

upGrad



**Institute of
Management Technology**
Ghaziabad, Delhi NCR

Advanced General **Management Program**

11 Months | Online



About upGrad

upGrad is an online education provider that helps individuals develop their professional potential in the most engaging learning environment. In the corporate world, challenges faced by organisations are of a dynamic nature. There is a need to shift from the traditional pedagogy to skill based education with a more practical and dynamic approach. We are at an exciting juncture in the business and economic history of India where the role of manager is no longer to **'manage'** but to **'lead'** teams. A manager is expected to bring in new business ideas and drive new initiatives in the organization.

To become a successful management professional in today's world, you need to have an in-depth understanding of business problem solving. With upGrad, we promise to equip you with the perfect mix of business acumen and technical capabilities to help you achieve exactly the same. This **Advance General Management Program** provides a holistic development of managerial skills through exposure to case studies, teaching, industry training, consultancy and research and interaction with industry leaders.

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**Our aim is simple:
We strive to create high-impact,
hands-on experiences that prepare
students for meaningful and
productive careers.**

Ronnie Screwvala
Co-founder & Chairman

upGrad



About IMT Ghaziabad

Established in 1980, **Institute of Management Technology Ghaziabad (IMTG)** is India's premier management school and is only the 4th business school in the country accredited by the coveted AACSB.

Strategically located in Delhi-NCR region, IMTG has distinct focus on grooming leadership through Innovation, Execution and Social Responsibility.

IMT Ghaziabad is the proud alma mater of more than **300 C-suite executives** which include renowned personalities like Sachin Pilot, Prasoon Joshi, Nimmagadda Prasad, to name a few. With special focus on Sales and Marketing, Finance and HR, thousands of professionals serving in leadership positions in the best-known organisations in India and around the world, are a part of the IMTG network.

Asish K Bhattacharyya
Director



**Institute of
Management Technology**
Ghaziabad, Delhi NCR



INSIGHTS FROM TOP ACADEMIC & INDUSTRY EXPERTS



DR. ASIT K BARMA
Professor - Marketing
IMT Ghaziabad



PROF. ABHISHEK
Associate Professor
IMT Ghaziabad



PROF. HARVINDER SINGH
Chairperson, Part-Time Programs
IMT Ghaziabad



SHESH VASUDEVAMURTHY
Product Leader
upGrad



SUNIL BHARADWAJ
Sunil Bharadwaj
Raymond Limited



PRASHANT KAPUR
National Sales Head
Vodafone



RAHIM
Analytics Head
Flipkart



ANIRUDH MENDIRATTA
Head of Operations
CARS24



HIMANSHU MANROA
Associate Vice President
Datamatics

WHY THIS PROGRAM WITH UPGRAD & IMT GHAZIABAD?



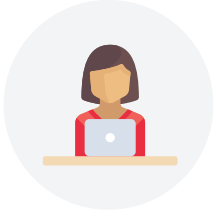
**INDUSTRY RECOGNISED
ADVANCED CERTIFICATE
IN DIGITAL MARKETING
AND COMMUNICATION**



**BETTER CAREER
OPPORTUNITIES**



**ASSOCIATE ALUMNI
STATUS FROM IMT
GHAZIABAD**



**FLEXIBLE LEARNING WITHOUT
LEAVING YOUR JOB**

PROGRAM HIGHLIGHTS



Career Growth & Support

- Get recognized as an alumnus of one of India's top-ranked MBA college.
- Land jobs at top companies through our 1:1 industry mentoring, CV & interview preparation, mock hiring tests and upGrad's career support with its industry partners.



Easy and Flexible Learning

- Earn credentials while staying on the job.
- Access the content through the website and mobile app anywhere anytime.

PROGRAM CURRICULUM

**Note: This curriculum is subject to change based on inputs from IMTG and industry.*

COURSE 1: MARKETING MANAGEMENT

4 WEEKS

- Marketing Strategy
- Consumer Behaviour
- Marketing Channels
- Project/ Assignment

COURSE 2: BUSINESS COMMUNICATION

4 WEEKS

- Effective Communication
- Building a Personal Brand
- Project/ Assignment

COURSE 3: DECISION SCIENCES

4 WEEKS

- Business Analytics Fundamentals
- Hypothesis Testing
- Regression Analysis
- Project/ Assignment

COURSE 4: ACCOUNTING AND FINANCE

4 WEEKS

- Accounting Fundamentals - I
- Accounting Fundamentals - II
- Project Evaluation
- New Heritage Doll Company Simulation

COURSE 5: BUSINESS ECONOMICS

4 WEEKS

- Microeconomics
- Macroeconomics
- Project/ Assignment

COURSE 6: SALES AND DISTRIBUTION

4 WEEKS

- Fundamentals of Sales
- Territory Management
- Channel Management
- Team and Customer Management

COURSE 7: OB, HR and LEGAL

4 WEEKS

- Individual, Group & Organisational Behaviour
- Human Resource Management
- Business Law and Ethics
- Project/ Assignment

COURSE 8: SUPPLY CHAIN MANAGEMENT

4 WEEKS

- Operations Management
- Supply Chain Management
- Project/ Assignment

COURSE 9: BUSINESS STRATEGY

4 WEEKS

- Fundamentals of Strategy
- Growth Strategy
- Project/ Assignment

COURSE 10: ELECTIVES

- | | |
|---|---------|
| • Elective 1: Business Analytics Specialization | 4 Weeks |
| • Elective 2: Leadership Strategy Specialization | 4 Weeks |
| • Elective 3: Market Research Specialization | 4 Weeks |
| • Elective 4: Accounting and Finance Specialization | 4 Weeks |
| • Elective 5: Supply Chain Specialization | 4 Weeks |
| • Elective 6: HR Specialization | 4 Weeks |

COURSE 11: LEADERSHIP, ENGAGEMENT AND PEOPLE PERFORMANCE

2 WEEKS

- What defines a leader?
- Leading teams effectively
- Leadership as a way of life

COURSE 12: LEADING CHANGE FOR SUSTAINABLE FUTURES

2 WEEKS

- Change Management from an individual perspective
- Change Management from an Organisational perspective
- Reimagining Change

COURSE 13 : ENTERPRISE AND RISK MANAGEMENT

2 WEEKS

- Understanding Risks in an organisation
- Tackling Risks

COURSE 14 : DIGITAL BUSINESS INNOVATION

2 WEEKS

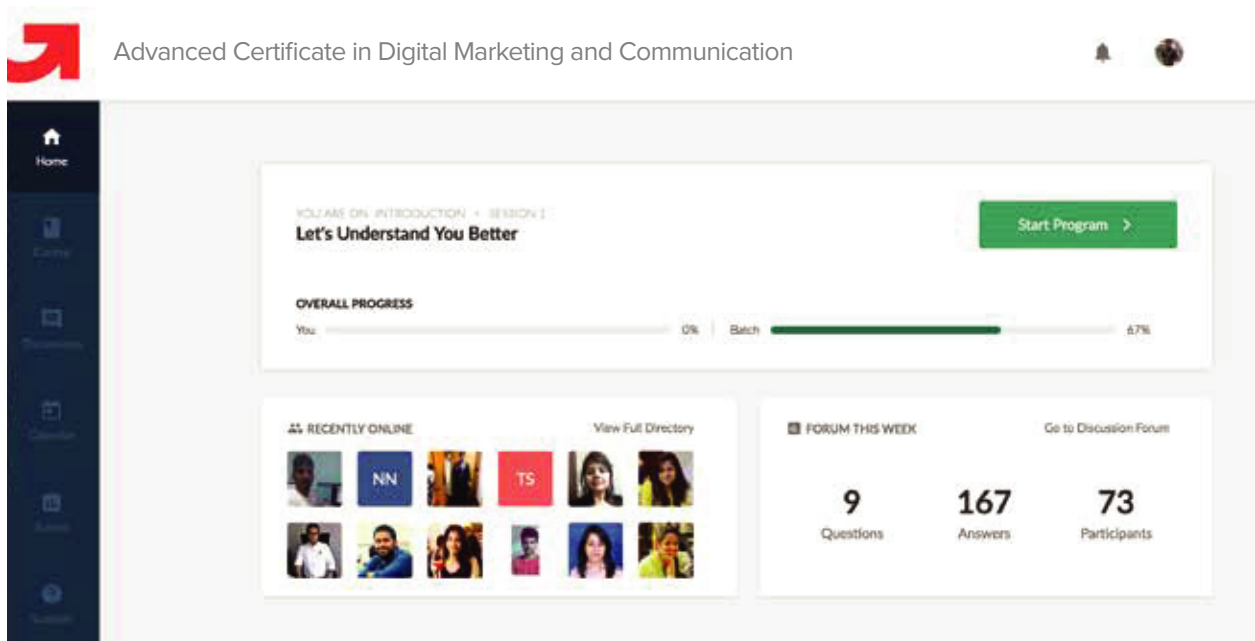
- Digital Innovation
- Digital Business Transformation
- Digital Businesses

A GLIMPSE OF THE UPGRAD LEARNING PLATFORM

**Note: This is just a demo of the platform and not this particular program*

Home Screen

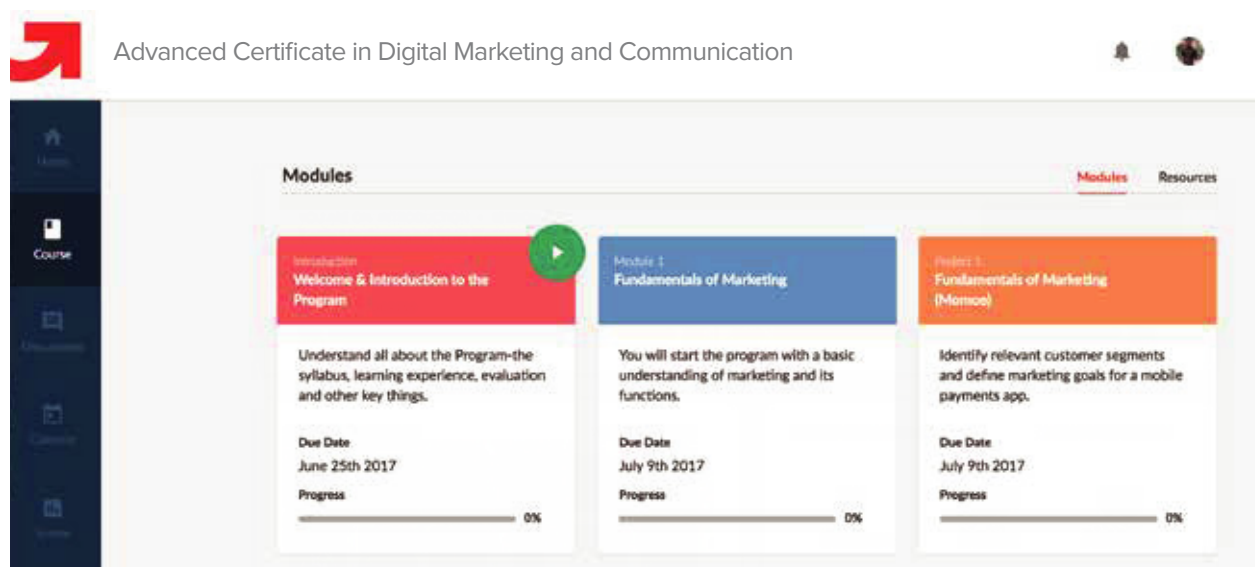
A summary of your program activities



The Home Screen displays the program title "Advanced Certificate in Digital Marketing and Communication" at the top. A sidebar on the left contains navigation icons for Home, Course, Discussion, Calendar, Assign, and Settings. The main content area includes a "YOU ARE ON INTRODUCTION + SESSION 1" header with a "Let's Understand You Better" message and a "Start Program" button. Below this is an "OVERALL PROGRESS" section showing a progress bar from 0% to 67% for the "Batch". The "RECENTLY ONLINE" section features a grid of user avatars and a "View Full Directory" link. The "FORUM THIS WEEK" section displays statistics: 9 Questions, 167 Answers, and 73 Participants, with a "Go to Discussion Forum" link.

Course Overview

To access all your lectures, case studies and assignments



The Course Overview screen shows the same program title and sidebar as the Home Screen. The main content area is titled "Modules" and includes a "Resources" tab. It displays three module cards: "Introduction: Welcome & Introduction to the Program" (red), "Module 1: Fundamentals of Marketing" (blue), and "Project 1: Fundamentals of Marketing (Morse)" (orange). Each card provides a brief description, a due date (June 25th 2017, July 9th 2017, and July 9th 2017 respectively), and a progress bar (all at 0%). A green play button icon is visible over the first module card.

ELEMENTS OF CAREER SERVICES

1-1 Career Coaching

- Goal clarity & action plans
- Application & interview readiness

Career Preparation Modules

- Bite-sized videos & templates
- Focused interview preparation content

AI-Powered Profile Builder

- ATS-compliant resumes in minutes
- Optimized LinkedIn for top roles

Integrated Job Portal

- Curated roles from top portals
- Faster applications, better fit

High-Impact Networking Events

- Connect with industry leaders & alumni
- Gain insights on trends & challenges

Just-In-Time Interview Support

- Technical & HR mock interviews
- Boost confidence to ace interviews

Post-Program Career Support

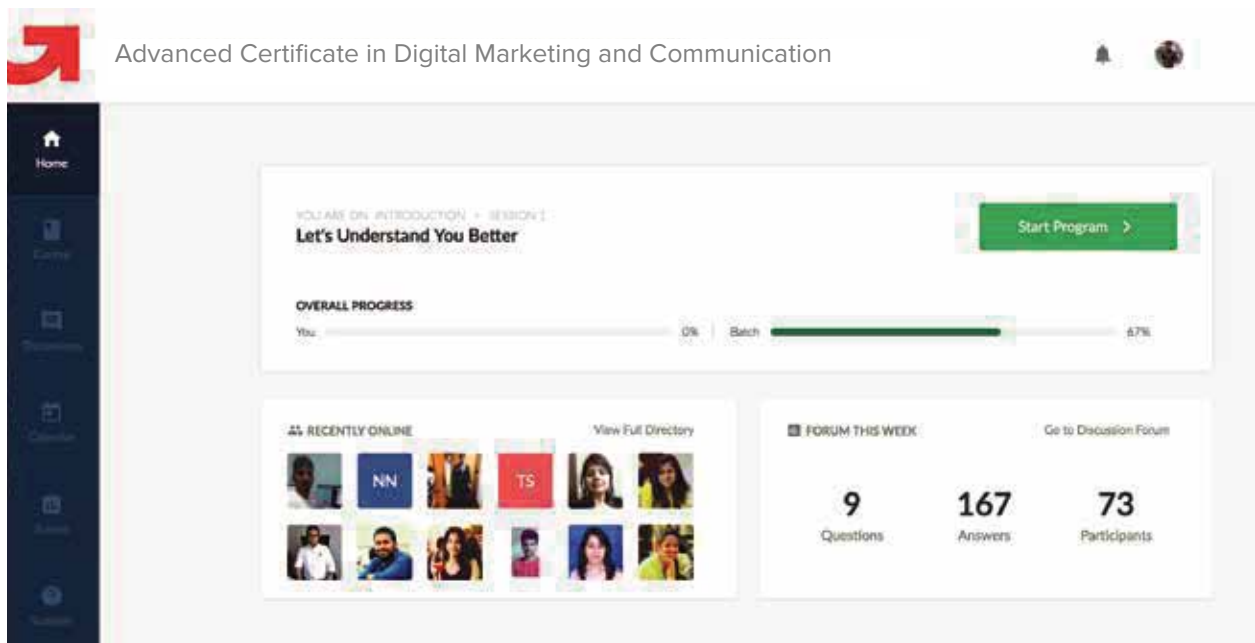
- Continued support up to 6 months
- Stay prepared for opportunities

A GLIMPSE OF THE UPGRAD LEARNING PLATFORM

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Home Screen

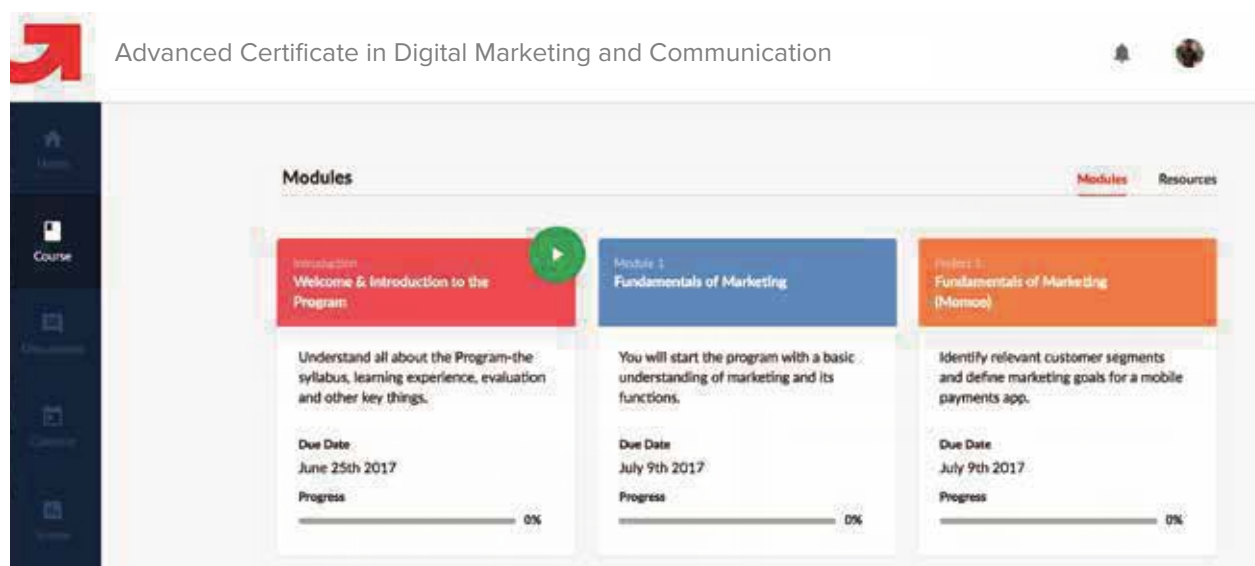
A summary of your program activities



The screenshot shows the Home Screen of the Upgrad Learning Platform. At the top, there is a red logo and the text "Advanced Certificate in Digital Marketing and Communication". Below this, a navigation bar on the left contains icons for Home, Course, Discussion, Calendar, Forum, and Settings. The main content area features a "YOU ARE ON INTRODUCTION - SESSION 1" header with a "Let's Understand You Better" sub-header and a "Start Program" button. A progress bar shows "OVERALL PROGRESS" with "You" at 0% and "Batch" at 67%. Below the progress bar, there is a "RECENTLY ONLINE" section with a grid of user avatars and a "View Full Directory" link. To the right, a "FORUM THIS WEEK" section displays statistics: 9 Questions, 167 Answers, and 73 Participants, with a "Go to Discussion Forum" link.

Course Overview

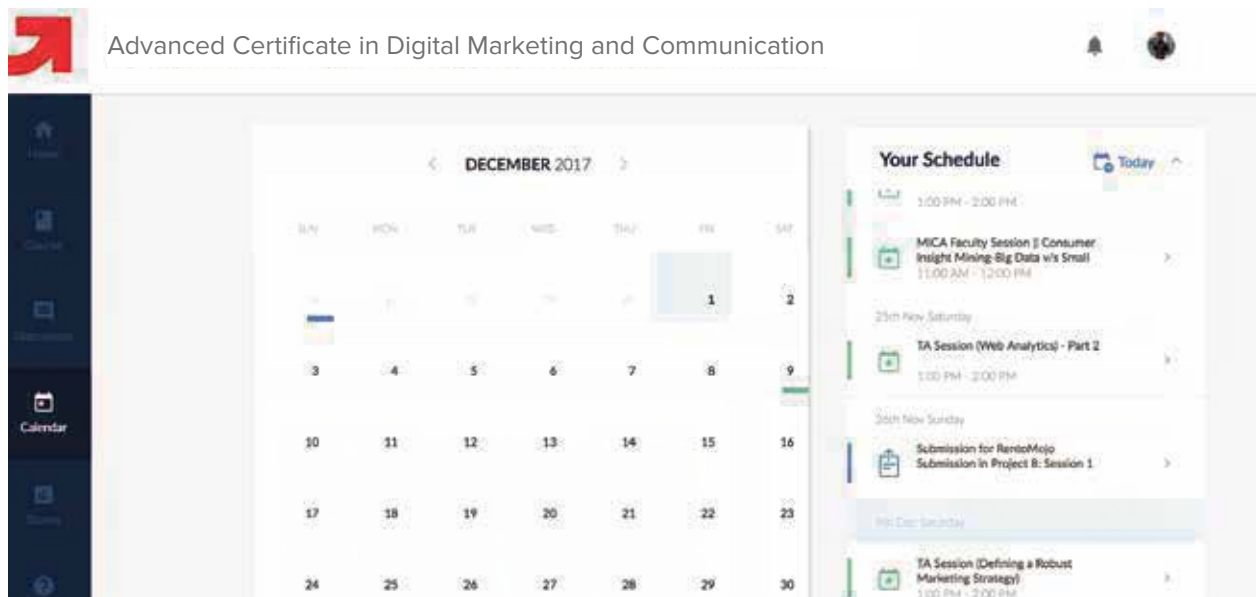
To access all your lectures, case studies and assignments



The screenshot shows the Course Overview page of the Upgrad Learning Platform. At the top, there is a red logo and the text "Advanced Certificate in Digital Marketing and Communication". Below this, a navigation bar on the left contains icons for Home, Course, Discussion, Calendar, Forum, and Settings. The main content area features a "Modules" header with a "Modules" tab and a "Resources" tab. Below the header, there are three module cards. The first card, "Introduction: Welcome & Introduction to the Program", has a green play button icon and a due date of June 25th 2017. The second card, "Module 1: Fundamentals of Marketing", has a due date of July 9th 2017. The third card, "Project 1: Fundamentals of Marketing (Milestone)", has a due date of July 9th 2017. Each card shows a progress bar at 0%.

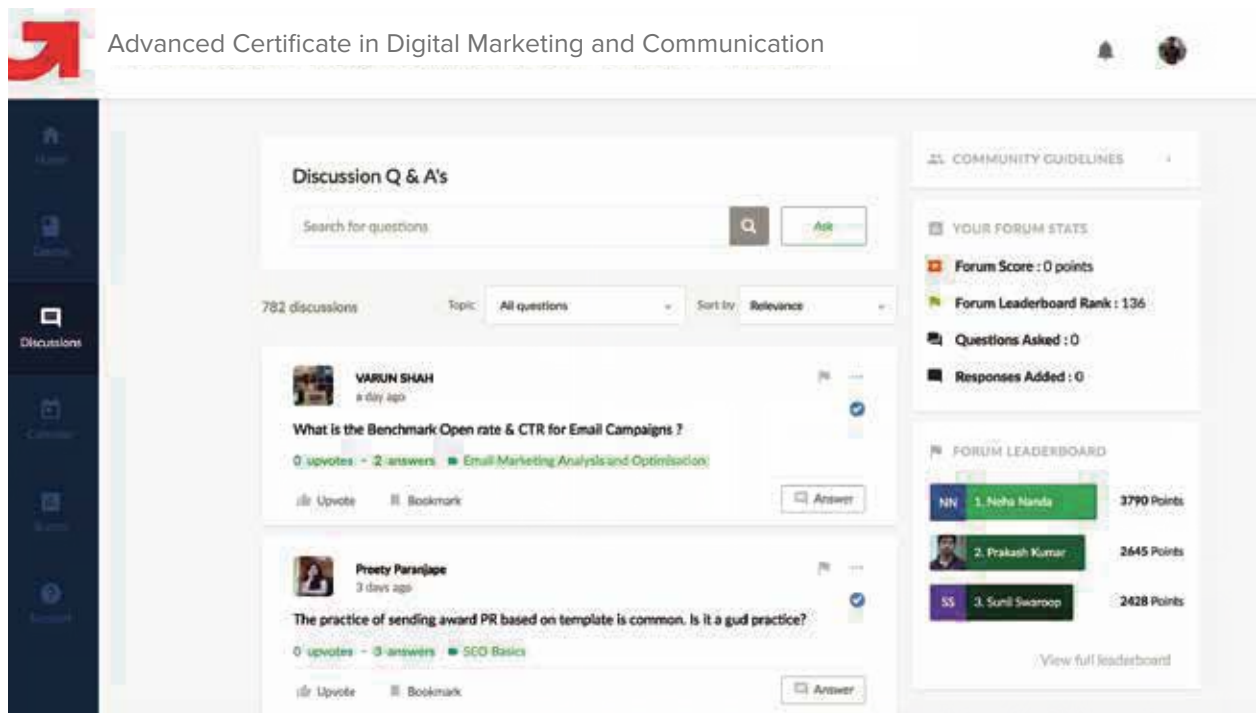
Calendar

To plan and schedule your learning experience with live sessions, module deadlines, project deadlines and much more



Discussion Forum

To clear all your doubts



Enrollment **Details**

Program Start Date

Please visit our website
www.upgrad.com for more details

Program Fees

Please visit our website
for more details

Duration

11 months

Eligibility

Bachelor's degree with
minimum 50% marks



Technology Service Partner

upGrad

Q upgrad.com

For further details, **contact -**

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*This brochure is for informational purposes only and is subject to change. The Offer Letter is the sole legally binding agreement, overriding all prior communications. Please refer to it for the final Terms and Conditions.