



**INDIAN  
INSTITUTE OF  
MANAGEMENT  
CALCUTTA**

Business Model

Marketing

Strategy



People

Operations

Ethics



Financial Analytics

# Build Multi-functional Capabilities with **Executive Programme in General Management (EPGM)**

Designed for professionals aspiring to  
drive business excellence

 [iimcal.talentsprint.com/epgm](https://iimcal.talentsprint.com/epgm)



# IIM-C Edge



## Triple Accreditation

Accredited by EQUIS, AMBA and AACSB



## #1 in Management Studies

BT-MDRA India's Best B-Schools Survey 2022



## #2 Top B-Schools in India

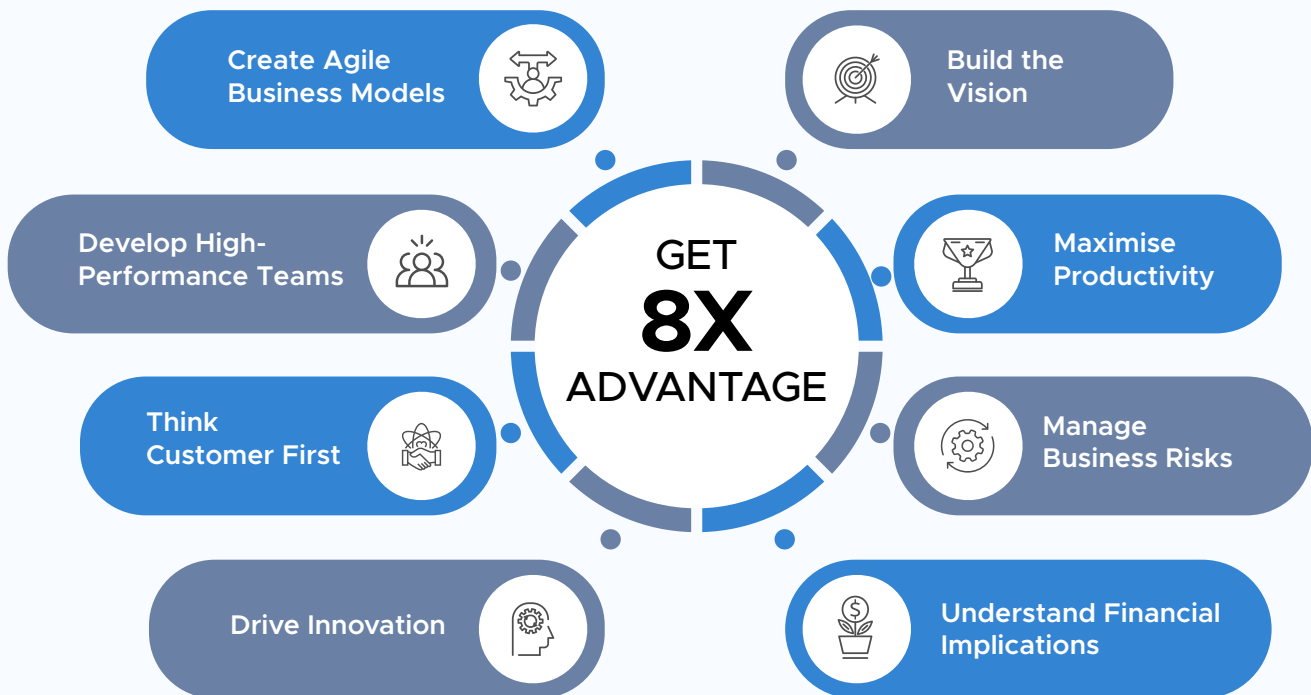
Open Magazine Best B-School Survey 2023



## #3 Top Management Institution

NIRF Rankings 2022

## Become a 360° Manager



“

After the program, my role in my organization got enhanced and my contribution was viewed as a great asset by my firm.”

**Travel Industry Professional**

## Is EPGM for me?

- Professionals who aspire to become successful business managers
- Professionals seeking to develop and enhance 360° managerial capabilities to drive business growth
- Mid-level professionals seeking to gain a holistic understanding of business to enhance their managerial skills
- Aspiring consultants and entrepreneurs interested in developing a multidisciplinary view of organization to overcome business challenges

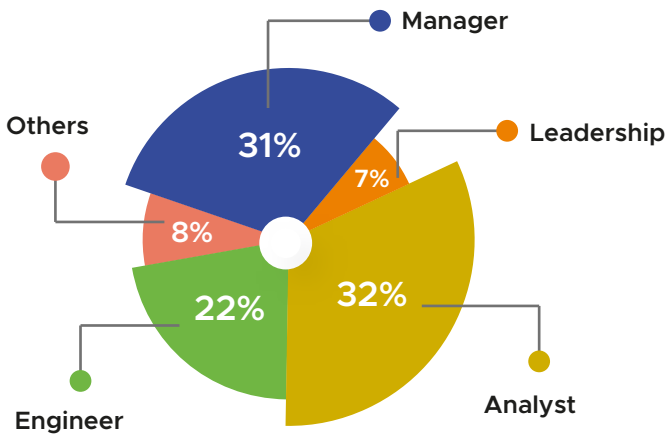
## Am I eligible for the programme?

- You are eligible if you hold a Bachelor/Master's degree in any discipline with a minimum 50% marks and have minimum 1 year of experience.

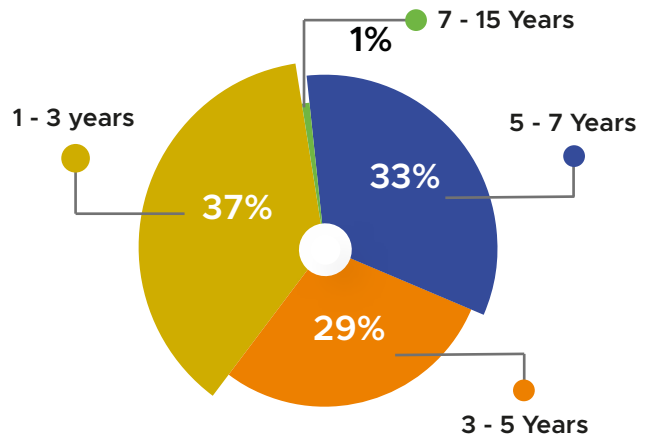


# Participant Profile

## Job role



## Experience



## From Diverse Job Roles

Analyst

Assistant Manager

Business Analyst

Business Manager

Lead Data Scientist

Developer

Lead DevOps Engineer

Team Leader

Senior Consultant

Software Developer

Project Manager

and more

## From Top Organizations

Amazon

American Express

Cognizant

CRED

Deloitte

Google

HDFC Bank

Infosys

Infosys

KPMG India

L&T

Microsoft

PWC

SAP

Salesforce

Wipro

and more

## From Across Indian Cities and International Locations

Ahmedabad

Bangalore

Chennai

Delhi

Gurgaon

Hyderabad

Indore

Kolkata

Mumbai

Noida

Pune

Vadodara

Vapi

Lagos

Peoria

Singapore

and more

## From Across Indian Cities and International Locations

"I joined this program to enhance my management skills and become future-ready to work as a management executive for industries. It will also help me gear up for my postgraduate studies while filling in the gap that put me behind in my career."

### **Monil Dhokai**

Manager, Adarsh Petroleum

"As a designer, I believe our work is halfway between technology and consumers. To comprehend how synergy is created among different verticals to keep the business growing, I have chosen this program to widen my knowledge horizon and also the real-life learnings from my peers' experiences."

### **Samapika Das**

Assistant Manager, Nykaa

"As an escalation engineer, I want to upgrade my management skills to manage work with global enterprises, strategic customers, etc. to climb up the ladder. "

### **Kiran Rani Jahagirdar**

Escalation Engineer, Microsoft

"This program will offer real-world experiences, and provide exposure to a wide network of students, which will help shape my decision-making skills and innovative ideas to grow in the right direction."

### **Dinesh Bhat**

Project Manager, Quality Council of India

"The program will broaden my knowledge in functions that I currently do not work with – finance, marketing, and strategy, and on how to leverage technology to become a better leader. The diverse classroom will enable me to meet professionals from other industries and learn from their first-hand experience. "

### **Abhik Banerjee**

Manager II, Amazon

"I chose this program to learn business processes like financial reporting, inventory reconciliation, materials management details, and their relationship with customer and vendor data of an organization. This program will contribute largely to the career path I have chosen for myself."

**Debarati Roy**

Senior Consultant, PwC

"This program meets my aspiration to become a leader who can transform the way we look at technology and economics today with the help of a solid analytical understanding of the customer, business requirements, and stakeholder management. "

**Raman Bansal**

Software Engineer III, Google

**Note:** These are edited versions based on the details submitted by various programme applicants.



# Why do professionals choose EPGM?

Longest running online general management certificate program in India with 2000+ alumni.



## **IIM Calcutta Advantage**

Get certified by IIM Calcutta, ranked #3 in Asia, Triple Accreditation - AMBA, EQUIS & AACSB



## **Experiential Learning**

Leverage distinctive pedagogy of Case Studies, Assignments, Hands-on Sessions, and Campus Visits



## **Accomplished Faculty**

Learn from IIM Calcutta Faculty and industry leaders in General Management practices



## **Executive Alumni Status**

Become an Alumni of IIM Calcutta Executive Education and network with top professionals

# What will I learn?

State-of-the-art industry-relevant curriculum from accomplished academia

## Core Business Skills

### Human Resource Management

- ▶ Compensation Management
- ▶ Performance Management
- ▶ Management of Hiring & Exits
- ▶ Equal Employment Opportunity
- ▶ HR Planning and Retention

### Organization Behavior

- ▶ Managing Self
- ▶ Managing Teams
- ▶ Managing Conflict
- ▶ Managing Diversity
- ▶ Leadership

### Business Economics

- ▶ Demand, Supply and Market Power
- ▶ Comparative Advantage and Gains from Trade
- ▶ Market Structures and Competition
- ▶ Macroeconomic Indicators: GDP, Growth, Interest Rates, Inflation
- ▶ India and the World Economy

## Marketing Management

- ▶ Developing Marketing Plan
- ▶ Segmentation, Targeting and Positioning
- ▶ Consumer Behaviour
- ▶ Brand Management
- ▶ Marketing Strategy

## Operations Management

- ▶ Operations Strategy Framework
- ▶ Process View of Operations
- ▶ Capacity Planning
- ▶ Inventory Management and Lean Operations
- ▶ Supply Chain

## Financial Analysis and Management

- ▶ Understanding Financial Statements
- ▶ Determining Product Cost
- ▶ Cost Volume and Profit Analysis
- ▶ Capital Budgeting and Cost of Capital
- ▶ Shareholder Value Creation

## Strategic Management

- ▶ Understanding Competitive Advantage
- ▶ Resource Based View and Industrial Organization Approach
- ▶ Business Level Strategies
- ▶ Corporate Strategies
- ▶ Strategy Execution

# Managing For The Future

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## Business Analytics

- ▶ Introduction to Artificial Intelligence and Machine Learning
- ▶ Clustering and Market Basket Analysis
- ▶ Predicting Churns/Attrition
- ▶ Neural Networks and Deep Learning

## Digital Marketing

- ▶ Search Engine Marketing
- ▶ Social Media Marketing

## Fintech & Blockchain

- ▶ Fintech Revolution
- ▶ Blockchain Technologies and Applications

## Digital Business Models

- ▶ Overview of Platform Businesses and Network Effects
- ▶ Pricing of Digital Business and Platform Envelopment
- ▶ Platform Governance

## Experimentation and Impact Assessment

- ▶ Introduction to Nudges and Choice Architecture in managerial decision making and how to test for their effectiveness

## Business Simulation

- ▶ Integrated Simulation

# Who will I learn from?

## Programme Directors



### **Somdeep Chatterjee**

Assistant Professor, Economics,  
IIM Calcutta

Dr. Somdeep Chatterjee is a faculty member in the Economics group at IIM Calcutta. He completed his PhD in Economics from the University of Houston (TX, USA). In January 2023, he was awarded the prestigious “Prof M J Manohar Rao Award” for young economists by The Indian Econometric Society in recognition of his research contributions. Prior to joining IIM Calcutta, he worked as a faculty member at IIM Lucknow. He has also briefly held faculty positions at FLAME University and the University of Manchester. Dr Chatterjee has experience of conducting several management development programs in the fields of general management, change management, health care, etc as instructor and program director. He has also undertaken consultancy projects in the fields of impact assessment. Dr. Chatterjee has been a Non-Resident Fellow at the Centre for Development Economics and Sustainability at Monash University and a Fellow of the Global Labor Organization. His research is in the domain of applied microeconomics and he has widely published his work in leading international journals and has presented his work at various top economics seminars across the globe.



### **Saptarshi Purkayastha**

Associate Professor,  
IIM Calcutta

Saptarshi is an Associate Professor in the academic group of Strategic Management at IIM Calcutta. Previously, he worked as an Assistant Professor at IIM Kozhikode and ICFAI Business School, Hyderabad. At IIM-C and at IIMK, he taught courses on International Business, Mergers, Acquisitions, Joint Ventures and Corporate Growth, and Models and Frameworks in Strategic Analysis. He is also a recipient of the prestigious Hormel Meritorious Teaching Award (2010) conducted by the Marketing Management Association, Middle Tennessee State University. Many of the projects under his leadership have received funding from organisations like the Indian Council for Research on International Economic Relations. He has contributed articles, cases, and book chapters on Diversification, Strategic Analysis in Companies, and Internationalization topics to various publications of international repute. He is an acknowledged expert in Strategic Management, Emerging Markets, and International Business.

# How will I learn?

Experience a high impact format



12-Month  
Executive Programme



Best-in-class Self-learning Content,  
Case Studies, Quizzes and Assignments



120 Hours of Live Interactive  
Sessions by IIM Calcutta Faculty  
(Sunday 3:30 PM to 6:30 PM)





Immersive Learning Experience  
through two campus visits of 3 days  
each at IIM Calcutta

Classes starting from June 2023

The programme will be delivered on TalentSprint's digital platform [ipearl.ai](https://ipearl.ai)

# What is my investment?

## Fee with Flexible Payment Options

Details	Amount
<b>Programme Fee*</b>	<b>₹3,90,000</b>
 0% EMI available	 Nominate your Employee to Avail Special Benefits

GST as applicable

(i) Application fee of ₹2,000

\*Includes two campus visits of 3-days each.

Fees paid are non-refundable and non-transferable.



# What should I expect from this programme?

## Transition into a General Management role within your organisation



Effectively lead businesses and create impact



Drive innovation and organizational change



Co-create and plan with other business functions



**Indian Institute of Management Calcutta**

*This is to certify that*

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*has successfully completed the*

**Executive Programme in General Management**

*held during June 2023 - May 2024*

**(Prof. Somdeep Chatterjee)**  
Programme Director

**(Prof. Saptarshi Purkayastha)**  
Programme Director

**(Prof. Manish Thakur)**  
Dean (New Initiatives &  
External Relations)

# Gain IIM Calcutta Executive Alumni Status

- ▶ Get an IIMC Email address after your course completion
- ▶ Access to Alumni Portal to stay connected with the elite IIM Calcutta Executive Alumni Network of 27,000 members
- ▶ Network with all IIM Calcutta Executive Education Alumni
- ▶ Get updates on Alumni Achievements, Jobs and LIVE Project opportunities
- ▶ Be entitled for a discount of 5% on program fee on opting for other IIM Calcutta Executive Programs



# Accelerate your professional growth



Cultivate a multidisciplinary view of organisation



Build 360° managerial abilities to drive business excellence



Expand your knowledge and elevate your strategic thinking ability



# TalentSprint Career Accelerator Program

Supports certified learners looking for a new career



## Professional Development

- ▶ Resume Building and LinkedIn Profile Makeover
- ▶ Interview Practice Sessions
- ▶ Dedicated Portfolio Page to showcase project and program accomplishments



## Network with Peers and Alumni

- ▶ Knowledge exchange sessions with business/tech leaders
- ▶ Lifetime membership to TalentSprint Alumni Network
- ▶ Access to incubators for promising startup ideas

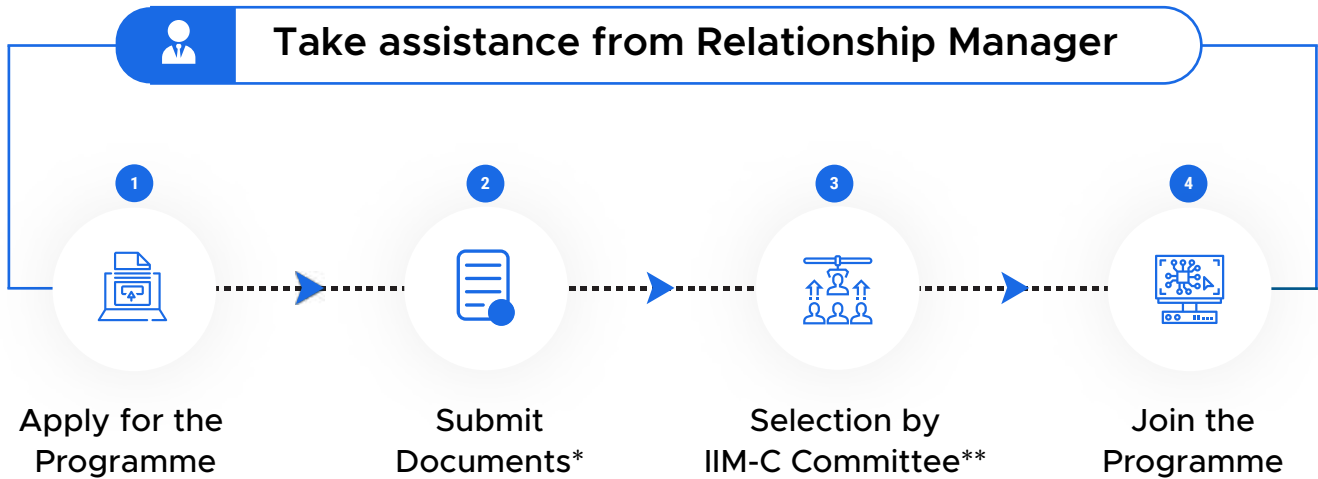


## Access to Career Opportunities

- ▶ 6 months membership of IIMJobs
- ▶ Annual Career Fair and career opportunities from 500+ hiring partners
- ▶ Exclusive Job Alerts through TalentSprint Alumni Network

\*Terms & Conditions apply

# How do I join this programme?



\*Scanned copies to be submitted within 7 days **a** Education Certificate **b** Experience Letter/Latest Pay Slip

\*\*Selection for the programme will be done by IIM Calcutta and is strictly based on the education, work experience, and motivation of the participants.



## About IIM Calcutta

The Indian Institute of Management Calcutta was established as the first national institute for Post Graduate Studies and Research in Management by the Government of India in November 1961, in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation, and the Indian Industry. Over the years, IIM Calcutta has grown into a mature institution with a global reputation, imparting high-quality management education. It has been playing a pioneering role in professionalizing Indian management through its Post Graduate and Doctoral level Programmes, Executive Training Programmes, Research and Consulting Activities. It is ranked at #3 Management Business School in Asia and under Top 25, globally. For more information please visit [IIM Calcutta website](#).

Programme Partner



**10** Years of  
Excellence

**200K** Empowered  
Professionals

**95%** Completion  
Rate


**85** Net Promoter  
Score

Established in 2010, TalentSprint is a part of NSE group and a global edtech company that brings transformational high-end and deep-tech learning programs to young and experienced professionals. The company's digital learning platform [ipearl.ai](https://www.ipearl.ai) offers a hybrid onsite/online experience to seekers of deep technology expertise. TalentSprint partners with top academic institutions and global corporations to create and deliver world class programs, certifications, and outcomes. Its programs have consistently seen a high engagement rate and customer delight. It is a leading Innovation Partner for the National Skill Development Corporation, an arm of the Ministry of Skill Development and Entrepreneurship, Government of India. A recipient of various prestigious accolades, TalentSprint was recently honored with the Indian Achievers Award 2022, for its excellence in building deeptech talent in India. For more information about TalentSprint, visit [TalentSprint website](https://www.talentsprint.com).



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Get Support

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