

# PROFILE

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## ARTHUR GENIUS

“Shaping Future Leaders with Smart, Practical, and Global Business Education”.

[www.arthurgenius.com](http://www.arthurgenius.com)

# ABOUT US

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Arthur Genius – School of Business is a next-generation business institution founded with the vision to empower aspiring entrepreneurs, leaders, and professionals with real-world business knowledge, startup insights, and hands-on learning.

We believe in education that builds businesses — not just resumes. With a practical, no-fluff approach, Arthur Genius is built for doers, thinkers, and creators.



**BRINGING IDEAS TO LIFE  
AND FOSTERING  
INNOVATION THROUGH  
TECHNOLOGY.**

# PGP IN GENERAL MANAGEMENT – CURRICULUM OVERVIEW

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Duration: 1 Year

Frequency: 2 Classes per Week

Total Weeks: 52

Total Sessions: 100+ including workshops, case studies & industry interactions

## Term 1 – Foundations of Management (Weeks 1–13)

1. Principles of Management
2. Business Communication & Professional Writing
3. Managerial Economics
4. Financial Accounting for Non-Finance Professionals
5. Marketing & Branding Essentials
6. Operations Management
7. MS Excel & Business Tools for Decision-Making

## Term 2 – Functional Expertise (Weeks 14–26)

1. Sales & Business Development
2. Human Resource Management & Org Design
3. Financial Management & Budgeting
4. Customer Experience & Relationship Management
5. Project Management (Agile + Waterfall)
6. Technology in Business (CRM, ERP, SaaS)
7. Business Law & Ethical Decision Making

## Term 3 – Strategy, Innovation & Digital Shift (Weeks 27–39)

1. Strategic Management & Business Models
2. Digital Marketing & Social Media Strategy
3. Entrepreneurship & Innovation Thinking
4. Data-Driven Decision Making & Analytics (Power BI/Google Data Studio)
5. Retail, B2B, and D2C Strategy Overview
6. Capstone Project – Part 1 (Business Plan or Growth Strategy)
7. Industry Case Studies (Startups, Corporates, Public Sector)

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## Term 4 – Execution, Leadership & Career Prep (Weeks 40–52)


1. Leadership & People Management
2. Negotiation Skills & Business Pitching
3. Capstone Project – Part 2 (Execution & Presentation)
4. Resume Building & LinkedIn Optimization
5. Mock Interviews & Role Plays
6. Placement Support & Networking Events

## Additional Features

- Monthly Industry Interactions: CXOs, Startup Founders, Operations Heads
- 2 Live Projects: With brands from retail, logistics, D2C, or fintech
- Toolkits Included: Excel, CRM (Zoho/Salesforce), PowerPoint, Business Templates

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