



Executive Business Management Programme



German Dual System

Your
Blueprint
for Excellence



Indo-German Training Centre



30 years

Management Training
The German Dual System

Division of the Indo-German Chamber of Commerce

Executive Business Management Programme

Designed for Professionals Destined to Be Leaders



Your Blueprint for Excellence

The IGTC Executive Business Management Programme (EBMP) is a twelve or sixteen-month part-time general management programme designed for professionals, seasoned managers and entrepreneurs in the industrial and manufacturing sector.

Where Do You Want to Go Next?

You invested time and effort into your education. You established your career with focus and dedication. Now is the time to invest in you.

To accelerate your career and add true value to your organization, you need the management expertise and decision-making abilities that come from a robust EBMP that grooms you for leadership.



For the last 30 years, IGTC has proven to be the venue to **achieve the extraordinary**; to foster a new generation of excellently trained management professionals.



Dr. Jürgen Morhard
Former Consul General
Federal Republic of Germany,
Mumbai

Programme Features At A Glance



Attend live classes in the part-time 12 months Alternate Weekend Format or 16 months Quarterly Block Format to cover all aspects of management and leadership.



Apply the German Dual System merging German precision and excellence with Indian innovation and agility.



Learn from India's top B-School faculty with rich corporate and academic exposure.



Engage in lectures, presentations, case studies and group projects with entrepreneurially-driven, industry professionals from diverse backgrounds.



Grow with expert feedback and assessment on a live project or an integrated business plan to accelerate the growth and profitability of your organization.



Earn a Management Certification from the Indo-German Chamber of Commerce (IGCC).



Enhance intercultural understanding of 'Business Environment Germany' with an intensive study trip to DHBW Karlsruhe, Germany (optional).



This programme is not just about numbers and processes but also about strategies to critically improve business to make it more structured and **growth-oriented**. I would love to do it all again in a few years.



Vikas Kundra
Managing Director, Ziehl-Abegg India



What You Learn

IGTC EBMP features a unique industry-focused curriculum delivered by India's Top B-School faculty, industry experts and thought-leaders. With the fundamentals mastered, you develop strong critical analysis and problem-solving skills boosted by strategic thinking and a global vision to support your career growth and bring true value to your company.

Make an Impact in Business. Real-world Learning Experience



Vision

- Organizational Structure, Strategy & Culture
- Managerial Functions
- 2020- A Study in Resilience
- Globalization
- Global Geo-Politics
- WTO: Policies & Agreements
- Fourth Industrial Revolution (I4.0)
- Corporate Social Responsibility
- Sustainability
- Corporate Risk



Strategy

- PESTEL, SWOT & VRIO Analysis
- Porter's 5 Force
- Value Chain Analysis
- Generic Strategies
- Blue Ocean Strategy
- Strategic Cost & Profitability Management
- Aligning Process to Purpose
- Lean Thinking & Kaizen Costing
- Cost Leadership & Differentiation
- Mergers & Acquisitions



Operations

- Lean Operations
- Operations Systems
- Variability Analysis
- Automation & Capacity Decisions
- Theory of Constraints
- Total Quality Management
- Continuous Improvement
- SCM Tools & Techniques
- Procurement & Inventory Management
- LP & Transportation Models



Finance

- Financial Statements & Annual Reports
- DuPont Ratio Analysis
- Working Capital Management
- Break-even Analysis & Capital Budgeting
- Foreign Exchange & Currency Exposure
- Global Financing Options
- Macro & Micro Economics
- Global Imbalance
- Monetary & Fiscal Policy
- Keynesian Economics
- Aneel Kernani's Growth Matrix
- Business Law & Corporate Tax



Marketing

- 8Ps of Marketing
- B2B & B2C Marketing
- Branding & Communications
- Consumer Buying Behavior
- Digital Sales & Digital Marketing
- Experiential Marketing
- Product Development & Life Cycle
- The Gap Model
- Business Statistics
- Time Series Forecasting Methods



Innovation

- Digital Revolution
- Technology & Data
- Artificial Intelligence
- Agile Management
- Big Data
- Design Thinking
- Customer Centricity
- Prototyping Solutions



Leadership

- Leadership Styles
- Decision-Making Models
- Competency Based Hiring
- Performance Management
- Workplace Conflicts
- Culture & Change
- Industrial Relations
- Ethical Leadership
- Interpersonal Response Style
- Mental Frameworks & Inner Certainty



The programme culminates with the presentation of an integrated business plan on a live project



Business Environment Germany Intensive Study Trip to DHBW Karlsruhe, Germany (Optional)

*IGTC reserves the right to change the syllabus and course structure of the programme, as per the changes in the academic and corporate environment.

Excellence in Teaching

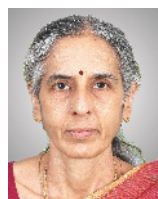
Leading Industry Experts and Thought Leaders from the World of Management



Anant Amdekar
Business Law



Boman Moradian
Operations
Management



**Chitra
Chandrasekhar**
Business
Statistics



**Dr. Anita
Bandyopadhyay**
Human Resource
Management



**Dr. Harkant
Mankad**
Managerial
Economics



Dr. Suhas Rane
Supply Chain &
Logistics
Management



Jaya Joshi
Individual and
Organizational
Effectiveness



M. Hariharan
Strategic Cost
& Profitability
Management



Keval Shah
Corporate Tax



Rajeev Chawla
Marketing
Management



Sagar Narsian
Marketing
Management



Shuaib Fakhri
Financial
Management &
Strategic
Management



Sudhakar Kasture
International
Business &
Trade Policies

“

Our **extraordinary gurus** taught us to be the master players of our game before we take on the world, to compete with ourselves first and to enjoy every aha-moment with a child-like innocence.

”

Shreya Joshi
Former Director - Quality
Knorr-Bremse Technology Centre India

Purposeful Learning With Live Corporate Projects

Adapting to Conservation & Sustainable Development at Bosch

At IGTC, learning is experiential. We learn, absorb and immediately demonstrate Key Process Improvements at our organizations. At Bosch, we worked on an eco-conscious and value-added cause to reduce automotive emissions. Our project explored development of BS VI injectors for LCV vehicles with lowest cost and ease of adaptability, with future potential for other heavy-duty applications. Understanding age of disruption, legalities and VUCA ecosystem are essential concepts we learnt in this course – how to implement this at our individual workplaces is up to us.

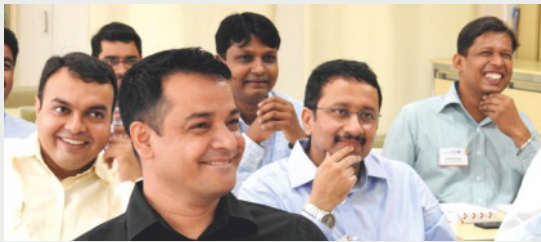
Implementing a Product Localization Project at Siemens

To determine whether to bring activities in-house or to outsource involves a pragmatic analysis of various costs and associated risks. Driven by the spirit of the 'Make in India' program, we explored a business idea at Siemens to replace an imported product to improve market share and profit margin. We used PESTEL & SWOT Analysis which leaned in favour of localizing the imported part by identifying the market potential, investment and payback calculations, development of the product in India and release for local as well as global markets.

30 Years of Excellence in Management Training

The Indo-German Chamber of Commerce (IGCC) is part of the worldwide network of German Chambers of Commerce abroad (AHK), which has 140 offices located in 92 countries. With over 5,500 members, IGCC is the largest AHK worldwide and the strongest bilateral Chamber of Commerce in India. IGCC is the most important catalyst for the promotion of trade and industrial relations between India and Germany.

Indo-German Training Centre (IGTC) is the Management Training Division of IGCC. Our role is to extend the evolved values of the German Dual System of '*Learning by Doing*'; balancing theoretical knowledge of management concepts with practical experience and training to groom future leaders.



“ Today IGTC has become a **brand in itself** within Siemens. We believe that the practical-oriented, dual education system, is IGTC's key differentiator. ”

Sunil Mathur
Managing Director and CEO
Siemens Ltd.

“ Corporate life is not always smooth. Just like business cycles, there will be ups and downs in one's career. You have to tide over them. One cannot afford not to **continue learning**, as the world is constantly evolving. ”

Gurpratap Boparai
Former Managing Director
Škoda Auto Volkswagen India Pvt. Ltd.

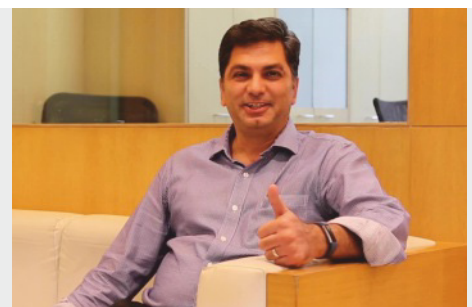
Certificate Benefits

Our Industry Connections Run Deep. Start Taking Advantage of Them Today.

- **Expand** your competencies and skills to step-up, inspire and lead teams and organizations.
- **Access** a professional network of over 5,500 IGCC member companies.
- **Develop** a holistic perspective and analytical rigor to strengthen your knowledge.
- **Belong** to a global fraternity of over 2000 IGTC alumni and continue lifelong learning.
- **Gain** instant recognition with India's leading Indo-German companies such as BASF, Bosch, DHL, Mercedes Benz, Siemens among many others.

“ The IGTC course makes you laugh, makes you strive and **makes you think**. At the end of the programme, I've transformed and now I am a much better version of myself. ”

Shyam Gyanani
Director, Trident International



Confidence, Vision and Excellence for Achievers

EBMP Alumni in Key Roles and Organizations

 Executive Vice President Sales & Marketing	 General Manager Sales	 General Manager Modulation	 Business Controller Finance	 Vice President Digital Experiences
 Key Account Manager Sales	 Assistant Vice President Operations	 Director Engineering	 General Manager Business Development	 General Manager Production
 Head Business Projects	 Project Manager Digital Industries	 Senior General Manager Quality Assurance	 Head Business Unit - Mining	 Head Marketing Communications

Your Way Forward

- High performing individuals, techpreneurs, business owners, industry professionals with over 3 years of experience are eligible to apply.
- Application forms to be filled online at mumbai.igtindia.com, supported by an endorsement letter from the organization and with an application fee of Rs. 2,500/- + 9% CGST + 9% SGST.
- Programme fees are Rs 2,50,000/- +9% CGST +9% SGST respectively payable online.

“

I learnt from EBMP that one of the most important tasks as **leaders** is to identify potential risks and to manage these risks.

”

Vinay D'Souza
Regional Business Unit Head
Bosch Chassis Systems India Pvt. Ltd.

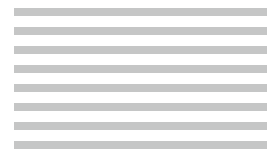


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2-B, Vulcan Insurance Building, Churchgate, Mumbai 400020.
+91-7045360206 / +91-7045360363
igtcebmp@indo-german.com
www.igtindia.com

@Indo-GermanTrainingCentre

