



## CERTIFIED MANAGER PROGRAMME



# PROSPECTUS & APPLICATION FORM YEAR 2021-2022



## GOA MANAGEMENT ASSOCIATION

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## CHAIRMAN'S MESSAGE

*It gives me extreme pleasure to note that Goa Management Association has finally launched the **GMA Certified Manager Programme (CMP)**.*

*Among its many programmes, the CMP has been a cherished initiative of GMA.*

*It is much awaited and has been in the design stage for many years. I am glad it has taken shape during this term, despite the circumstances of the past year and the pandemic that has rocked the entire global industry.*



*The CMP will commence in January 2022, with the first batch of trainees.*

*The CMP is a short duration, intense programme, designed to equip frontline supervisors and managers with much needed managerial skills and acumen to rise to and handle higher roles. Unlike other certificate programmes, the CMP is spread over six modules over a period of six months, with its schedules designed to suit working professionals.*

*It has been a long-standing need of the industry for a crisp, short-duration programme that could equip their frontline executives and supervisors with much desired practical managerial inputs as they transition from an individual performer role to a team leader and manager. The CMP will help organisations to train and fast track their key individual performers.*

*I am sure that the programme will benefit many frontline supervisors in their pursuits to rise in their professional careers and handle higher challenges.*

**Amin Ladak**

## CERTIFIED MANAGEMENT PROGRAMME

Frontline supervisors need to upgrade their knowledge and skills with the latest tools and techniques to take on leadership roles successfully. Management development training prepares them for this.

High achieving frontline supervisors are key to an organisation. They exhibit leadership potential, are achievement-oriented, demonstrate performance capabilities and understand the ethos and culture. Organisations must groom these individual contributors into leaders by equipping them with interpersonal, problem solving and decision-making skills.

In recent times, business processes have transformed, products and services substituted, working patterns redefined, interactions and relationships reformed, radically transforming businesses and disrupting lives. Businesses and industries are balancing global competition and emerging localisation. These disruptive circumstances place a greater emphasis on the ability of the manager to adapt and imbibe change.

Individual performers should not feel overawed when moving to higher roles, as this can hinder individual and organisational performance.

The programme is designed to help supervisors manage the transition successfully. The courses are designed to impart essential and critical knowledge and skills to understand, analyse, evaluate business performance and adapt their performance delivery to achieve organisational results.

The Certified Manager Program is designed for young supervisors / officers from industries to help them to enhance their managerial skills.

## OBJECTIVES

GMA Certified Manager Programme (CMP) is designed to enhance managerial and leadership skills, designed to meet the needs of organisations, wanting to develop managers & encourage talent, and of individuals, seeking to push their potential and take up higher roles.

The objectives of the program are:

1. To impart managerial knowledge & skills to supervisors in industries
2. To help supervisors upgrade their skills and manage their teams and the organisation more effectively.

The CMP will

- a. Refresh conceptual knowledge
- b. Review business fundamentals
- c. Improve awareness of business & economic scenarios
- d. Offer analytical and practical insights to
  - i. Improve individual performance
  - ii. Influence teams
  - iii. Contribute to the organisation's success.

## MODULES & DURATION

The GMA Certified Manager Programme is a 6-month programme. On successful completion of all the modules of the programme, the participants will be awarded a Certificate.

The CMP offers 16 credits. It consists of five key courses or modules, each of a duration of 30 hours, and 2.5 credits.

These modules cover management functions and processes, business environment, enabling participants, to broaden their perspective, understand other business functions, develop a holistic view, appreciate factors affecting business decisions and to make effective decisions.

**Course M1      Management and Behaviour**

**Course M2      People and Performance**

**Course M3      Finance and Accounting**

**Course M4      Production and Control**

**Course M5      Customer and Marketing**

The CMP will also provide inputs on soft skills to understand dynamics of behaviour, group dynamics, teamwork and leadership.

## **FACULTY & METHODOLOGY**

All courses will be facilitated by experienced faculty members drawn from Industry and Academics.

The pedagogy employed in the programme will involve a mix of teaching methods including case studies, group work and learning projects, combined with lecture sessions. The sessions will be interactive inviting participant queries and experience sharing.

Courses will be conducted physically during weekends to maximise participant involvement and learning efficacy. These weekend sessions will be supplemented with a few online classes and lecturers during the week, to ensure continuity and support assignments and tasks.

## **ASSESSMENT**

The participants will be assessed based on their performance in mid-course assignments and end-course tests. In each course, participants will have to complete two assignments. Participants will have to complete all courses successfully, and achieve a minimum of 50 marks in each course to be certified.

## **ELIGIBILITY & SELECTION**

The GMA Certified Manager Programme will admit up to 30 participants in one batch.

To be enrolled, candidates must have at least 2 years of experience in supervisory roles. Individuals can apply directly or organisations can nominate their employees.

If the applications to any programme batch are more than the prescribed seats in a batch, then participants will be selected based on their merit on several aspects including, but not limited to, their performance in a written test, interview, experience, current role in the organisation and several other criteria.

## PROGRAMME FEES

Upon intimation of selection and enrolment, participants must make the fee payment before commencement of the programme.

Fees for the programme (all fees subject to GST, if and as, applicable)

Rs. 15000 per participant      for non-members  
Rs. 12500 per participant      for GMA members

*Note: Discount can be considered for organisations nominating 4 or more participants.*

## PROGRAMME DATES

The dates for Certified Manager Program (CMP) are as below:

Activity During the Year	Batch 1	Batch 2
Last date for submission of the application	15 Oct	15 Feb
Commencement of Admission to CMP	1 Nov	1 May
Commencement of CMP	January	July
Completion of CMP	June	December
Certification and Award	July	January

## CONTACT

Applications for admission to the programme should be sent to **The Course Coordinator, GMA Certified Management Programme.**

For other queries and information, please contact

Ms Rusai Fernandes  
Administrative Officer

### **Goa Management Association**

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## GOA MANAGEMENT ASSOCIATION

Goa Management Association (GMA) is a non-profit forum of management professionals and thought leaders, promoting management talent for the past five decades in Goa. Affiliated to All India Management Association (AIMA), GMA conducts programmes for exchange of knowledge and ideas.

Since its inception in 1975, GMA has consistently evolved to represent the interests of management practitioners, professionals and students in Goa and to promote and develop education and research in management.

GMA provides a platform for management professionals and students to update themselves with contemporary managerial practices and events shaping the profession across the globe.

GMA undertakes varied activities around the year to create a platform for debate on management – open training programmes, monthly lectures under the Knowledge Lecture Series, panel discussions, conventions and other activities.

GMA also recognises outstanding management professionals in Goa with its annual GMA Management Awards.

## GMA EDUCATION COMMITTEE

- **Mr Amin Ladak, Chairman, GMA Executive Committee**
- **Dr Sidas R Khorjuvekar, Course Coordinator, GMA CMP**
- **Dr Krishna Gopal Rajanala, Past Chairman**
- **Dr Pradeep Salgaonkar, Past Chairman**
- **Dr Venkatesh Naga D, EC Member**
- **Dr Prita D Mallya, EC Member**



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