

# EXECUTIVE PROGRAM IN GENERAL MANAGEMENT

## Eligibility Criteria

Graduation with min 1 year work experience

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## Contact

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## Venue

WeSchool Campus, Bengaluru

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## A Word From Our Management



**Prof. Dr. Uday Salunkhe**  
Group Director, WeSchool

In this era of fast-evolving work ecosystems, we need to constantly 'finetune' our skillsets. WeSchool's *Executive Program in General Management* focuses on the career aspirations of the early career professionals, aspiring to bigger roles and responsibilities as they move up the corporate hierarchy. The aim of the program is to polish up professionals, helping them revisit the classroom to update themselves in all contexts. The program is carefully designed as a balance between academic classroom learning and practical learning with exposure to real-world global business. Classroom sessions are designed to be directly applied to real-world issues faced by the professionals at the workplace, structured in a framework which allows the professionals to appreciate the functioning of the global economy as well as local businesses. We prioritize Executive Education to develop leaders who can navigate the ever-changing business landscape.

Wish you all the best!



**Dr. Madhavi Lokande**  
Director, WeSchool, Bengaluru Campus

WeSchool Bengaluru campus started its journey in 2004 under the aegis of Shikshana Prasarak Mandali Trust, Pune, a 137-year-old institution promoting education across the country. As an Institute of Excellence, we aim to provide high-quality management education. Our customized Management Development Programmes for a few top corporates such as Infosys, Robert Bosch, Dell, HP, Biocon, EY, Titan, SPAR, Continental Auto, Altimetrik, GE India, Zydus etc., are exclusively industry focused to equip the executives with latest management techniques in the ever-dynamic context of the business environment. The *Executive Program in General Management* is a unique opportunity for early-stage young professionals to accelerate their potential. Our Program helps develop core business skills and competencies that would equip participants to handle issues involving cross functional areas. Our faculty members are actively involved in their pursuit of creating and disseminating knowledge through teaching, research, training, and consulting. As an Institute of Excellence, WeSchool, Bengaluru aims to provide high-quality management education. As we take the flight to an exciting future, we have a strong belief in one thing – we can achieve almost anything we set out to do, with a focused vision, mission, and teamwork.

We hope to engage you actively in this journey. Best wishes!

## Program Design

Unit 1: Accounting & Business Environment (3 months)	Unit 2: Business Communication & Personality Development (3 months)	Unit 3: Elective (of participant's choice, min 5 participants for one elective to be in-force, 4 months)
<ul style="list-style-type: none"> <li>Finance, cost and management accounting.</li> <li>Regulatory framework for accounting functions in India.</li> <li>Internal &amp; external environment and industry analysis.</li> <li>Business Taxation.</li> </ul>	<ul style="list-style-type: none"> <li>Verbal &amp; non- verbal communication.</li> <li>Barriers to communication.</li> <li>Upward and downward communication.</li> <li>Understanding self and society.</li> <li>Decoding personality.</li> <li>Creating the right self-image.</li> </ul>	<ul style="list-style-type: none"> <li>Elective 1: IT Project Management.</li> <li>Elective 2: Marketing.</li> <li>Elective 3: HRM &amp; OB.</li> <li>Elective 4: Finance.</li> <li>Elective 5: AI in Business/ Business Analytics.</li> <li>Elective 6: Supply Chain Management.</li> </ul>
Elective 1: IT Project Management	Elective 2: Marketing	Elective 3: HRM & OB
<ul style="list-style-type: none"> <li>Introduction to Project management.</li> <li>The role of a project manager.</li> <li>Project process and project life cycle.</li> <li>Risk management covering IT specific risks.</li> </ul>	<ul style="list-style-type: none"> <li>Marketing fundamentals and integrated marketing approach.</li> <li>Sales and advertisement.</li> <li>Social media marketing</li> </ul>	<ul style="list-style-type: none"> <li>Employee life cycle and talent management.</li> <li>Group dynamics.</li> <li>Leadership.</li> <li>Conflict management.</li> <li>Understanding strategic HRM</li> </ul>
Elective 4: Finance	Elective 5: AI in Business/ Business Analytics	Elective 6: Supply Chain Management
<ul style="list-style-type: none"> <li>Advanced Business Taxation.</li> <li>Corporate finance and financial modelling.</li> <li>Forecasting and financial analysis.</li> <li>Financial products and markets.</li> <li>Business valuation.</li> </ul>	<p><b>AI in Business</b></p> <ul style="list-style-type: none"> <li>Evolution and fundamentals of AI.</li> <li>Application of AI across various domains.</li> </ul> <p><b>Business Analytics</b></p> <ul style="list-style-type: none"> <li>Basics of data visualization.</li> <li>Exploratory data analysis.</li> </ul>	<ul style="list-style-type: none"> <li>Supply chain strategy – push, pull, postponement.</li> <li>Supply chain governance.</li> <li>Risks and resilience.</li> <li>Procurement and sourcing. management.</li> <li>Inventory management.</li> </ul>

## Key Highlights

- Learning core management skills and competencies.
- One week in-person induction program.
- Networking with eminent industry leaders.
- Flexible learning with online theory classes.
- Peer to peer learning.
- Industry relevant course curriculum.
- Certification on completion of each unit.

## Course Duration

- 10 Months

## Course Fee

- Rs. 1,75,000 + GST.





## About WeSchool

S.P. Mandali's Prin. L.N. Welingkar Institute of Management Development & Research, popularly known as WeSchool, was established in 1977 under the reputed S. P. Mandali Trust. WeSchool has two campuses in India which are located at Bengaluru and Mumbai.

Apart from the regular full-time PGDM programs, WeSchool also offers Management Development Programs with the vision of providing quality Executive Education to working professionals. Many MNCs and global corporations have entrusted us to design and develop customized programs for their employees right from the junior, mid-level, senior level, to the top management & leadership levels.

In July 2024, WeSchool Bengaluru received a special mention award at Vanguard Awards 2024 for its intrapreneurial practices. Moreover, the institution has been a consistent winner in the category of "Best Innovative Practices at Institutions in Academia" at the National Conference of National HRD Network. In February 2024, WeSchool Bengaluru won the Best Academic Practices Award at 12th NHRD HR Showcase. The Post Graduate courses are accredited by National Board of Accreditation, South Asian Quality Assurance System and Accreditation Council for Business Schools and Programs, confirming the quality of training imparted.

## Core Principles

### Vision

- To nurture thought leaders and practitioners through inventive education.

### Core Values

- Passion
- Breakthrough thinking and breakthrough execution
- Result oriented, process driven work ethic
- We link and care