



Certificate Programme in Management for Executives (CPMX)

PROGRAMME OBJECTIVE:

The primary objective of the Certificate Programme in Management for Executives (CPMX) is to enhance the managerial and leadership knowledge, skills, and competence of working professionals through a comprehensive exposure to the best of theory and practice in management.

PROGRAMME COVERAGE:

The CPMX will focus on knowledge in the foundational and functional areas of management, and on developing leadership 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. Essentials of Accounting and Financial Management - profit and loss statements, balance sheets, analysis of financial statements, fund/cash flow, budgeting, standard costing, variance analysis, investment and working capital management
- d. Essentials of Marketing Management - marketing strategies, pricing, channel management, brand and promotion management, customer relationship management
- e. Essentials of People Management - talent acquisition and retention, performance management, learning and development, regulatory framework and compliance
- f. Strategic Management - vision/objectives, SWOT analysis, corporate and business strategies, strategy execution, strategic controls and review
- g. Global Business - trade theories, barriers to trade, regional and global cooperation, international strategies, global business management
- h. Technology for Business and Management
- i. Managerial and Leadership Skills Sets - ethics, team working, communication, time management

PEDAGOGY/METHODOLOGY:

The pedagogy 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. Other methods like audio-visual aid, presentations, group exercises and lecture-cum-discussions will be used appropriately.

ASSESSMENT AND CERTIFICATION:

The participants' performance will be assessed continually against multiple parameters. On successful completion of the programme, a Certificate of Completion will be issued by GRGCAS.

DURATION:

The programme duration will be about six months; there will be four (4) hours of contact sessions every week - Tuesday (2), and Thursday (2). Timings will be 6.00pm to 8.00pm.

VENUE:

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

PARTICIPANT PROFILE:

Working professionals, both male and female, with a bachelor's degree and a minimum experience of two (2) years may register for the programme.

PROGRAMME INVESTMENT:

The fee for the programme will be Rs. 24,999/- per participant, exclusive of 18% GST. Fee includes course materials and refreshments. Payment is to be made in Coimbatore in favour of 'GRG Education Services' (GSTIN: 33AAMFS4394M1ZJ)

GRG Centre for Advanced Studies

GRG Centre for Advanced Studies, established in 2017, offers focused and specialised programmes in management for the benefit of working professionals - part time courses, part time diploma courses, certificate courses, and professional certificate courses. The programmes designed and delivered by GRGCAS are of short, medium, and long term duration on multiple formats and platforms - weekend/weekday; on campus and off campus, full-time and part-time, company specific, sector specific, domain specific. GRGCAS also offers management

development programmes in specifically identified disciplines in partnership with other 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 governance policies of GRGCAS rest with the Strategic Advisory Council (SAC) presided over by Dr. Nandini Rangaswamy, Founder Trustee of GRG Trust and Chairperson of GRG Institutions and whose members are eminent representatives from the industry and the academia.

All the programmes offered by GRGCAS are anchored by facilitators who are qualified, experienced and competent in their area of expertise. In addition to our own faculty, we draw exceptionally experienced resources from Coimbatore, Chennai, Bengaluru and other locations to ensure learning of best practices and most updated knowledge. These facilitators set high standards of programme delivery and continuously raise the levels of learning outcomes for the participants.

Participants in GRGCAS programmes learn by doing, by active experimentation, and sharing real-life experiences. Participants in GRGCAS programmes will engage themselves intellectually, emotionally and socially in “constructive conversation” and learn by talking and questioning each other’s views and reaching consensus or dissent.

GRGCAS has been serving the needs of a significant number of individuals and organisations in the Kongu region. So far, over 700 executives from over 40 companies have been able to enhance their managerial and leadership skills through GRGCAS.

FOR REGISTRATION AND ASSISTANCE:

Dr. Vandana Madhavkumar +91 98940 12897 vandana@grgcas.com



Peelamedu, Coimbatore - 641 004, Tamil Nadu

+91 422 429 5959 / 429 5860 programmes@grgcas.com
www.grgcas.com www.facebook.com/grgcas