



INDIAN INSTITUTE  
OF MANAGEMENT  
**LUCKNOW**  
EXECUTIVE EDUCATION

# General Management Program For Executives

October 2018 - June 2019

A 22-days intensive program spread over 9 months delivered in Dubai - UAE & Lucknow - India



**ANISUMA**  
TRAINING INSTITUTE  
Dubai, UAE

## About IIM Lucknow

Indian Institute of Management Lucknow (IIM-L) is one of the Premier Business Schools in India. From the sprawling 190 acres campus, the Institute offers world-class education in major areas of management and provides an ambience for genuine intellectual pursuit, excitement, and professional growth.

## About Anisuma

Anisuma Training Institute is a developer and distributor of Training & Executive Education Programs for professionals from various fields in the U.A.E. Our AIM is to work with leading institutions across the globe to deliver quality training Executive Education programs. The founder members of Anisuma come with rich professional and academic background.

## Program Objective

- To understand macroeconomics, social-political, ecological and technological environment
- To develop analytical and innovative skillset in management to gauge change holistically and to enhance efficiency and effectiveness of organizations
- To strengthen leadership and team building skills
- Provide the participants with an opportunity to learn management concepts and techniques relevant to formulating and implementing strategies in functional and general management areas.

## Design

The programme is uniquely designed to enhance learning by judiciously mixing classroom contact with practical aspects that the participants can implement at the work place. This will enable the participants to implement the classroom learning in the field and realise the practical value and relevance of the learning. The programme is spread over 9 months. The programme will be delivered in 22 days through sessions on 2 days (Fri-Sat) every month, on pre-announced dates. The last module (5 days) of the programme will be delivered at IIM Lucknow Campus.

## About - GMPe

The General Management Program for Executives (GMPe) is a flagship executive programme designed, developed, and offered by IIML in association with Anisuma Training Institute. This program is a 22 days long intensive programme ( 17 days in Dubai & 5 days in Lucknow campus of IIML) and will be delivered over 9 months. This program has been meticulously designed to inculcate strong conceptual frameworks in Business and Management Skills. The program is also designed to adapt to the business practices in the region. The program aims to enhance the managerial capabilities of participants to prepare them for senior management positions. The program provides an opportunity to the working executives to return to the classroom setting for a limited period of two to four days every month and acquire knowledge and specialized skills.

## Pedagogy: A judicious mix of the following

- Case study method of learning
- Lectures
- Exercises
- Peer discussion and Group presentations
- Role Play

## Who should attend?

- Line managers who are looking to gain a panoramic insight into management
- Senior Executives & Mid Career Professionals who are looking for deeper understanding of various business functions
- Entrepreneurs who are looking for deeper insight into business and the process of defining problems, specifying objectives, developing alternative courses of action, choosing the best alternative in an uncertain environment

## Certification and Alumni Status

On successful completion of the program, the participants will be awarded a Certificate of Completion of Executive General Management Program and will be eligible for MDP Alumni status of the Institute.



## Faculty of GMPe 1 & GMPe 2

The program would be delivered by the Indian Institute of Management Lucknow faculty. The Faculty from the IIM-L is composed of distinguished academicians, skilled educators, researchers who have an actual business experience to engage and enhance participant skills in senior executive education, and retain close contact with industry through consulting work (more details on [www.iiml.ac.in](http://www.iiml.ac.in))



• Prof. Neerja Pande

Communication  
- Ph.D. (English) Lucknow Univ.  
- M.A. (English)



• Prof. Rajeev Kumra

Marketing  
- Ph.D. (Management Studies)  
- MBA (Marketing)  
- B.Sc.



• Prof. Himanshu Rai

Human Resource Management  
- Fellow (IIM Ahmedabad)  
- B.E. (Electrical & Electronics)



• Prof. Nishant Uppal

Human Resource Management  
- Post Graduate in Journalism and Mass Communication  
- Post Graduate in Business Administration



• Prof. Vikas Srivastav

Finance and Accounting  
- Ph.D. (Business Administration)  
- MBA (Finance)  
- Advanced Diploma in Management



• Prof. Anadi Pande

Strategic Management  
- Ph.D.  
- DBM  
- B.Tech. (Hons.)



• Prof. Sushil Kumar (BS)

Agribusiness Management  
- SSHRC Postdoctoral Fellow, University of Toronto.  
- Ph.D. University of Toronto, Toronto  
- B.Sc., HAU Hisar; M.Sc., IARI Delhi



• Prof. Prem Dewani

Marketing  
- Fellow, Indian Institute of Management, Ahmedabad  
- M. Tech.  
- B. Tech.



• Prof. Seshadev Sahoo

Finance and Accounting  
- Ph.D. (from IIT Kharagpur)  
- MMS (Master of Management Science)  
- M.Com



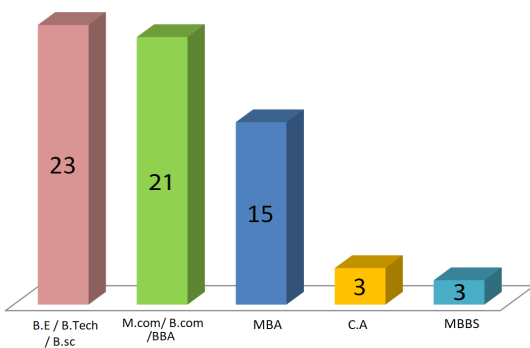
• Prof. Neeraj Dwivedi

Strategic Management  
- Fellow (IIM Lucknow)  
- M. Tech. (IIT Kharagpur)  
- B. Tech. (GBPUAT Pantnagar)

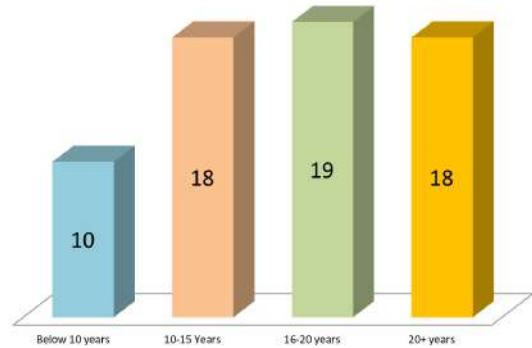
\* Faculty members might change for GMPe3 based on their availability

## GMPe 1 & GMPe 2 (65 students) Their profile summary is as below

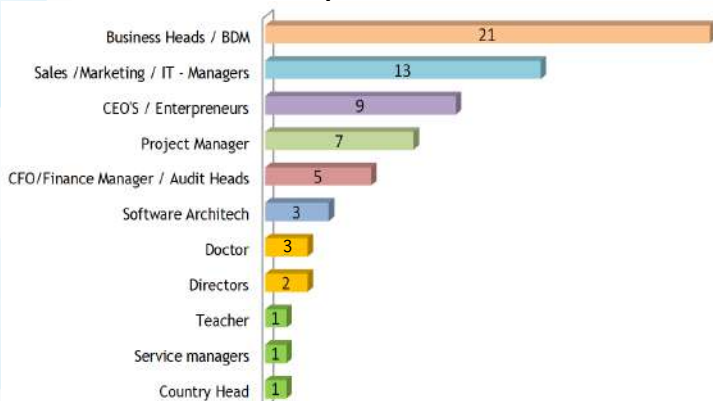
### Education background



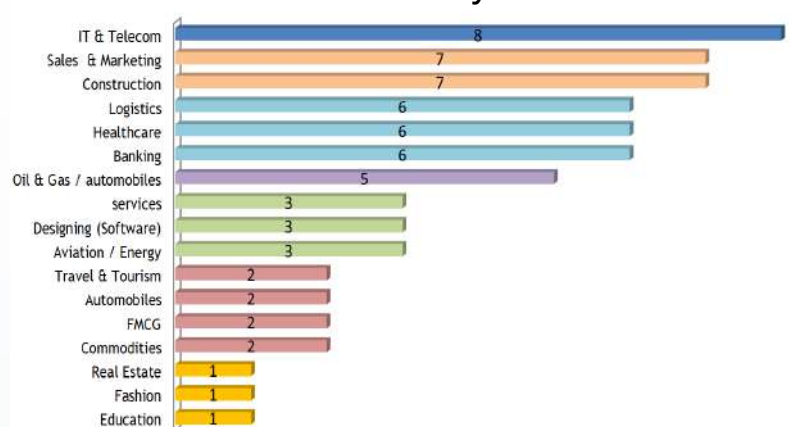
### Experience (Years)

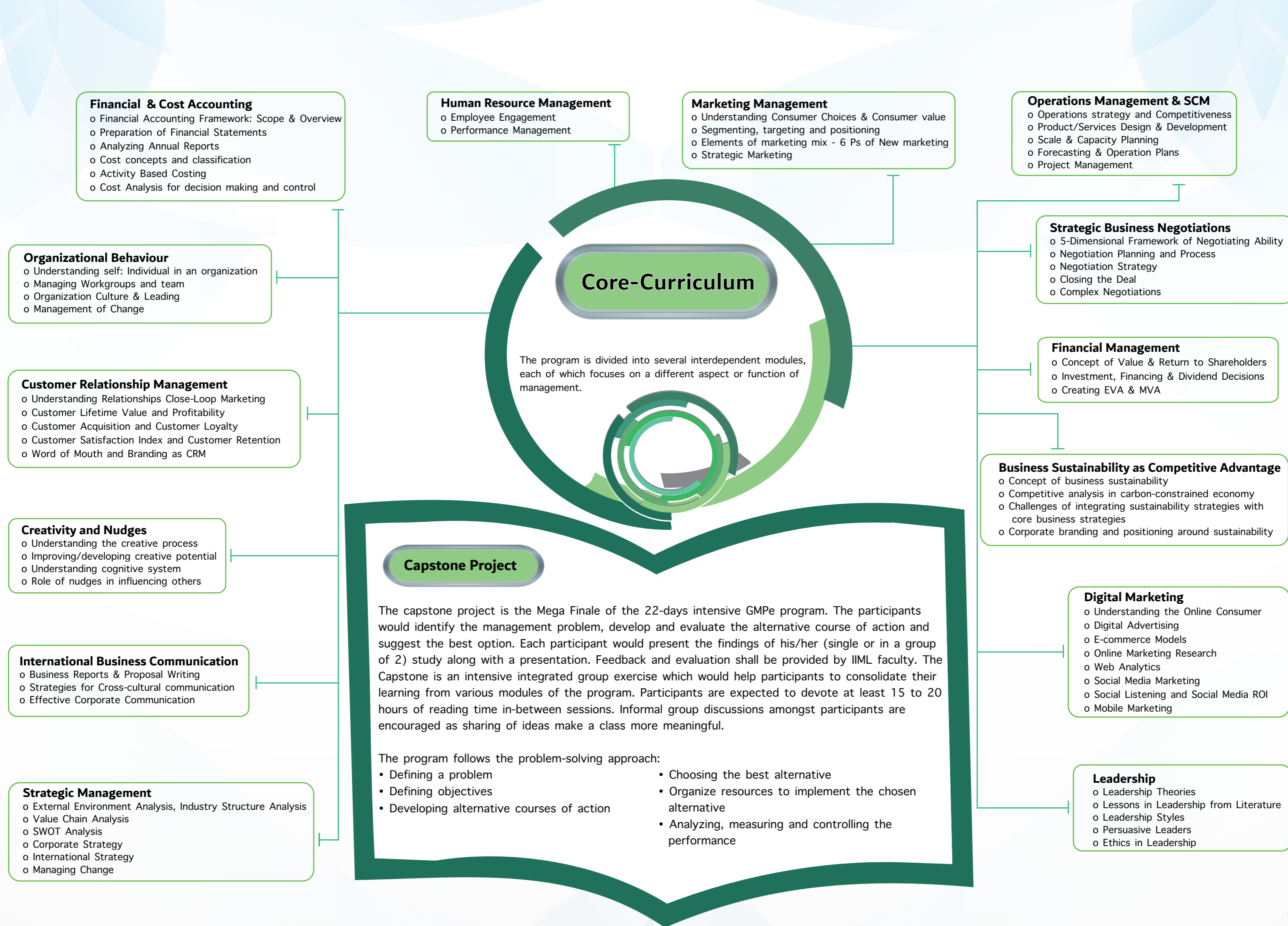


### Job position



### Industry





## Core-Curriculum

The program is divided into several interdependent modules, each of which focuses on a different aspect or function of management.

## Capstone Project

The capstone project is the Mega Finale of the 22-days intensive GMPE program. The participants would identify the management problem, develop and evaluate the alternative course of action and suggest the best option. Each participant would present the findings of his/her (single or in a group of 2) study along with a presentation. Feedback and evaluation shall be provided by IIML faculty. The Capstone is an intensive integrated group exercise which would help participants to consolidate their learning from various modules of the program. Participants are expected to devote at least 15 to 20 hours of reading time in-between sessions. Informal group discussions amongst participants are encouraged as sharing of ideas make a class more meaningful.

The program follows the problem-solving approach:

- Defining a problem
- Defining objectives
- Developing alternative courses of action
- Choosing the best alternative
- Organize resources to implement the chosen alternative
- Analyzing, measuring and controlling the performance

### Financial & Cost Accounting

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

### Human Resource Management

- o Employee Engagement
- o Performance Management

### Marketing Management

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

### Operations Management & SCM

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

### Organizational Behaviour

- o Understanding self: Individual in an organization
- o Managing Workgroups and team
- o Organization Culture & Leading
- o Management of Change

### Customer Relationship Management

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

### Creativity and Nudges

- o Understanding the creative process
- o Improving/developing creative potential
- o Understanding cognitive system
- o Role of nudges in influencing others

### International Business Communication

- o Business Reports & Proposal Writing
- o Strategies for Cross-cultural communication
- o Effective Corporate Communication

### Strategic Management

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

### Strategic Business Negotiations

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

### Financial Management

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

### Business Sustainability as Competitive Advantage

- o Concept of business sustainability
- o Competitive analysis in carbon-constrained economy
- o Challenges of integrating sustainability strategies with core business strategies
- o Corporate branding and positioning around sustainability

### Digital Marketing

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

### Leadership

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

## Program Details: General Management Program for Executives

Program Duration: 22 course days  
Program Period: October 18, 2018 to June 18, 2019  
Dates: Weekends  
Session Timings: 9:30am to 5:30pm  
Venue: Dubai: 9 weekends (One weekend every month, Dates to be announced)  
Leadership Level: Middle Managers, Senior Managers, Entrepreneurs  
Last Date To Apply: October 10, 2018

### Selection

As the seats are limited and therefore criteria for selection for the programme will be:

- Academic background
- Professional achievements
- First-come, first-served basis.

### Registration process

Last Date to submit Application : October 10, 2018  
Enrollment Confirmation to Applicants : October 12, 2018  
  
Course Fee Payment by Participants : Within 5 days of Confirmation  
Course Inauguration & 1st Module Class : October 18, 2018

### Program fee

Fee includes Tuition fee, Course Material, Lunch, Tea, Coffee, Snacks, and Certificate.

Full Payment

: AED 34,000 (Full Fee to be paid within 5 days of confirmation)

Installments

: AED 36,500 (PDCs need to be submitted within 5 days of confirmation)

• AED 8,500 (within 5 days of confirmation)

• AED 4,000 monthly payments paid every month for 7 months (Cheques dated 5th of every month starting October 2018 until May 2019)

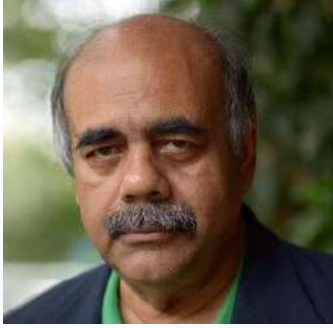
*The above fee is inclusive of all taxes.*

### Discount

**Early Bird Discount:** Registrations received with payments on or before early bird deadline will be entitled to an early bird discount of 10%.  
Check with Anisuma Registration Office for more details.

**Group Discount:** Group of 3 or more participants will be entitled to a discount of 12%. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 15%.





**Dr. Ajit Prasad  
(Director-IIML)**

## Director's message

From a modest beginning in 1984, Indian Institute of Management, Lucknow (IIML) has now grown into a fully integrated Global Management School. The guiding philosophy of the school, throughout, has been to create knowledge, influence management practices and integrate globally. The objectives of imparting education, combined with creation, dissemination and application of knowledge, are being met in an integrated form, to create a synergetic impact. The Institute fosters and nurtures leaders capable of making difference in the management of corporate and non-sectors. It inculcates human values and professional ethics in the students, which help them make decisions and create a path that is good not only for them, but also are good for the society, for the nation, and for the world as a whole. To fulfil its mission in new and powerful ways, each member of IIM Lucknow community strives to achieve excellence in every endeavour - be it education, research, consulting or training - by making continuous improvements in curricula and pedagogical tools. This truly global

business school, that offers Post Graduate Programme in Management (PGPM), Post Graduate Programme in Agri-business Management (PGPABM), Post Graduate Programme in Sustainable Management (PGPSM), International Programme in Management for Executives (IPMX), Fellow Programme in Management (FPM) and Management Development Programmes (MDPs), stands tall on the foundation of an excellent, committed and deeply 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. Through Our Flagship MDP - The General Management Program For Executives (GMPe) in association with our exclusive partner in the Middle East-Anisuma Training Institute (ATI). We aim to take the management systems to the next level in the Middle East Region by providing comprehensive management training to the senior executives and insight into the multi-faceted business operation in the ever dynamic business environment. We aim to bring global best practices in business to the region through our exhilarating programs.



## Contact Information

For Registration and any other information, please contact:

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Program Director

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## About the Institute

- Indian Institute of Management Lucknow (IIML) is one of the premier business schools in India. From the sprawling 185 acres campus, the Institute offers world-class education in major areas of management and provides an ambience for genuine intellectual pursuit, excitement, and professional growth.
- The Institute's carefully designed and high impact Management Development Programmes train business leaders, senior executives, and practising managers from various sectors of the economy in all disciplines of management education and thought. The Institute provides cooperation and support to Industry and the Government through its large number of prestigious Consulting Assignments and Research Projects.
- The Institute has an internationally acclaimed Postgraduate Programme in Management, Agribusiness Management and Fellow Programme in Management known for its quality, rigour and global orientation.
- The Institute also runs a well-accepted One-Year Part-time General Management Programme for Executives (with 240 hours of teaching in four "On-Campus" modules of 9 days each).
- The Noida campus, as an extension of IIM Lucknow, has been established to provide globally competitive management education to the professionals. The Noida campus has an evening programme leading to PGDBM for Working Managers (WMP). Besides, the Institute has one year full-time International Programme in Management for Executives (IPMX). In addition to these, the Institute has launched distance learning programmes (e-DMPs), besides many other short duration programmes.
- IIM Lucknow has collaboration with leading Business Schools in Europe, Australia, and Canada for Faculty and Students Exchange.

