



UTTARANCHAL
UNIVERSITY
NAAC GRADE **A+**



Executive Development Program in

GENERAL MANAGEMENT

Duration: 18 Months

Establishment of the University:

Uttaranchal University was established in 2013, vide Uttaranchal University Act, 2012 (Uttarakhand Act No.11 of 2013) as a self-financed University, it is located at Arcadia Grant, Premnagar, Dehradun, the capital city of an Indian State of Uttarakhand. The Uttaranchal University has been recognised by UGC under Section 2(f) and 12(B) of the UGC Act, 1956 and other Statutory and relevant Regulatory Bodies of the State and the Country. The University is promoted by Sushila Devi Centre for Professional Studies & Research, a Society registered under Societies Registration Act (1860). Its lush green campus is situated on NH-72 near the prestigious Indian Military Academy (IMA) and Forest Research Institute (FRI). Dehradun is located in the Doon valley on the foothills of the Himalayas in Northern India.

Approvals and Recognitions:

The University is having the required approvals of Bar Council of India, Pharmacy Council of India and Nursing Council of India to run the programmes of Law, Pharmacy and Nursing respectively. The other programmes run by the University are having required approvals of its statutory bodies i.e., Academic Council and Board of Management of Uttaranchal University. The Degrees, Diplomas, EDP or MDPs awarded by the University are in conformity with the UGC/BCI/PCI/INC regulations. The University is maintaining its academic standards and quality as prescribed by the various statutory bodies.

National level Accreditation:

The University has been accredited with the prestigious “**A+ Grade**” by the **National Assessment and Accreditation Council (NAAC)**, Bengaluru. This firmly positions the University among the top 5% HEIs of the nation. The University is undeterred in its mission to provide the best experience to all its students & professionals whether regional, national or international, through quality teaching, research, creativity, and entrepreneurship with an aim to have a transformative impact on the society.



PROGRAMME HIGHLIGHTS

- **Gain Hands-on Experience:** Exposure to Data Analytics & General Management Tools & Techniques with Hands-on experience using MS Excel & R etc.
- **Exposure of Emerging Trends:** Special focus on emerging trends such as Digital Economy, Industry 4.0, and Entrepreneurship.
- **Acquire 360-Degree Approach of Management:** Rounded coverage of both traditional and contemporary aspects of business management.

ELIGIBILITY

- **For Indian Participants:** Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- **For International Participants:** Graduation or equivalent degree from any recognized University or Institution in their respective country.
- Minimum of at least 2 years of work experience.



FEE STRUCTURE

National		International
Registration Fee	: Rs. 2000	The similar Fee structure is applicable for the international executives in USD (\$).
Tuition Fee	: Rs. 167861	
Other Charges	: Rs. 35000	

Note :

- The Information Provided in the brochure is pertaining to the current status & is subject to change as per the discretion of the Competent Authority.

CONTENT

MODULE 1: MANAGEMENT AND BUSINESS ECONOMICS

- Introduction to Management
- Managerial Economics
- Macroeconomics
- Business Environment

MODULE 2: DATA ANALYTICS

- Basics of Statistics
- Big Data Analytics
- Data Mining
- Analytics in Decision Making

MODULE 3: FINANCIAL MANAGEMENT

- Financial Reporting & Analysis
- Financial Statement Analysis
- Corporate Finance
- Financial Institutions & Market

MODULE 4: HIGHLIGHTS OF MANAGEMENT

- Emerging Trends
- Managerial Communication
- Business Decision Making
- Spreadsheet Modelling and Simulation

MODULE 5: MARKETING MANAGEMENT

- Fundamentals of Marketing Management
- Sales & Distribution Management
- Consumer Behavior & Market Research
- Digital Marketing

MODULE 6: ORGANIZATION BEHAVIOUR AND HRM

- Organization Behaviour
- Leadership & Change Management
- People & Performance Management
- HR Analytics

MODULE 7: STRATEGIC MANAGEMENT

- Business Models & Industry Analysis
- Core Competence and Competition
- Corporate Strategies and Internationalization
- Strategic Planning and Execution

MODULE 8: OPERATIONS AND SUPPLY CHAIN MANAGEMENT

- Operations Strategy
- Project Management
- Total Quality & Lean Management
- Sustainable Supply Chain Management

MODULE 9: INDUSTRY APPLICATIONS AND VALEDICTORY

SALIENT FEATURES

- Learn through interactive sessions in hybrid mode.
- Learn from anywhere and on your own device.
- No expensive and time consuming software/hardware installations required.
- Network with peers and interact with faculty real time.
- Convenient weekend schedules to suit working professionals.
- Request “On Demand” access to the recorded session.
- Access all study material and learning aids from within the LMS.

Our USP's



CAREER GROWTH



CAREER ALIGNMENT



SELF-DISCOVERY



PLANNING & IT'S EXECUTION

PEDAGOGY

The delivery would comprise a judicious mix of live virtual lectures, discussions, case studies and experience sharing through peer discussions. The course design is oriented to facilitate learning through association of the various management concepts and its application in the business world. Across different modules, participants may be encouraged to apply or relate their in-class learning to live situations at work, peer learning therefore would be a key pillar of the process. Take-home projects may be assigned in certain modules.

ASSESSMENT & OUTCOMES

Evaluation methodology is the discretion of the faculty. The methodology includes online exams, case analysis, class contribution and any other component as decided by the respective course faculties. The programme may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organizational decision making scenarios. The participants will have to secure the minimum pass marks in the respective evaluation components.

Participants who successfully complete the same and satisfy the requisite attendance criteria, 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. No separate Transcript or Marksheet will be provided by the University to Participants.



For further details, please contact us :

🌐 www.uudoon.in

✉ university@uumail.in

☎ +91-0135-2770300

📍 Premnagar, Dehradun-248007, Uttarakhand, INDIA