

upGrad &



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



PG Program in **Management**

11 Months | Online



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 organization.

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 **PG 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 & Chairman

upGrad



About IMT Ghaziabad

Established in 1980, **Institute of Management Technology Ghaziabad (IMTG)** 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, IMTG 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 IMTG network.

Asish K Bhattacharyya
Director



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



INSIGHTS FROM TOP ACADEMIC & INDUSTRY EXPERTS



DR. ASIT K BARMA
Professor - Marketing
IMT Ghaziabad



PROF. ABHISHEK
Associate Professor
IMT Ghaziabad



PROF. HARVINDER SINGH
Chairperson, Part-Time Programs
IMT Ghaziabad



SHESH VASUDEVAMURTHY
Product Leader
upGrad



SUNIL BHARADWAJ
Sunil Bharadwaj
Raymond Limited



PRASHANT KAPUR
National Sales Head
Vodafone



RAHIM
Analytics Head
Flipkart



ANIRUDH MENDIRATTA
Head of Operations
CARS24



HIMANSHU MANROA
Associate Vice President
Datamatics

WHY THIS PROGRAM WITH UPGRAD & IMT GHAZIABAD?



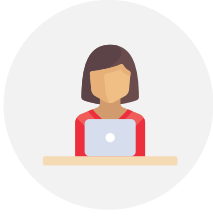
**INDUSTRY RECOGNISED
PG PROGRAM**



**BETTER CAREER
OPPORTUNITIES**



**IMT GHAZIABAD
ALUMNI STATUS**



**FLEXIBLE LEARNING WITHOUT
LEAVING YOUR JOB**

PROGRAM HIGHLIGHTS



Career Growth & Support

- Get recognized as an alumnus of 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 with its industry partners.



Easy and Flexible Learning

- Earn credentials while staying on the job.
- Access the content through the website and mobile app anywhere anytime.

PROGRAM CURRICULUM

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

COURSE 1: MARKET MANAGEMENT - 1

- **FUNDAMENTALS OF MARKETING**

Introduction to Marketing, STP, Marketing Mix or 4P's, Elements of a brand (Introduction to branding)

- **MARKETING CHANNELS**

Offline Marketing Channels, Digital Marketing Channels - I, Digital Marketing Channels - II

COURSE 2: FUNDAMENTALS OF LEADERSHIP

- **COMMUNICATION SKILLS FOR EFFECTIVE LEADERSHIP**

Introduction to Leadership, Non verbal communication and body language, Emotional Intelligence (Plus organizational intelligence and cultural intelligence), Verbal Communications and Speeches, Managerial Writing

- **BUILD A PERSONAL BRAND**

Personal Brand Vision & Defining of target audience, Building of assets for personal branding, Monitoring your brand

COURSE 3: ACCOUNTING AND FINANCE

- **ACCOUNTING STATEMENTS AND RATIO ANALYSIS**

Basics of Finance, Financial Statements, Ratio Analysis

- **PROJECT EVALUATION**

Time Value of Money, Project Evaluation Techniques

- **WORKING CAPITAL MANAGEMENT**

Working Capital, Components of Working Capital

COURSE 4: DECISION SCIENCES

- **EDA AND SAMPLING**

Data visualisation, Univariate analysis, Distribution Plots 1, Distribution Plots 2

- **HYPOTHESIS TESTING**

Hypothesis tests - I, Hypothesis testing - II, A/B testing

- **REGRESSION ANALYSIS AND FORECASTING**

Covariance, Correlation and Simple Linear Regression, Multiple Linear Regression and Logistic Regression, Forecasting, Sales Forecasting

COURSE 5: BUSINESS ECONOMICS

- **MICRO ECONOMICS**

Consumer Theory, Demand and Supply, Pricing, Market Equilibrium, Introduction to Game Theory

- **MACRO ECONOMICS**

Aggregate Demand and Supply, Business Cycles, Unemployment and Inflation, Capital Markets, International trade and strategic trade theories

COURSE 6: OB, HR AND BUSINESS LAW LEGAL

- **ORGANISATIONAL BEHAVIOUR**

Understanding an organisation - vision, mission, structure, hierarchy, roles and stakeholders, Organisational Design in the Digital Age, Organisational Culture and Change, Conflict and Stress Management, Planning and Decision Making, Motivation Perception, Power and Influence at Work

- **HR FOR NON-HR MANAGERS**

Use effective human resource management techniques to build and maintain effective teams as a line manager.

- **BUSINESS LAW AND ETHICS**

Contract act and company law, Important tender clauses (such as pricing, indemnification), Business Ethics and Corporate Social Responsibility

COURSE 7: SALES AND DISTRIBUTION MANAGEMENT

- **FUNDAMENTALS OF SALES**

Sales Process, Sales Strategies, Impact of digitalisation on Sales

- **TERRITORY MANAGEMENT**

Territory Objective and Decisions, Coverage Metrics, Territory Management Strategy

- **CHANNEL MANAGEMENT**

Objective of Channel Intermediaries, Types of Channels, Channel Design Strategy

- **TEAM AND CUSTOMER MANAGEMENT**

Recruitment and Training, Motivation and Rewards, Conflict Management

COURSE 8: BUSINESS STRATEGY

- **FUNDAMENTALS OF STRATEGY**

Business-level Frameworks: SWOT, BCG, Business Model Canvas, Ansoff., Product and Portfolio Decisions, Go to Market Strategy, Mergers, Acquisitions and JVs, Mixed Frameworks: PESTLE, Mckinsey Matrix

- **GROWTH STRATEGY**

Competitive Rivalry, Analysing industry and competition, Industry-level Frameworks: Porter's 5 Forces, Strategies for a competitive environment

COURSE 9: OPERATIONS & SUPPLY CHAIN MANAGEMENT

- **SCM AND STRATEGIC PLANNING**

Basics of demand planning and supply chain management

- **SOURCE, MAKE AND MOVE**

Inventory Planning, Inventory Management, Inventory Control

Transportation Planning, Transportation Management, Transportation Execution

COURSE 10: ELECTIVE

- **OPTION 1: MARKET RESEARCH**

Consumer Behaviour, Research design, Research execution

- **OPTION 2: CORPORATE FINANCE**

Risk and cost of capital, Stocks and options, Risk management

- **OPTION 3: BUSINESS LEADERSHIP**

Leadership frameworks, Leadership styles, Everest simulation

- **OPTION 4: OPERATIONS & SUPPLY CHAIN MANAGEMENT 2**

Demand planning and forecasting, advanced sourcing strategies, logistics and distribution optimisation

- **OPTION 5: BUSINESS ANALYTICS**

Data visualisation and interpretation, Hypothesis testing, Time series analysis

- **OPTION 6: HUMAN RESOURCE MANAGEMENT**

Workforce planning and recruitment, Training and Development, Employee Engagement and Retention

COURSE 11: LEADERSHIP, ENGAGEMENT AND PEOPLE PERFORMANCE

- **MODULE 1 - WHAT DEFINES A LEADER?**

1. Understand what attributes define a leader and how you can plan to imbibe those attributes as an aspiring leader.

2. Examine the intra-personal characteristics of a leader and formulate a plan to cultivate these qualities within yourself in your leadership journey.

- **MODULE 2 - LEADING TEAMS EFFECTIVELY**

1. Evaluate the extraordinary qualities of a winning team and the role played by a leader to achieve it.

2. Diagnose the symptoms of a positive and a negative team dynamics and formulate a conquering plan to overcome its negative impact as a potential leader. n

- **MODULE 3 - LEADERSHIP AS A WAY OF LIFE**

1. Appreciate the lifestyle driven by a set of high-yielding qualities in steering your organisation.

2. Make tough leadership decisions in a situation of crisis.

COURSE 12: LEADING CHANGE FOR SUSTAINABLE FUTURES

- **MODULE 1 - CHANGE MANAGEMENT FROM AN INDIVIDUAL PERSPECTIVE**

Identify the need to change and create a sense of urgency

- **MODULE 2 - CHANGE MANAGEMENT FROM AN ORGANISATIONAL PERSPECTIVE**

Engage and Enable the Organisation for Change

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- **Module 3 - Reimagining Change**

Support and sustain change initiatives

COURSE 13 : ENTERPRISE AND RISK MANAGEMENT

- **MODULE 1 - UNDERSTANDING RISKS IN AN ORGANISATION**

1. Understand the importance of risk management in an organisation

2. Understand the different types of risks that can appear in an organisation

3. Awareness of the risks that arise due to the global nature of businesses

4. Analyse a given case study and understand that the risks covered in the module never occur in isolation

- **MODULE 2 - TACKLING RISKS**

1. Introduction to the different risk management frameworks (COSO, COBIT, ISO 31000)

2. Understanding, implementation and limitations of each of the three risk management frameworks

COURSE 14 : DIGITAL BUSINESS INNOVATION

- **MODULE 1 - DIGITAL INNOVATION**

1. Formulate an innovation plan for your organisation through understanding the core concept, objectives and key elements of innovation

2. Identify areas of innovation in a firm through an understanding of phases and stages of innovation and the respective impact on not going digital

3. Analyse how organisations can stay relevant through digital innovation and transformation

- **MODULE 2 - DIGITAL BUSINESS TRANSFORMATION**

1. Frame strategies to create value for customers through Digital business models by understanding value creation drivers and forms

2. Discover the benefits of implementing digital innovation through structural changes and AI/ML strategies to enhance your organisation's efficiency

3. Identify barriers to digital innovation to analyse what are the areas which cease developments in your firm"

- **MODULE 3 - DIGITAL BUSINESSES**

1. Ideate a plan to launch a digital platform through an understanding of function areas, types of a platform and by overcoming the chicken and egg situation

2. Determine how can a digital platform grow through network effect

3. Infer how can your organisation generate revenue and sustain in the market through their digital platform

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 "PG Certification in Digital Marketing and Communication - June 2017" at the top. A navigation sidebar on the left includes Home, Course, Resources, Calendar, Forum, and Profile. The main content area features a "Start Program" button, an "OVERALL PROGRESS" section with a 0% progress bar for the user and a 67% progress bar for the batch, a "RECENTLY ONLINE" section with a grid of user avatars, and a "FORUM THIS WEEK" section showing 9 Questions, 167 Answers, and 73 Participants.

Course Overview

To access all your lectures, case studies and assignments

The Course Overview screen shows the program title and a navigation sidebar with Home, Course, Resources, Calendar, Forum, and Profile. The main content area is titled "Modules" and lists three modules: "Introduction: Welcome & Introduction to the Program" (due June 25th 2017), "Module 1: Fundamentals of Marketing" (due July 9th 2017), and "Project 1: Fundamentals of Marketing (Monroe)" (due July 9th 2017). Each module card includes a description, due date, and a 0% progress bar.

Calendar

To plan and schedule your learning experience with live sessions, module deadlines, project deadlines and much more

The screenshot shows a web interface for a PG Certification course. At the top, there is a red logo and the text "PG Certification in Digital Marketing and Communication - June 2017". Below this is a navigation bar with icons for Home, Dashboard, My Progress, My Calendar, My Assignments, My Quizzes, and My Results. The main content area features a calendar for December 2017. The calendar shows the days of the week (SUN to SAT) and the dates. A sidebar on the right titled "Your Schedule" lists upcoming events: "MICA Faculty Session | Consumer Insight Mining: Big Data v/s Small" (1:00 PM - 2:00 PM), "TA Session (Web Analytics) - Part 2" (1:00 PM - 2:00 PM), "Submission for RentoMojo" and "Submission in Project B: Session 1", and "TA Session (Defining a Robust Marketing Strategy)" (1:00 PM - 2:00 PM).

Discussion Forum

To clear all your doubts

The screenshot shows a web interface for a PG Certification course. At the top, there is a red logo and the text "PG Certification in Digital Marketing and Communication - June 2017". Below this is a navigation bar with icons for Home, Dashboard, My Progress, My Calendar, My Assignments, My Quizzes, and My Results. The main content area is titled "Discussion Q & A's" and includes a search bar for questions. Below the search bar, there are filters for "782 discussions", "Topic: All questions", and "Sort by: Relevance". The forum displays two questions: "What is the Benchmark Open rate & CTR for Email Campaigns ?" by VARUN SHAH (1 answer) and "The practice of sending award PR based on template is common. Is it a gud practice?" by Preety Paranjape (3 answers). A sidebar on the right contains "COMMUNITY GUIDELINES", "YOUR FORUM STATS" (Forum Score: 0 points, Forum Leaderboard Rank: 136, Questions Asked: 0, Responses Added: 0), and a "FORUM LEADERBOARD" listing the top three users: 1. Noha Nanda (3790 Points), 2. Prakash Kumar (2645 Points), and 3. Sunil Swarnop (2428 Points).

PROGRAM DETAILS

PROGRAM START DATE

Please visit our website for more details

PROGRAM DURATION

11 Months

PROGRAM FEE

Please refer to the website for the program fee

ELIGIBILITY

Bachelor's degree with minimum 50% marks

 For any queries, reach us on:

+44-1224980039

 **info.emea@upgrad.com**