



TALENTEEDGE 
Live & Interactive Digital Learning

**A holistic management program
for young emerging leaders**

**1 YEAR PG CERTIFICATE PROGRAM IN
BUSINESS MANAGEMENT FROM MICA**



About the Program

The business environment in India has witnessed rapid changes in recent years. To be effective and successful, executives need to refresh and enhance their management skills regularly. Being aware of best-practices and taking an informed view are particularly essential to adapt to the complex and dynamic environment in which companies operate today. The program aims to equip students with the business acumen that is required to be effective and successful in the future.

Program Highlights

- Opportunity to earn a PG Certificate from MICA.
- Certificate of completion awarded by MICA, Ahmedabad.
- 3 day On Campus module at MICA Ahmedabad during the course of the program, where students can have face to face interaction with faculty and spend quality time in the campus of a prestigious institute.
- Gain MICA Alumni status on the successful completion of the program.
- Fully virtual course with LIVE online, instructor-led interactive lectures that provides a “real” classroom experience in a “virtual” environment. No isolated learning experience.
- Convenient schedules for working professionals.
- Designed with a mix of various practical assignments, case study, simulation and gamification which enlighten participant’s knowledge in the practical corporate scenario.
- Books, Cases and Study Materials included in the Course.
- Lectures imparted by specially selected, eminent, core faculty from MICA. Guest lectures by Industry Experts.
- Specifically designed for working executives with all the flexibility benefits of Virtual Learning.
- Quality interactions and increased peer group learning. Virtual classrooms that allow for active interactions with other fellow students and faculty.
- Seamless technology that can transmit lecture videos effectively at home broadband connection of 512 kbps.
- User friendly and easy to use technology interface. No expensive and time consuming software/hardware installations required at your end.
- In the event that students miss attending the LIVE lecture on the Virtual Classroom for some reason, students will be granted access to the recorded sessions for a specified number of days/times.
- TALENTEDGE’s Cloud Campus – Students on our virtual social learning platform are provided access to course presentations, projects, case studies, assignments and other reference materials as applicable for specified courses. Students can raise questions and doubts either real time during the live class or offline through the Cloud Campus.
- Learn from Anywhere – No need to travel to an institute or training center. Learning continues even if you are traveling or not available at any specific location. You may also learn from the comfort of your home.

Programme Content



Semester I

Principles of Economics

- Introduction to economics
- How market works
- Markets and welfare
- The economics of public sector
- The economics of labour market

Communication Management

- Models of communication
- Theories of communication
- Interpersonal communication
- Mass communication

Marketing Management

- Introduction to marketing environment
- Understanding consumer behaviour
- Dealing with product
- Distribution and integrated marketing communication

Financial Management

- Forms of Business Entity, Understanding Profit & Capital
- Balance Sheet and Profit and Loss Account Related Concepts
- Understanding and Analysis of Financial Statements
- Time Value of Money
- Capital Expenditure Fundamentals
- Capital Budgeting Decisions
- Working Capital Management
- Analysis of an annual report

Business Environment and Policy (domestic & global)

- Elements of business environment
- Broad profile of Indian economy – industrial policy & economic planning in India
- Private and public sector enterprises privatization
- Competition Act & Consumer Protection Act
- Import & export and international trade

Semester II

People Management (OB, OD, HR)

- Introduction
- Organization roles
- Organization design and structure
- Organization effectiveness
- Organization culture
- Leadership
- Organization decision making
- Organization change and development
- HRM practices

Project Management

- Basics, project identification and selection
- Project planning
- PERT & CPM
- Resources consideration in a project
- Risk management
- Quality management
- Execution and control

Strategic Management

- Introduction to Strategy Formulation and Developing a Robust Business Strategy
- Macroeconomic environment and business strategy formulation
- External Analysis
- Porter's Five Forces Model
- Industry Life cycle analysis
- Internal Analysis
- Strategy, Distinctive competencies and competitive advantage
- Building Competitive Advantage Through Functional-Level Strategy
- Competitive Strategy and the Industry Environment

- Corporate Strategy
- Strategy and Technology

Contemporary Issues in Management

- The context of contemporary management
- Managing in the face of complexity and chaos
- Globalization and management practice
- Managing technology and innovation
- Managing people in the contemporary management domain
- Managing diversity and difference & conflict
- Emotion, subjectivity and knowledge in organizations
- Organizational processes
- Organizational design for the 21st century
- Managing cultures for performance
- Managing change and uncertainty

Operations & Supply Chain Management

- Introduction and Objectives
- Fundamental rules of SCM
- Strategic fit & scope
- Transport Fundamentals
- Distribution Networks
- Planning Cycle
- Network Design under certainty
- Channel Structure and its impact on distribution
- Basics of Inventory and Selective Control
- Coordination in Supply Chain

Who Should Attend

- Managers identified as high potential resources, in key decision making roles seeking to take on expanded senior management responsibilities within the organization
- Young leaders poised to lead cross functional teams on complex, multi location projects.
- Working professionals with specific functional responsibilities and aspiring for larger roles
- Working executives seeking to prepare themselves for managerial positions and accelerate their career aspirations in national and multinational organizations
- Entrepreneurs seeking to gain a more structured and relevant understanding of the current business environment.

Eligibility

- For Indian Participants - Graduates or Diploma Holders (10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country.
- Participants with prior experience in this area are preferred but it will not be a limiting factor for enrolment.

Program Details

- Date of Course Commencement: 19th January 2018
- Duration of the Course: 1 Year
- Fees: Rs 1,10,000 + taxes for Indian Residents
USD 2300 for Foreign Residents

For more details:

Students can Write to us at: enquiry.dtd@talentedge.in OR call us at: **+91- 9711637950**
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