

## Here is how the longest running Executive Programme in General Management offered by IIM Calcutta is developing managers with new-age cross-functional capabilities

SPOTLIGHT | Jun 6, 2023, 01.44 PM IST



With the business landscape constantly evolving and becoming increasingly disruptive, the importance of functional specialization is more prominent than ever. However, it is crucial to acknowledge that as businesses rapidly expand, there is a growing demand for professionals who possess a comprehensive understanding across multiple domains. These individuals possess a broad-spectrum knowledge that enables them to navigate interconnected domains and generate innovative solutions for their organizations. Recognizing the significance of effective teamwork and cross-functional collaboration, organizations actively seek professionals with interpretive, perceptual, and communicative skills.

In this dynamic and fast-paced era, [IIM Calcutta's Executive Programme in General Management](#) has established itself as one of the most trusted and proven programs that empowers professionals to excel in their careers and contribute to the success of their organizations. This renowned program, now in its 25th batch with over 2000+ successful alumni, offers participants a transformative learning experience. This is an opportunity for learners to get certified by IIM Calcutta, which has the triple accreditation of AMBA, EQUIS and AACSB. The institute has been ranked as #1 in Management Studies by BT-MDRA India's Best B-Schools Survey 2022, #3 in Top Management Institution by NIRF Rankings 2022 and #2 in Top B-Schools in India Open Magazine Best B-School Survey 2023.



The program is tailor-made for individuals seeking a complete understanding of the business landscape. It caters to mid-level professionals who aspire to grasp the holistic nature of organizations and serves as an ideal platform for aspiring consultants and entrepreneurs, providing a cross-functional perspective to tackle business challenges with innovative solutions.

Participants of this program develop a robust managerial skill set and gain a multidisciplinary view of their organizations. They acquire the ability to identify strategic growth opportunities and cultivate essential soft skills required for collaborative co-creation with other business functions. The program's industry-relevant curriculum ensures participants gain the skills and knowledge necessary to excel in today's ever-evolving business landscape.

The program focuses on cultivating a multidisciplinary view of organizations, allowing participants to gain an in-depth understanding of various aspects of business. By building 360° managerial abilities, participants develop the skills needed to drive business excellence across all dimensions that include leadership, operations, finance, and marketing.

Check out why the program directors designed this program:

The program has been designed to offer 8X advantage. Through a carefully curated industry-vetted curriculum, participants delve into a module on Core Business Skills, which includes Human Resource Management, Organization Behavior, Marketing Management, Business Economics, Operations Management, Financial Analysis and Management, and Strategic Management. These modules provide participants with a detailed understanding of key business functions, enabling them to make informed decisions and drive organizational growth.

Recognizing the importance of the digital landscape, the program also includes the "Managing for the Future" module, focusing on emerging areas crucial for success in today's digital age. Participants explore subjects such as Business Analytics, Digital Marketing, Fintech &

Blockchain, Digital Business Models, Experimentation and Impact Assessment, and Business Simulation. By exploring these cutting-edge topics, participants gain insights into innovative strategies and technologies that drive business transformation and create a competitive edge.



Holistic learning experience that drives impact and growth. The program's pedagogy involves 120 hours of live interactive (weekend only) online sessions, included with experiential learning through case studies, assignments, and hands-on sessions. Participants have the opportunity to learn from IIM Calcutta's distinguished faculty and renowned industry stalwarts in general management practices. The program also strongly emphasises peer learning, enabling participants to engage in collaborative discussions, knowledge sharing, and valuable interactions with their fellow participants from diverse professional backgrounds. The program includes two campus visits of three days each providing participants with a rich campus immersion experience at the magnificent IIM Calcutta campus.

Participants have been constantly reposing their trust on this program. Here are a few of their enriching learning experiences:

Phalguni, an Associate Technical Account Manager at VMWare, [highlights the exceptional value of the techno-management course](#). With its well-rounded curriculum encompassing technical and management subjects, Phalguni benefits both personally and professionally. Engaging class discussions foster peer and reverse learning, while experienced faculty and interactive sessions contribute to a rewarding experience. It's a fun, enlightening, and precisely tailored program.

"As a chartered accountant with years of experience, I realized the importance of upgrading my management skills to cater to international clients. That's when I discovered the EPGM program at IIM Calcutta. This transformative journey has helped me grow both personally and professionally, equipping me with invaluable management techniques and a strategic outlook. I'm proud to be an alumnus of IIM Calcutta, grateful for the career shaping and the professional network it has provided." says Sujana Balaji, a Chartered Accountant

"This course is one of the best that I would recommend. I made good friends, and the professors were amazing, the course was well taught, the structure was very well planned and executed", says Sindhuja Kandelam, an entrepreneur. Priya, Manager- Accounts and Finance at an NGO says the program was taught through many case studies and presentations, which really opened up her perspectives and analytical and critical thinking, which is very essential.

IIM Calcutta's Executive Education Alumni Status gives career path a new dimension Upon successful completion of the program, participants are awarded the prestigious IIM Calcutta Executive Education Alumni status. This esteemed status grants them access to a wide network of professionals, fostering valuable connections. They also benefit from regular updates on job opportunities and ongoing projects. As a bonus, alumni enjoy a 5% discount on program fees for selecting future programs offered by IIM Calcutta.

Participants also benefit from the TalentSprint Career Accelerator Program, which offers guidance on resume building and practice interview sessions. They are provided with a dedicated portfolio page to showcase their program achievements. Membership in the TalentSprint Alumni Network grants access to startup incubators, knowledge sharing sessions with business leaders, and a 6-month membership of IIMJobs, along with job opportunities from over 500 hiring partners.

Here are the essential details one needs to know to pursue this proven and transformational general management program from IIM Calcutta:

**Eligibility:** Professionals with a Bachelor/Master's degree in any discipline having scored a minimum of 50% marks and a minimum 1 year of work experience across any Industry.

**Program duration:** 12 months

**Program mode:** Online Live Interaction via TalentSprint's digital platform [ipearl.ai](#)  
**Programme fee:** ₹3,90,000

**Application fee:** ₹2,000

**Campus visits:** 2 campus visits of 3 days each

**Application Link:** Aspirants can apply for this program [here](#)

In today's ever-changing corporate world, while specialized skills may provide a competitive edge, it is equally important to possess a broad perspective to derive suitable solutions. The Executive Programme in General Management equips participants with the necessary resources to navigate such challenges and demonstrate their cross-functional capabilities. The program emphasizes the ability to drive innovation and initiate organizational change, enabling participants to stay ahead in a rapidly evolving business landscape. By developing a deep understanding of various business functions and their interdependencies, participants gain the ability to make informed decisions and drive holistic organizational growth and thus empowering individuals to become versatile managers who can navigate complex challenges, inspire innovation, and steer businesses towards long-term success.

Source: <https://timesofindia.indiatimes.com/spotlight/here-is-how-the-longest-running-executive-programme-in-general-management-offered-by-iim-calcutta-is-developing-managers-with-new-age-cross-functional-capabilities/articleshowprint/100784685.cms>