



## **ITEC / SCAAP/TCS Colombo Plan Course (FY 2018 – 19)**

### **Certificate Course in General Management Skills**

**Duration:** 8 Weeks

**Dates:** 7<sup>th</sup> January 2019 – 1<sup>st</sup> March 2019

**Course Coordinators:** Prof. Deepak Chawla and Prof. Himanshu Joshi

**International Management Institute, New Delhi**

**Aims and Objectives:**

- To equip executives with management skills necessary for managerial roles.
- To equip executives with general management and functional area knowledge.
- To enhance analytical skills for effective decision making
- To provide a learning platform to handle cross-cultural issue for managing a multi-functional role.

**Course Content:**

- Management Theory
- Role of Economics in Management
- Accounting Theory & Management
- Financial Management
- Marketing Management
- Managing People and Organizations
- Quantitative Tools for Management Decisions
- Information Technology for Decision Making
- Operations Management
- Customer Relationship Management
- Supply Chain Management
- Cross Cultural Management
- Strategy Formulation and Implementation
- International Business and Economic Environment
- Leadership & Change

## **Eligibility Criteria for Participants**

1. **Educational Qualifications:** A Bachelor's degree in Economics, Commerce, Business, Mathematics, Statistics, Operation Research or Computers.
2. **Work Experience:** Minimum 2 years.
3. **Age Limit:** As per ITEC norms (25 – 45 Years)
4. **Target Group:** Economics, Commerce, Statistics Ministries, Banking sector and Financial Institutions

## **Mode of Evaluation of performance of the participants:**

Participants will be evaluated based on the assignments and cases, which they will have to do as a part of the programme. Besides, the participants will be divided into groups. Each group having 5-6 members from different countries and they are required to work on a project of their interest in a group under the supervision of a guide. The project involves collecting real-life primary data. They are monitored continuously on the progress made and regular feedback is given to them. At the end, they must make a group presentation on the work done and defend their analysis, conclusions and the recommendations made.

## **Certificate:**

IMI awards a Certificate to the participants after successful completion of the course. To be eligible for the certificate the participant should successfully participate and complete all the individual tasks/tests/assignment and the project.

## **Knowledge/Skill acquired at the end of the course:**

After completion of the program, it is expected that the participant will acquire the necessary management skills for handling general management roles. Apart from general management skills, they would also be exposed to functional area courses which would enhance their understanding of the importance of cross-functional exchanges for improving quality of decision making. The participants also learn how to make use of various analytical tools for effective decision making. Apart from the subject knowledge, they also acquire soft skills like communication, team building, and managing individual and team behaviour etc. This would prepare them to work in different socio-cultural context.

## **About IMI**

Nestled in Qutab Institutional Area, International Management Institute (IMI), New Delhi was established in 1981 in Collaboration with IMI Geneva (now IMD Lausanne). IMI is India's first corporate sponsored Business School with sponsorship from corporate houses like RPG Enterprises,

Nestle, ITC, SAIL, Tata Chemicals, BOC and Williamson Magor etc. Over a period of time in the last 32 years the Institute has acquired a truly global status. The Institute received UNDP assistance for also various other international linkages with bodies like World Bank, UNDP, ILO, UNCTAD, Asian Productivity Organization etc. All our PGDM programmes are accredited by Association of MBAs (AMBA), UK as well as National Board of Accreditation (NBA), AICTE, Government of India. The National Institutional Ranking Framework, Deptt. Of Higher Education, Ministry of HRD, GOI in its recent rankings (April 2016) have ranked IMI New Delhi at No.7 in India Rankings 2016 and at No.1 as a Private Business School.

To provide a global prospective to the students, the Institute's flagship two year Post-Graduate Programme in Management has a student exchange programme with various European Schools such as ESC Rennes, France, MIP School of Management France, Graz University Austria, IESEG School of Management and IDRAC Lyon, France etc.

Besides this IMI is one of the empanelled Institute of the Ministry of External Affairs, GOI, for special Commonwealth Assistance Programme under which the Institute gets the executive MBA students from various Afro-Asian and Latin American countries for its 15 months Executive Post-Graduate Programme in Management. Today IMI enjoys the place of esteem among the leading management Institutes and the patronage of reputed business organization in the country. The aim, approach and activities of IMI are guided by all its stakeholders - students, alumni, corporate patrons and society in general.