



PG certificate in

# **EXECUTIVE GENERAL MANAGEMENT**

Ranked among Top B-Schools in India



## About IIM Tiruchirappalli

IIM Trichy being one of the top 10 B-schools in the country, the 11th Indian Institute of Management was established on 4th January 2011. IIM Trichy stands tall for holding the excellence of IIM in the management education and its motto which says “Knowledge is endless”. IIM Trichy aims at developing competent professionals and transforming the participant’s professional life through its regular as well as executive programmes. As its mission says, IIM Trichy is creating a learning environment that imparts management studies of global standards for future enterprise leaders who ultimately act as a catalyst in the development of the nation.

## Introduction

The Post Graduate Certificate program in Executive General Management Program (e-GMP) is designed to provide understanding of business and enable Managers to make business decisions. General Management encompasses diverse functions such as Finance, Marketing, Operations, Strategy, Information Systems, Economics, Analytics, and Human Resource Management. This programme will provide participants with a holistic, cross functional view of an organization to facilitate superior, integrated decision making. This programme is targeted at working professionals or aspiring executives preparing to take up on managerial or leadership roles in their organization and / or industry.

## Programme Objectives

- Provide an overview of the purpose and structure of the organization
- Create awareness about contemporary business environment
- Provide 360 degree knowledge on diverse stakeholders & functions of organization
- Introduce concepts, theories, models, tools, and applications related to management of the organization
- Equip managers with analytical tools, techniques and frameworks required to make cross functional, integrated management decisions

## Programme Details

Programme Name	:	Post Graduate Certificate in General Management Programme (e-GMP)
Duration	:	1 Year
Delivery Mode	:	Blended

## Eligibility

- Minimum 50% in Graduation from recognized national or international university
- Minimum 45% in Graduation for SC/ST Applicants
- 1 year of work experience

## Programme Schedule

- 2 Way Interactive Lectures via HD Virtual Classrooms  
Saturdays from 06.00pm to 09.00pm
- Campus Immersions (Mandatory):  
First Campus Visit: 3 Days (June 19 to 21, 2020\*)  
Second Campus Visit: 2 Days

**\*Campus visit date may change in case of situations at that time and will be informed in advance**

## Programme Highlights



- Alumni Status of IIM Trichy



- Experiential & Case Study Based Learning



- Cross Industry Peer Networking



- Post Graduate Certificate from IIM Trichy



- Interactive Campus Immersions



- Contemporary Management Topics

## Programme Fees

Rs. 2, 67, 000/- + GST

(The fees is inclusive of the campus immersions)

Fee Structure	
Components	Domestic
Application Fee	Rs. 1,500/-
Programme Fee	Rs. 2,00,000/-
Books/Study Material Fee	Rs. 26,000/-
Campus Visit	Rs 30,000 /- for two visits
Alumni Fee	Rs. 10,000/-
Student Welfare fee	Rs.1,000/-

- Fees mentioned above are exclusive of GST
- Fees mentioned above is inclusive of Campus Immersions
- Lodging during campus visit is provided by IIM Trichy
- The travel expenses to and from the Campus has to be borne by the participant.

## Course Content

1. Communication for Managers
2. Data Analytics & Data Science
3. Principles of Marketing
4. Accounting for Managers
5. Managerial Economics
6. Managing Operations
7. Organization Behaviour
8. Consumer Behaviour
9. Corporate Finance for Managers
10. Project Management
11. Management Information System
12. HR Management
13. Strategic Analysis for Competitive Advantage

## Awards and Recognitions - IIM Trichy

- Ranked 9th among top B-schools in MBAUniverse.com Ranking 2018-19
- Ranked 14th in the category of Management Institutions by The National Institutional Ranking Framework (NIRF)
- Ranked 8th amongst the top 11 public B-Schools in India in the list of NHRDN-Shine.com B-School ranking 2019-19



## CONTACT US

**Chembur**  
022-67850400

**Goregaon**  
022-61439200

**Dadar**  
022-45419200

**Thane**  
022-61461444

**Pune**  
020-30558500

**Noida**  
0120-6296600

**Gurugram**  
0124-4558750

**Chennai**  
044-42290700

**Hyderabad**  
040-49484746

**Bengaluru**  
080-49337933



## About Jaro Education

Jaro Education is one of the leading EdTech companies in the Indian education sector which pioneered executive education in the country. It caters to the needs of working professionals by offering them various management and technology programmes, which are tailored with relevance to the present age and industry standards. Through its vision Jaro has grown exponentially with over 1 Lakh 50K Alumni to its name and has 31 centres across the nation. Jaro advocates career up-gradation by leveraging advanced technology and holds crême of the crop academic partners such as IIM Trichy for offering a plethora of executive programmes to its students