



IIM LUCKNOW

Executive General Management Program

*Navigate Through a
Transformative Learning Journey
with IIM Lucknow*

Starts: November 2025

11 Months, Live Online with 10 days On-Campus Learning



11 Months of Intense Learning



Twice a year 5 + 5 = 10 days of
Campus Immersion



Learn from Subject Matter Experts
as well as Industry Experts

An Exclusive IIM Lucknow Offering



The Executive General Management Programme (EGMP) by IIM Lucknow is a premier executive learning experience designed, developed, and delivered entirely by the institute. Now in its third batch, EGMP is crafted for working professionals aiming to transition into strategic and leadership roles.

We emphasize that EGMP is IIM Lucknow's end to end programme. Every aspect—from onboarding process to curriculum design and from classroom instructions to certification — is managed exclusively by IIM Lucknow.

Participants benefit from:

- Direct interaction with IIM Lucknow's renowned faculty
- Rigorous, industry-aligned curriculum
- On-campus modules for immersive learning
- Certification and Executive Alumni Status from IIM Lucknow

Choose a programme backed by academic integrity, institutional excellence, and the trusted name of IIM Lucknow—unmediated, uncompromised, unmatched.

About the Program

The Executive General Management Programme (EGMP) by IIM Lucknow is a future oriented executive programme tailored for professionals aiming to transition into advanced management careers. Gain exclusive access to the expert mentorship of the esteemed faculty of IIM Lucknow. The programme stands out by seamlessly integrating advanced management theories, soft skills development, and quantitative methods with real-world business practices. Through this holistic approach, you become well-rounded to navigate complex challenges and drive success in the ever evolving business landscape

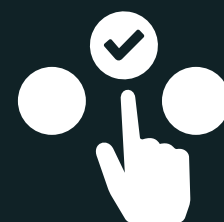


How will I Learn?

- 11-month immersive learning with weekend-only classes except immersion
- 186 Hours LIVE Interactive Sessions led by IIM Lucknow Faculty
- 10 days On-Campus Learning (2 campus immersions of 5 days each) at IIM Lucknow
- Judicious blend of lectures, real-life case studies, quizzes, projects, simulations and assignments



Why Should I Opt for this Program ?



Eminent Faculty

Gain insights from esteemed IIM Lucknow faculty and industry leaders through advanced management frameworks and contemporary best practices.



IIM Lucknow Advantage

Get certified by IIM Lucknow, accredited by AMBA & AACSB. Ranked 71st position in FT Global MBA ranking and 7th in NIRF. IIM Lucknow is a full member of the European Foundation for Management Development (EFMD)



Experiential Learning

Leverage distinctive pedagogy of lectures, real-life case studies, quizzes, projects, simulations and assignments



Industry Experts

Learn from IIM Lucknow Faculty and industry leaders in cutting-edge management framework and best practices



IIM LUCKNOW Alumni Status

Earning Executive Alumni Status from IIM Lucknow is a prestigious recognition that connects you to a legacy of leadership, innovation, and impact.

Key Learnings



- **Foundation of Business Management**

A foundational understanding of core management principles, explore the key objectives of business management, and recognize their importance in achieving organizational effectiveness. Learn industry best practices that drive strategic decision-making, operational efficiency, and sustainable growth across functions.

- **Managerial Economic Insights for Better Decision-Making**

Develop a comprehensive understanding of micro and macroeconomic principles and their impact on the business environment, enabling you to analyze market dynamics and make informed strategic decisions.

- **Managerial Communication: Leading with Clarity**

Understand the evolving landscape of managerial communication by exploring the role of social media, artificial intelligence, and digital communication tools in enhancing collaboration, decision-making, and stakeholder engagement in today's business environment. Develop executive presence to communicate with impact, inspire confidence, and lead effectively in high-stakes situations.

- **The Dynamics of Individual & Organizational Behavior**

Develop insights into individual and organizational behavior to effectively build high-performing teams, manage conflicts, and master negotiation and persuasion skills. Enhance executive presence to lead with confidence and influence in any organizational setting.

- **Financial Acumen: Decoding Numbers, Driving Strategy**

Develop the ability to interpret and analyze financial statements to assess organizational performance, support strategic decision-making, and enhance financial accountability. Gain insights into profitability, liquidity, and risk through key financial ratios and metrics.

- **Marketing Management: Strategies That Connect & Convert**

Understand essential marketing concepts with a strong focus on digital marketing and product management, enabling you to develop effective strategies that drive brand growth, enhance customer engagement, and create lasting market impact.

- **Competitive Success Through Strategic Management**

Learn to formulate, implement, and evaluate strategies that align organizational goals with market opportunities. Develop the ability to anticipate change, leverage resources effectively, and sustain a competitive advantage in dynamic business environments.

- **Human Resource Management: The Pulse of Organizational Success**

Gain the expertise to lead organizational change, assess employee performance through effective evaluation methods, and implement performance management practices that foster growth and align individual goals with business objectives.

- **Managerial Finance Beyond the Balance Sheet**

Strengthen your financial leadership by mastering investment, financing, working capital strategies, managing risk proactively and driving stakeholder value. Leverage digital tools to navigate financial uncertainty and make high-impact, forward-looking decisions.

- **Business Analytics Turning Data into Decisions**

Harness the power of data and analytics to drive informed, data-driven decision making. Learn to interpret complex datasets, uncover actionable insights, and apply evidence-based strategies that enhance business performance and competitive advantage.

- **Operations and Supply Chain Fueling Business Momentum**

Learn to streamline operations and build agile, efficient supply chains that drive value, reduce costs, and align with strategic business goals.

- **Diverse Perspectives Driving Global Success**

Explore emerging global business trends while understanding the role of diversity, equity, and inclusion in building culturally aware, socially responsible, and globally competitive organizations.

- **Business Governance Leading with Ethics and Impact**

Understand the frameworks of ethical governance, corporate laws, and sustainable business practices. Learn how strong governance fosters accountability, long-term value creation, and responsible leadership in a dynamic business environment.

- **Gen AI and Digital Transformation Driving Tomorrow's Innovation**

Master Industry 4.0 technologies, including machine learning, generative AI, and fintech innovations, to lead digital transformation initiatives that optimize operations, embrace emerging trends and technologies, foster innovation, and deliver strategic business value in a competitive global market.



- **Turning Creativity into Business Success**

Cultivate an entrepreneurial mindset and gain expertise in innovation management by leveraging design thinking methodologies. Learn to approach challenges creatively, uncover unmet customer needs, and develop innovative solutions that drive sustainable business growth and competitive advantage in rapidly changing markets.

- **Business Turnaround & Change Management**

Develop the skills to transition smoothly into leadership roles by understanding different leadership styles and mastering the change management process. Learn to lead teams effectively, inspire collaboration, and drive meaningful organizational change in a dynamic business environment.

- **Sustainability and ESG for Responsible Business Growth**

Sustainability and ESG, focusing on global ESG frameworks and their practical application. Participants will explore key ESG metrics, reporting standards, and learn how to adapt these frameworks for emerging businesses. The course equips professionals to align ESG goals with business strategy, enabling responsible growth and long-term value creation.





Key Features of EGMP

Group & Team Building Activities



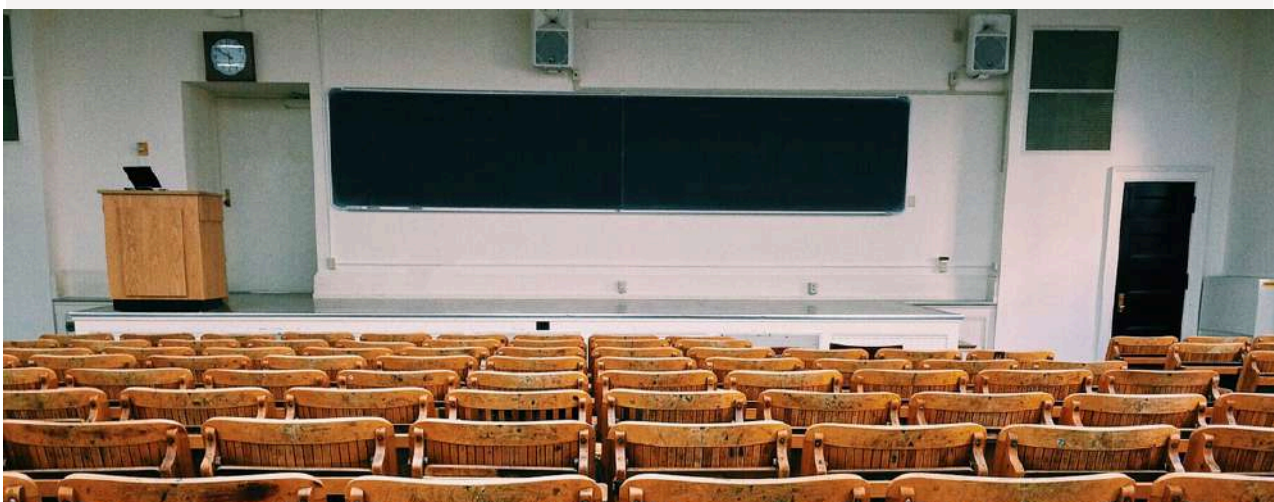
Exclusive Networking Dinner

Capstone Project



City Visit Session
(Lucknow Darshan)

Selected Topics with
Industry Experts



Learnings Outcomes



Achieve Professional Goals Impactfully



Understand the complex and interrelated forces shaping business environments.



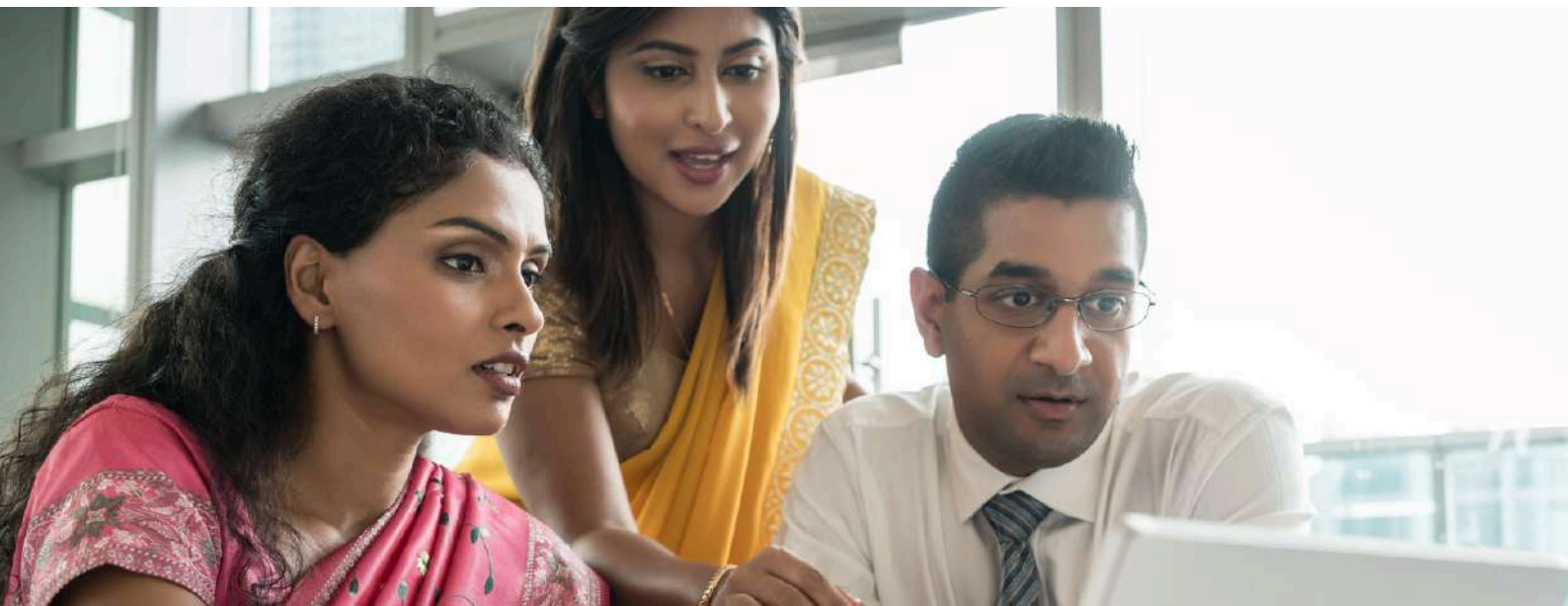
Possess the tools and frameworks to identify opportunities, develop innovative solutions, and optimize processes for long-term business success.



Develop advanced leadership and team-building capabilities to foster a high-performance culture built on collaboration, trust, and open communication.



Instill a value-driven mindset and proactive approach to advance organizational goals while contributing to broader societal impact.



Programme Directors



Prof. Kshitij Awasthi

(Associate Professor, Strategy)

Research Expertise: Corporate Governance, Micro-entrepreneurship, Public Policy

Prof. Kshitij Awasthi is associate professor in Strategic Management area and the convenor, Centre for Public Policy at IIM Lucknow. He obtained his doctoral degree from IIM Bangalore in Strategy area. His corporate experience includes working in Business Development domain in Oil and Gas sector. He has been actively involved in Consulting and advisory with several government departments and corporations in areas of planning, economic growth and sustainable development, innovation, internationalization, market positioning etc. He has also conducted and coordinated executive training programs for a large variety of groups. His primary research interests are in corporate governance, non-market strategies, and in health and education policies. His research has featured in reputed global and national journals like the Business & Society, Asia Pacific Journal of Management, Economic and Political Weekly, Development Policy Review, The Economic Papers etc. He is recipient of CK Prahlad Prashasti, 2022 and Distinguished Paper award from Academy of Management, USA, 2016



Prof. Priyanka Sharma

(Associate Professor Marketing)

Research Expertise: Business-to-Business (B2B) Marketing, New Product Development, Branding & Promotions, Buyer Behavior, University-Industry Technology Transfer

Prof. Priyanka Sharma is a faculty in Marketing area in IIM Lucknow. She holds B.Tech. (Chemical Engineering) from IIT (BHU) Varanasi and PGDM(GM) from XLRI, Jamshedpur. She has done PhD in the Marketing area in Industrial and Management Engineering Department, IIT Kanpur. She has eight years of industry experience working as a product manager, senior sales consultant and manager sales in companies such as Infosys, Oracle Corporation and UST Global in India, which gives her a practical perspective to look at societal and management problems. Prof. Priyanka has published in journals such as Technological Forecasting and Social Change, Journal of Destination Marketing & Management, Journal of Computer Information Systems, Journal of Business-To-Business Marketing and Benchmarking: An International Journal. Priyanka's research interests are in the areas of Business-to-Business (B2B) marketing, new product development, branding and promotions, buyer behavior, and university-industry technology transfer. Priyanka has been involved in several government projects both at the state and the central level. For instance, Analysis of Kumbh Mela and sustainable tourism practices granted by the Urban Planning Department, UP Government with specific focus on Tourism marketing, and Destination Image Perceptions granted by Tourism Ministry, UP Government with specific focus on Tourism marketing.

Grab the Features of Being an Executive Alumni of IIM Lucknow



Take Pride in getting awarded as an Executive Alumni of IIM Lucknow post completion of the programme



Lifelong access to IIM Lucknow's distinguished Executive Alumni Network



Access to the IIM Lucknow Campus Library (on-site access) *T&C apply*



Updates on all IIM Lucknow programme brochures/collateral



A 10% discount on the fee for any additional programme of IIM Lucknow



Highly Interactive Platform to come-across and establish communication with a vast pool of Executive Alumni ([AlmaConnect](#))



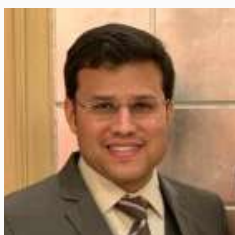
Who Should Attend



- Professionals seeking to build a multidimensional view of business and to strengthen the managerial skills.
- A consultant or an entrepreneur who aspires to use critical management insights to solve business challenges
- Executives who are willing to become successful enterprise manager.
- Executives who aim to advance to a management role.



Some Empowered Professionals through EGMP Programme



Ishan Nanda

Head, Technical Sales (Rigid Foam), Wanhua International (India) Pvt. Ltd.

This course for executives is exceptional! It offers a comprehensive curriculum covering diverse management domains like Supply Chain, Marketing, Economics, Finance, and more. The use of case studies and projects greatly enhanced my learning experience.



Dr. Nirav Patel

GM, Animal Breeding Centre, Salon (NDDB Dairy Services, New Delhi)

The participant-centered pedagogy of this course, designed by passionate faculty, immersed us in captivating case studies and group projects. Valuable campus visits and a diverse mix of executives from various industries facilitated extensive knowledge sharing and enriched our perspectives.



Nikita Nanda

Manager – Ernst and Young

The course taught me how to gain a newer perspective beyond what I have learned till now. It helped me gain insight into different industries and how creative issues can be solved.



Vatsal Agarwal

Chartered Accountant – M/s Sunil Sharda & Co.

The course offers the best of on-campus and off-campus learning. This unique format not only accentuates learning but also helps an individual to grow professionally as well as personally.



Gunjan Shyam

Channel Sales Manager - Mahindra Holidays & Resorts India Limited

I am extremely satisfied with my learning experience at IIM Lucknow. Had the opportunity to understand the nuances of the business world. The course content was so comprehensive and well-integrated that it equipped me with all the arsenal to skillfully handle the corporate world with ease and confidence.

Campus Life @ IIML

Set amidst 185 acres of lush greenery, IIM Lucknow offers a perfect blend of academic rigor and natural serenity, with thoughtfully designed spaces that inspire learning, reflection, and growth—making it one of the most scenic and sought-after campuses for education and training.



Enlightenment at Gyanodaya (Library)



Accommodation @ its Best (Chanakya)



Nature Walk @ IIM Lucknow



State of the ART Classrooms

Eligibility Criteria



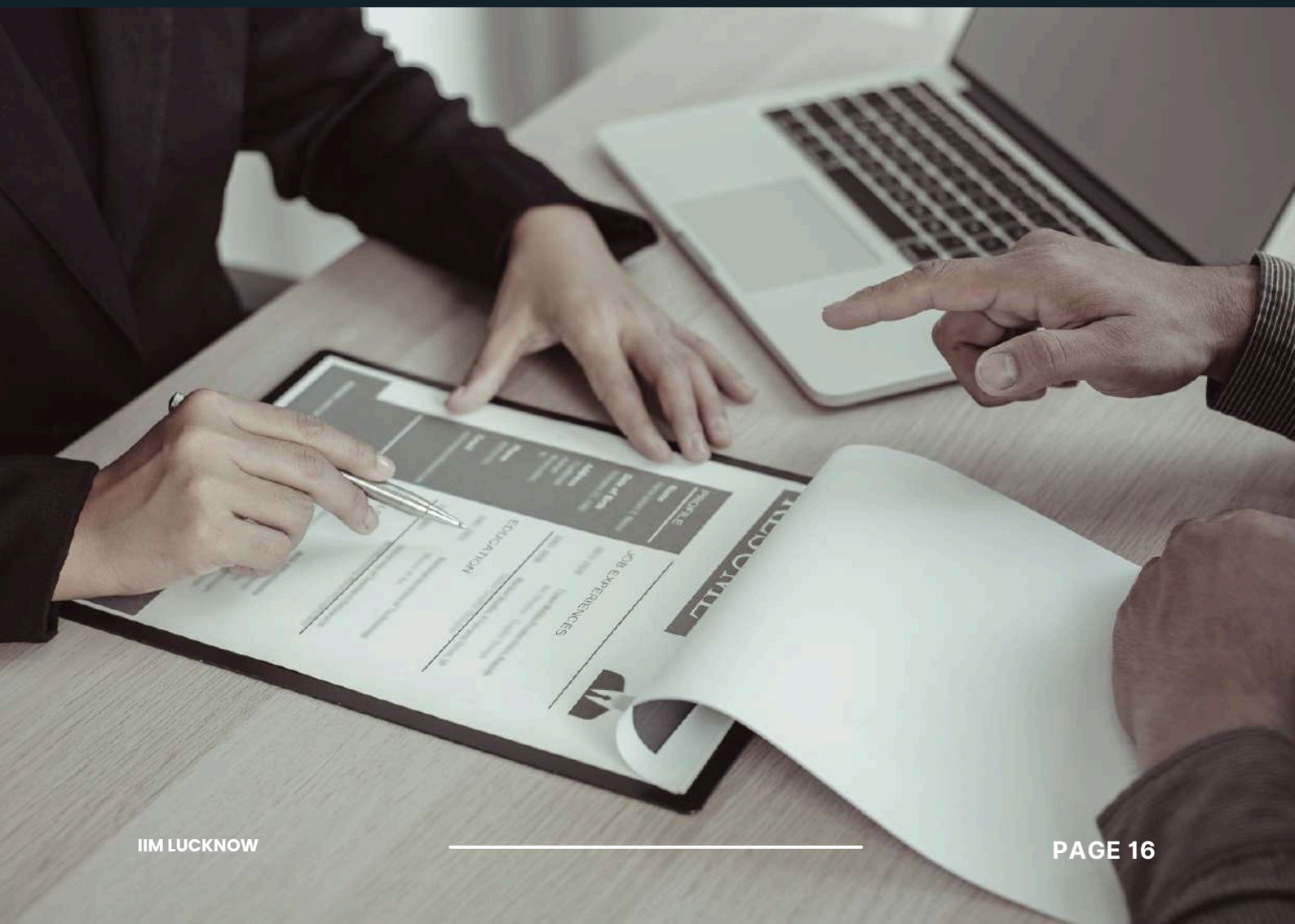
You are eligible if you hold a Bachelor's Degree in any discipline with a minimum of 50% marks and have at least 1 years of professional experience.

20%

Increase
follower count

Application Procedure

- Submit the completed application form with all relevant enclosures/ attachments with a registration fee of INR 2,500
- IIM Lucknow will review applications and shortlist candidates
- All shortlisted candidates will be emailed the offer letter
- Limited Seats Available



Pay in Easy Installments



APPLICATION FEE * INR 2,500

INR 25,000

Registration Fee
(As per Selection Email)

INR 1,50,000

1st Installment
(As per Selection Email)

INR 1,50,000

2st Installment

INR 1,00,000

3rd Installment

Total Programme Fee* **INR 4,25,000**

**GST at 18% extra as applicable*

Fee paid are non-refundable & non-transferable

Different Modes of Payment available



Internet Banking



Credit/Debit card Payment



UPI Payments

After the application is processed and evaluation is done, the shortlisted candidates can process to pay the above fee amount in Easy Installments via payment modes available

Programme Evaluation & Certification

EVALUATION PROCESS



- Examinations / Evaluations shall be conducted by the Institute.
- An examination will be held for every module. The evaluation methodology includes quizzes,
- Assignments, online exams, and group projects & presentations.

CERTIFICATION



Participants with 75%+ attendance and 50%+ marks will receive a Certificate of Successful Completion and Executive Alumni Status. Others may receive a Participation Certificate. No certificate will be issued for attendance below 40%.



Indian Institute of Management Lucknow *Management Development Programme*

This is to certify that
has successfully completed / participated in the

EXECUTIVE GENERAL MANAGEMENT PROGRAM

held during *November 2025 to October 2026* at IIM Lucknow

Programme Director

Programme Director

Chairperson - MDP

*Programme delivery is in online live synchronous mode with campus immersion.

About IIM Lucknow

The Indian Institute of Management (IIM) Lucknow, one of the premier national level institutes of management in India, is involved in generating and imparting knowledge in the field of management. IIM Lucknow stands tall on the foundation of an excellent, committed and profoundly knowledgeable faculty, innovative and unique pedagogical tools, and an eclectic and diverse student community that has a burning desire to make new paths of its own.

The **Association of MBAs (AMBA)** has accorded accreditation to the **Institute's PGPM, IPMX, and WMP programmes**. Indian Institute of Management-Lucknow (IIM-L) has also earned accreditation from the **Association to Advance Collegiate Schools of Business International (AACSB)** (Earned by only 5% of the world's business schools). IIM Lucknow is a full member of the European Foundation for Management Development (EFMD)

Indian Institute of Management Lucknow was placed at **6th** place amongst all management schools in the prestigious **NIRF 2024 rankings**. The overall rank is based on, teaching learning and resources, research and professional practice, graduation outcomes, outreach and inclusivity and peer perception.

IIM Lucknow is among the 5 Indian schools that feature in QS Global MBA rankings. IIM Lucknow also features in QS Business Masters ranking as one of the 12 Indian schools.



Thank You



Hybrid Mode with Campus Immersion



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