

**Graphic Era (Deemed to be University) Dehradun**  
**Department of Management Studies**  
**Executive Development Program**  
**(Post Graduate Diploma in Strategic Management)**



**COURSE OVERVIEW**

- Duration: 12 Months
- Category: Financial Management.
- Course Fee: 1.25 lacs

**HIGHLIGHTS:**

- Contextually designed for working professionals aspiring for business leadership roles.
- Learn from experienced faculty experts from industry and academia.
- Designed for delivery after working hours / weekends for an explicit suitability of working professionals.
- 1 Week Campus Immersion Module including a Boot Camp.
- Hands-on Experiential Learning with real business use cases / case studies and a capstone group project.
- Unique Peer-learning with a limited batch size on only up to 30.
- Networking opportunities for mutually beneficial synergy.
- Certificate and Executive Alumni Status from one of India's top B-Schools (NBA & NAAC Accredited, Ranked among the top in NIRF 2022, QS IGAUGE, ARIIA, Times Higher Education).

**COURSE OUTLINE:** This program covers the following topics module-wise:

- **Module 1:** Strategic Orientation and Planning: Business Environment – Trends and Analysis, Business Planning and Risk Management, Framework for strategy development and execution, Corporate Strategy and Growth Management, Innovation and Emerging Economy Business Models.
- **Module 2:** Leveraging & Embracing Technology: Data Science and Analytics, Artificial Intelligence and Virtual Organization, Interactive Technologies, Digital Transformation, Customer Journey Maps, SMAC/ AMPS- Four Pillars of Digital Transformation.
- **Module 3:** Comprehensive Business Understanding: Customer Experience, Product and Brand Engagement, Agile Projects and Operations, Profit Planning and Corporate Finance, Managing and Leading Teams, Key Account Management (KAM), Go to Market Strategy (GTM).
- **Module 4:** Responsible Leadership: Organization Development and Change Management- Change Leaders, Change Communication, Change Implementation, Corporate Leadership and Accountability, Corporate Social Responsibility and Sustainable Practices, Corporate Reputation and Crisis Management.

**PEDAGOGY:**

The teaching approach will be highly interactive and deploy diverse pedagogical tools and techniques including lectures, case studies, live corporate examples, and general discussions. To provide greater industry insights, practitioners would also be invited to share their experiences.

**ELIGIBILITY:**

- Bachelor's degree (10+2+3 or 10+2+4) or equivalent; or 2-year master's degree or its equivalent from institutions or universities recognised by UGC/AICTE/AIU/DEB
- Candidates should have 50% or higher in graduation to be eligible. Marks for all (3 or 4) years to be included for calculating graduation percentage.
- Those candidates who have less than 50% marks in graduation but have more than 50% marks in post-graduation (from a recognised university) are also eligible for the programme.
- Candidates should be working at the time of filling the application form.
- Candidates should have a minimum of three (3) years of full-time paid experience at the time of application. This should be after the graduation degree/qualifying degree is complete.
- Participants will be selected based on their overall profile.
- Select applicants may be interviewed by Program Directors, if required.
- Internships and Training Experiences will not be considered in full time work-experience.

**SELECTION PROCESS:**

Screening and Selection will be done by Graphic Era (Deemed to be University), Dehradun

**MODE OF TEACHING:**

Online mode. Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet or Smartphone. Participants will be provided with reading materials, etc., for each course. They may also interact with the concerned faculty through e-mails/chat mode.

**ASSESSMENT:**

A minimum of 75% attendance to the LIVE lectures is a prerequisite for the successful completion of this program. There will be periodic evaluations built in throughout the duration of the course. These may be in the form of a quiz, experiential assignment, project, case studies or other objective/subjective assessments. The evaluations are designed to ensure continuous participant engagement with the course and encourage learning. The main objective of the assignment and projects will be to help participants apply their conceptual learning from the program to actual organizational decision-making scenarios. Passing qualification for the program will be based on (a) attendance requirement (b) mandatory number of experiential assignment submissions and (c) project submission. Participants who successfully complete the same will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a participation certificate.

**CONDUCTING DEPARTMENT:**

Department of Management Studies

Certificate will be provided after completion of the program.