



**Post Graduation Certificate  
Programme in**

# **Executive General Management**

**Batch 06**



Marketing Partner

**jaro education**

# 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 174 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 over 44 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 the flagship Post Graduate Programme in Management, also has doctoral programmes and postgraduate 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 18th rank by the National Institutional Ranking Framework, Ministry of Human Resource Development, Government of India (2022) 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



Indian Institute of Management Tiruchirappalli (IIMT) is the 11th IIM established by the Government of India in 2011 and has completed the 12-years of 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 174 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 a deeper understanding. We also strive to create dynamic and innovative entrepreneurs who could bring positive changes in 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 society to join us in this journey of spreading value-based management education.

**Prof. Pawan Kumar Singh**  
**Director, IIM Tiruchirappalli**



# Programme Chair



## Prof. Meenakshi Nagarajan

Associate Professor in Marketing Area

Meenakshi Nagarajan is an Associate Professor in Marketing at the Indian Institute of Management Tiruchirappalli. She is a PhD from Faculty of Management Studies, University of Delhi and holds a Masters degree in International Business from Delhi School of Economics.

She has an academic experience spanning over two decades wherein she has engaged in teaching, research, MDPs and has held several administrative responsibilities. Her research interest includes qualitative research methods, travel & tourism, platform business, new-age technologies, and consumption culture. She has published in leading journals including Technological Forecasting & Social Change, Journal of Strategic Marketing, Digital policy, Regulation and Governance, and International Journal of Consumer Studies. Her teaching interests include Marketing of services, Sharing economy, International marketing and Marketing strategy.



## Prof. Bipin Kumar Dixit

Assistant Professor in Finance and Accounting Area

Bipin Kumar Dixit is Assistant Professor in the Finance and Accounting Area at IIM Trichy. He is a Fellow (PhD) of the Indian Institute of Management Bangalore and received an M Tech degree from the Indian Institute of Technology Kharagpur. He received the NSE Award for the

Best Thesis in Financial Economics given by the Indian Economic Association for his doctoral research. His research has been awarded (twice) the research grant by the NSE-IGIDR Corporate Governance Research Initiative. His research has appeared in academic journals of repute, such as the 'Journal of Accounting, Auditing, and Finance' and 'Managerial Finance'. His current research interests are in the areas of corporate finance and corporate governance in emerging markets. He teaches courses on Corporate Finance, Strategic Financial Management, and Mergers, Acquisitions, and Corporate Restructuring to MBA students; Corporate Finance Seminar and Corporate Governance Seminar to doctoral students; and Financial Analytics to working executives.





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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 an 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.

### Programme 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

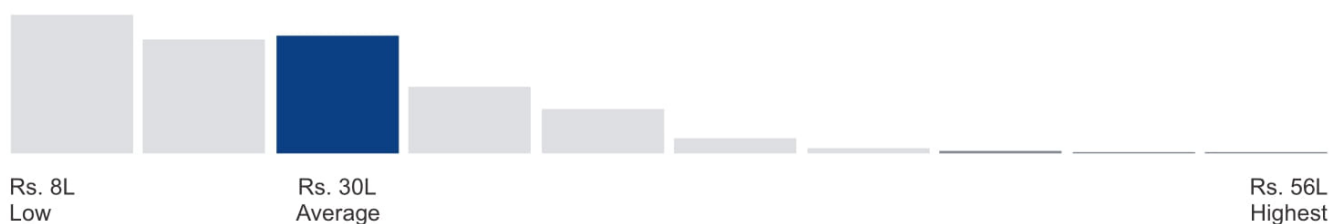
**“India is expected to lead the percentage growth of fortunes worth \$100 million in 2025.”**

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

EEP 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 programme 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:

- Minimum 50% in Graduation or Post Graduation, whichever is higher from a recognized National or International University (marks can be rounded off as 50% if it is above 49.50%).
- 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>             | : Direct to Device (D2D) Platform  |
| <b>Session Timings</b>              | : Once in a week<br>One 3-hour session every Sunday from 10 am - 1:15 pm |
| <b>Campus Immersion (Mandatory)</b> | : One campus immersion of 3 days   |
| <b>Hours of Learning</b>            | : 171 hours  |
| <b>Commencement of classes</b>      | : October 2023   |

## Fee Structure:

| Programme Fee              |   |
|----------------------------|---|
| <b>Application Fee</b>     | <b>INR 2,000/- + GST</b>  |
| <b>Total Programme Fee</b> | <b>INR 2,75,000/- + GST</b><br><small>(Excluding of Application Fees)</small> |

| Instalment Pattern                |                   |  |
|-----------------------------------|-------------------|--|
| Particulars                       | Instalment Amount | Payment Schedule                                 |
| Instalment 1<br>(Initial Payment) | INR 96,750        | Before Term 1<br>(5 days from the date of offer) |
| Instalment 2                      | INR 89,125        | Before Term 2                                    |
| Instalment 3                      | INR 89,125        | Before Term 3                                    |



# 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 प्रबन्धन संस्थान तिरुचिरापल्ली  
Indian Institute of Management Tiruchirappalli

### *Certificate of Completion*

*This is to certify that*

**XXX**

has successfully completed the

*Post Graduate Certificate Programme in Executive General Management*

through blended learning mode

Given on the \_\_\_\_\_

Programme Director

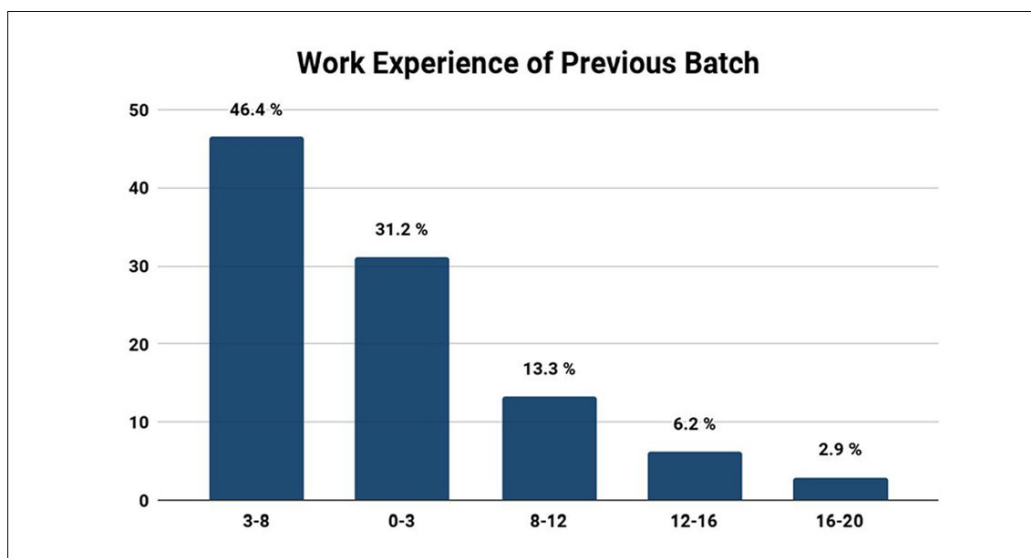
Programme Director

Dean (Corporate Relations & Faculty Affairs)

Director

Sl.No.:

## Recent Batch Analysis



### Top Companies

- Ford Motor Company
- Amazon
- Tata Consultancy Services
- HCL Technologies
- Pepsi. Co
- Nike India
- KPMG Global Services
- Flipkart
- Deloitte USI
- Paytm
- Ernst and Young
- Infosys Limited
- Cognizant Technology Solutions
- Phonepe
- IBM
- Google
- Tech Mahindra
- Accenture
- Bytedance
- Bank of America
- Deloitte

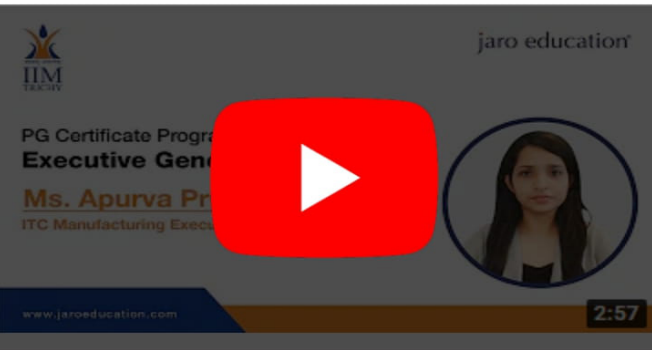
### Top Designation

- Founder
- CEO
- Chief Commercial Officer
- Managing Director
- Director
- Deputy Director
- Sales Head
- Sr. Project Officer
- Senior Software Engineer
- Chief Manager - Engineering Services
- Senior Scientist
- Software Development Engineer
- Lead Engineer
- Business Development Manager
- AGM - Operations



# Hear from the Alumni

Ms. Apurva Priyadarshini



Mr. Anupam Prakash



# Admission Process



# Career Assistance

## Profile Building

Rigorously building the candidate's profiles and resume scrutinizing with their LinkedIn profiles. Jaro Education enables personalised feedback to boost overall virtual presence.

## Resume Review

Moving forward with carefully curated resumes reviews that ensures you are interview-ready for the workplace of tomorrow.

## Placement Assistance

Get career assistance as per the profile and preferences. On an average, get 5-6 job recommendations to enhance quality employment opportunities

## Career Enhancement Sessions

Bridging connectivity to link the best talent with organizations through eminent sessions from top-class industry speakers.



## Note

IIM Tiruchirappalli 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 Tiruchirappalli is not involved in any way with the Career Services described above and offer no commitments.

# About Jaro Education

**“INDIA’S MOST TRUSTED  
ONLINE HIGHER  
EDUCATION COMPANY”**

**1000+**

Corporate Associations

**3,00,000+**

Careers Transformed

**2009**

Enhancing Career Since



2022  
EdTech Leadership Award



2022  
National Best Employer Accolade



2019  
Economic Times Award



2018  
ABP Education Award



2017  
Modi Award

Jaro Education has been India's most trusted online higher education company and a pioneer in the Executive Education space since July 2009. The company aims to nurture entrepreneurs and working professionals from entry-level to C-Suite levels in every field and industry by providing executive education programmes that meet their needs.

IIM Tiruchirappalli has empanelled Jaro Education for promotion and admission support for its highly-recognised suite of PG Certification Programmes.





## Contact Us

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Consulting Office**

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**Jaro Education Program Expert**

**Mr. Karthikeyyan**

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