



# PROGRAMME IN MANAGEMENT FOR EXECUTIVES (PMX)

Jointly offered by

GRG CENTRE FOR ADVANCED STUDIES  
Coimbatore

&  
T.A. PAI MANAGEMENT INSTITUTE  
Manipal



GRG Centre for Advanced Studies

## Preamble

To survive in today's highly competitive and changing environment, businesses need to constantly act to transform themselves and adapt. For which, it is essential to nurture and develop the talent that are instrumental in realizing long term objectives and vision of organisations.

The primary objective of the GRG - TAPMI Programme in Management for Executives (PMX) is to enhance the knowledge, competence, and skills of working professionals through a comprehensive exposure to the best of theory and practice in management.

## Programme

### Coverage

The PMX will focus on knowledge in the foundational and functional areas of management, and on skills for strategizing, leading, growing, and sustaining organisations. The broad coverage would include

- A. Foundations of Business - purpose, values, and vision
- B. Business Environment – economic, political, social and technological; impact on business
- C. Problem Solving and Decision Making Processes and Techniques
- D. Essentials of Accounting and Financial Management (profit and loss statements, balance sheets, analysis of financial statements, fund/cash flow, budgeting, standard costing, variance analysis, marginal costing, investment and working capital management, risk management)
- E. Essentials of Marketing Management (marketing strategies, pricing, channel management, brand and promotion management, customer relationship management)
- F. Essentials of People Management (talent acquisition and retention, performance management, learning and development, regulatory framework and compliance)
- G. Essentials of Operations and Process Management
- H. Strategic Management (importance, formulation, implementation and review)
- I. Global Business Environment (strategies, opportunities, and challenges)
- J. Essentials of Intrapreneurship (entrepreneurial skills, creativity, and innovation)
- K. Technology for Business and Management (information systems)
- L. Managerial and Leadership Skills Sets (ethics, team working, communication, time management)

## Faculty

The course facilitators will be drawn from among the most qualified and experienced faculty of TAPMI and GRG. Senior executives from industry will provide value addition as guest faculty.

## Pedagogy

The pedagogical tool used in the programme will include discussion of typical real-life situations faced by organisations in various basic and functional areas of management. The primary pedagogical tool will be case method of learning. Examples from similar companies in India and abroad will be discussed. Other methods like audio-visual aid, presentations, group exercises and lecture-cum-discussions will be used appropriately. Participants are expected to come prepared for discussions on the everyday problems and challenges they face in their current role. This will enable participants to integrate key learning from this programme with practical experience so as to ensure effective learning outcomes.

### Assessment & Certification

The participants' performance will be assessed continually and on successful completion of the programme, a Certificate of Completion will be issued jointly by GRGCAS and TAPMI.

### Duration

The programme will be conducted over a period of about eight (8) months. There will be seven (7) hours of contact sessions every week - Saturday (4) and Sunday (3).

Timings will be 2.00pm to 6.30pm on Saturdays, and 9.30am to 12.30pm on Sundays.

### Venue

The programme will be conducted at GRG Centre for Advanced Studies, Coimbatore

### Commencement of the Programme

The classes will commence in April 2017.

### Programme Fee

The investment for the programme will be Rs. 99,000/- inclusive of applicable taxes per participant.

### Registration

Working professionals with a bachelor's degree from a recognised university and a minimum of 2 years' working experience are eligible to apply

For registration and admissions assistance, please send an email to [vandana@grgcas.com](mailto:vandana@grgcas.com) with details.

GRG Centre for Advanced Studies (GRGCAS) is a part of the GRG Group of Institutions in Coimbatore, Tamil Nadu. It is a Centre of Excellence for the Theory and Practice of Management. The Centre aims to provide focused and specialised programmes in management, primarily aimed at working professionals in partnership with premier institutions and industry.

The vision of GRGCAS is "to be a leader in providing best-in-class learning and development programmes in management for working professionals".

The core purpose of GRGCAS is, 'preservation and promotion of professional management'; it implies preserving the core principles and concepts of management theory that have evolved over the past one hundred years and, creating and evolving new ideas and concepts for the future.

GRG Group of Institutions is a unit of the GRG Trust established in 1956 by Shri GR Govindarajulu and his wife, Smt Chandrakanthi Govindarajulu. The Trust has established eleven centres of educational excellence including PSGR Krishnammal College for Women (1963) and, GRG School of Management Studies (1993).

Established in 1980, T.A. Pai Management Institute (TAPMI) is one of the three b-schools in India and 5% of the top business schools worldwide to have been accredited with the illustrious Association to Advance Collegiate Schools of Business (AACSB) accreditation, the oldest and toughest accreditation in the world of business education.

Named after our founder, Mr. T.A. Pai, TAPMI was established with a vision of creating responsible business leaders, leaders who dream and achieve but with a resolve to make a difference. TAPMI is not just a b-school. It is a center of business excellence with 27 years of experience in academics, research and executive education.

TAPMI is ranked among the Top 20 b-schools in India by most b-school rating agencies. TAPMI's executive education programme was introduced with the aim to improve management practice in the industry. It enables existing managers to develop capabilities to transform themselves and their companies.



## GRG Centre for Advanced Studies GRG Institutions

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**GRG Centre for Advanced Studies**

**PROGRAMME IN MANAGEMENT  
FOR EXECUTIVES (PMX)**

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**REGISTRATION FORM**

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**Name of the Organisation:**

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Address: .....

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Phone No.: ..... Mobile No.: .....

Email: .....

**Name of Participants:**

(1) .....

(2) .....

(3) .....

(4) .....

**Fee per participant: ₹ 99, 000 (incl. of applicable taxes)**

Enclosed is a Cheque / Draft No.....dated .....

for ₹..... drawn on .....

Bank in favour of **“GRG Centre for Advanced Studies”**, Coimbatore.

Date:

Signature:

Place:

Name:

Designation:

Book Post

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