



**Seneca**

**GET DUAL CERTIFICATION**

# EXECUTIVE MANAGEMENT PROGRAM (EMP)

Global Certification: SENECA College, Canada & FORE School of Management, New Delhi

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# POST GRADUATE PROGRAM IN MANAGEMENT (PGPM)

FORE School of Management



**LEARN ANYTIME, ANYWHERE**

**EDUCATION LANES**

A Mahindra Group Initiative

## FORE SCHOOL OF MANAGEMENT

FORE School of Management, having its Campus at B-18, Adhitam Kendra, Qutub Institutional Area, New Delhi (under the aegis of Foundation for Organizational Research and Education (FORE), a non-profit autonomous organization) was established in 1992. With a sharp focus on Management Education, Management Development Programs, Consulting and Research, and with 38 full time well qualified faculty FORE stands amongst the Top Business Schools in the country.



## SENECA COLLEGE, CANADA



Seneca offers more than an education. With campuses throughout the Greater Toronto Area, Seneca's size and diversity give students the advantage of partnerships with industry leaders, the latest in hands-on computer technology, a variety of class sizes, and full-time, part-time and continuing education options. Education should be flexible and accessible, so Seneca also employs various methods of teaching – from in-class lectures and online learning to co-op and field placements – in programs related to applied arts, business, financial services and technology.

## PROGRAM DIRECTOR



### PROF. ASIF ZAMEER

**Chairman - Executive Education, FORE School of Management**

*PhD, MBA, B.E. (Mech.)*

With around 3 decades of Work Experience, Prof. Asif Zameer has worked at responsible positions in organizations like BHEL, Gresham India, Geep Torches, Duracell, Gillette and Amkette Computer Peripherals looking after marketing and business development functions. He has taught Sales & Distribution, Retailing, Mall Management, Marketing Management, B2B Marketing, Marketing Research, Logistics and Supply Chain at leading B-schools in Delhi an NCR. He has published research papers and articles in leading national and international journals. He also regularly conducts Management Development Programmes and Faculty Development Programs in areas of his specialization.

## PROGRAM FACULTY MEMBERS

### FORE SCHOOL FACULTY

- Prof A K Puri
- Prof Sumeet Kaur
- Prof Mohita Gangwar Sharma
- Prof Rakhi Tripathi
- Prof Hitesh Arora
- Prof Shilpi Jain
- Prof Vikas Chandra
- Prof Basant Kumar Potnoru
- Prof Anil K Singh
- Prof Muqbil Burhan
- Prof Asif Zameer

### SENECA CANADA FACULTY

- Prof Carl Haim
- Prof Maher Ghalayini
- Prof Martin Butcher

# PROGRAM OBJECTIVES & DESCRIPTION



- A comprehensive post graduate program in Management designed to develop competencies and skills essential for managerial roles
- To impart contextual and functional knowledge of contemporary high quality management education
- To provide guidance to think through advanced business strategies in diverse competitive scenarios
- To expose participants to Global Best Practices in Management

## PROGRAM CONTENT

### TERM 1

- Managerial Economics
- Marketing Management by Prof Maher Ghalayini, Seneca
- Human Behaviour in Organizations Prof Carl Haim, Seneca
- Financial Accounting: Reporting & Analysis- Prof Martin Butcher, Seneca

### TERM 2

- Global Business Environment- Prof Maher Ghalayini, Seneca
- Managerial Decision Making: Tools & Techniques
- Corporate Finance
- Human Resources Management- Prof Carl Haim, Seneca
- + Global Industrial Immersion Module (Optional): 14 days International Exchange Program at Seneca, College, Canada

### TERM 3

- Sales, Distribution and Retail Marketing
- Managerial Communication- Prof Maher Ghalayini, Seneca
- Global Operations Management
- IT for Business

### TERM 4

- International Marketing
- Mergers & Acquisitions
- E-commerce and Web Analytics
- Strategic Management



## WHO SHOULD ATTEND

- Working Executives
- Self Employed Professionals
- Fresh Graduates

## ELIGIBILITY

- Graduates in any discipline.



## PEDAGOGY

Each course will be taught with the help of case studies, live corporate examples and general discussions. In order to provide greater industry insights, business leaders from different industries may be invited to share their experiences.

## CERTIFICATION

- Participants with poor grades in not more than two modules will receive a 'Certificate of Completion'.
- Participants with more than 2 poor grades but fulfilling all other qualifying criteria will receive a 'Certificate of Participation'.
- Certificates shall be issued directly by FORE School, New Delhi



## DURATION & TIMING

### 11 Months

Direct to Desktop/Laptop

### Frequency (Thrice a week)

Every Wednesday: 7:30 pm- 9:30 pm ( IST)

Every Saturday- Sunday: 7 pm- 10 pm ( IST)

## PROGRAM FEES

**₹1,50,000\*** (Early Bird Discount for Limited period)

+ Applicable Tax

## GLOBAL INDUSTRIAL IMMERSION MODULE (OPTIONAL):

The program includes 40 hours of instruction with qualified Canadian professors, and 8 hours of site visits and industry collaboration sessions for a total of 48 Teaching Contact Hours (TCH) over the two weeks' period at Seneca College, Canada. The program is specifically designed to cultivate a unique learning experience and achieve the maximum impact.

**FEE:** CAD 3000/- ( INR 152970\*\*) + Applicable Taxes

\*\*Please Note: • Only breakfast & accommodation to be borne by the institute

• Equivalent rate of India Rupee against Canadian dollar according to Current prevailing rate will be applicable)



## ABOUT US

Education Lanes (An initiative by Mahindra Group) is virtual-interactive learning through internet and cloud based education and training service, for Corporate/ Working professionals & Students. Education Lanes has been ideated on the concept "Anytime, Anywhere Learning" wherein the constraints of location, time & accessibility are bridged. Education Lanes caters to all segments of the society. Executive for working professionals who are aspiring to learn from Premier Institutes, Vocational/ skill development courses for the segment which is far from fringes. Not only the remote students can watch the live sessions, they can interact with the presenter using the in-built two way audio/video Communication feature.

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