



भारतीय प्रबंध संस्थान अमृतसर
Indian Institute of Management Amritsar



ADVANCED GENERAL MANAGEMENT PROGRAM (AGMP)

POST GRADUATE CERTIFICATE PROGRAM IN ADVANCED GENERAL MANAGEMENT

(ONLINE)

February 2023 – January 2024

PROGRAM BROCHURE



About IIM Amritsar

Indian Institute of Management (IIM) Amritsar is the 15th IIM set up by the Ministry of Human Resource Development with the support of the Government of Punjab. Being located in Amritsar, the land of the Golden Temple and Wagah Border, the Institute benefits from the enriching experience offered by this holy city. The Institute is currently run in the Punjab Institute of Technology Building, 5 km away from the railway station and 10 km from the airport. Its permanent campus will be constructed about 7 km from the ISBT and 8.5 km from the railway station, making it easily accessible.

IIM Amritsar believes in collectively igniting possibilities. Towards fulfilling this objective, the institute plays a crucial role in human capital development by offering various programs like MBA, MBA Business Analytics, MBA HR, EMBA, PhD and various short – and long-term executive education programs. Owing to its indefatigable allegiance to providing exemplary education, IIM Amritsar has established itself as the vanguard of quality education and learning in a short span of time.

The Institute follows the same pedagogy as practiced by the other members of the prestigious IIM fraternity. With the state-of-the-art infrastructure, IIM Amritsar provides a nurturing environment for its students to learn and grow. IIM Amritsar also focuses on creating an entrepreneurial culture, where the students and faculty work together to create the best enterprising solutions. Besides getting to learn from qualified faculty and industry leaders, the students, here, learn by involving themselves in various club and committee activities. The tireless efforts of our students result in their winning many corporate and B-school competitions and, ultimately, their bagging promising career opportunities.

About the Program

Advanced General Management Program *Accelerate your Business, Accelerate Yourself*

Ever wondered what makes visionary companies
Well they don't just demand the Best Talent, but they Create it

The increasingly complex world requires organizations to adopt innovative means to solve various challenges. The managers need to constantly update their analytical and integrative skills to secure a competitive edge. More than ever, to inspire high performance global teams and to lead organizational change, organizations need to outpace their management expertise.

The Advanced General Management Program from the IIM Amritsar, will provide key tools and insights to broaden their understanding of business operations in the global marketplace. You will gain to develop an end-to end view of enterprise and understand different organizational functions and synergies between them. The pedagogy will be case-led discussions, business simulations and experiential exercises to mirror the real-life issues of various organizations in diverse industries.

Over the span of 11 months, mentored by experienced faculty from IIM Amritsar, you will enhance your understanding about cross-functional issues, become an effective influencer and a confident decision-maker. You will walk away with critical leadership skills and knowledge to attune to an agile culture of digital transformation. At the end of this course, you will earn a certificate of participation from IIM Amritsar Executive Education, empowering you to confidently contribute to corporate success on a higher level.



LEARNING OUTCOMES

The participants should expect the following from the program:

- Learn to solve diverse business challenges and make more balanced decisions under volatile and uncertain circumstances
- Develop a nuanced understanding of the organizational issues and cross-functional skills
- Create an agile culture focusing on digital transformations
- Design and implement innovative strategies to gain competitive edge over others
- Learn from the best practices across industries and successful business models across sectors
- Better engagement and networking opportunities with like-minded professionals



PROGRAM CURRICULUM

Module	Key Courses
Module 1 Fundamentals of Management	<ul style="list-style-type: none"> ◆ Course 1 Storytelling with Data ◆ Course 2 Financial Accounting ◆ Course 3 Managing People and Organizations ◆ Course 4 Managerial Communication ◆ Course 5 Sales and Marketing Fundamentals
Module 2 Strengthening Cross-Functional Business Approach	<ul style="list-style-type: none"> ◆ Course 6 Managerial Economics ◆ Course 7 Corporate Finance ◆ Course 8 Talent Management and Development ◆ Course 9 Managing Resilient Supply Chains
Integrated Field Project	IFP Review and Feedback
Module 3 Strategic Innovations and Value Chain Dynamics	<ul style="list-style-type: none"> ◆ Course 11 Corporate Strategy ◆ Course 12 Design Thinking and Innovation driven Value Chain Dynamics ◆ Course 13 Ethics, Sustainability and Governance ◆ Course 14 Project Management
Module 4 Leveraging Technology and Digital Transformations	<ul style="list-style-type: none"> ◆ Course 16 Digital Business Models ◆ Course 17 Digital Operations ◆ Course 18 Big Data Analytics ◆ Course 19 Introduction to AI and Machine Learning
Integrated Field Project: Participants will be required to take up practical projects so as to gain a practical orientation of concepts and techniques learnt during the Program. The final 2 weeks of the program will include project presentations and discussions with the experts.	



PROGRAM HIGHLIGHTS

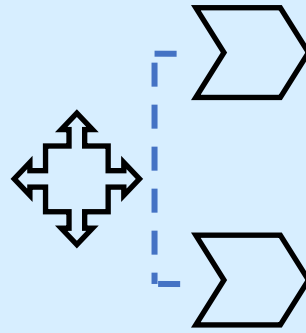
- ◆ Program Completion Certificate from IIM Amritsar
- ◆ The program will be in virtual mode with a 3 day-long campus immersion.
- ◆ Learn from world-class Faculty along with expert inputs from industry veterans
- ◆ Experience interactive online learning through live lectures and real-world projects
- ◆ Experiential learning, hands-on training on tools and business simulations are an integral part of the program
- ◆ 11-months rigorous program with case-based interactive sessions, assignments, periodic evaluations and practical projects
- ◆ Alumni status as per the institute policy

PROGRAM COMPLETION REQUIREMENTS

- ◆ The course will have periodic evaluations.
- ◆ The evaluations may have both objective and subjective assessments in the form of assignments, quizzes, mini projects, and presentations.
- ◆ IIM Amritsar awards program completion certificates to the course participants who successfully complete all the academic requirements and adhere to IIM Amritsar's academic and non academic policy requirements.



WHO SHOULD ATTEND?



- ◆ Professionals aiming to move up the career ladder and new managers who wish to groom themselves for future strategic leadership opportunities
- ◆ Early and Mid-Career professionals who want to spearhead breakthrough innovations and digital transformation initiatives
- ◆ Employees who want to improve their business efficiency and update their functional competencies

ELIGIBILITY CRITERIA

- ◆ Bachelor's degree in any discipline with consistent academic performance.
- ◆ Familiarity with high-school mathematics and good oral and written communication skills
- ◆ Preference will be given to candidates with work experience after completion of Graduation

PROGRAM STRUCTURE

- ◆ Duration: 11 months with 200 contact hours
- ◆ Classes on Saturdays and Sundays
- ◆ Mode: Instructor Led Live Virtual Classroom Sessions
- ◆ Campus Immersion : 3 Days immersion at IIM Amritsar Campus (optional)
- ◆ Certification of completion will be based on the final score obtained by the performance of the participants in various modules as a means of continuous evaluation

APPLICATION PROCESS

- ♦The application form for admission to the 11 months Certificate program in Advanced General Management (AGMP) will be available at the institute's website*
- ♦A non-refundable application fee of INR 1500/- + 18% GST has to be paid electronically at the time of submitting the application form.
- ♦The applicants may subsequently be called for a personal interaction round to be conducted online by IIM Amritsar.



IMPORTANT DATES**

Registration & Orientation	February 5, 2023
Classes Start Date	February 11, 2023
Program Ends by	January, 2024

*** Tentative and subject to change*

PROGRAM FEE

Application Fee	INR 1,500/- + 18% GST
Programme Fee [#]	INR 1,65,000/- + 18% GST
Campus Immersion Fee (Single occupancy) (Optional) ^{##}	INR 21,000/- + 18% GST

INSTALMENT SCHEDULE (INCLUDING GST)

Enrolment fee Within 7 days from the date of Offer	INR 48,675
Instalment 1: On or before March 5, 2023	INR 48,675
Instalment 2: On or before May 5, 2023	INR 48,675
Instalment 3: On or before July 5, 2023 (without campus immersion)	INR 48,675
Instalment 3: On or before July 5, 2023 (with campus immersion) ^{##}	INR 73,455

[#]Fee includes tuition fee and study material for the program.

^{##}Not applicable for participants who have not opted for campus immersion.. However, these participants will still attend the sessions online during this week .



Link to application form

*<https://iimamritsar.ac.in/student/login.html>

SYSTEM REQUIREMENTS

- ◆ Processor: with Dual Core 2 Ghz or higher (i3/ i5/ i7 or AMD equivalent)
- ◆ RAM: 4 GB or higher
- ◆ OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- ◆ Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- ◆ Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- ◆ Webcam: built-in or USB plug-in
- ◆ Zoom software client installed on your PC/ Laptop/ Mac

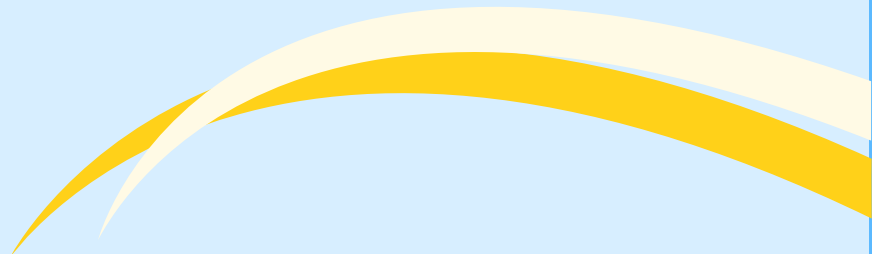
PROGRAM COORDINATOR



Dr. Vartika Dutta

Organizational Behavior and Human Resources

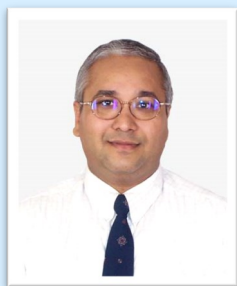
Dr Vartika Dutta is an Assistant Professor in the area of Organizational Behaviour and Human Resources here at IIM Amritsar. She has completed her PhD in Management from the Indian Institute of Technology Kharagpur. Her thesis was in the area of Educational leadership. Before joining IIM Amritsar, she was working as an Assistant Professor at the Goa Institute of Management in the area of OB & HR. She comes with rich work experience in training and consulting and has held significant positions in the training and development vertical of reputed financial and skill development firms. She has conducted numerous management development programs and workshops for the working executives in the area of leadership, understanding and managing self and managing and retaining talent in turbulent times and persuasive communication. She is a trained Happiness Coach and is working in the area of creating positive and happy workplaces. She was instrumental in helping IIM Amritsar to create a significant impact in the space of Executive Education in India by designing and launching several short and long term programs for working professionals. She has research publications in refereed international journals and has presented her work at several national and international conferences.



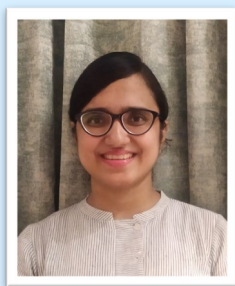
IIM AMRITSAR FACULTY



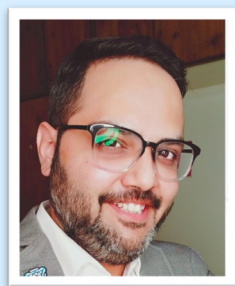
Aarushi Jain
Ph.D., IIM Indore



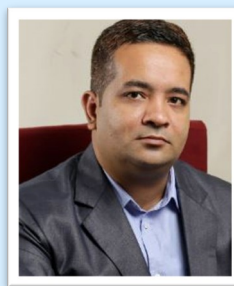
Amit Gupta
Ph.D. University of
Maryland



Ananya Syal
Ph.D., IIM Ahmedabad



Ankit Sharma
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Arun Kumar Kaushik
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Aswathy Asokan Ajitha
Ph.D., IIT Madras & Curtin
University



Chetan Chitre
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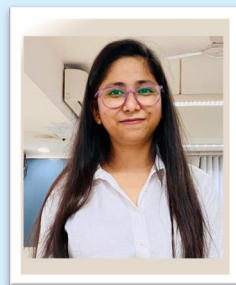
Divya Tripathi
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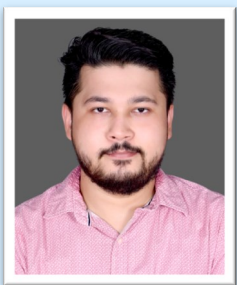
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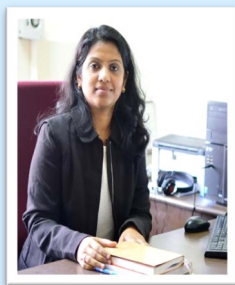
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Jagriti Srivastava
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Kalpit Sharma
Ph.D., IIM Lucknow



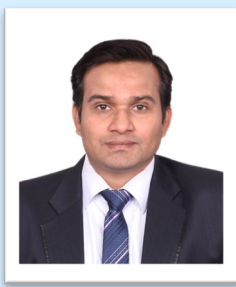
Mahima Gupta
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Mukesh Kumar
Ph.D., Jawaharlal Nehru
University



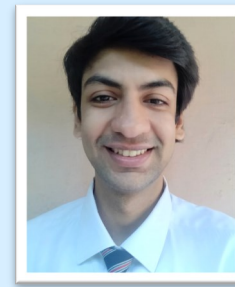
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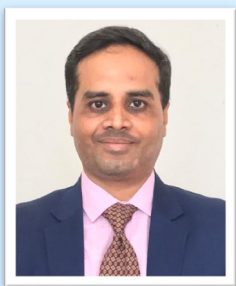


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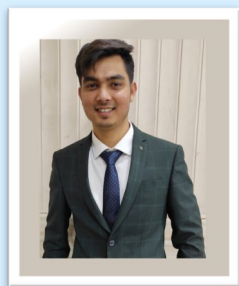


Priyesh Valiya Purayil
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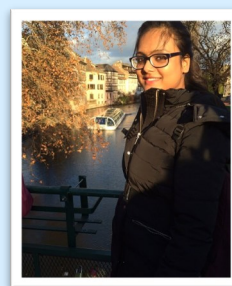
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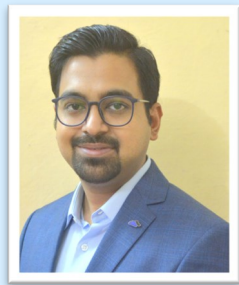
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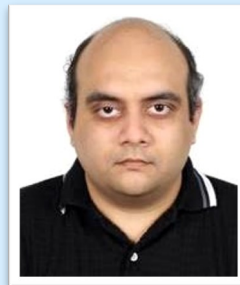
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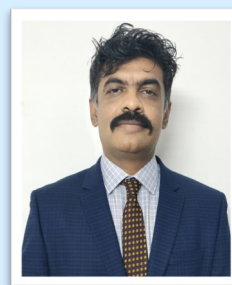
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Shuvabrata Chakraborty
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Siddharth Gaurav Majhi
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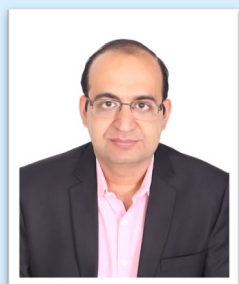
Sujit Raghunathrao Jagadale
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Sunil Reddy kunduru
Ph.D., IIM Bangalore



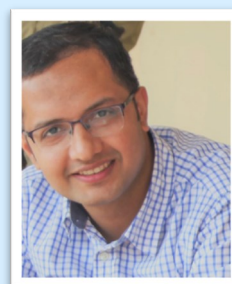
Surender Rao Komera
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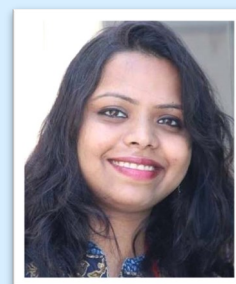
Swapan Deep Arora
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