



“ The true mark of a leader is the willingness to stick with a bold course of action — an unconventional business strategy, a unique product-development roadmap, a controversial marketing campaign. ”

— **Bill Taylor**
Former Editor of the
Harvard Business
Review

PROGRAMME OVERVIEW

The General Management Programme for Executives is designed to help business managers transform into multi-skilled business leaders. The programme is designed to ensure participants formally learn frameworks and best practices in the areas of leadership, strategy, finance, marketing, operations, digital and analytics.

The General Management Programme for Executives is an intensive, 9-month, multi-modular, face-to-face programme. Participants will experience a world-class learning journey via face-to-face classes in Dubai and a campus immersion at IIM Lucknow, India.



LEARNING JOURNEY



WEEKEND CLASSES IN DUBAI

- Face-to-face classes taught by faculty from IIM Lucknow.
- Classes conducted in Dubai on Friday and Saturday, every alternate week, over 9 months.



RELIVE THE CAMPUS EXPERIENCE

- Stay at IIM Lucknow campus for 5 days.
- Attend classes on the campus.
- Bond with classmates and faculty.



LEARN AND NETWORK WITH YOUR PEERS

- Gain global perspectives on business through interaction with your classmates who come with diverse experiences.



LEARN VIA REAL-WORLD CASE STUDIES

- Learn via real-world case studies and industry examples, and apply the learnings at your organisation.



LEARN TO MAKE SUCCESSFUL BUSINESS MODELS THROUGH SIMULATIONS

- Learn problem-solving techniques.
- Predict the performance of an existing or planned business model and compare alternative solutions.

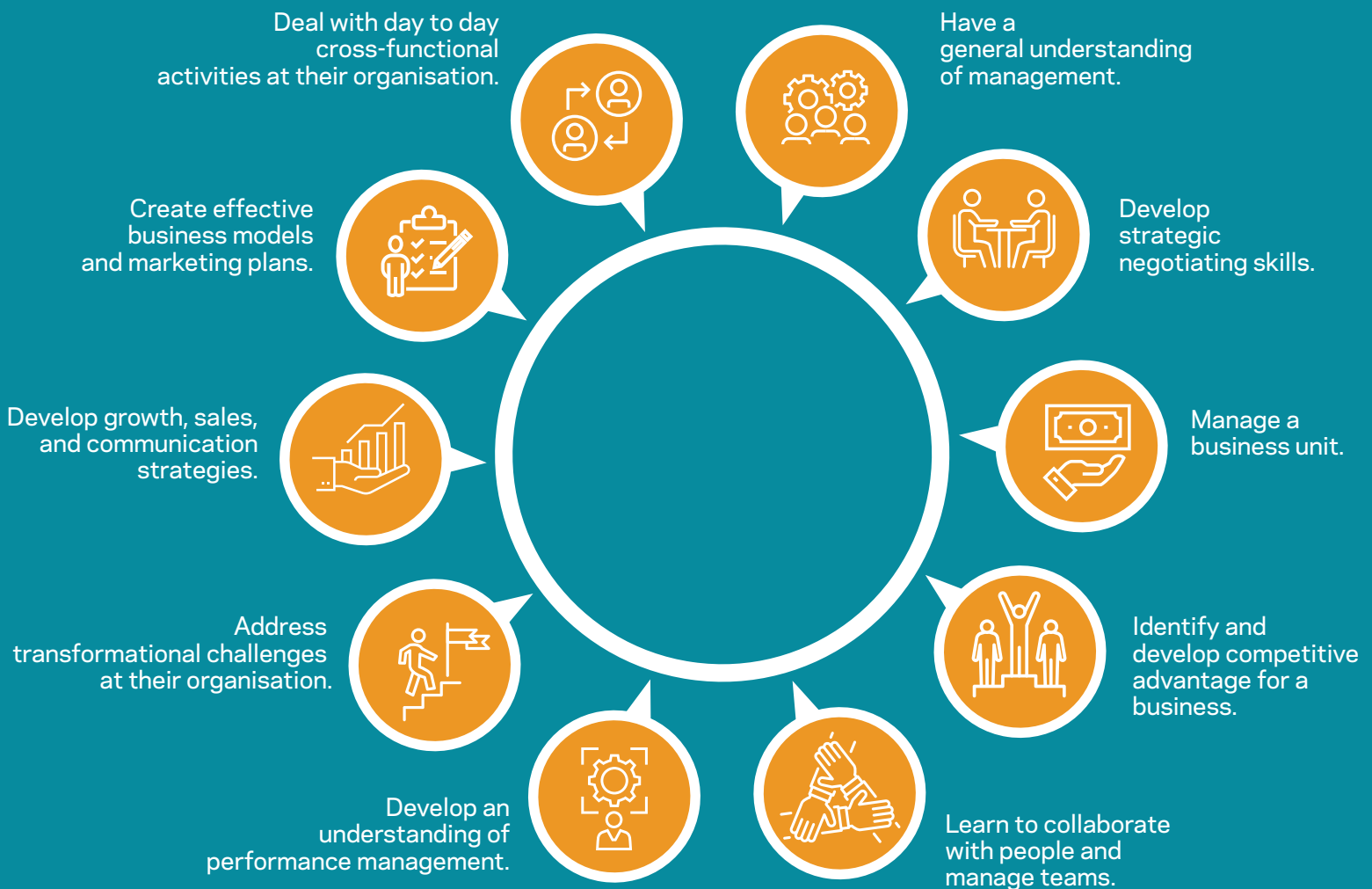


CERTIFICATE

- Certificate of completion from IIM Lucknow (upon fulfilling the requisite criteria).

PROGRAMME OBJECTIVE

After the completion of this programme, participants will be able to:



PROGRAMME MODULES

Business Environment & Macro Economics

- The engines and mechanics of economic growth
 - Monetary policy and output growth
 - The recent global economic crisis - the genesis and the policy remedies
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Financial & Cost Accounting

- Financial Accounting Framework: Scope & Overview
 - Preparation of Financial Statements
 - Analyzing Annual Reports
 - Cost concepts and classification
 - Activity Based Costing
 - Cost Analysis for decision making and control
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Human Resource Management

- Employee Engagement
- Performance Management

Marketing Management

- Understanding Consumer Choices & Consumer value
 - Segmenting, targeting and positioning
 - Elements of marketing mix - 6 Ps of New marketing
 - Strategic Marketing
-

Organisational Behaviour

- Understanding self: Individual in an organisation
 - Managing Workgroups and team
-

Financial Management

- Concept of Value & Return to Shareholders
- Investment, Financing & Dividend Decisions
- Creating EVA & MVA

PROGRAMME MODULES

Customer Relationship Management

- Understanding Relationships
Close-Loop Marketing
- Customer Lifetime Value and Profitability
- Customer Acquisition and Customer Loyalty
- Customer Satisfaction Index and Customer Retention
- Word of Mouth and Branding as CRM

Operations Management & SCM

- Operations Strategy and Competitiveness
- Product/Services Design & Development
- Scale & Capacity Planning
- Forecasting & Operation Plans
- Project Management

International Business Communication

- Business reports & Proposal Writing
- Strategies for cross-cultural communication
- Effective Corporate Communication

Strategic Business Negotiations

- 5-Dimensional Framework of Negotiating Ability
- Negotiation Planning and Process
- Negotiation Strategy
- Complex Negotiations
- Closing the Deal

Strategic Management

- External Environment Analysis, Industry Structure Analysis
- Value Chain Analysis
- SWOT Analysis
- Corporate Strategy
- International Strategy
- Managing Change

Consumer Behavior

- Buying Process
- Perpetual Mapping
- Learning & Memory

PROGRAMME MODULES

Business Sustainability as Competitive Advantage & Creativity in Business

- Concept of business sustainability
 - Competitive analysis in carbon-constrained economy
 - Challenges of integrating sustainability strategies with core business strategies
 - Corporate branding and positioning around sustainability
 - Understanding the Creative process
 - Improving/developing creative potential
 - Understanding cognitive system
 - Role of nudges in influencing others
-

Digital Marketing

- Understanding the Online Consumer
- Digital Advertising
- E-Commerce Models
- Online Marketing Research
- Web Analytics
- Social Media Marketing
- Social Listening and Social Media ROI
- Mobile Marketing

Digital Transformation of Business & Advanced Data Analysis

- Business Strategy
 - Digitizing the product
 - Digitizing the customer experience
 - Digitizing internal operations & processes
 - Digitizing external supply chain
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Leadership

- Leadership Theories
 - Lessons in Leadership from Literature
 - Leadership Styles
 - Persuasive Leaders
 - Ethics in Leadership
-

Capstone Project

- Is the Mega Finale of the 22-days intensive General Management Programme for Executives. The participants would identify the management problem, develop and evaluate the alternative course of action and suggest the best option.

REAL-WORLD CASE STUDIES

Participants will learn via real-world case studies enhancing their problem-solving techniques and decision-making abilities.



Maruti Suzuki India Limited: Sustaining Profitability

Maruti used cost differentiation as its competitive competency. With an increase in the manufacturing cost and hike in fuel prices, the sales of the company had hit bottom. Despite all the odds, the chairman of Maruti with his business strategies was able to counter the situation.



Rob Marson at Morgan Stanley - Harvard Business School

A high-performing and valued employee of Morgan Stanley, Rob Parson made significant gains in building Morgan Stanley's reputation and revenues in the financial sector with his smart strategies and strong relationships with important players in financial services.



Bank of America: Mobile Banking - Harvard Business School

Within three years of its launch, the mobile banking by Bank of America had four million active customers. Post to which more functionalities in the bank's mobile app (credit cards and mortgages) were implemented. Bank of America further made digital marketing strategies to leverage the mobile platform for the bank's various businesses without creating confusion or increasing complexity for the consumers.

REAL-WORLD CASE STUDIES



Sarvajal: Water for all

Piramal Sarvajal, seeded by the Piramal Foundation in 2008, is a mission-driven social enterprise which designs and deploys innovative solutions for creating affordable access to safe drinking water in underserved areas.



Managing online reviews at Trip Advisor - Harvard Business School

Consumers increasingly started to read and write reviews on TripAdvisor – most visited online travel portal in the world. Trip Advisor gave consumers a platform to praise or complain about hotels and services. In response to which, hotels started to invest more time and marketing budget on managing the quantity, quality, and location of online reviews, with particular attention paid to TripAdvisor.



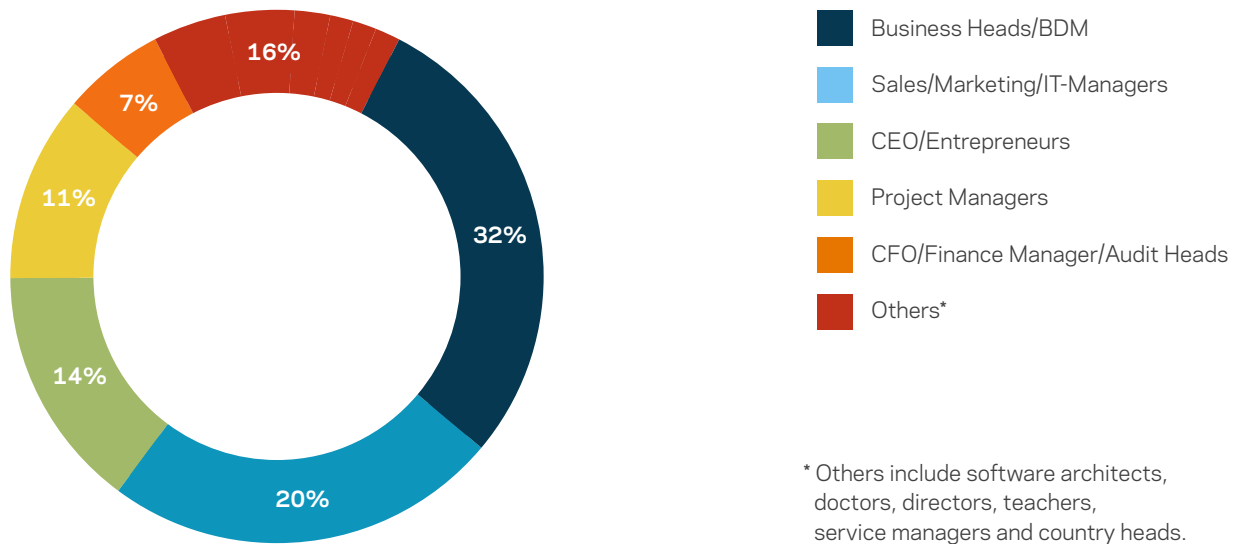
Kanpur Confectioneries Pvt. Ltd.

The case is about the Kanpur Confectioneries Private Limited (KCPL)- a family business located in Kanpur, UP. It was a glucose manufacturing company, known for its good quality, crispness and affordable price. After reaching the heights of success with magnificent sales, they witnessed a fall in the capacity with rendered surplus and incurred loss.

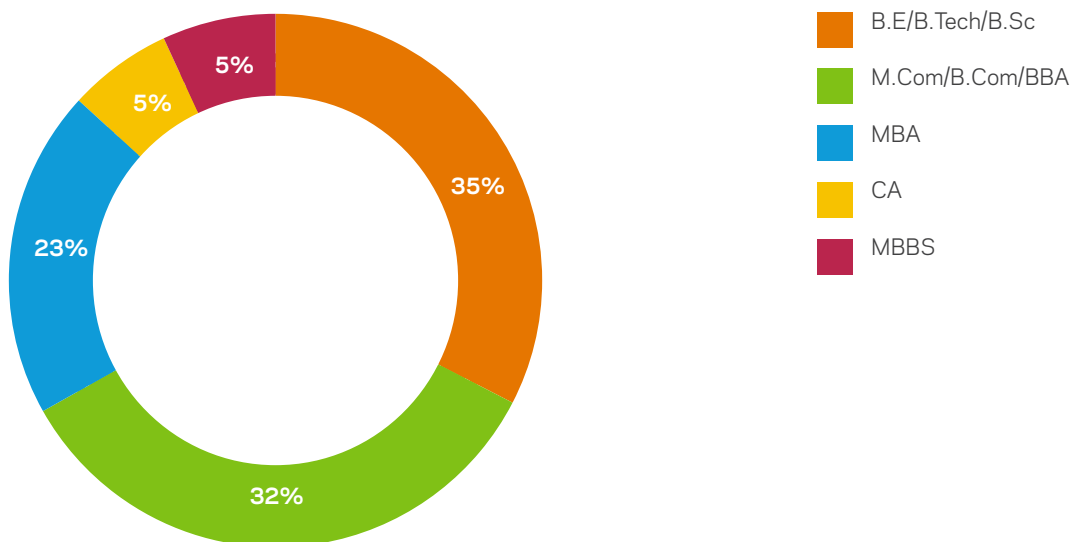
PARTICIPANT PROFILE

Past participants of the General Management Programme for Executives are experienced mid-level and senior-level executives who are functional leaders and department heads looking forward to enhancing their general management perspective. Participants have represented a wide range of industries and backgrounds, creating a dynamic-peer culture for learning and sharing. They have come from large publicly-held companies, private corporations, and smaller organisations.

PARTICIPANTS' DESIGNATION

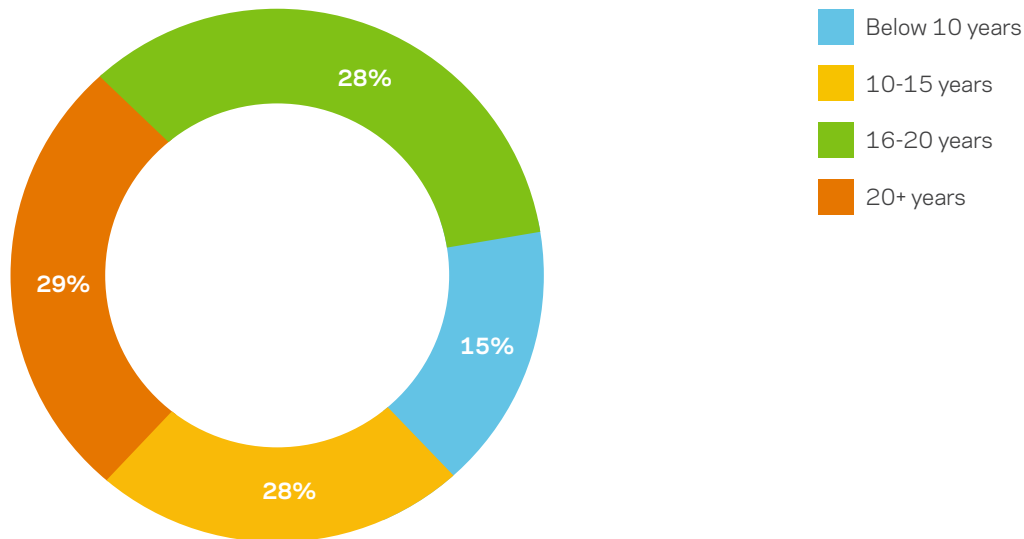


PARTICIPANTS' PRIOR EDUCATION

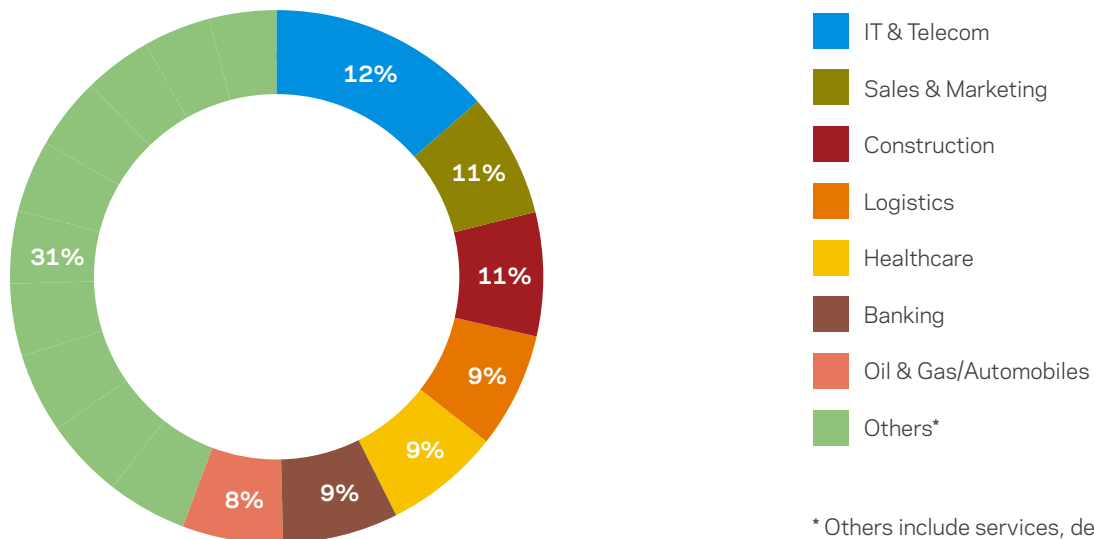


PARTICIPANT PROFILE

PARTICIPANTS' WORK EXPERIENCE



PARTICIPANTS' INDUSTRY



* Others include services, designing (software), aviation/energy, travel & tourism, automobiles, FMCG, commodities, real estate, fashion and education.

PROGRAMME CURATORS

The faculty of IIM Lucknow are teachers in the true sense of the word – people who impart knowledge that is kept continually updated. They are composed of distinguished academicians, skilled educators, and researchers who have extensive teaching skills as well as real-world business experience to enhance participants' skills.



Prof. Amit Agrahari
Information Technology



Prof. Pradeep Kumar
Information Technology



Prof. D Tripathi Rao
Business Environment



Prof. Chandan Sharma
Business Environment



Prof. Prem P Dewani
Marketing



Prof. Rajeev Kumra
Marketing



Prof. Anadi Pande
Strategic Management



Prof. Neeraj Dwivedi
Strategy



Prof. Ajay K Garg
Financial Management

PROGRAMME CURATORS



Prof. Prakash Singh
Financial Management



Prof. Seshadev Sahoo
Financial Management



Prof. Vikas Srivastava
Financial Management



Prof. Sushil Kumar (BS)
General Management



Prof. Archana Shukla
Human Resource Management



Prof. Nishant Uppal
Human Resource Management



Prof. P Priyadarshi
Human Resource Management



Prof. Pankaj Kumar
Human Resource Management



Prof. Neerja Pande
Communication



Prof. Payal Mehra
Communication



Prof. Suresh K Jakhar
Operations Management



Prof. Sushil Kumar (OM)
Operations Management

CERTIFICATE

On successful completion of the programme, with a minimum 75% attendance, participants will be awarded a Certificate of Completion of General Management Programme for Executives and will be eligible for Executive Alumni status of IIM Lucknow.

Participants who fail in more than two modules will be given a Certificate of Participation of General Management Programme for Executives and will not be eligible for Executive Alumni status of IIM Lucknow.



This certificate image is for the purpose of illustration. The actual certificate design may change at the discretion of IIM Lucknow.

PROGRAMME REQUIREMENTS



ELIGIBILITY 5+ years of work experience.

ATTENDANCE Minimum 75% of attendance is required. Attending 5 days of IIM Lucknow campus immersion is mandatory.

EVALUATION An examination will be held for every module. Participants will be graded as - "Excellent," "Good," "Fair," and "Poor" based on their performance. Participants who fail in more than two modules will not be given the certificate of completion but the certificate of participation.

For Capstone Project, participants will be required to present the findings of their study (single or in a group of 2) along with a presentation.

READING HOURS

Along with the rigorous in-class learning of 22 days, participants are expected to devote at least 15 to 20 hours of reading time in-between sessions (2 weeks). Informal group discussions amongst participants are encouraged as sharing of ideas will make this programme more meaningful.

PROGRAMME FEES

- Full Payment: **AED 34,125** (Includes UAE VAT)
The full fee to be paid within 5 days of IIM Lucknow confirming acceptance of your application.
- Payment in 8 Installments totalling to **AED 36,625** (Includes UAE VAT)
Eight cheques need to be submitted within 5 days of IIM Lucknow confirming acceptance of your application.

Please note below the details for the same:

- a. Downpayment: **AED 8,625** (Includes UAE VAT)
Downpayment needs to be paid within 5 days of IIM Lucknow confirming acceptance of your application.
- b. Monthly instalments: **AED 4,000** (Includes UAE VAT)
7 monthly installments of AED 4,000 (includes UAE VAT)
(post-dated cheques - dated 05th of every month).

ABOUT IIM LUCKNOW

Indian Institute of Management (IIM) Lucknow, is one of the premier national level institutes of management in India, involved in generating and imparting knowledge in the field of management. Since its inception in 1984, the guiding philosophy of the institute, throughout, has been a creation of knowledge, influencing management practices, and integrating globally.

The Indian Institute of Management, Lucknow tries to achieve its objectives through well designed and globally recognized Postgraduate Programmes in Management, by undertaking consulting assignments to provide management solutions to corporate and non-corporate sectors, and by conducting Management Development Programmes for enhancing efficiency and effectiveness of working executives/officers. The Institute conducts cutting edge research in various domains of management for generating new knowledge. This genuinely global management school offers Postgraduate Programme in Management (PGPM), Postgraduate Programme in Agribusiness Management (PGPABM), Part-Time Postgraduate Programme in Management for Working Managers (WMP), International Programme in Management for Executives (IPMX), and a Fellow Programme in Management (FPM). IIM Lucknow stands tall on the foundation of an excellent, committed and profoundly knowledgeable faculty, innovative and unique pedagogical tools and an eclectic and diverse student community that has a burning desire to make new paths of its own.

IIM Lucknow has been placed at fourth rank by the National Institutional Ranking Framework, Ministry of Human Resource Development, Government of India (2019) ranking among the business schools in India.

The Association of MBAs (AMBA) has accorded accreditation to Institute's PGPM, IPMX, and WMP programs. Accreditation has been awarded for five years from November 2011 to October 2016 and again from 2016 to 2021, the maximum period as allowed under the current review cycle of the AMBA.

In all its diverse activities, the Institute focuses on fostering and nurturing leaders capable of making a difference in the management of corporate and non-corporate sectors. It inculcates human values, and professional ethics in the students, which help them make the decisions and create a path that is good not only for them, but also suitable for society, for the nation, and the world as a whole. To fulfill its mission in new and powerful ways, each member of the IIM Lucknow community strives to achieve excellence in every endeavor – be it education, research, consulting or training – by making continuous improvements in curricula and pedagogical tools.

IIM Lucknow broke into 301-350 rankings of the QS World Rankings in the business-management-studies category, next only to IIM Bangalore and ISB among Indian business schools.

ALUMNI BENEFITS

Upon completion of this programme, participants will receive the following benefits from IIM Lucknow:

- Receipt of all programme brochures and newsletters from IIM Lucknow (MDP Office)
- Details of Souvenirs available with MDP office
- Lifelong access to a network of distinguished IIM Lucknow Executive Alumni
- Access to the IIM Lucknow Campus Library (onsite access)
- 10% discount in fee for any additional program (Open program, Online) at IIM Lucknow (Lucknow and Noida campus)
- 10% group discount on the fee for reference of participants (minimum group of five)

TESTIMONIALS

It has been an immense value addition for both of us to have done the GMP program of IIM Lucknow. Since we are both managing our own companies together, the new learnings have put us both on the same page in many a situation. We've learned many latest tools for addressing different scenarios and have been able to effectively engage what we learned into action in our own work. The case studies have been excellent eye openers. Overall, we're delighted that we chose to do this programme, the networking and value addition is unparalleled.

Prima Jhony and Johnny John
Director- Sales and Managing Director
Skymat Bldg Material Trading

It's not regular accredited diploma or degree but it's more of development of yourself and insight. Our efforts were matched equally by professors of IIML. After attending this course, I can tackle same problems with ease and can deliver better results. This programme made me better professional and person who enjoys support of stake holders and his team unanimously. This programme is big leap in acquiring knowledge and education which has no boundaries.

P Chitnis
Project Manager/Lead
ATKINS

This programme has been a truly invaluable learning experience and has given me a new perspective of looking at things and dealing with challenges! It has been very empowering both from a personal and professional standpoint.

Vindhya Nyayapati
Regional Planning & Forecasting Manager
Cummins Arabia FZCO

No matter what stage of the career you are in. I found the GMPe from IIM Lucknow to be hugely valuable. Nothing beats class room learning especially when you are with a bunch of excellent students with varied experience and you are tutored by some amazing professors.

Sethu Pazhayannur Ramaswamy
Regional Head
Standard Chartered



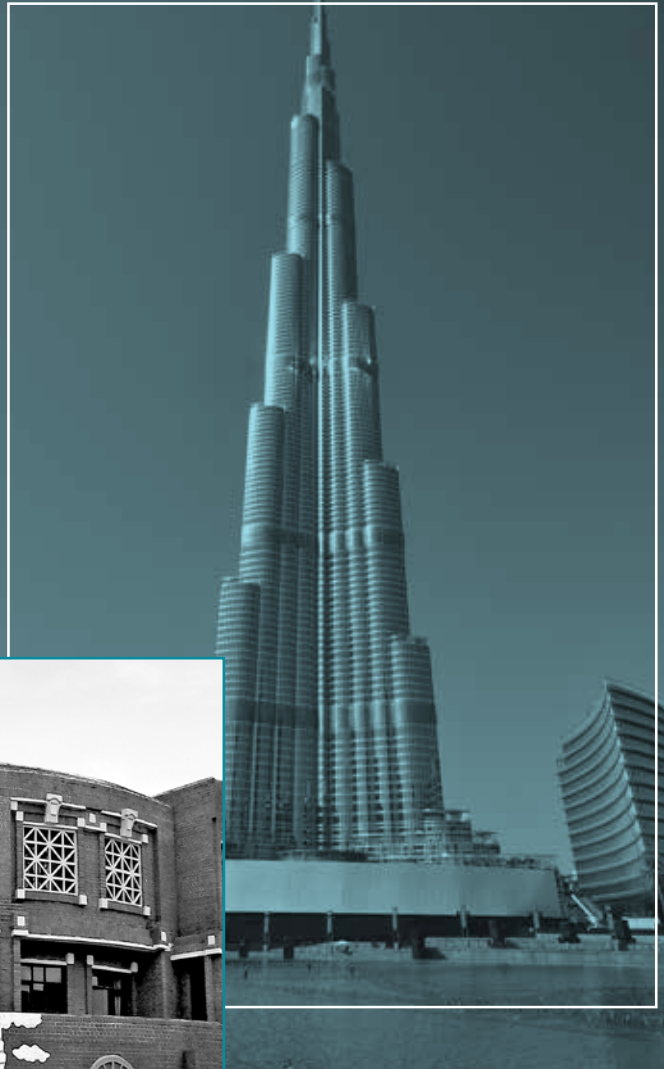
INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW

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please get in touch with us:

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