



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE

# EXECUTIVE GENERAL MANAGEMENT PROGRAMME (Batch 36) 2015-16

Start Date: December 12, 2015  
Apply by: October 15, 2015

BUSINESS ENVIRONMENT

FUNCTIONAL KNOWLEDGE

STRATEGIC PERSPECTIVE

INDIVIDUAL AND ORGANIZATIONAL COMPETENCIES

# EGMP - 36

## PROGRAMME OVERVIEW

The Executive General Management Programme (EGMP) is a part-time certificate programme designed for functional managers aspiring to move into a general management role and fast-track managers who have recently moved into a general management role to develop core business skills and competencies that would equip them to handle issues involving cross-functional areas.

The EGMP brings together participants from diverse backgrounds, skills and experience, enabling peer learning. Eminent faculty of IIMB handles the curriculum. The EGMP participants involve themselves actively in case studies and discussions, role-plays, games, etc. They benefit immensely through continuous learning and networking with peers from different backgrounds, during and after the programme.

## PROGRAMME OBJECTIVES

- Introduce contemporary business models and practices to the participants.
- Develop competence in the disciplines and skills associated with general management.
- Provide guidance to think through advanced business strategies with a global perspective.

## PROGRAMME FRAMEWORK AND CONTENTS

Moving from delivering a functional strategy to responsibility for business strategy requires a broader perspective and additional knowledge.

The EGMP prepares participants for this challenging transition by focusing on:

Business Environment, Individual and Organizational Competencies, Functional Knowledge (Key Business Areas) and Strategic Perspective

**Business Environment:** An understanding of the fast-changing environment and its impact on business is crucial for success. Topics include:

- Business, Government and Society
- Managerial Economics (Micro & Macro)
- Business Law
- General Commercial Knowledge

### Individual and Organizational Competencies:

Continuous enhancement of individual and organizational competencies and business performance is crucial. Topics include:

- Organizational Structures and Processes
- Organizational Behaviour and HR
- Business Statistics
- Resource Optimization
- Entrepreneurship

**Functional Knowledge:** An appreciation of key concepts and activities within the primary management functional areas and interconnection between them is essential to align functional areas with business strategy. Topics include:

- Financial Accounting
- Management Accounting
- Corporate Finance
- Operations Management
- Information Systems Management
- Marketing

**Strategic Perspective:** This module integrates the functional knowledge gained earlier and allows the managers to take decisions and develop strategies that are appropriate for different environments. Topics include:

- Corporate Strategy & Innovation
- International Business
- Ethics and Governance
- Business Simulation Game (Capstone)

## PARTICIPANTS' PROFILE

- Mid-career professionals with potential for growth and graduates with a minimum of 5 years' experience;
- Technologists seeking to broaden their knowledge of business and move on to general management responsibilities as business heads.





## PROGRAMME DELIVERY

### On-Campus Classes:

The on-campus classes will be held in IIMB campus at Bangalore.

### Off-Campus (Online Classes):

A limited number of seats are available for online participants. In order to be eligible, the candidates must be residing outside of Bangalore. The candidates from SAARC countries and other neighbouring countries in Asia are also encouraged to apply.

Those interested in applying for the online option (Off Campus) must indicate their choice at the time of applying for the programme. It is not possible to change from Off Campus to On Campus mode of delivery after the selection list has been announced.

### Online Mode of delivery

The participants who opt for online classes have to come to the campus for the on-campus sessions along with the other participants of the programme. The classes are streamed via Internet to the desktop or laptop of the participant.

### The Infrastructure at the Remote end

The participants who sign up for the online classes have to invest in the following hardware / software:

1. A Windows PC with a minimum of quad-core processor
2. Windows 8.0 or higher OS
3. Internet Explorer
4. A PC that is free from virus
5. A high-speed internet connection (2 Mbps or higher) – It has to be a DSL connection. Wireless Broadband can be used but only as a backup to a regular DSL line.
6. The PC and the broadband must be powered by an UPS or Inverter that has a minimum of 4-hours of backup support (Only indicative: If the power supply in your area is notoriously bad, you might think of investing in an inverter of higher capacity that supports 9-10 hours backup for powering a PC and Broadband Modem).
7. And finally a quiet room with a table and chair. It is preferable that you have a 16" / 32" / 42" Monitor to display the classroom video.

If you do not meet this infrastructure requirement, we strongly discourage you to apply for online classes.

IIMB Executive Education reserves the right to reject the candidature of an online applicant if the bandwidth tests reveal that the infrastructure at the remote end falls short of requirements.

No recordings of the classes are available.

## PROGRAMME FEE

Programme fee is Rs. 4,75,000/- + Service Tax (applicable rates) per participant, payable in three installments as per the following schedule:

1. Rs. 1,75,000/- + Service Tax - I installment on admission.
2. Rs. 1,50,000/- + Service Tax - II installment, 2 March 2016.
3. Rs. 1,50,000/- + Service Tax - III installment, 4 June 2016.

## AWARD OF CERTIFICATE

A part time certificate of completion will be awarded by IIMB to the participants within 90 days from the last day of the programme upon meeting programme requirements and its successful completion.

## ALUMNI

Successful completion of the programme also entitles participants to be admitted to IIM Bangalore Alumni association on a one-time payment of Rs. 3000/-.

## IMPORTANT DATES

Registration closure	October 15, 2015 by 5.00 pm
Announcement of shortlist	November 09, 2015
Payment due	November 20, 2015 by 5.00 pm
Release of waitlist	November 23, 2015
Payment due	December 02, 2015 by 5.00 pm

Programme timings are typically 0900-1715 which might get extended on some days.

## PROGRAMME SCHEDULE

Module	Venue	Dates
Module-I	On Campus	12 December 2015
		14 – 18 December 2015
	One-day outbound programme	19 December 2015
	On Campus + Off Campus	2 & 16 January 2016
		6, 13, 20 & 27 February 2016

Module-II	On Campus	4 – 8 April 2016
	On Campus + Off Campus	16 & 30 April 2016
		7, 14 & 28 May 2016
		4 June 2016

Module-III	On Campus	4 – 8 July 2016
	On Campus + Off Campus	23 & 30 July 2016
		6, 13, 20 & 27 August 2016

Module-IV	On Campus	3 – 8 October 2016
		15 October 2016



**The Indian Institute of Management Bangalore (IIMB)** has received the European Quality Improvement System (EQUIS) accreditation awarded by the European Foundation for Management Development (EFMD). Established in 1973, IIMB today offers a range of post-graduate and doctoral level courses as well as executive education programmes. With a faculty body from amongst the best universities worldwide, IIMB is fast emerging as a leader in the area of management research, education and consulting.

IIMB's distinctive feature is its strong focus on leadership and entrepreneurial skills that are necessary to succeed in today's dynamic business environment.

Financial Times has announced the top rated global schools for custom and open programmes for the year 2015. IIMB is among the top-50 schools for its Executive Education offerings which includes custom and open programmes. And IIMB is the only school from India to figure in this elite list.

### Registration

The organizations interested in nominating their employees and individuals interested in the programme may apply online.

### The Administrative Officer Executive Education Programmes

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*Participants interested in the programme may contact IIMB at the above-mentioned address for clarifications, if any. Once registration is accepted, cancellation /refund queries and requests will not be entertained.*



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