


General Management Programme (GMP)

for mid to senior level executives

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Programme Overview

In most businesses, managers have achieved success in the early phases of their careers through increased specialization continually refining their expertise in a single functional area. Typically most of them would have grown in their respective functional areas and more often than not within a single business/unit. Opportunities for movements across different units within same business or different businesses, could be available to many of them. However, most managers encounter a difficult new challenge: to re-create themselves as generalists. Almost overnight, accomplished functional managers must adopt a business wide perspective. They must become strategists, organization builders, and leaders. And they must cope with the threats and opportunities—posed by a changing competitive environment. In other words, they must rapidly transform themselves into effective General Managers. However, this transition ordinarily takes years of on-the-job training to complete. It demands skills, wisdom, and a broad-gauge vision—all of which can be difficult to acquire in the workplace. The General Management Programme (GMP) can ease and accelerate this transition process from a functional management to general management.

Managers need to be equipped with the skills, the knowledge, and the perspectives they need to succeed in senior management positions. The GMP can help them in this journey, in a fast-track manner. Through a carefully structured blend of academic insights, practical applications, and immersive learning experiences, GMP prepares participants to think strategically and act decisively. Participants will have the opportunity to apply their learning in a dynamic business simulation, where they can experience the complexities of running a company. This hands-on approach allows them to make real-time decisions, analyze outcomes, and refine strategies in a risk-free environment.

The integration of key business areas such as strategy, finance, marketing, operations, and leadership enables participants to gain a comprehensive understanding of how various functions work together. This holistic approach to leadership development is essential for anyone aspiring to contribute meaningfully at senior levels, making informed decisions that lead to organizational growth.

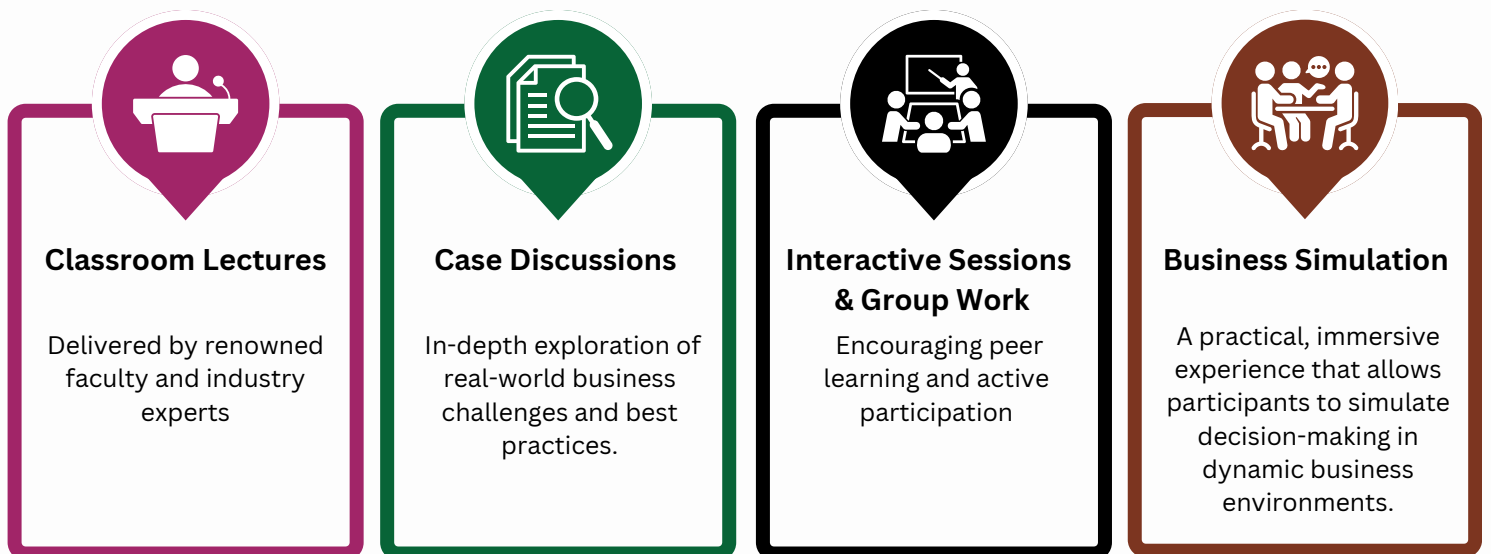
By focusing on both the big picture and the operational details, GMP fosters the leadership qualities needed to drive success in an increasingly competitive and uncertain business environment.



Programme Learnings

1. Developing and executing effective business strategies that align with organizational goals and market demands, while fostering sustainable growth.
2. Implementing customer-first marketing strategies by leveraging data and digital tools to enhance customer experience and build long-term competitive advantage.
3. Understanding financial performance metrics, capital budgeting, and risk management to drive value creation and make informed investment decisions.
4. Cultivating personal and team leadership skills, focusing on emotional intelligence, trust, and fostering high-performing, collaborative teams.
5. Mastering advanced operational frameworks and project management techniques to navigate complexities and achieve operational excellence in dynamic environments.
6. Leveraging data analytics to make informed business decisions, anticipate market trends, and optimize organizational performance.
7. Gaining hands-on experience in running a business through an immersive Business Simulation that runs through all programme days, enhancing your decision-making, cross-functional collaboration, and strategic planning skills.

Learning Methodology



Potential Participants

- Senior and middle-level executives across industries seeking to enhance their leadership and strategic decision-making skills.
- Functional Managers seeking to develop their Business & Leadership Competencies, and step into General Management Roles.
- Professionals in government, non-profit, and public sector organizations who oversee large teams or projects.
- Managers aspiring to move into senior leadership roles and expand their Overall business knowledge.

Programme Structure

The core philosophy of GMP is to balance conceptual learning with hands-on application. Each day culminates in a round of business simulation, allowing participants to put theory into practice, refine decision-making skills, and test strategic approaches in real-time. The programme is structured to challenge conventional thinking, stimulate innovation, and provide actionable inputs that participants can immediately apply to their professional roles.

The goal is to empower participants with the knowledge, skills, and perspectives needed to thrive as effective, agile leaders in an ever-evolving business landscape.



Module Description

Strategic Thinking

This Module enables participants to understand how to successfully balance between short-term operating results and long-term business possibilities. Participants will learn about how to think about Strategic Management & Competitive Advantage. They will practise doing External Environment Analysis, Internal Analysis (Resource Based View of a Firm), and thereby create a suitable Business Strategy. They will learn about the key issues to be addressed, for sustaining competitive edge and provide relevant organizational responses to changing environmental/market dynamics

Customer Centric Marketing Strategies

In today's rapidly evolving digital landscape, customer-centricity has become a key driver of success. This module focuses on helping participants develop a customer-first mindset while crafting marketing strategies that align with changing consumer behaviors. Participants will explore how to effectively use data and technology to enhance customer experiences and create competitive advantages. By the end of this module, they will be equipped with the tools needed to implement customer-centric approaches that thrive in the digital era.

Financial Strategies for Value Creation

In today's dynamic business environment, a well-defined financial strategy is crucial for creating and sustaining organizational value. This module aims to provide participants with a comprehensive understanding of financial strategy and its practical application in driving value for organizations. Through case-based learning, participants will explore key aspects of financial analysis, investment evaluation, and risk management, equipping them with the tools and knowledge necessary to make informed financial decisions. By effectively implementing financial strategies, organizations can establish a strong foundation for long-term success and achieve their strategic objectives.

Personal & Team Leadership

This module is designed to help participants develop self-leadership skills, improve emotional intelligence, and inspire team leadership. By focusing on self-awareness, personal values, and the emotional aspects of leadership, participants will gain tools to enhance their effectiveness both as individuals and as leaders of high-performing teams. Participants will explore their leadership styles, strengths, and areas for development through interactive exercises and discussions. The session emphasizes how self-leadership sets the foundation for effective team leadership and builds a deeper connection to organizational goals.

Collaboration & Conflict Management

This module equips leaders with the skills to foster effective teamwork and manage conflicts constructively. It focuses on breaking down silos, building trust, and leveraging diverse perspectives to drive collaboration and innovation. Participants will also explore conflict management, learning different resolution styles and how to apply them in various settings. Through role-plays and case studies, they will practice turning conflicts into opportunities for growth, ultimately enhancing team cohesion and fostering a culture of mutual respect and collaboration.

Operational Excellence and Project Management

In the era of globalization and digitalization, operational complexity has increased, demanding project managers to innovate beyond traditional processes. This module addresses the intersection of operational excellence and project management, preparing participants to navigate evolving expectations in managing complex, large-scale projects. Leveraging insights from real-world experience, the module introduces key frameworks and advanced techniques, allowing participants to enhance their operational and project management capabilities.

Business Simulation

Designed to help participants develop a comprehensive understanding of business operations and decision-making in a dynamic, competitive environment. Using an immersive business simulation, participants will experience the complexities of running a company, making real-time decisions, and adjusting strategies to meet organizational goals. The simulation offers a hands-on approach to learning, helping participants connect the dots between business functions, market dynamics, and financial outcomes, ultimately sharpening their business acumen.

Key Sub Topics Covered

Strategic Thinking

- Theory of Strategic Management & Competitive Advantage
- External Environment Analysis
- Internal Analysis (Resource Based View of a Firm)
- Developing Business Strategy to create and sustain Competitive Advantage

Customer Centric Marketing Strategies

- Understanding customer psychology and centricity in modern marketing
- Mapping customer journeys and identifying key touchpoints
- Leveraging digital tools to improve customer service and satisfaction
- Developing multi-channel marketing strategies for the digital consumer
- Aligning customer experience with evolving market trends and expectations

Financial Strategies for Value Creation

- Introduction to financial strategy for value creation
- Financial performance analysis and forecasting
- Capital budgeting and investment decision-making
- Financial risk mitigation and management
- Aligning financial strategy with long-term organizational objectives

Personal & Team Leadership

- Understand the role of self-awareness and emotional intelligence in leadership.
- Reflect on personal leadership styles, values, and biases.
- Learning how to create and communicate an inspiring vision for teams.
- Developing insights into the role of trust and psychological safety in high-performing teams.

Key Sub Topics Covered

Collaboration & Conflict Management

- Develop Collaboration Skills
- Manage and Resolve Conflicts
- Foster a Collaborative Culture
- Leverage Diversity for Innovation
- Transform Conflict into Opportunity

Business Simulation

- Practising strategic planning and execution skills within a rapidly changing environment
- Crystallizing the linkages between business decisions and financial performance
- Developing a bottom-line focus and the simultaneous need to deliver customer Value
- Developing teamwork across functions, opening up new communication links
- Enhancing decision-making by learning how managerial decisions can affect the performance of others and organization as a whole
- Internalizing how important it is to use market data and competitive signals to adjust the strategic plan and more tightly focus business tactics



Programme Faculty



Dr. Anadi Saran Pande

Dean – School of Management, Mahindra University

Dr. Anadi Pande is a unique amalgam of industry and academics. He built IIM Jammu in its formative years from 2016-2018 as its Convener, while IIM Jammu was under the mentorship of IIM Lucknow. He has been Professor of Strategic Management at IIM Lucknow over three periods: 2000-2006; 2014-15; 2016-2024. He has been awarded ‘Best Teacher’ of IIM Lucknow twice. He has created several unique elective courses in Strategic Management, besides creating a popular General Management course titled “Wisdom of Indian Philosophy”, which was rated the best ‘non-Conventional course’ in 2023. He has published in national and international journals of repute, besides presenting papers in prestigious conferences including at Academy of Management, Boston. He and his co-author received the best paper award in an international conference on entrepreneurship.

For more information: <https://www.mahindrauniversity.edu.in/faculty/anadi-saran-pande/>



Dr. Pradeep Racherla

Asst Dean - School of Management, Mahindra University

Dr. Racherla is a Professor of Marketing and Head of the Department (Digital Technologies) at Mahindra University School of Management. He is a digital Transformation/Strategy consultant and trainer, and worked with several multi-national firms and start-ups in India and the United States.

Dr. Racherla is an empaneled ‘Visiting Professor’ for EMBA and Executive Education programs at Indian School of Business, XLRI, SPJain Global (Dubai & Singapore), and Greatlakes Institute of Management. He worked with SPJain Global to design a ‘Digital Marketing and Metrics’ PG Program that was launched in Mumbai and subsequently, Dubai.

For more information: <https://www.mahindrauniversity.edu.in/faculty/dr-pradeep-racherla/>



Dr. Shivdasini Singh Amin

Dr. Shivdasini Singh Amin has over 24 years of experience in leadership development of executives and teams. She has over 18 years of experience and an educator in the area of management and currently is on the global team of instructors at Coaching and Leadership International Inc. She trains and mentors’ coaches for CLI Inc. She is on the advisory board of some small and medium enterprises and consults with firms in the area of management and coaching.

For more information: <https://www.mahindrauniversity.edu.in/shivdasini-singh-amin/>

Programme Faculty



Dr. Rajkumar Phatate

Professor & Head Centre for Innovation and Entrepreneurship, Mahindra University

Dr Rajkumar is Professor & Head- Centre for Entrepreneurship & Innovation, at Mahindra University. He is a seasoned entrepreneurship trainer, educator and a lifelong learner; working in the field of entrepreneurship development for more than 30 years at the national and international level. Prior to joining Mahindra University, he was associated with Vietnam India Entrepreneurship Development Centre (VIEDC) at Hanoi, Vietnam, EDII Ahmedabad, MITCON and MCED in various capacities. In the last 30 years, he has conducted large number of training programmes in Vietnam, Laos, Thailand, Cambodia, China and India for entrepreneurs enabling start-ups and growth.

For more information: <https://www.mahindrauniversity.edu.in/faculty/rajkumar-phatate/>



Dr. Debopam Chakrabarti

Mr. Debopam Chakrabarti is a practice professor in the School of Management. He has more than 38 years of Industry experience and worked with multiple top business schools as visiting faculty in Supply Chain and business analytics.

Mr.Chakrabarti has previously worked with Deloitte and worked other multiple global giants on their Supply Chain and Operation transformation, and he is a well-known name in the Supply Chain Consulting area. He was also leading the Global Consulting and Advisory business to build the global strategy for the firm

For more information: <https://www.mahindrauniversity.edu.in/faculty/dr-nilanjan-banik/>



Dr. Muneer Shaikh

Dr. Muneer Shaik is an Associate Professor in Economics & Finance at Mahindra University, School of Management. He has taught courses in finance for undergraduate, MBA, and Ph.D. level students. He acted as a resource person for various management development programs conducted for multinational corporates like RBS, Larsen & Toubro, Murugappa Group, and AstraZeneca. His teaching interests are incorporate finance, financial time series analysis, computational finance, econometrics, financial data analytics, derivatives, and risk management.

For more information: <https://www.mahindrauniversity.edu.in/faculty/dr-muneer-shaik/>

Certificate

Upon Successful completing the programme, participants will be awarded a certificate in General Management Programme from Mahindra University Centre for Executive Education



Programme Details

Dates



27 January, 2025 - 1 February, 2025

Duration & Mode



6 Days, In-Campus

Venue



Mahindra University Campus



Programme Fee: INR 60,000 + GST Per Participant

- **Application Process:** Candidates can reach out to our customer outreach representative and ask for help in applying for the programme. Payment details and confirmation of the seat will be shared consecutively

About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media, Centre for Sustainability, School of Design and Innovation and Liberal Arts. The University has been established in a sprawling, green, 130 acres at Bahadurpally in Hyderabad. The University provides students with a modern lifestyle and a unique multi-cultural immersion in a predominantly green campus. The Lecture Theaters, Seminar Halls and Syndicate Rooms deploy state-of-the-art technology, to impart a multi-media, interactive learning experience to participants. Executive Housing facilities on campus come with contemporary design, spacious & comfortable air-conditioned rooms.

GET IN TOUCH

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