



## **Certificate Program in Business Management (CPBM)**

### **Course Contents**

The course contents cover key concepts in each functional area providing the candidates an opportunity to develop core business skills and competencies in various functional areas and also imbibe cross-functional skills. Some of the functional areas to be covered are listed below.

<b>Area</b>
<b>Financial Management</b>
<b>Marketing Management</b>
<b>Human Resource Management</b>
<b>Information Systems Management</b>
<b>Production and Operations Management</b>
<b>Business Policy and Strategic Management</b>
<b>Communicating at Work</b>
<b>Quantitative Methods and Operations Research</b>
<b>Economics</b>
<b>Wellness Management</b>

### **Pedagogy**

The CPBM program follows a unique learning approach consisting of several distinct stages as indicated below:

**Conceptual Inputs:** Helps improve candidates' understanding of certain fundamental tools and relationships underlying the changing corporate world.

**Case Study Approach:** An essential part of class instruction. It helps the candidate acquire problem-solving and decision-making skills in complex business situations.

**Projects:** A very important aspect of learning. Candidates will be required to undertake an independent project which will allow them to apply the learning from the course.

**Management Games/Role-play and Simulations:** Part of the in-class interaction which will help candidates' understanding of a real-life economic and business phenomenon in a simulated environment.