



MADRAS MANAGEMENT ASSOCIATION
Presents

MMA's 6 Months Executive Certification Program



Date : Commencing on 18th April, 2026
Time : 09:30 AM - 05:15 PM (20 Consecutive Saturdays)
Venue : MMA Management Centre

6 MONTHS EXECUTIVE CERTIFICATION PROGRAM

OVERVIEW

This six-month certificate program equips young executives with essential management knowledge and practical business insights. It introduces core concepts across major functional areas, enabling participants to understand cross-functional dynamics and organisational processes to support better decision-making at work. The programme also serves as a strong foundation for learning advanced concepts in management and enhances professional competence to undertake higher responsibilities.

ABOUT THE PROGRAM

- Six-month structured certification
- Designed for Young Executives
- Covers core management functions
- Focus on practical business insights
- Builds cross-functional understanding
- Prepares participants for higher responsibilities



PROGRAM HIGHLIGHTS

- 24 Consecutive Saturday Sessions
- Capstone Project
- Expert Faculty
- Industry-relevant content
- Practical + Analytical focus
- Cross-functional curriculum



COURSES COVERED

Operations Management

- Operations principles
- Supply chain & logistics
- Inventory & quality
- Lean & Six Sigma
- Sales & operations planning
- Integrated management systems



Marketing Management

- Customer behaviour
- Segmentation & positioning
- Branding
- Pricing strategy
- Distribution
- Digital marketing
- Customer loyalty



Financial Management

- Accounting fundamentals
- Financial statements
- Ratio analysis
- Working capital
- Cash flow
- Budgeting
- Investment appraisal
- Financial risk & governance



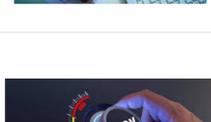
Human Resource Management

- HR functions
- Recruitment & selection
- Competency management
- Performance management
- Labour laws
- Rewards & wage management
- AI in HR
- Future of workforce



Data-Driven Decision Making

- Business analytics foundations
- Data collection & metrics
- Excel analytics
- Pivot analysis
- Power BI dashboards
- Predictive thinking
- Gen AI tools



LEARNING OUTCOMES

What Participants Will Be Able to Do

By the end of the programme, participants will demonstrate the ability to think, decide, and execute with a strong cross-functional management perspective.

- Develop Integrated Business Thinking
- Strengthen Financial and Commercial Acumen
- Drive Operational and Process Excellence
- Build Customer-Centric Marketing Perspective
- Enhance People Management and Organisational Effectiveness
- Apply Data-Driven Decision Making
- Build AI Awareness for Modern Management
- Strengthen Structured Problem-Solving Capability
- Deliver Cross-Functional Impact at Work
- Demonstrate Learning Through Capstone Project



Overall Programme Impact:

Participants emerge as future-ready, analytically informed, and business-aware professionals capable of contributing beyond their functional silos.



WHO SHOULD ATTEND

WHOM IS THIS PROGRAM FOR

- Young executives
- Staff from manufacturing/ service firms
- HR, Finance, Sales, Marketing, IT Professionals
- Entrepreneurs & technopreneurs
- Business owners
- Domain specialists seeking cross-functional exposure

PROGRAM SCHEDULE

- Duration: Six Months
- Format: Consecutive 24 Saturdays
- Mode: In-Person (Classroom-Based)
- Delivery Format: Case Studies Based Learning
- Time: 09.30 am to 05.15 pm (including breaks)
- Start Date: 18 April 2026
- Venue: MMA Centre, Anna Salai, Chennai

Mr. B. Srinivasan

Faculty of Marketing Management

- Dean & Director - SSN School of Management.
- 40 years of experience in Industrial (FMCG) & Academia
- Alumnus of NIT Trichy & IIM Calcutta
- Known for his interactive and insight-driven sessions
- Played a key role in achieving high value placements and strong industry relationship



CA T G Suresh

Faculty of Finance Management

- Chartered Accountant with three decades of experience.
- His strong financial expertise have guided thousands of auditors & income tax professionals
- An authority on domestic & international tax. Rich experience in corporate finance & advisory
- Current Chairman of IFA SRC contributing to global tax discussions



CMA Dr S Vasudevan

Faculty of Finance Management

- Specialist with 3+ decades of experience in Strategic Advisory, Business Value addition, Family business governance, Startup enablement, SME Growth
- Holds a Master's in Economics, FCMA and Ph.D. in Management
- Held leadership roles in listed companies & academia
- Focuses on Sustainable Growth, Value Creation, Professional Excellence



Mr. M. Premkumar

Faculty of Operations Management

- Seasoned Corporate Leader with 35 years of experience primarily with Caterpillar Inc across India, USA & Thailand
- Authority in strategy, operation, supply chain, lean transformation & business excellence
- Current Chairman of TIE Coimbatore - active mentor to Entrepreneurs, Professionals & Start-ups
- Alumnus of NIT Trichy & IIM Bangalore



Mr. S. Bhanu Kumar

Faculty of Data Driven Decision Making

- An award-winning technology leader with over 30+ years of experience
- Recognized as Top 10 Leaders creating global impact in 2025
- Specializes in cloud analytics, data privacy, information security & quality systems
- Mentor to startups, professionals, entrepreneurs.
- Leadership and people development specialist and has a strong focus on building high-performance teams



Mr. Ramesh Srinivasan

Faculty of People Management

- 30+ years of experience in automotive, manufacturing, agro-chemical and service industries
- Served as HR leadership, designing organisation structure, career architecture and employee engagement in Murugappa, Shiriram Group, Bahwan Group, ISS & ISTD
- Expertise in cross-functional business strategy and change management
- Brings real-world insights and boardroom relevance to management learning



Mr. Rajesh Srinivasan

Faculty of Marketing Management

- 20+ years of Global experience across India, the US, Europe & Asia
- Fractional Chief Marketing Officer (CMO) and Marketing/Brand Strategy Consultant, helped Founders, CEOs and CMOs solve their toughest marketing, brand and business growth problems
- Amazon Best-selling Author and Keynote Speaker (TEDx, World Marketing Congress, ET Marketing Leaders Summit, Entrepreneur India), he brings thought leadership + hands-on execution to every engagement.
- His sessions emphasize structured thinking and practical business applications



Mr. Vignesh Raja

Faculty of Data Driven Decision Making

- An alumni of BITS Pilani, 19+ years of Business Research, Analytics & Consulting expertise, which includes Corporate Affairs, Business Strategy & Client Management. Experience working across Services, Manufacturing & e-commerce industries.
- Expert in: Product Strategy Consultant, Business Strategy, Purposeful Networking, Industry Analysis, Market Intelligence, Cross-Functional Teams, Competitive Intelligence, Secondary Research Databases, Market Entry Strategies, Market Assessment, Product Management, Pricing Intelligence, Data Strategy



Ms. Maya C Krishnan

Faculty of Operations Management

- Mechanical engineer with 22 years of experience in Caterpillar and Amazon
- Led roles in quality, manufacturing engineering, production, Lean, Six Sigma and managed global projects with diverse teams
- Data-centric management professional specialised in analytics-driven decision frameworks
- Heads Global shared services for Prime Video in India
- Master trainer in Diversity & Inclusion-Unconscious bias.



Ms. R. Radhika

Faculty of People Management

- Seasoned professional in talent development and workforce strategy
- Known for practical, participant focused sessions
- Former Global Head of Learning & Development in Acqueon
- Seamlessly integrates technology into learning solutions. Tech-savvy and explores innovative ways to enhance the learning experience.



Fees

Rs. 38000/- + 18 % GST fee for MMA members

*Fee once paid will not be refunded.

Certificate Program in Management

Date : From 18-04-2026 (Saturday)
Time : 09:30 AM - 05:15 PM.

Venue : MMA Management Centre

Contact Us

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Register Now



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