **11) Supply Chain Management**

- Supply Chain Coordination-I
- Mapping Supply Chain
- Role of Collaboration
- Incentive Compatibility
- Supply Chain Coordination-II
- Implementation Issues
- Role of Technology
- Coordination Issues-I: Role of Information in Supply Chain
- Coordination Issues-I: Bullwhip Effect
- Supply Chain Contracts-I
- Supply Chain Contracts-II



## Module 3

### **12) Understanding Consumer Behavior in Digital World**

- Understanding Consumers and Crafting the Product Strategy in Digital World
- Managing Customer Growth and Profitability
- Consumer Behavior and the Sharing Economy in E-commerce

### **13) Advance Data Analytics**

- Predictive Analytics
- Basics of Business Forecasting
- Customer Segmentation and Targeting
- Basics of Natural Language Processing

### **14) Corporate Finance**

- Understanding Cost of Capital and Time Value of Money
- Capital Budgeting and Investments
- Evaluating Projects: NPV, IRR, etc.
- Dividend Decisions

## Pedagogy

The programme is delivered through blended learning mode. The in-class component will involve a variety of pedagogical techniques like lectures, case discussions, simulation games, role-plays, group projects, and other experiential exercises. The online component, delivered through a state-of-the-art Interactive Learning (IL) platform, will facilitate learning in synchronous mode using multimedia components involving case discussion, audio, and video for enhanced engagement and experience.

## Programme Delivery

- Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, or Tablet.
- Chamber Consulting will be provided by every faculty member teaching a course in the programme (once a week in the timeframe when a particular course's sessions are scheduled).

### Schedule

2 online sessions (of 90 minutes each)

Sundays:

12:15 p.m. - 03:15 p.m.

### Duration

12 months (180 Hrs.)

Online Hours: 162 Hrs.

Campus Hours: 18 Hrs.

## Campus Immersion

There will be 3 days of campus immersion at IIM Nagpur, between the middle and the end of the programme.

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 the COVID-19 situation, the same will be included in the total number of online sessions.



## Eligibility Criteria

- Diploma (10+2+3) or Bachelor's Degree or equivalent (10+2+3 or 10+2+4) or 2-Year Master's Degree or equivalent from a recognised university (UGC/AICTE/DEC/AIU) in any discipline
- Minimum 2 years of work experience\* after completion of qualifying education
- Participants who fulfil the above criteria and are not currently working are also eligible to apply
- Final selection will be done by IIM Nagpur

*\*Internship and training experiences will not be considered as full-time work experience.*

## Who Should Attend?

- Early-career working executives who are aiming for middle management or leadership roles in the organisation and/or industry can take up this programme.
- The programme is also targeted at professionals working in MNCs, private corporates, PSUs, Government departments, and family businesses.

## Admission Criteria

The selection will be based on candidate's profile evaluation, subject to meeting eligibility criteria.

## Attendance Criteria

A minimum of 75% attendance is a prerequisite for the successful completion of the programme.





## Certification

- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria, will be awarded a 'Certificate of Completion'.
- Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Certificate of Participation'.
- Successful participants will also be accorded IIM Nagpur Alumni status.

## Assessment & Evaluation

- Evaluation methodology is at the discretion of the faculty. The methodology includes online exams, written tests, assignments, projects, quizzes, examinations, and any other component as decided by the IIM Nagpur faculty and administered by the ELP.
- The programme may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organisational decision scenarios.
- Giving feedback is an integral part of the completion requirements of the programme.

*Disclaimer: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Nagpur.*

## Programme Directors



**Prof. Alok Kumar Singh**

Prof. A.K. Singh holds a FPM degree (Fellow in Management) in Operations management and quantitative techniques area from Indian Institute of Management, Indore. He is a Mechanical Engineer from College of Technology, G.B. Pant University of Agriculture & Technology, Pantnagar. He has worked with Steel Authority of India Limited (SAIL), for 8.5 years and has around 8 years of academic experience. Prof Singh was actively involved in academic, MDP's and administrative activities. He has published papers in reputed journals and has attended several conferences in India and abroad. His teaching and research interest span across the domain of Operations Management, Project Management, Supply chain management and Quantitative Techniques.



**Prof. Som Sekhar Bhattacharyya**

Prof. Som Sekhar Bhattacharyya is a faculty member in the Strategy & Entrepreneurship Area at IIM Nagpur. He has 16 years of work experience in academics and industry. Prior to joining IIM Nagpur, he was associated with the National Institute of Industrial Engineering (NITIE), Mumbai and Goa Institute of Management (GIM), Goa. Prof. Bhattacharyya has taught various courses like Strategic Management (Planning & Implementation), International Business Strategy, Mergers & Acquisitions, and Strategic Management of Technology.

He has designed and delivered Executive Education Programmes and Management Development Programmes for a number of organisations like General Mills, Future Generali, Birla Soft, NALCO, HPCL, L&T, Orient Paper Mills, ACC, Hyundai, Diebold, Axis Bank, CIL DRDO, NALCO, and others.

His research has been published as papers and cases in various international and national journals. He was awarded the Emerald Literati Awards for Excellence: Outstanding Paper Award – 2011 and Emerald Literati Awards for Excellence: Highly Commended Paper Award – 2014 for two of his research papers.

## Programme Fee

Particulars	Amount (₹)*
Processing Fee**	15,000
<b>Total Programme Fee</b> (Excluding Application Fee)	<b>2,25,000</b>

Note:

- Collection of all fees will be done by IIM Nagpur. From Application page, participants will be redirected to IIM Nagpur payment portal.
- \*GST as per prevailing rate is applicable and will be collected additionally from the candidate/participant. Current GST rate is 18%.
- \*\*Processing Fee is ₹15,000 which includes ₹2,500 towards Application Fee and ₹12,500 towards Tuition Fee. In case a participant's profile is rejected by IIM Nagpur, Tuition Fee of ₹12,500 will be refunded to the participant.
- During campus visit, participants who want to stay extra nights at IIM Nagpur campus will have to pay additional charges directly to IIM Nagpur. This shall be subject to accommodation availability at the campus for extra nights.

## Instalment Schedule

Instalment	Date	Amount (₹)*
I	At the time of application	12,500
	Within one week of offer roll out	70,500
II	10 <sup>th</sup> February, 2024	71,000
III	10 <sup>th</sup> May, 2024	71,000

\*GST as per prevailing rate is applicable.

## Programme Timelines

Last Day to Apply	<a href="#">Refer to Website</a>
Session's Commencement Date (With/Without Campus Visit)	10 <sup>th</sup> December, 2023
Programme End Date	December 2024

**APPLY NOW** 



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Established in 2015, the **Indian Institute of Management Nagpur (IIM Nagpur)** aspires to be a leading management institution that shapes management systems, policy, and governance through high-quality education, research, and industry engagement. Propelled by the pursuit of engaged scholarship, the Institute aims to create value-driven leaders and global managers with strong conceptual foundations and analytical approach, which helps them excel in diverse spheres – be it management, business, policy making, and public administration, to name a few.

IIM Nagpur's aim is to address the needs of a modern India, connecting aspirations and realities to attain benchmarks that are respected internationally. Our motto, सत्यं च स्वाध्याय प्रखर्चने च, that is, an inspired journey towards truth through individual reflection and collective discourse, propels our quest to bridge the gap between abstract knowledge and practice.

IIM Nagpur seeks to distinguish itself as an institution that promotes constant industry engagement of a 'problem-solving' nature. Executive Education, therefore, is an important thrust area for the Institute. With an array of programmes designed by a faculty body with a stellar record of research, teaching and industry engagement, the Executive Education programmes at IIM Nagpur equips managers and executives with the capabilities to perform effectively in their current roles and take up greater challenges through various stages of their careers.

**43<sup>rd</sup>**

in NIRF Rankings  
2023

**19<sup>th</sup>**

in Outlook ICARE  
Rankings 2023

**24**

in India Today MDRA  
Rankings 2023





TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.



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