



Ahmedabad
University



GROW

**AN EXECUTIVE GENERAL
MANAGEMENT PROGRAMME**



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PROGRAMME **OVERVIEW**

The Ahmedabad University GROW Programme is an Executive Programme in General Management, designed for managers and senior managers aspiring to move into a general management role to develop leadership skills and capabilities along with core business competencies. The Programme will broaden their perspective and help them develop tools and techniques needed to strengthen their organisations and handle issues involving cross-functional areas.

The GROW Programme will bring together participants from different industries and departments with unique skills and experience, resulting in engaging peer bonding and peer learning. The interactive pedagogy supported by relevant case studies, simulations, and activities will ensure impactful learning. The Capstone project at the end of the Programme will enable participants to apply their learnings in their organisations, making it equally beneficial for participants and the industry as a whole.

PROGRAMME

HIGHLIGHTS

- Transition from thinking like a manager to thinking like a leader
- Develop skills required to take strategic and managerial decisions
- Understand nuances of general management, and develop skills and capabilities associated with it
- Build and learn from a diverse peer group
- Identify and address major problems in the current setup
- Learn to optimise teamwork, critical thinking, and analytical skills
- Strengthen your problem-solving and decision-making skills
- Use business knowledge to enhance the effectiveness of functional decision making



KEY BENEFITS

FOR ORGANISATIONS

- Institutional leadership orientation and skills among future leaders and build capabilities of leading teams across volatile and complex market challenges
- Enable the participants to look at the big picture and develop a leadership perspective



WHO SHOULD ATTEND

- Professionals with around 5 years or more work experience in corporate organisations
- Technical/Functional experts seeking to broaden their knowledge of business and move on to general management responsibilities as business heads
- Executives responsible for leading teams and making strategy decisions
- Business owners/Entrepreneurs



PROGRAMME

DURATION, DELIVERY AND FEES

The GROW Programme will be delivered in hybrid mode over 10 months, with 2 in-person immersions (4 days each) at the Ahmedabad University Campus and the remaining sessions held online on every alternate Saturday. The modular and flexible design of the Programme makes it easily accessible and convenient for working professionals.

FEES: INR 2.5 lakh + GST per person

Inclusions:

- Tuition fee
- Food and Beverage at Ahmedabad University during the in-person sessions
- Course material and Case Studies
- Simulation licenses

Special fee benefits for Ahmedabad University Alumni and Female participants.

Flexible payment options available.



PEDAGOGY

The GROW Programme will use a mix of lectures, case studies, activities, discussions, and simulations. Sessions are expected to be interactive, where learning happens through discussions, using examples from cases and information provided through lectures. Participants are encouraged to actively participate in class discussions to take advantage of the diverse viewpoints of their peers and maximise their learning potential.



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PROGRAMME

CONTENT

With a strong focus on developing leadership quotient and transition from delivering a functional strategy to overall business strategy, the GROW Programme by Ahmedabad University instils a broader perspective and long term view, along with informed decision-making skills.

The Programme prepares participants for leadership roles through a sharp focus on critical areas that inform leaders in the 21st century. These areas are:

- BUILDING GLOBAL PERSPECTIVES
- INDIVIDUAL AND ORGANISATIONAL COMPETENCIES
- BUSINESS ENVIRONMENT
- FUNCTIONAL KNOWLEDGE (KEY BUSINESS AREAS)
- STRATEGIC PERSPECTIVE



BROAD WORLDVIEW

An understanding of various factors affecting businesses globally and adopting a mindset that matches this fast-changing world.

TOPICS

- TECHNOLOGY
- GEOPOLITICS
- CLIMATE CHANGE AND SUSTAINABILITY
- MIGRATION AND URBANISATION
- BUILDING GLOBAL MINDSET



>> INDIVIDUAL AND ORGANISATIONAL COMPETENCIES

Continuous enhancement of individual and organisational competencies and business performance is crucial.

TOPICS

- **ORGANISATIONAL STRUCTURES AND PROCESSES**
- **BUSINESS COMMUNICATION**
- **DATA ANALYTICS**
- **RESOURCE OPTIMISATION & DATA ANALYTICS**
- **ENTREPRENEURSHIP/ INTRAPRENEURSHIP**
- **DIGITAL TRANSFORMATION**
- **EVALUATING PROJECTS AND PROJECT MANAGEMENT**



BUSINESS ENVIRONMENT

An understanding of the fast-changing environment and its impact on businesses.

TOPICS

- **BUSINESS, GOVERNMENT, AND SOCIETY**
- **MANAGERIAL ECONOMICS (MICRO AND MACRO)**
- **GENERAL COMMERCIAL KNOWLEDGE**

FUNCTIONAL KNOWLEDGE

An appreciation of key concepts and activities within the primary management functional areas and interconnections among them is essential for aligning the functional areas with the business strategy.

TOPICS

- **INTRODUCTION TO FINANCIAL MANAGEMENT**
- **MANAGEMENT ACCOUNTING**
- **OPERATIONS AND SUPPLY CHAIN MANAGEMENT**
- **MARKETING AND BRAND MANAGEMENT**
- **DIGITAL MARKETING**
- **ECONOMICS AND EXTERNAL ENVIRONMENT**
- **ORGANISATIONAL BEHAVIOUR AND HR**

>> STRATEGIC PERSPECTIVE

This module integrates the functional knowledge imparted during the Programme, allowing managers to take decisions and develop strategies that are appropriate for different environments.

TOPICS

- **LEADERSHIP AND STRATEGY**
- **CORPORATE STRATEGY AND INNOVATION**
- **ETHICS AND GOVERNANCE**

>> CAPSTONE PROJECTS

Application of learnings through a real-time Capstone Project.









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