



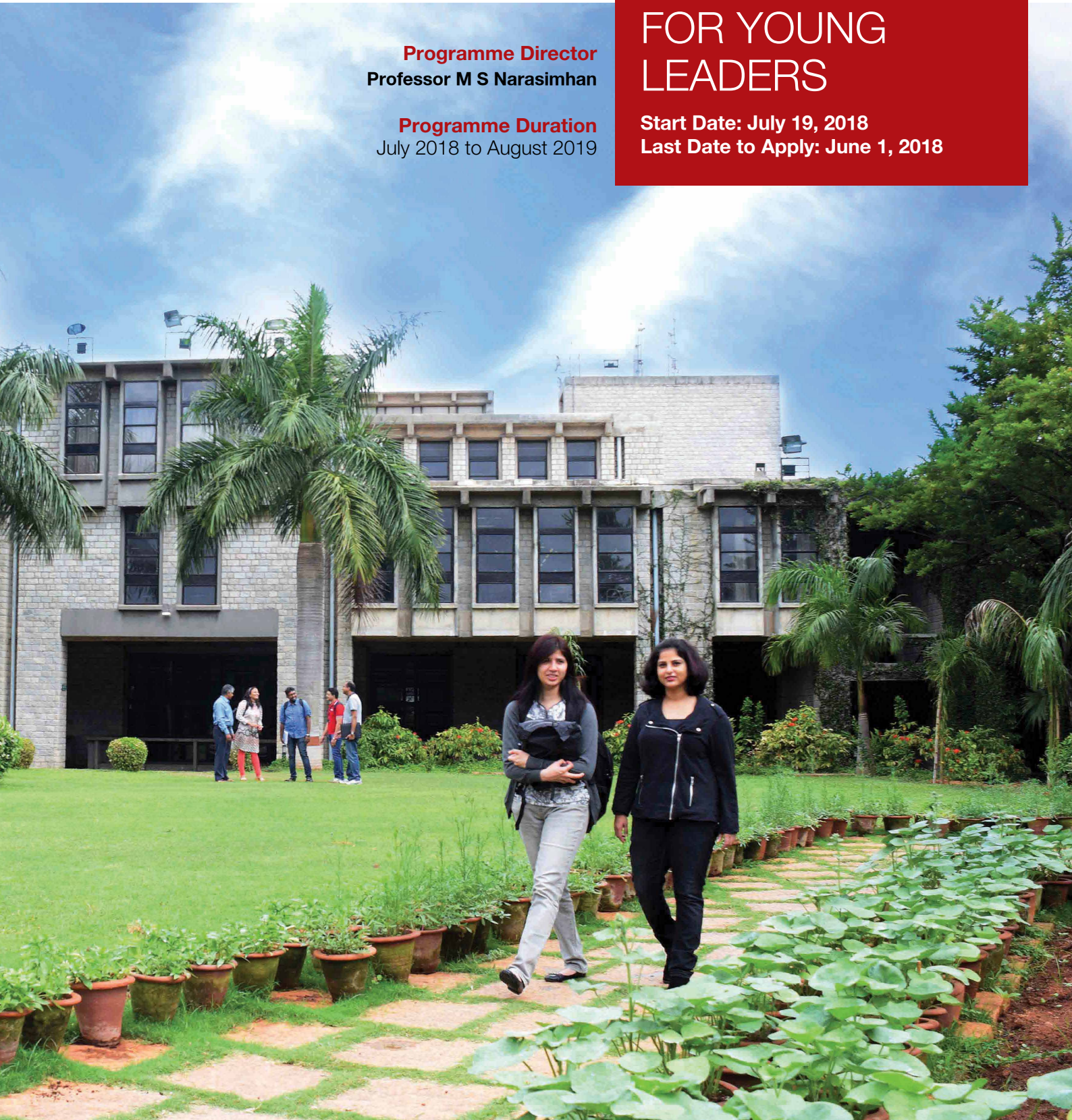
भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE

**Programme Director**  
Professor M S Narasimhan

**Programme Duration**  
July 2018 to August 2019

# GENERAL MANAGEMENT PROGRAMME FOR YOUNG LEADERS

**Start Date: July 19, 2018**  
**Last Date to Apply: June 1, 2018**





## General Management Programme for Young Leaders



### Overview

Today, young professionals take higher role and managerial responsibilities much earlier in their career. Many of them also work for startups and SMEs where they need to go beyond their technical knowledge and have big picture of the business. In such situation, young leaders struggle and often confused whether they are on the right path while taking decisions. They look for support to speed up their learning curve and to take informed decisions with confidence. IIMB with its close association and interaction with industries over the last four decades understands this challenge and offers this unique programme for today's young leaders. The programme provides a strong foundation in management and creates confidence in handling tough problems.

### Programme Objectives

The General Management Programme for Young Leaders aims to achieve the following objectives:

- Understand the impact of macro-economic changes on businesses
- Provide analytical and communication skills to young managers
- Gain a strong working knowledge in managing different functions like production, marketing, finance and human relations
- Provide confidence in managing accounting and financial matters
- Learn to read competitive landscape and build strategies

### Who should attend?

The programme is targeted for

1. Professionals between 3 and 5 years of experience and start or about to start taking leadership role of small teams and
2. First generation startup entrepreneurs without any managerial experience



### Programme Design

The programme is offered through blended format leveraging technology. In addition to classroom sessions, the program uses online courses developed by the IIMB faculty members. The programme through ten carefully selected management courses provides strong foundation in management that allows young leaders to handle their business problems with confidence and ease. The ten courses are divided into two modules.

#### *Module 1:* Foundation for Management

- Business & Economics
- Organization Design for Creating Competitive Advantage
- Business Communication
- Business Statistics and Analytics
- Accounting for Decision Making

#### *Module 2:* Functional Management

- Operations Management
- Marketing Management
- Corporate Finance
- People Management
- Strategic Management

The program starts with two-day classroom sessions at IIMB where the stage for learning is laid down. Over next six months, participants complete the first five MOOCs and then visit IIMB campus for a five-day session to complete the Foundation for Management module. The participants go through next five MOOCs during the next six months before they visit again on campus for a five-day module to complete Functional Management module. During the on-line course period, participants will attend live online classes during weekends and get academic support from faculty members and teaching assistants. The progress of online courses by participants will be continuously monitored and support is provided for timely completion of the courses.



### Certification

To qualify IIMB Certificate, participants should complete all ten on-line courses, attend on-campus sessions and secure minimum 50% marks in examination conducted at the end of each course/ during on-campus visit. Participants who successfully complete the program will be admitted into IIMB Alumni network.



Programme Charges

Programme fee is Rs 3,00,000/- + GST (applicable rates) per participant, payable in three instalments as per the following schedule:

Rs 1,00,000/- + Applicable GST - I instalment on admission
Rs 1,00,000/- + Applicable GST - II instalment, 02 August 2018
Rs 1,00,000/- + Applicable GST - III instalment, 02 February 2019

Note:

- The programme fee should be received at the Executive Education Office, before the programme commencement date.
- In case of withdrawals, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme.
- If a nomination is not accepted, the fee will be refunded to the person / organization concerned.

Programme Schedule

IIMB Classroom Sessions	19 to 21, July 2018
Module 1 On-line Courses	August to December 2018
Module 1 IIMB Classroom Sessions	21 to 26, January 2019
Module 2 On-line Courses	February to July 2019
Module 2 IIMB Classroom Sessions	5 to 10, August 2019

Important Dates

<b>Application Deadlines:</b> Early Decision (Round 1) Regular Decision (Round 2)	<b>1 May 2018 by 5.00 pm</b> <b>1 June 2018 by 5.00 pm</b>
<b>Announcement of Early Decision:</b> Payment Due	<b>7 May 2018 by 6.00 pm</b> <b>1 June 2018 by 5.00 pm</b>
<b>Announcement of Regular Decision:</b> Payment Due:	<b>7 June 2018 by 6.00 pm</b> <b>28 June 2018 by 5.00 pm</b>
Course Commencement:	<b>19 July 2018</b>



Programme Director

Professor M S Narasimhan

Professor Narasimhan’s areas of interest include management accounting, corporate finance and capital markets. He holds a Master’s Degree in Commerce (Madras) and a Post-Graduate Diploma in Financial Management (IFMR). He has obtained his Ph.D. from the University of Madras. He is also a member of Institute of Cost and Works Accountant of India. After serving in the industry for a brief period, he joined as a faculty member at the Institute for Financial Management and Research (IFMR), Chennai. Dr. Narasimhan has taught in several executive development programmes and published several articles and research studies in national and international journals and financial newspapers. His research paper also won the best Research Paper Award at the Annual Convention of AIMS held at Pune. He has also completed a study on Corporate Disclosure Practices in India sponsored under the FIRE project. He was also a member of a consulting team, which studied cash management in LIC, Organisational Structure of a state-level development bank and costing systems of a transformer manufacturing company, restructuring of state level small scale industries water supply project. His teaching and research interests are in the areas of capital markets, corporate finance and management accounting.





**The Indian Institute of Management Bangalore (IIMB)** has been ranked for the eighth successive year as the No. 1 Business School in Central Asia by Eduniversal, a French Consultancy Group. IIMB has been ranked No. 2 in the India Rankings 2017 in the Management Education category under the National Institutional Ranking Framework (NIRF) by the MHRD. IIMB has also obtained the European Quality Improvement System (EQUIS) accreditation awarded by the European Foundation for Management Development (EFMD). Established in 1973, Indian Institute of Management Bangalore today offers a range of post-graduate and doctoral level courses as well as Executive Education Programmes. With a faculty body from amongst the best universities worldwide, Indian Institute of Management Bangalore is fast emerging as a leader in the area of management research, education and consulting.

IIMB's distinctive feature is its strong focus on leadership and entrepreneurial skills that are necessary to succeed in today's dynamic business environment.

IIMB has been ranked among the Top-70 global schools by the Financial Times Executive Education Rankings 2017. Indian Institute of Management Bangalore is the only B-school from India to figure in this elite list.



### Registration

The organizations interested in nominating their employees and individuals interested in the programme may apply online.

For any queries, write to:  
Executive Education Programmes  
Indian Institute of Management Bangalore  
Bannerghatta Road, Bengaluru 560 076  
Phone: +91 - 80 - 26993817, 26993380  
Fax: +91 - 80 - 2658 4004

Email: [bhaswati.eep@iimb.ac.in](mailto:bhaswati.eep@iimb.ac.in)

Web: [www.iimb.ac.in/eep](http://www.iimb.ac.in/eep)

*Participants interested in the programme may contact IIMB at the above-mentioned address for clarifications, if any. Once registration is accepted, cancellation /refund queries and requests will not be entertained.*



INDIAN INSTITUTE OF MANAGEMENT BANGALORE  
Bannerghatta Road, Bengaluru 560 076