

**upGrad** &



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR

# Advanced General **Management Program**

11 Months | Online



[upgrad.com](https://upgrad.com)

# About upGrad

**upGrad** is an online education provider that helps individuals develop their professional potential in the most engaging learning environment. In the corporate world, challenges faced by organisations are of a dynamic nature. There is a need to shift from the traditional pedagogy to skill based education with a more practical and dynamic approach. We are at an exciting juncture in the business and economic history of India where the role of manager is no longer to **'manage'** but to **'lead'** teams. A manager is expected to bring in new business ideas and drive new initiatives in the organisation.

To become a successful management professional in today's world, you need to have an in-depth understanding of business problem solving. With upGrad, we promise to equip you with the perfect mix of business acumen and technical capabilities to help you achieve exactly the same. This **Advanced General Management Program** provides a holistic development of managerial skills through exposure to case studies, teaching, industry training, consultancy and research and interaction with industry leaders.

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**Our aim is simple:  
We strive to create high-impact,  
hands-on experiences that prepare  
students for meaningful and  
productive careers.**

**Ronnie Screwvalla**

Co-founder & Executive Chairman

**upGrad**



# About IMT Ghaziabad

Established in 1980, **Institute of Management Technology Ghaziabad (IMT-G)** is India's premier management school and is only the 4th business school in the country accredited by the coveted AACSB.

Strategically located in Delhi-NCR region, IMT-G has distinct focus on grooming leadership through Innovation, Execution and Social Responsibility.

IMT Ghaziabad is the proud alma mater of more than **300 C-suite executives** which include renowned personalities like Sachin Pilot, Praseon Joshi, Nimmagadda Prasad, to name a few. With special focus on Sales and Marketing, Finance and HR, thousands of professionals serving in leadership positions in the best-known organisations in India and around the world, are a part of the IMT-G network.



# INSIGHTS FROM TOP ACADEMIC & INDUSTRY EXPERTS



**PROF. PUJA AGGARWAL GULATI**  
Program Director  
Assoc. Professor Finance  
IMT Ghaziabad



**PROF. ABHISHEK S**  
Associate Professor  
IMT Ghaziabad



**PROF. HARVINDER SINGH**  
Professor, Marketing  
IMT Ghaziabad



**DR. RICHA**  
Asst Professor  
IMT Ghaziabad



**ANIRUDH MENDIRATTA**  
Head of Operations  
CARS24



**SUNIL BHARADWAJ**  
Deputy General Manager  
Strategy and Supply Chain  
Raymond



**SHIBANI BELWALKAR**  
Leadership Coach and  
Visiting Faculty



**SANTANU ROY**  
IMT Professor

# WHY THIS PROGRAM WITH UPGRAD & IMT GHAZIABAD?



**INDUSTRY RECOGNISED ADVANCED GENERAL  
MANAGEMENT PROGRAM FROM IMT GHAZIABAD**

**B SCHOOL WITH TOP RANKINGS**



**EARN IMT-G ASSOCIATE ALUMNI STATUS**

**BETTER CAREER OPPORTUNITIES**



**FLEXIBLE LEARNING WITHOUT LEAVING YOUR JOB**

# PROGRAM HIGHLIGHTS



## IMT-G Rankings

- Ranked 5<sup>th</sup> in private business schools by business today
- Ranked 4<sup>th</sup> in private business schools by business world



## Industry Relevant Curriculum & Online Networking

- Become future-ready by mastering concepts through industry-relevant case studies, projects, and mentorship sessions
- Participate in online base camps and meetups with peers, industry leaders, and faculty to grow your network.



## IMT-G Associate Alumni Status Benefits

- 20% fee waiver on any MDP program (long or short duration) offered by IMT-G
- Email ID and ID card issued by IMTG
- Invitation to select alumni meets



## Career Growth & Support

- Earn associate alumni status from one of India's top-ranked MBA college
- Land jobs at top companies through our 1:1 industry mentoring, CV & interview preparation, mock hiring tests and upGrad's career support

# PROGRAM CURRICULUM

*\*Note: This curriculum is subject to change based on inputs from IMTG and industry.*

## **COURSE 1: MARKETING MANAGEMENT**

**4 WEEKS**

- Marketing Strategy
- Consumer Behaviour
- Marketing Channels
- Project/ Assignment

## **COURSE 2: BUSINESS COMMUNICATION**

**4 WEEKS**

- Effective Communication
- Building a Personal Brand
- Project/ Assignment

## **COURSE 3: DECISION SCIENCES**

**4 WEEKS**

- Business Analytics Fundamentals
- Hypothesis Testing
- Regression Analysis
- Project/ Assignment

## **COURSE 4: ACCOUNTING AND FINANCE**

**4 WEEKS**

- Accounting Fundamentals - I
- Accounting Fundamentals - II
- Project Evaluation
- New Heritage Doll Company Simulation

## **COURSE 5: BUSINESS ECONOMICS**

**4 WEEKS**

- Microeconomics
- Macroeconomics
- Project/ Assignment

## **COURSE 6: SALES AND DISTRIBUTION**

**4 WEEKS**

- Fundamentals of Sales
- Territory Management
- Channel Management
- Team and Customer Management

## **COURSE 7: OB, HR and LEGAL**

**4 WEEKS**

- Individual, Group & Organisational Behaviour
- Human Resource Management
- Business Law and Ethics
- Project/ Assignment

## **COURSE 8: SUPPLY CHAIN MANAGEMENT**

**4 WEEKS**

- Operations Management
- Supply Chain Management
- Project/ Assignment

## **COURSE 9: BUSINESS STRATEGY**

**4 WEEKS**

- Fundamentals of Strategy
- Growth Strategy
- Project/ Assignment

## **COURSE 10: ELECTIVES**

- Elective 1: Business Analytics Specialization 4 Weeks
- Elective 2: Leadership Strategy Specialization 4 Weeks
- Elective 3: Market Research Specialization 4 Weeks
- Elective 4: Accounting and Finance Specialization 4 Weeks
- Elective 5: Supply Chain Specialization 4 Weeks
- Elective 6: HR Specialization 4 Weeks

## **COURSE 11: LEADERSHIP, ENGAGEMENT AND PEOPLE PERFORMANCE**

**2 WEEKS**

- What defines a leader?
- Leading teams effectively
- Leadership as a way of life

## **COURSE 12: LEADING CHANGE FOR SUSTAINABLE FUTURES**

**2 WEEKS**

- Change Management from an individual perspective
- Change Management from an Organisational perspective
- Reimagining Change

## **COURSE 13 : ENTERPRISE AND RISK MANAGEMENT**

**2 WEEKS**

- Understanding Risks in an organisation
- Tackling Risks

## **COURSE 14 : DIGITAL BUSINESS INNOVATION**

**2 WEEKS**

- Digital Innovation
- Digital Business Transformation
- Digital Businesses

# A GLIMPSE OF THE UPGRAD LEARNING PLATFORM

*\*Note: This is just a demo of the platform and not this particular program*

## Home Screen

A summary of your program activities

The Home Screen displays the program title "Advanced Certificate in Digital Marketing and Communication" and a navigation menu on the left. The main content area includes a progress bar for "Let's Understand You Better" (0% overall, 67% batch), a "RECENTLY ONLINE" section with user avatars, and a "FORUM THIS WEEK" section showing 9 questions, 167 answers, and 73 participants.

Advanced Certificate in Digital Marketing and Communication

YOU ARE ON INTRODUCTION - SESSION 1  
**Let's Understand You Better** [Start Program >](#)

**OVERALL PROGRESS**  
You: 0% | Batch: 67%

**RECENTLY ONLINE** [View Full Directory](#)

**FORUM THIS WEEK** [Go to Discussion Forum](#)

9 Questions | 167 Answers | 73 Participants

## Course Overview

To access all your lectures, case studies and assignments

The Course Overview page shows the program title and a navigation menu. The main content area displays a list of modules with descriptions, due dates, and progress bars.

Advanced Certificate in Digital Marketing and Communication

**Modules** [Modules](#) [Resources](#)

**Introduction**  
Welcome & Introduction to the Program  
Understand all about the Program-the syllabus, learning experience, evaluation and other key things.  
Due Date: June 25th 2017  
Progress: 0%

**Module 1**  
Fundamentals of Marketing  
You will start the program with a basic understanding of marketing and its functions.  
Due Date: July 9th 2017  
Progress: 0%

**Project 1**  
Fundamentals of Marketing (Homework)  
Identify relevant customer segments and define marketing goals for a mobile payments app.  
Due Date: July 9th 2017  
Progress: 0%

# ELEMENTS OF CAREER SERVICES

## **JOBS ON CAREER CENTRE**

### **CAREER CENTRE OFFERING UPGRAD JOBS ACROSS EXPERIENCE LEVELS AND CTC RANGES.**

- Easy apply feature for upGrad hiring partner vacancies.
- Create resume at profile builder and with one click to apply for various jobs.

## **INTERVIEW PREPARATION**

### **PRE-RECORDED CONTENT ON TOPICS SUCH AS:**

- Profile building, communications, etc.
- Problem solving approach
- Approaching guesstimates
- Domain specific interview question bank and much more...

## **PROFILE BUILDER (AI-POWERED)**

### **AN EASY TO USE RESUME, LINKEDIN AND COVER LETTER PREPARATION TOOL.**

- Resume Score: AI-Driven Resume Score
- Real-time recommendations to improve
- Match your resume to the JD and check fitment
- LinkedIn Profile Review
- Cover Letter creation

## **JUST IN TIME INTERVIEW PREP (JIT)**

**FOR UPCOMING JOB INTERVIEWS JITS ARE CONDUCTED WITHIN 48 HOURS FOR ELIGIBLE PROGRAMS.**

- Tailored to job role and target domain
- Real-time feedback and tips for improvement

## **HIGH PERFORMANCE COACHING**

**DEDICATED COACHES WORKING WITH YOU TO IDENTIFY BEST SUITED CAREER OPPORTUNITIES.**

- Help you define your value proposition
- Lay out a Career Path and help you adhere to your timelines and goals
- Help you with interview preparations, finding jobs in the market, salary negotiations and other preparation as required

## **PERSONALISED INDUSTRY SESSION**

**90-MINUTE SESSIONS OVER THE WEEKEND BY LEADING INDUSTRY EXPERTS.**

- Session categories: Career, Technical and Communications
- Doubt resolution
- Develop proof of concepts and apply theoretical concepts in the real world
- Assess skill levels
- Peer Networking
- Classroom element
- Business communication sessions and much more...

## **CAREER MENTORSHIP SESSIONS**

**GET PERSONALISED CAREER ADVICE THROUGH 1-1 SESSIONS WITH INDUSTRY EXPERTS.**

- Goal setting for better employment results

# PROGRAM DETAILS

## PROGRAM START DATE

Please visit our website for more details

## PROGRAM DURATION

11 Months

## PROGRAM FEE

INR 1.5 Lacs (Inclusive of GST)

Flexible Payment Options Available

0% EMI Option Available

**This Advanced General Management Program Certification can qualify as credit towards your Global MBA degree.**

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## ELIGIBILITY

**50% in Bachelor's degree issued by any university under UGC**

**Exceptions:**

- Candidates with <50% in graduation but >50% in Master's will be eligible
  - Candidates with <50% in graduation but >50% in PG Diploma will be eligible
  - Candidates who are fully qualified CA/CS/ICWA and have also done graduation will be eligible even if they have <50% in graduation
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## ADMISSION PROCESS



**STEP-1**

### Complete Application

Fill the application form available online at upGrad.com



**STEP-2**

### Block your seat

Block your seat by paying the block amount



**STEP-3**

### Complete the Payment

Based on your previous educational performance, you may be required to take an enrolment test.

# upGrad

🔍 [upgrad.com](https://upgrad.com)

For further details, **contact**



[admissions@upgrad.com](mailto:admissions@upgrad.com)



**1800 210 2020**

We are available 24\*7

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