

Igniting Possibilities




**IIM**  
AMRITSAR

ਭਾਰਤੀਆ ਪ੍ਰਬੰਧ ਸੰਸਥਾਨ ਅੰਮ੍ਰਿਤਸਰ  
भारतीय प्रबंध संस्थान अमृतसर  
**INDIAN INSTITUTE OF  
MANAGEMENT AMRITSAR**

# **POST GRADUATE CERTIFICATE PROGRAM** in **ADVANCED GENERAL MANAGEMENT**

**BATCH – 02**

**JUNE 2024 – MAY 2025**



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# ABOUT IIM AMRITSAR

Indian Institute of Management (IIM) Amritsar is the 15th IIM set up by the Ministry of Human Resource Development with the support of the Government of Punjab. Being located in Amritsar, the land of the Golden Temple and Wagah Border, the Institute benefits from the enriching experience offered by this holy city. The Institute is currently run in the Punjab Institute of Technology Building, 5 km from the railway station and 10 km from the airport. Its permanent campus will be constructed about 7 km from the ISBT and 8.5 km from the railway station, making it easily accessible.

IIM Amritsar believes in collectively igniting possibilities. Towards fulfilling this objective, the institute plays a crucial role in human capital development by offering various programs like MBA, MBA Business Analytics, MBA HR, EMBA, PhD and various short – and long-term executive education programs. Owing to its indefatigable allegiance to providing exemplary education, IIM Amritsar has established itself as the vanguard of quality education and learning in a short span of time.

The Institute follows the same pedagogy as practiced by the other members of the prestigious IIM fraternity. With the state-of-the-art infrastructure, IIM Amritsar provides a nurturing environment for its students to learn and grow. IIM Amritsar also focuses on creating an entrepreneurial culture, where the students and faculty work together to create the best enterprising solutions. Besides getting to learn from qualified faculty and industry leaders, the students, here, learn by involving themselves in various club and committee activities. The tireless efforts of our students result in their winning many corporate and B-school competitions and, ultimately, their bagging promising career opportunities



# ABOUT PROGRAM

## Advanced General Management Program

### *Accelerate your Business, Accelerate Yourself*

Ever wondered what makes visionary companies Well they don't just demand the Best Talent, but they Create it. The increasingly complex world requires organizations to adopt innovative means to solve various challenges. The managers need to constantly update their analytical and integrative skills to secure a competitive edge. More than ever, to inspire high performance global teams and to lead organizational change, organizations need to outpace their management expertise.

The Advanced General Management Program from the IIM Amritsar, will provide key tools and insights to broaden their understanding of business operations in the global marketplace. You will gain to develop an end-to-end view of enterprise and understand different organizational functions and synergies between them. The pedagogy will be case-led discussions, business simulations and experiential exercises to mirror the real-life issues of various organizations in diverse industries.

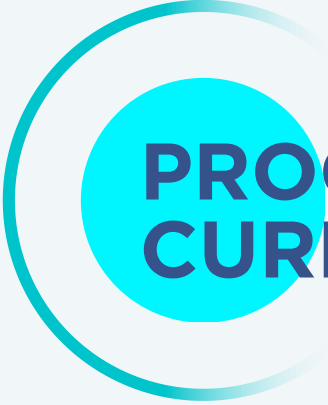
Over the span of 11 months, mentored by experienced faculty from IIM Amritsar, you will enhance your understanding about cross- functional issues, become an effective influencer and a confident decision-maker. You will walk away with critical leadership skills and knowledge to at-tune to an agile culture of digital transformation. At the end of this course, you will earn a certificate of participation from IIM Amritsar Executive Education, empowering you to confidently contribute to corporate success on a higher level.

# LEARNING OUTCOMES

**The participants should expect the following from the program:**

- Learn to solve diverse business challenges and make more balanced decisions under volatile and uncertain circumstances
- Develop a nuanced understanding of the organizational issues and cross-functional skills
- Create an agile culture focusing on digital transformations
- Design and implement innovative strategies to gain competitive edge over other
- Learn from the best practices across industries and successful business models across sectors
- Better engagement and networking opportunities with like-minded professionals





# PROGRAM CURRICULUM

MODULE	KEY COURSES
<p align="center"><b>Module 1</b> <b>Fundamentals of Management</b></p>	<ul style="list-style-type: none"> <li>• Course 1 Storytelling with Data</li> <li>• Course 2 Financial Reporting and Analysis</li> <li>• Course 3 Managing People Organizations</li> <li>• Course 4 Managerial Communication</li> <li>• Course 5 Sales and Marketing Fundamentals</li> </ul>
<p align="center"><b>Module 2</b> <b>Strengthening Cross Functional Business Approach</b></p>	<ul style="list-style-type: none"> <li>• Course 6 Managerial Economics</li> <li>• Course 7 Corporate Finance</li> <li>• Course 8 Talent Management and Development</li> <li>• Course 9 Managing Resilient Supply Chains</li> </ul>
<p align="center"><b>Module 3</b> <b>Strategic Innovations and Value Chain Dynamics</b></p>	<ul style="list-style-type: none"> <li>• Course 11 Corporate Strategy</li> <li>• Course 12 Design Thinking and Innovation</li> <li>• Course 13 Ethics, Sustainability and Governance</li> <li>• Course 14 Project Management</li> </ul>
<p align="center"><b>Module 4</b> <b>Leveraging Technology and Digital Transformations</b></p>	<ul style="list-style-type: none"> <li>• Course 16 Digitalization of Core Operations</li> <li>• Course 17 Data Mining and Predictive Analytics</li> <li>• Course 18 Managing Digital Business</li> <li>• Course 19 Introduction to AI, ML and Big Data</li> </ul>
<p align="center"><b>Integrated Field Project - IFP Review and Feedback</b></p>	

**Integrated Field Project:** Participants will be required to take up practical projects so as to gain a practical orientation of concepts and techniques learnt during the Program. The final 2 weeks of the program will include project presentations and discussions with the experts.



# PROGRAM HIGHLIGHTS & COMPLETION REQUIREMENTS

## PROGRAM HIGHLIGHTS

- Program Completion Certificate from IIM Amritsar.
- The program will be in virtual mode with a 3 day-long campus immersion.
- Learn from world-class Faculty along with expert inputs from industry veterans.
- Experience interactive online learning through live lectures and real-world projects.
- Experiential learning, hands-on training on tools and business simulations are an integral part of the program.
- 11-months rigorous program with case-based interactive sessions, assignments, periodic evaluations and practical projects.
- Alumni status as per the institute policy.

## COMPLETION REQUIREMENTS

- The course will have periodic evaluations.
- The evaluations may objective assessments assignments, and in have both subjective the form quizzes, of mini projects, and presentations.
- IIM Amritsar awards completion certificates course participants successfully complete program to the who all the academic requirements and adhere to IIM Amritsar's academic and non academic policy requirements.



## WHO SHOULD ATTEND?

- Professionals aiming to move up the career ladder and new managers who wish to groom themselves for future strategic leadership opportunities.
- Early and Mid-Career professionals who want to spearhead breakthrough innovations and digital transformation initiatives.
- Employees who want to improve their business efficiency and update their functional competencies

## ELIGIBILITY CRITERIA

- Bachelor's degree in any discipline with consistent academic performance.
- Familiarity with high-school mathematics and good oral and written communication skills.
- Preference will be given to candidates with work experience after completion of Graduation.

## PROGRAM STRUCTURE

- Duration: 11 months with 175 contact hours.
- Classes on Sundays only (Min 2 and Max 4 classes).
- Mode: Instructor Led Live Virtual Classroom Sessions.
- Campus Immersion: 3 Days immersion at IIM Amritsar Campus.
- Certification of completion will be based on the final score obtained by the performance of the participants in various modules as a means of continuous evaluation



## APPLICATION PROCESS

- The application form for admission to the 11 months Certificate program in Advanced General Management (AGMP) will be available at the Institute's website.
- A non-refundable application fee of INR 1500/- + 18% GST has to be paid electronically at the time of submitting the application form.

## IMPORTANT DATES

<b>Application Submission Deadline</b>	May 6, 2024
<b>Registration by</b>	May 20, 2024
<b>Orientation and Classes begin</b>	June 09, 2024
<b>Program Ends</b>	May 20, 2025

**\*\*TENTATIVE DATES ARE SUBJECT TO CHANGE\*\***

## PROGRAM FEE

<b>Application Fee</b>	INR 1,500/- + 18% GST
<b>Program Fee</b>	INR 1,90,000/- + 18% GST

# INSTALMENT SCHEDULE (INCLUDING GST)

Instalment 1: On or before May 13, 2024	INR 47500+18%GST
Instalment 2: On or before August 10, 2024	INR 47500+18%GST
Instalment 3: On or before October 10, 2024	INR 47500+18%GST
Instalment 4: On or before December 10, 2024	INR 47500+18%GST

**\*\*FEES INCLUDES TUITION FEES AND STUDY MATERIAL FOR THE PROGRAM\*\***

## SYSTEM REQUIREMENTS

- Processor: with Dual Core 2 GHz or higher (i3/ i5/ i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Zoom software client installed on your PC/Laptop/ Mac

# PROGRAM DIRECTOR

## DR VARTIKA DUTTA

Organizational Behavior and Human Resources



Dr Vartika Dutta is an Assistant Professor in the area of Organizational Behaviour and Human Resources here at IIM Amritsar. She has completed her PhD in Management from the Indian Institute of Technology Kharagpur. Her thesis was in the area of Educational leadership. Before joining IIM Amritsar, she was working as an Assistant Professor at the Goa Institute of Management in the area of OB & HR. She comes with rich work experience in training and consulting and has held significant positions in the training and development vertical of reputed financial and skill development firms. She has conducted numerous management development programs and workshops for working executives in the area of leadership, understanding and managing self and managing and retaining talent in turbulent times and persuasive communication. She is a trained Happiness Coach and is working in the area of creating positive and happy workplaces. She was instrumental in helping IIM Amritsar to create a significant impact in the space of Executive Education in India by designing and launching several short and long term programs for working professionals. She has research publications in refereed international journals and has presented her work at several national and international conferences



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