



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

GENERAL MANAGEMENT PROGRAMME FOR EXECUTIVES

January 2020 - September 2020

A 22-days comprehensive programme delivered over 8 months
in Dubai - (UAE) & Indore - (India)



ANISUMA
TRAINING INSTITUTE
Dubai, UAE

About IIM Indore

Institute Overview

Established in 1996, Indian Institute of Management Indore (IIM Indore) has been a leader in the field of management education, interfacing with the industry, government and PSUs. It is promoted and nurtured by the Ministry of Human Resource Development, Government of India and is an institute of national importance under the Indian Institutes of Management Act 2017. Situated atop a scenic hillock, the 194-acre campus of IIM Indore provides an ideal backdrop for contemplative learning. IIM Indore has the latest in teaching aids, rich learning resources, a strong IT backbone, state-of-the-art sports complex and hostels as well as contemporary infrastructure. IIM Indore is one of the few institutions in India with a "Double Crown" with accreditation from Association of MBAs (AMBA) and Association to Advance Collegiate Schools of Business (AACSB).

Distinctive Features of IIM Indore

IIM Indore provides a broad array of programmes, formats and locations (Indore and Mumbai) to meet diverse needs for management education. IIM Indore has 100+ well-qualified internal faculty complemented by carefully selected adjunct faculty with considerable industry or domain expertise. The faculty quality of IIM Indore is rank number 3 by Outlook-Icare India MBA ranking 2020. IIM Indore offers a participant-centered approach to management education. Several IIM Indore faculty members have been deputed for Participant-Centered Learning Programme at Harvard Business School. The Institute provides excellent physical infrastructure for academics, residence and extra-curricular activities as well.

General Management Programme Overview

The General Management Programme for working professionals, a flagship executive programme designed and delivered by IIM Indore in collaboration with Anisuma Training Institute, is a 22 days comprehensive programme delivered over 8 months. The programme is uniquely designed to inculcate strong conceptual frameworks in Business and Management Skills by judiciously mixing classroom contact with group discussions and networking with practical frameworks which can be applied at the workplace. The programme will be delivered on 2 - days (Fri-Sat) every month on pre-announced dates in Dubai, UAE with the last module (5 days) of the programme being delivered at the IIM Indore Campus, India



General Management Programme - Key Aspects

Pedagogy



Real Life Case Studies



Business Simulations



Role Play



Peer Group Discussions
& Presentation



Industrial Visit

Programme Objectives



Develop Management
concepts / techniques &
Analytical skillsets



Develop Strategic
Negotiating Skills



Manage multifunctional teams
& business units



Lead transformational
challenges at the
organization



Create effective
business strategies

Who should attend?



Executives and
Professionals



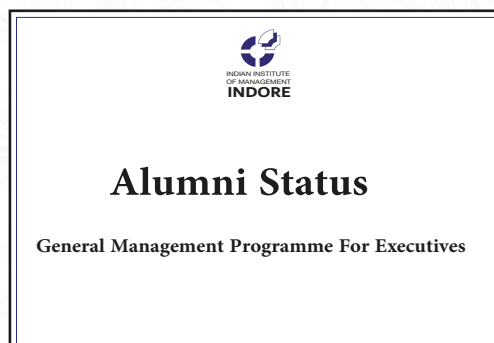
Managers and
Functional Heads



Entrepreneurs and
startup leaders

Certification & Alumni Status

On successful completion of the programme, the participants will be awarded a Certificate of Completion of General Management Programme for Executives and will be eligible for Executive Alumni Status of the Institute.



Alumni Benefits

- Communication of brochures and newsletters from IIM Indore
- Lifelong access to a network of distinguished IIM Indore Executive Alumni
- Access to the IIM Indore Campus Library (onsite access)
- Official identity card email ID of the institute
- Institute identity card

BUSINESS ENVIRONMENT & INTERNATIONAL MACROECONOMICS

- o Introduction to macroeconomic variables: GDP, interest rates, inflation & money supply
- o Monetary policy: link between money supply, interest rates, firms' investments and output growth
- o Fiscal policy: link between government spending, budget deficits and output growth and its impact on firms
- o Open economy : Balance of Payments, exchange rates & China's exports led growth
- o Global economic crisis (subprime) : implementation of monetary and fiscal policies to fight a recession



HUMAN RESOURCE MANAGEMENT

- o Managing employee performance, goal setting, measuring performance & giving feedback
- o Engaging employees
- o Managing change in organizations



ORGANIZATIONAL BEHAVIOUR

- o Interpersonal effectiveness, Personality & Values
- o Motivating others (concepts related to motivation)
- o Managing workgroups & teams
- o Leadership - contemporary thoughts & practice



MARKETING MANAGEMENT

- o Understanding Consumer Choices & Consumer Value
- o Segmenting, Targeting & Positioning
- o Product & Pricing Strategy
- o Marketing Plan



SALES MANAGEMENT

- o Salesforce structure
- o Salesforce incentive
- o Managing & evaluating sales team performance



DIGITAL MARKETING

- o Understanding the Online Consumer
- o Digital Advertising
- o E-commerce Models
- o Social Media Marketing and Social Listening
- o Digital Strategy



OPERATIONS MANAGEMENT

- o Introduction to Operations Management - Performance Measures
- o Analyzing Process Flows
- o Quality Management - Six Sigma
- o Best Practices in Operations - Lean/Toyota Production System



SUPPLY CHAIN MANAGEMENT

- o Supply Chain - Value of Information
- o Inventory Planning & Management



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 Internal Analysis -Core Competencies and Value Chain Analysis
- o Business Strategy
- o Corporate Strategy & Business Models
- o International Strategy
- o Strategy Implementation



MANAGERIAL ACCOUNTING

- o Understanding of Annual Report Financial Statements
- o Financial Statement Analysis for Decision Making
- o Analysis & Interpretation of Cash Flow Statements
- o Cost Concepts & Classification
- o Activity Based Costing (ABC) in Practice
- o Cost Analysis for Decision Making & Control



FINANCIAL MANAGEMENT

- o Value creation & value maximisation
- o Investment decisions
- o Financing decisions & cost of capital
- o Corporate valuation



STRATEGIC BUSINESS NEGOTIATIONS

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



LEADERSHIP

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



ENTREPRENEURSHIP

- o Why entrepreneurship?
- o Opportunity Identification
- o Assessing addressable & available markets
- o Risk Mitigation Strategies, Resource
- o Planning & Execution



Core-Curriculum

The programme is divided into several interdependent modules, each of which focuses on different aspects or functions of management.

Case Study Analysis

- o Case study and analysis is a core requisite of the programme.
- o The participants in Groups would analyse, discuss & deliberate on the case studies using a structured approach.
- o The Group is expected to identify & define the Management Problem, develop & evaluate the course of action, choose the best alternative and organize resources to implement the chosen alternative.
- o Each Group would then present its findings in the form of a presentation or simulation or role play.

Real - World Case Studies

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



HubSpot

HubSpot: Inbound Marketing and Web 2.0 - Harvard Business School

The case 'HubSpot: Inbound Marketing and Web 2.0' introduces the concept of inbound marketing, pulling customer prospects toward a business through the use of Web 2.0 tools and applications like blogging, search engine optimization, and social media. Students follow the growth of HubSpot, an entrepreneurial venture which, in its quest for growth, faces significant challenges including: developing market segmentation and targeting strategies to decide which customer to serve.



Cola Wars Continue: Coke and Pepsi in 2006 - Harvard Business School

Examines the industry structure and competitive strategy of Coca-Cola and Pepsi over 100 years of rivalry. New challenges in 2006 include boosting flagging carbonated soft drink (CSD) sales and finding new revenue streams. Both firms also began to modify their bottling, pricing, and brand strategies. They looked to emerging international markets to fuel growth and broaden their portfolios of alternate beverages like tea, juice, sports drinks, energy drinks, and bottled water.



Marriott Corporation: The Cost of Capital - Harvard Business School

Presents recommendations for hurdle rates of Marriott's divisions to select by discounting appropriate cash flows by the appropriate hurdle rate for each division



Infosys (A): Strategic Human Resource Management - Harvard Business School

Hema Ravichandar, head of human resources, was given a new and aggressive milestone to reach: ensure Infosys is on the Top 10 lists of both Best Performing Companies and Best Employers by 2007. No large organization had ever been able to achieve this distinction because of the tension between the need to control costs for financial performance and the



Executive Shirts, Inc. - Harvard Business School

The Executive Shirt Co. is contemplating a move into custom-made shirts. The company's general manager has charged two of his managers to come up with plans for incorporating production of custom shirts into the existing manufacturing process.



Hamilton Real Estate - Harvard Business School

Presents a two-party negotiation between the executive VP of Pearl Investments and the CEO of Estate One for the sale of real estate in the town of Hamilton.

Programme Insights

Business Simulations



Supply Chain Simulation



Marketing Strategy Simulation



Leadership Simulation

Faculty of the Programme

The programme is delivered by the faculty of the IIM Indore. The faculty for the programme comprises of a rich mix of distinguished academicians and researchers who have extensive work experience in the Private and Public Sector (more details on www.iimidr.ac.in).



Prof. Himanshu Rai

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



Prof. Manish Popli

Strategic Management
- Fellow (IIM Lucknow)
- PGDM
- B.E.



Prof. Manoj Motiani

Marketing
- Fellow (IIM Ahmedabad)
- PGDM (XIMB)
- BE (Hons.)



Prof. Radha Ladkani

Finance & Accounting
- Fellow (IIM Calcutta)
- PGDIB (KJISMR Mumbai)



Prof. Rohit Kapoor

Operations Management & Quantitative Techniques
- Fellow (IIM Ahmedabad)
- M.E. (CAD/CAM & Robotics)
- B.Tech. (Manufacturing Engineering)



Prof. Sanjeev Tripathi

Marketing
- Fellow (IIM Ahmedabad)
- BE (RIMEE/EC London)



Prof. Ranjeet Nambudiri

HRM & Organisational Behaviour
- Fellow (IIM Ahmedabad)



Prof. Saumya Ranjan Dash

Financial & Cost Accountancy
- Ph.D. (IIT Kharagpur)
- M.Com



Prof. Indrajit Thakurata

Business Environment & Macro Economics
- Fellow (IIM Ahmedabad)
- M.Tech.
- B.Tech.



Prof. Prashant Salwan

Strategic Management & Innovation
- Ph.D.
- Postdoctoral (LSE)
- Fulbright Scholar (University of Wisconsin WW & Harvard Business School)



Prof. D.L. Sunder

Entrepreneurship / Start-Ups
- Ph.D. (IIT Madras)
- M.B.A. (Bangalore Uni.)
- M.S. (BITS, Pilani)
- B.E. (Mysore Uni.)



Prof. Dibyadyuti Roy

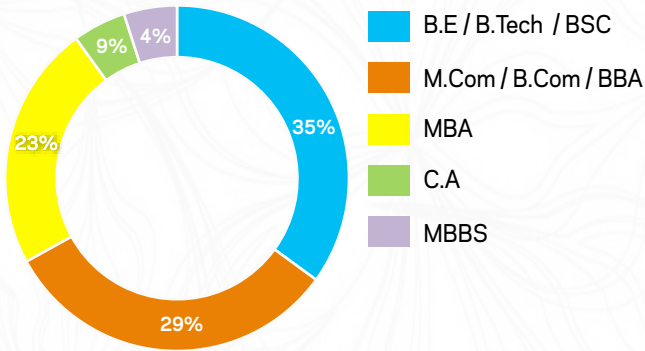
International Business Communication
- Ph.D. (West Virginia University, USA)
- M.Litt (University of Glasgow, UK)



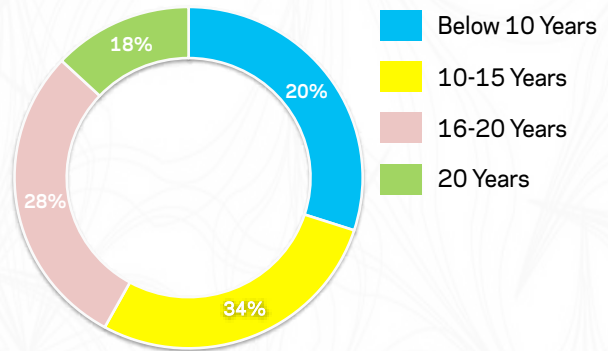
Batch Profile

Our Participants Profile

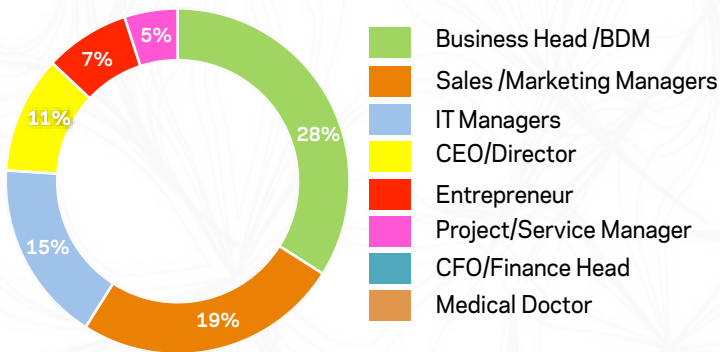
Academic Background



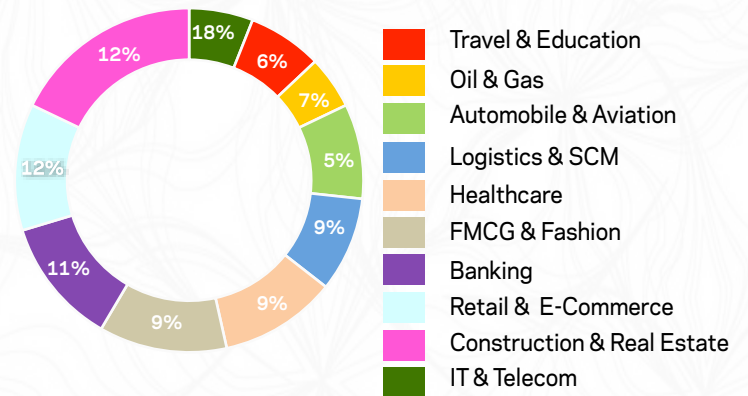
Work Experience



Job Position



Industry



Company Profile of our Participants



Participants Testimonials



” Currently working as HR Manager, it was the need of the hour to understand other strategic aspects of the business & to grow within the organisation. Hence, I wanted a course that offered me high flexibility to balance my work & studies. The GMP program offered by IIM Indore in collaboration with Anisuma exactly fitted my requirements. The combination of case-study evaluation & conference room-coaching delivered by some of the best in business, has been enriching & challenging. While the case-study materials provided deep insights into the business concepts, the conference room-coaching provided an extraordinary opportunity to exchange knowledge & to create a stronger network. All of this, put together by some impeccable organizational & management skills of Anisuma, is definitely one program I am going to recommend to all my working-friends & colleagues who aspire to dream big. ”

Silpi Dutta

HR Manager | Eagle, Burgmann Middle East FZE



” As a young entrepreneur, GMP program of IIM Indore in collaboration with Anisuma added immense value to decision making, rationale thinking and structured approach in professional life. The rich content of the program, highly qualified faculty having affluent industry experience lead me to take this decision for which I am grateful to Anisuma. With sizable years of industry experience it was need of the hour to touch base on the basics & advance methods of conducting business during different phases viz. setting up, growth, and maturity. Some of the decisions on leadership, negotiations, product development, expansion, marketing, sales, and finance was highly influenced in positive manner to achieve new heights. A great deal of group discussions and alumni further enhanced the networking and communication skills is growing with every new batches added to the program. ”

Srikrishna Bhatt

Entrepreneur | Bootstrap Advisory



” Presently working for a German Hi-Tech Sensor Manufacturing company working as Sales Manager in Dubai, I called the Programme Director, Mahesh Chotrani at Anusima Dubai for enquiring about the IIM-Indore General Management Programme with lots of reservations in my mind. With 20+ years of working experience, I was not sure what to expect in terms of learning. Only one thing that I was sure about, was that after all these years I needed to upskill my knowledge and thinking abilities. All these queries were quickly put to rest with some great counselling from the Anusima team. They even allowed me to go through a live session for better understanding. I never looked back after that, I was convinced that this is the best and signed up without looking any further. What I particularly liked in the programme, is the excellent mix of real world case studies from the globe, mixed with very high impact lecture delivery from world class IIM-I faculty lead by programme Director Prof. Manoj. The course covers all the basics of management in an elementary way, yet in quite some depth and helps to deep dive. I already feel a changed person in terms of my thinking and confidence to handle work and life better having been through this. I recommend this for everyone who is interested to start thinking in a structured way. This is the way to go.. Kudos to Anusima and IIM-Indore. ”

Souvik Ray

Regional Industry Manager | Sick Sensor Intelligence



” GMPE introduced me to a new journey of learning and self-development. It's the dedication & passion of Mahesh & his team, to structure & design the course so well, that you look forward to attend each and every session, as it adds so much value to our personal & professional growth. I feel it's not just about learning business and management skills & techniques, it's about understanding the world around us, which affects our lives in some or other way. There is so much to gain from the experience and knowledge of the best of the faculties and from other participants who comes from entirely different background, profession & technology. Each session of class-room and group discussion helped me to understand and share the different views, ideas, opinions & the best possible solutions for a given scenario. The best part is after a long professional mode, my life is switched back to student mode, where I need to attend classes, take notes, go through the reading materials, do my own research on the topic, prepare for the given case studies, all this just added a new energy & enthusiasm to my life. A Big thanks to Dr. Himanshu Rai and Anisuma for giving us this platform of learning & knowledge and I am sure, this is just the beginning.. ”

Shikha Sinha

Principal Consultant | IT Convergence



About Anisuma

Anisuma Training Institute is a creator and facilitator of Executive Learning & Training Programmes designed for professionals in the UAE in collaboration with leading institutions across the globe. With a team that comes with a solid professional and rich academic background Anisuma aims to provide world-class training in the region. Anisuma Training Institute has successfully conducted 5 batches of General Management Programme for Executives and has alumni strength of 200+ participants.

Mission & Objectives

The Anisuma Training & Executive Program Institute's Mission & Objectives is :

- Development of human capital by creating & delivering career development programs in partnership with leading educational institutes of the world.
- To help organizations to attain sustainable growth by providing customized consulting solutions
- To promote high quality on-the-job education opportunities for the working population
- To provide Value Ad services to business with high potential in region of Middle East

Founders

Mahesh Chotrani

Founder Director & Managing Partner

- Asst Vice President, Jacky's Electronics UAE
- Masters of Business Administration, (IIM Lucknow)
- Masters of Commerce & Finance (Mumbai University)
- Masters of Law (Mumbai University)
- Cumulative work experience of over 22 years



Manohar Punjabi

Founder Director

- Executive Director, Jacky's Group Of Companies, Global
- Graduate in the Field of Management - Delhi University (India)
- Cumulative work experience of 35 years



Advantage



Industry Leaders & Local Pioneers



Insure you absorb & internalize the programme



Facilitate comfort



Smooth functioning of the Programme



Connect with 200+ Anisuma Alumni



Programme Details: General Management Programme for Executives

Program Duration: 22 Days Course

Program Period: January, 2020 to September, 2020

Session Timings: 9:30am to 5:30pm

Venue: Dubai: 8 weekends (One Weekend Every Month, Dates To Be Announced)

Leadership Level: Middle Managers, Senior Managers, Entrepreneurs

Last Date To Apply: December 15, 2019

Selection

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

- Academic background
- Professional experience
- First-come, first-served basis

Registration process

Last Date to submit Application : December 15, 2019

Enrollment Confirmation to Applicants : December 20, 2019

Course Fee Payment by Participants : Within 5 days of Confirmation

Course Inauguration & 1st Module Class : January, 2020

Programme fee

Fee includes Tuition, Course Material, Lunch & Refreshments and Certification.

Dubai Sessions : Tuition, Course Material, Certification

Indore Sessions : Lunch & Refreshments

: Industrial Visit, Stay at IIM Indore Campus, Meals & Refreshments for 5 days

Inclusions

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 February 2020 until July 2020)

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%.

Contact Information

For Registration and any other information, please contact:

Mahesh Chotrani

Programme Director

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🌐 www.anisuma.com

Prof. Manoj Motiani

Programme Director

BE (Hons.), PGDM (XIMB), FPM (IIM Ahmedabad)

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From the Director's Desk

Prof. Himanshu Rai
Director, IIM Indore

Established in 1996, with the objectives of imparting high quality management education and training by the Department of Higher Education, Ministry of Human Resource Development, Government of India, IIM Indore is recognized as one of the premier management institutions, comparable to the best in the world for teaching, research and interaction with industries and is an institute of national importance under the Indian Institutes of Management Act 2017. Spread over 194 acres, IIM Indore stands with pride, with the Double Crown of two accreditations, first from the Association of MBAs, AMBA (a UK-based accreditation agency); and second from the AACSB. IIM Indore has been a leader in the field of management education, interfacing with the industry, government and PSUs. With a mission to be a contextually-relevant business school with world-class academic standards that develop socially-conscious managers, leaders and entrepreneurs, IIM Indore is one of the fastest growing institutions in India today. For IIM Indore, last few years of its growth have proved to be the most rewarding years in terms of international expansion, introduction of new programmes, infrastructure facilities, strengthening of personnel etc. With over 104 faculty members, IIM Indore is poised to become a world class institution in the years to come. In continuation with our endeavours to reach out to the world with best management practices, we are launching our next batch of General Management Programme for Executives in Dubai in January 2020 in association with our Dubai Partner – Anisuma Training Institute. With this, we wish to inspire innovative management education based on international practices and Indian wisdom, globally. We invite you to be a part of this endeavour.

Other Programmes offered by the Institute

- **Post Graduate Programme in Management (PGP)**
- **Post Graduate Programme in Human Resource Management (PGP-HRM)**
- **Five Year Integrated Programme in Management (IPM)**
- **Executive Post Graduate Programme (EPGP)**
- **PGPMX Programme for Practising Executives - Mumbai**
- **Fellow Programme in Management (FPM)**
- **Fellow Programme in Management (EFPM)**

