EXECUTIVE DEVELOPMENT PROGRAM IN GENERAL MANAGEMENT (Batch 6)

11 Months | Online | Top Faculty

Starts March 2026

Message from Program Director

Dear Participants,

Welcome to Executive Development Program in General Management at XLRI. It is my honor and privilege to address you as the Program Director and congratulate you as you look forward to this **transformative leadership journey.**

The General Management Program at XLRI is designed to equip you with the **skills, knowledge, and perspectives** required to emerge as dynamic & visionary leader capable of **driving strategic leadership & sustainable business impact** in today's evolving business environment.

Whether you are an experienced executive enhancing your **leadership acumen** or a professional aspiring to take on greater leadership responsibilities, this program will accelerate your personal growth and professional leadership excellence.

Best regards,

Dr. Faisal M Ahsan

Program Director, EPGM, XLRI

> **This program is uniquely designed to arm you with the mindset & skillset you will require to emerge as a successful business leader.**

Why XLRI General Management Program?

XLRI — Learn from India's Premier Institution

Rank 1 — Ranked India's Number 1 Private Business School

Alumni Status — Get Executive Education Alumni Status from XLRI

Campus Immersion — Attend 4 days of Campus Immersion (2 + 2 Days) @XLRI Delhi-NCR

Trending Leadership Skills in 2026

Strategic Leadership	Growth Strategy	Digital & AI Leadership
Innovation & Design Thinking	Functional Leadership	GenAI & Agentic AI

Strengthen your understanding of Management with its principles to propel your organization's growth in just 11 months. Master contemporary marketing techniques to become a world-class marketing leader.

Who should enroll in this Program?

Unlock your managerial potential with the General Management Program. Ideal for emerging leaders and ambitious professionals. Gain a profound understanding of business operations and elevate your leadership skills. Accelerate your career as an entrepreneur or business owner. Master finance, marketing, operations, and strategy fundamentals.

Mid Career Professionals	Consultants	Tech Leads
General Managers	Marketing Managers	Project Managers
Entrepreneurs	Directors/VP	Business Heads

Embark on a Transformative Journey

Why choose XLRI General Management Program?

Top Tier Institution

XLRI is one of the oldest and most highly reputed business schools in India, with over 70 years of legacy in the education sector. Ranked among top 5 B- Schools in India.

Dynamic Learning Journey

Gain comprehensive understanding of various aspects of management, including finance, marketing, operations, organizational behavior, and strategic management.

Experienced Faculty

Be part of a strong executive alumni network connecting with other like-minded professionals & get access to this network for lifetime.

Practical Learning

Completing a General Management Program can provide you with a competitive edge in the job market.

Advance Your Career

The program is designed for mid-career professionals who aspire to transition into management & leadership roles.

Powerful Alumni Network

XLRI has a strong alumni network, which provides valuable networking opportunities and access to a wide range of industries and sectors.

General Management
Program Syllabus

Learn what matters in 11 months!

What you'll learn

Term 1: Functional Leadership

Module 1: Marketing Strategy & Digital Growth

Topic 1:	Marketing Strategy & Positioning
Topic 2:	Customer Value, Segmentation & Journey Design
Topic 3:	Digital Marketing, Funnels & Metrics
Topic 4:	Omnichannel, CX & Brand Experience

Module 2: Financial Leadership & Decision Making

Topic 5:	P&L, Balance Sheet & Cash Flow Analysis
Topic 6:	Cost Structures, Breakeven & Profitability Drivers
Topic 7:	Working Capital & Capital Efficiency
Topic 8:	FCF, ROE/ROCE & Enterprise Valuation

Module 3: Operational Excellence & Supply Chain

Topic 9:	Operations Planning & Process Design
Topic 10:	Quality Management & Productivity Systems
Topic 11:	Supply Chain Strategy & Optimization
Topic 12:	Digital Supply Chains & Tech-Enabled Operations

What you'll learn

What you'll learn

Term 2: Strategic Leadership

Module 6: Corporate & Business Strategy

Topic 21:   Strategic Thinking & Executive Decision Making

Topic 22:   Strategy Frameworks & Business Positioning

Topic 23:   The Leadership Compass:

              Self-Awareness, Ownership & Teamwork

Module 7: Strategic Leadership & Executive Influence

Topic 24:   Leadership Presence & Emotional Intelligence

Topic 25:   Influence, Power & Stakeholder Leadership

Topic 26:   High-Impact Executive Communication

Topic 27:   Strategic Agility & Responsive Leadership

Module 8: Corporate Governance & ESG Leadership

Topic 28:   ESG Principles & Ethical Leadership

Topic 29:   Corporate Governance Frameworks & Board Roles

Topic 30:   Transparency, Compliance & Accountability

Topic 31:   Stakeholder Management & Responsible

              Decision-Making

What you'll learn

Term 3: Analytics & AI Leadership

Module 9:   Analytics & Data-Driven Decision-Making

Topic 32:   Business Statistics & Data Interpretation

Topic 33:   Regression Models for Business Insights

Topic 34:   Dashboards, KPIs & Decision Systems

Topic 35:   Insight Storytelling & Evidence-Based Decisions

Module 10: Generative AI & Agentic AI for Leaders

Topic 36:   Generative AI Foundations & Applications

Topic 37:   Agentic AI for Leaders

Topic 38:   Designing High-Impact GenAI Solutions

Topic 39:   AI Leadership, Governance & Adoption

What you'll learn

Term 4: Growth & Innovation Leadership

Module 11: Enterprise Growth Strategy & Value Creation

Topic 40:   Value Chain & Value Drivers

Topic 41:   Breakaway Strategies & Competitive Differentiation

Module 12: Innovation & Design Thinking

Topic 42:   Innovation Mindset & Opportunity Sensing

Topic 43:   Innovation Processes for Business & Customer Value

Topic 44:   Design Thinking Frameworks & Problem Discovery

Learn from Top XLRI Faculty & Industry Experts

Dr. Faisal M Ahsan
Program Director
XLRI Delhi-NCR

Vinit Thakur
Independent Information
Services Professional

Dr. Ankit
Ph.D. IIM Lucknow

Dr. Malvika Chhatwani
Ph.D. in Finance &
Accounting, IIM Indore

Dr. Vaibhav Lalwani
Ph.D. in Finance &
Accounting. IIM Lucknow

Dr. Asma R Shora
Artificial Intelligence
Consultant

Dr. Rahul Shukla
Fulbright Scholar
(University of Pennsylvania)

Prof. Sunil Kumar
Professor - General
Management, XLRI

Prof. Gourav Vallabh
Professor -
Finance, XLRI

Unparalleled Learning Experience

XLRI program has ushered in a fresh perspective in my career, **prompting a profound shift** in my thought process.

Sumeet S.
DGM, ACC

This program **exceeded my expectations,** providing tools and confidence for tackling business challenges and responsibilities.

Ashwini K.
Sr. GM, Siemens Healthineers

This XLRI Program's blend of theory and practice perfectly balanced with my job, **advancing my career.**

Vijay G.
NCAM, Thermo Fisher Scientific

Transformative Simulations:

World Class Learning Experience

Boardroom Simulation

Participate in an immersive boardroom simulation to collaboratively solve real business challenges, gain hands-on experience, strengthen teamwork, and enhance cross-functional understanding and executive decision-making skills.

AI Strategy Simulation

Develop practical AI strategy capabilities by identifying high-impact use cases, assessing feasibility, estimating ROI, managing risks, prioritizing investments, and aligning scalable AI initiatives with core business objectives.

Campus Immersion

Network, Interact & Connect at Campus of Prestigious XLRI Delhi-NCR

Get a unique opportunity to participate in **Two Campus Immersion of Two Day Each** at the beautiful campus of XLRI Delhi-NCR. Build lifetime connections with your peers, participate in workshops & experience student life at one of the top Business schools in India. Some unique features you can expect in the immersion include:

- **Networking with Peers**
- **Interaction with Faculty**
- **Offline Classes**
- **Valedictory Ceremony**
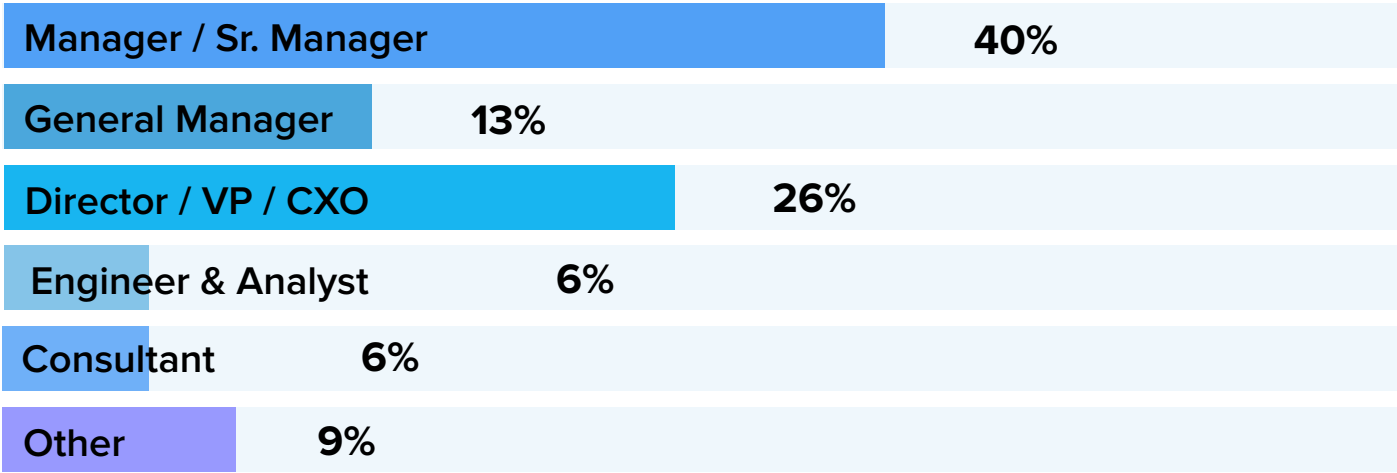
Attain XLRI Executive Education Alumni Status

On successful completion of the **Executive Development Program in General Management**, candidates will be eligible for alumni status at XLRI by paying **One Time Registration Fee of INR 20,000 + GST (Optional).** The benefits of the lifetime membership of alumni status include:

- **Access to Alumni Events organised by XLRI Alumni Association**
- **Access to Alumni Network Portal**
- **Alumni Discount on Other Programs**
- **Access to Online Lectures and Seminars**
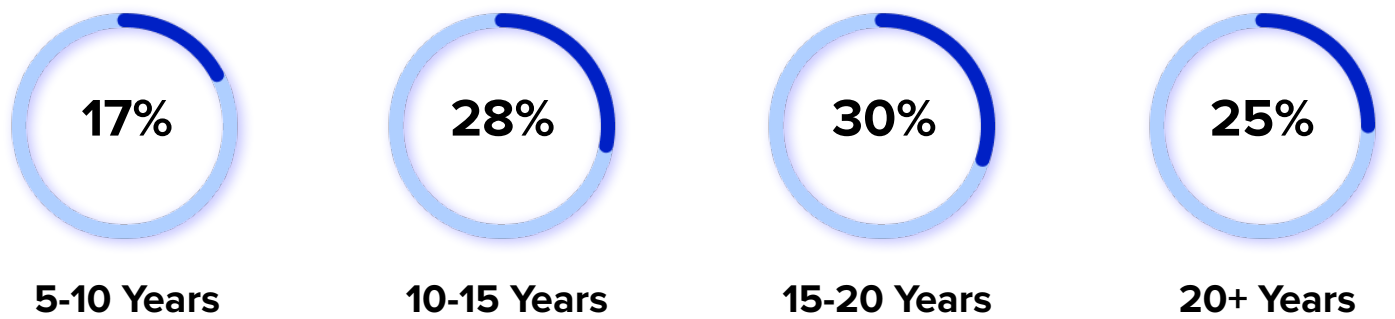- **Access to Alumni Newsletters and Magazines**

Past Participant Profile

JOB DESIGNATIONS

Manager / Sr. Manager	40%
General Manager	13%
Director / VP / CXO	26%
Engineer & Analyst	6%
Consultant	6%
Other	9%

WORK EXPERIENCE

17%	28%	30%	25%
5-10 Years	10-15 Years	15-20 Years	20+ Years

INDUSTRIES REPRESENTED

Manufacturing	Retail	Telecom
BFSI	Healthcare / Pharma	Defense
Automotive	IT / ITes	Aerospace
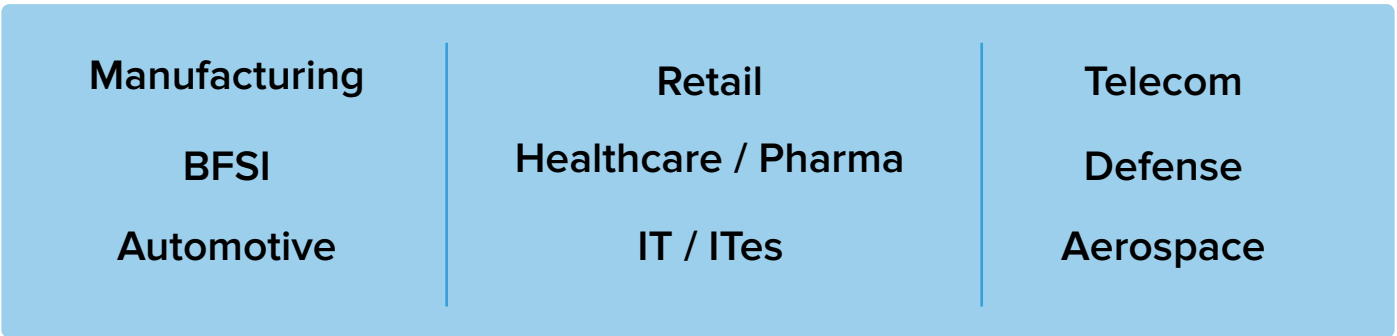
Career Support with 6 Powerful Sessions

1-On-1 Career Counselling
Our career coach will help you with all your career related queries

Resume Preparation
We'll help you craft a sharp resume to boost your shortlisting chances

Simulated Mock Interviews
Participate in a mock interview to be ready for the real thing

Interview Resources
Get access to latest Interview Resources

> " Career coaching begins with self discovery and unfolds through strategic guidance. We are here to illuminate your path, amplify your strength, and navigate the terrain of growth with you. "

Manvender Singh
CEO, Accredian

Key Program Highlights

11 months

Comprehensive Learning

130+

Hours of Live Classes

12

Modules

2

Campus Immersion
(2 + 2 Days)

6

Career Assistance Sessions

Be a Part of India's Premier Institution

XL-12345 6

XLRI
Xavier School of Management
For the greater good

XLRI Hologram

XLRI Leadership Education And Development

This is to certify that
<Name>
has successfully completed the
<Program Name>
held during *<From date> <to date>*
Involving *<Number of hours>* contact hours
Through VIL platform

Regd. ID: XYZ 12345

Program Director

XLEAD
XLRI Leadership Education and Development

Associate Dean

The certificate provided serves as a representation and may vary from the final certificate.

Admission Process

- Scan the QR on the next page.

- Fill the application form & pay the fees.

- Selected Candidates will receive Admission Confirmation Letter from XLRI.

Application Deadlines

Program Fee: INR 2,60,000 + GST
Application Fee: INR 10,000 + GST
Scholarship available upto INR 30,000

Program Snapshot

START DATE
Tech orientation: 29th March 2026

Batch Inauguration: 19th April 2026

TIMINGS
9 AM - 12 PM IST on Sundays*

DURATION
11 Months

WEEKLY SCHEDULE
Online classes on Sundays

Self practice/assignments on weekdays

ELIGIBILITY CRITERIA
Total Years of Experience: **5+ Years**

Education: **Graduate** *(more than 50% score)*

PROGRAM FEE
INR 2,60,000 + GST

APPLICATION FEE
INR 10,000 + GST

EMI Options Available!

* Application Fee for the Program is non-refundable.

* XLRI & Accredian reserve the right to change class timings & curriculum as per faculty schedules & updates to curriculum. Any Extra Sessions will happen at different time slots.

* 75% Attendance is Mandatory to receive course completion certificate.

in association with

XLEAD
XLRI Leadership Education and Development

accredian
credentials that matter

✉ admissions@accredian.com

🌐 www.accredian.com

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Shaping Tomorrow's Leaders