

upGrad &



Institute of
Management Technology
Ghaziabad, Delhi NCR

upGrad's Job-Linked
**Advanced General
Management Program**

Duration - 11 months

upgrad.com

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.

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 **upGrad's Job-Linked Advanced 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.

“

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

Ronnie Screwvalla

Co-founder & Executive
Chairman

upGrad








About IMT Ghaziabad

Established in 1980, **Institute of Management Technology Ghaziabad (IMT-G)** is India's premier management school and is 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**.

Ranking of 2019

Sr. No.	B School Survey	Ranking
1.	Business Standard	Super league 2
2.	Business India	12 th Overall
3.	Business Today	• 12 th Overall • 5 th in Private

Why IMT Ghaziabad?

 IMT Alumni : Prasoon Joshi/Rudratej Singh/Sachin Pilot + more than 30,000 alumni across the globe	 Curriculum benchmarked with global institutions
 One of the top B - Schools of the country	 Over 3 decades of Expertise in conducting management education programs
 One of the 4 colleges in the country to be accredited with AACSB	

Prof. Sanjay K Singh

Director



Institute of
Management Technology
Ghaziabad, Delhi NCR



Management Landscape

Skilled management professionals are changing the way we think about business!

Management students spend significant time analysing businesses, developing a broad understanding of what others are doing, what has worked, and what has not worked. As a result, they graduate with an up-to-date understanding of the business world and the complex issues associated with it. Through the process of analysing and solving these business issues, management students' ability to think strategically is challenged and refined and hence they become a priority in any recruiter's hiring plan.

- **4000-B schools** in India - **3,60,000 students** graduate from B-schools
- **54%** of **MBA** graduates are employable
- **3%** year-on-year drop in the employability of graduates - QZ India
- Jobs where employers are eager to place graduates

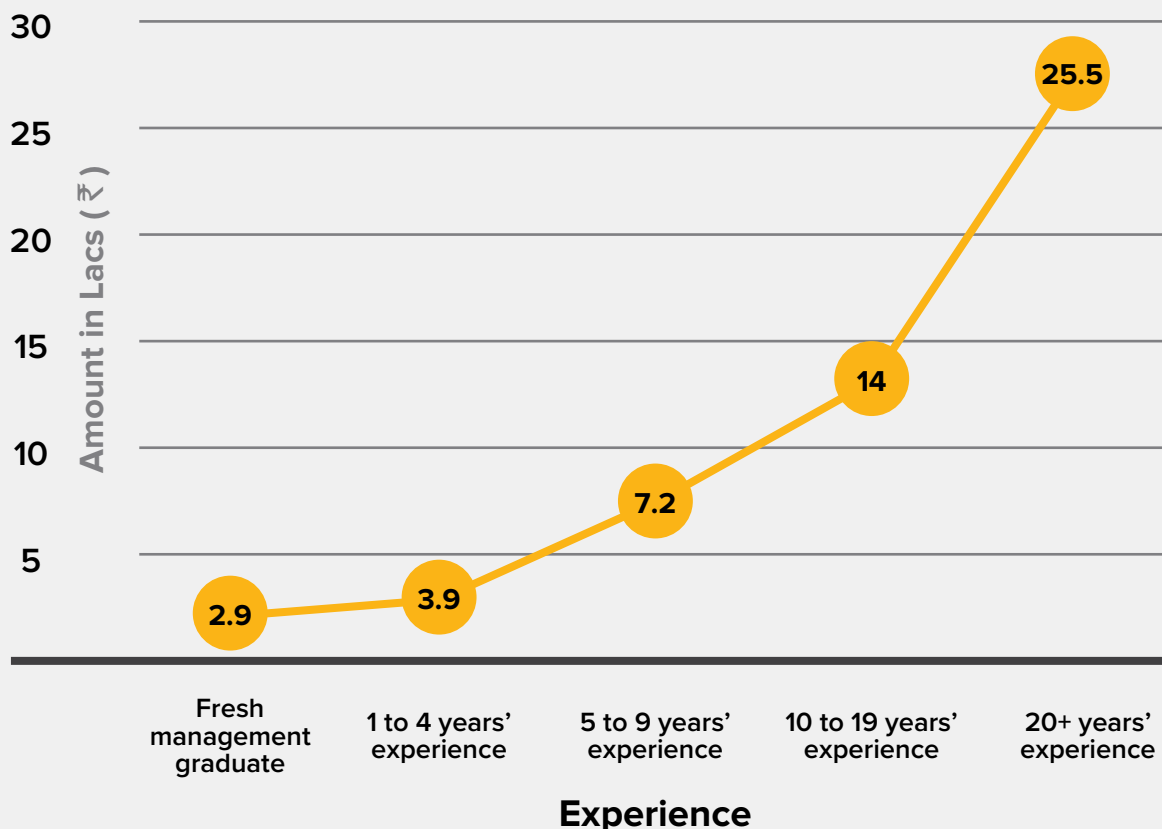
• Strategy Innovation • Finance Business Intelligence • Analytics Marketing • Consulting Business Development

- **76%** companies are looking to hire management graduates
- Sectors preferred by management graduates

• FMCG Banking & Finance services • Automobile Consulting • E-commerce Consumer Durables Retail • Analytics Information Technology

“Employers need to work with education providers so that learners learn the skills they need to succeed, at work. Governments also have a crucial role to play in this.”

Salary growth with work experience



Why Management?

- Enhancing your knowledge and skills
- Getting a better job profile
- Earning credibility
- Securing a higher salary
- Expanding your career opportunities
- Enabling opportunities for better networking



Why This Program?

WILL THIS PROGRAM HELP ME GET A JOB?

upGrad has curated this program specially for freshers who are looking to start their careers in the management domain. On completion of the program, learners will be given the opportunity to interview with multiple organizations. To help learners ace their interviews, upGrad will also provide the following services -

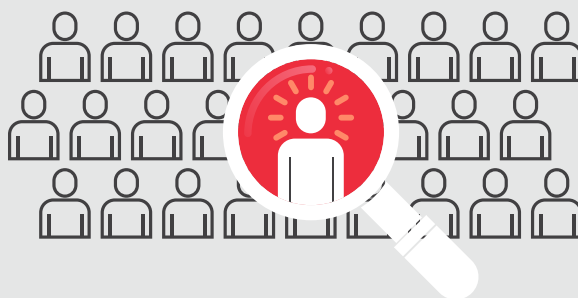
- Resume building service
- Mock interview preparation - Mock interview calls with industry experts will be provided to help you prepare for the interviews.
- Additional content and assignments to get you interview ready
- 1:1 Mentorship by an upGrad mentor
- Employability tests



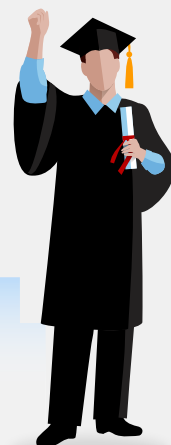
IMT Ghaziabad
Certification and Alumni Status

Start earning within the program and recover your investment within **1 YEAR** of program completion.

**GET PLACED
WITH
THE BEST**



Opportunity to pursue full-time online
MANAGEMENT PROGRAMS
with top foreign universities in the UK
and Australia



Program Highlights

HOURS OF ENGAGING CONTENT

350+

RECORDED IMT CONTENT & **LIVE LECTURES**



GET ACCESS TO HBR CASE STUDIES



Earn Salaries ranging from **Minimum ₹ 3.5 Lakhs up to ₹ 10 Lakhs**

11 MONTHS program



Introduction

Management has been a growing career option which is bound to thrive exponentially in the coming years. Here, we curate stories of upGrad learners who pursued our management program and successfully transitioned into job roles, aligned with their professional aspirations.

At upGrad, our objective is to help individuals climb their future career ladder and transition smoothly into promising job profiles. We hope that these career transition stories would bear testimony to the work that we do at upGrad. With your assistance, we would help your kid reach their true potential and turn their passion to a profession.

Program Benefits



Personalised industry guidance



Best of academia and industry



Student support team for non-academic queries



Cutting-edge curriculum.

upGrad Summary

20,000+
Enrolled Learners

433%
Highest Salary Hike

₹1.23Cr
Highest Salary

50%
Average Salary Hike

300+
Recruitment Partners

700+
Industry Experts, Mentors to help learners succeed

Our Alumni Work At

upGrad has a network of over **100 companies** who look to recruit graduates from our programs. Some of these well-known companies include:

Kotak Mahindra
Prime

ICICI Lombard

IDFC Lombard

Microsoft

Amazon

Accenture

HSBC

J.P.Morgan

Capgemini

TCS

Tech Mahindra

Reliance Mutual Fund

Lenskart

Swiggy

Infosys

Myntra

Radio Mirchi

Quantzig

American Express

Jio



ROI

	A typical MBA College	upGrad's Job linked Program
Selection	Through CAT/XAT? SNAP/CETs - with Only 2 % selected in top B schools	Profile will be shortlisted by upGrad & IMT Ghaziabad's Admission Counsellor Team on the basis of your profile evaluation
Program Fee	INR 7,00,000 [Avg MBA Fee - Tier 2 & Tier 3]	INR 2,50,000
Opportunity Cost / Investment	Assuming you are enrolling in a typical MBA college avg package that a graduate gets is INR 4,00,000 -you will be able to recover 57% of invested amount [Earning In 3 Years/College Fees]	Assuming that you are doing this program - in 3 years you earn back more than 100% of what you invested. [Earning at Job + Stipend/Program Fee]
Avg Package Post MBA	INR 4 lakhs CTC	INR 4 lakhs CTC
Global Opportunity	No	Can apply for MBA from Deakin & Liverpool Business School
Paid Internship	No	Yes
Flexible Financing Options	No	Yes

General Management

- **Marketing Management 1 (30 Hours)**
- **Business Communication (30 Hours)**
- **Accounting and Finance (30 Hours)**
- **Decision Sciences (30 Hours)**
- **Business Economics (30 Hours)**
- **OB, HR and Business Law Legal (30 Hours)**
- **Sales and Distribution Management (30 Hours)**
- **Business Strategy (30 Hours)**
- **Operational and Supply Chain Management (30 Hours)**

Employability Training

- **Intensive training in interview skills, resume building, group discussion, presentation skills**
- **Personalised job recommendations**
- **Recorded Modules (Business Communication + Resume Writing) (60 Hours)**
- **LIVE Session (Business Communication + Resume Writing) (40 Hours)**
- **2 Panel/Individual Mock Interview Rounds**
- **4 Assessments**

960 ADDITIONAL HOURS OF RECORDED LECTURES AND PPTS ON

Finance

- **Corporate Financial Analysis** (30 Hours)
- **Financial Markets and Institutions** (30 Hours)
- **Marketing of Financial Services** (30 Hours)
- **Financial Technologies** (30 Hours)
- **Financial Planning and Wealth Management (FPWM)** (30 Hours)
- **Corporate Valuation** (30 Hours)
- **Derivatives and Commodities** (30 Hours)
- **Financial Modeling** (30 Hours)

Sales and Marketing

- **Customer Behavior** (20 Hours)
- **Advertising & Sales Promotion** (25 Hours)
- **Sales Management** (40 Hours)
- **Distribution Management** (25 Hours)
- **Services Marketing** (35 Hours)
- **Brand Management** (25 Hours)
- **Retail and Omnichannel marketing** (30 Hours)
- **Digital marketing** (10 Hours)
- **Pricing** (10 Hours)
- **Marketing Strategy & Research** (20 Hours)

Operations

- **Operations Research (30 Hours)**
- **Business Analytics (30 Hours)**
- **Management of Technology (30 Hours)**
- **Project Management (30 Hours)**
- **Supply Chain Management (30 Hours)**
- **Logistics Management (30 Hours)**
- **Service Management (30 Hours)**
- **Sustainability And Quality Considerations In Operations And Supply Chain Management (30 Hours)**

HR

- **Concept of an Organization (6 Hours)**
- **Overview to HR Function (8 Hours)**
- **Talent Acquisition (45 Hours)**
- **Performance Management System (33 Hours)**
- **Learning & Development (29 Hours)**
- **Compensation & Benefits (14 Hours)**
- **Labor Law / IR (28 Hours)**
- **Employee Engagement (11 Hours)**
- **HR Policies (13 Hours)**
- **HR Operations (29 Hours)**
- **HR Software (8 Hours)**
- **HR Reports (10 Hours)**
- **Branches / Careers in HR (6 Hours)**

Disclaimer: Program curriculum is subject to change basis inputs from the institute and experts. Please refer to the website for update details, or speak to our Admission Counsellors.

Learner Testimonials



“The program was comprehensive and highly demanding. have enjoyed every moment of it though. Balancing work, family, job switches and studying while dealing with loss, has taught me a lot of things, which is why this is even more special. Kudos to upGrad and Institute of Management Technology, Ghaziabad for a well-designed, highly practical program. ”

Nitin Jayaraman

PG Program in Management, September 2018

From **Product Marketing Manager, IT Firm**

To **Product Marketing Lead**



“My sincere gratitude to the program content, live sessions & student mentor for all the support. The course has instilled confidence in him which he now uses to give insights during various discussions with senior management at his company.”

Vinod Kumar Mohan

PG Program in Management, June 2018

From **Business Operations Manager, Consulting**

To **Business Operations Manager**



“Travel is my passion and upGrad has allowed me to work and earn while I learn.”

Pradeep Rana

PG Program in Management, March 2019

From **Deputy Manager Business Development, Travel Agency**

To **Business Development Manager**



“Without upGrad, my career transition could not have been possible. My student mentor pushed me to complete my projects and this helped me stay motivated throughout my learning experience.”

Neeraj Shukla

PG Program in Management, March 2018

From **Sales Manager, IT Firm**

To **Territory Account Manager**

Program Details

Program Start Date

Please visit our [Website](#) for further details

Program Fee

INR 2,50,000

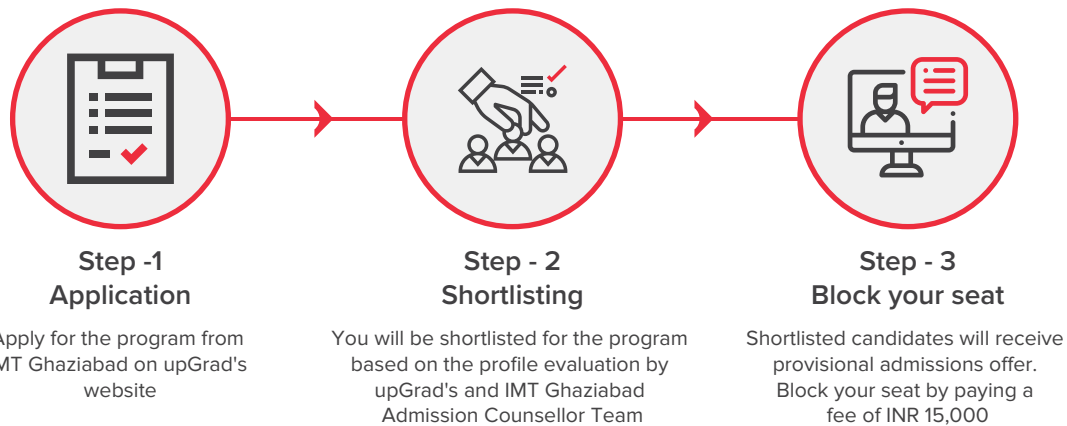
Eligibility Criteria

- Graduation with minimum **50% marks**
- Undergraduates who are awaiting their final year results can apply
- Age Cap of 28 years

EMI Tenures Available

12 Months | **18** Months | **24** Months & **36** Months
(No Cost) (No Cost)

Admission Process



For further details, contact

✉ admissions@upgrad.com

☎ 1800 210 2020

We are available 24*7

Disclaimer: Program fee and payment options are subject to change. Please refer to the website for updated details or speak to our admission counsellor.