

Innovating  
Innovating

Vision  
Vision

Leading  
Leading

Digitally  
Transforming  
Digitally  
Transforming

Strategy  
Strategy

Collaborating  
Collaborating

Uncertainty  
Uncertainty



EXECUTIVE  
PROGRAMME IN  
**LEADERSHIP & MANAGEMENT**

———— BATCH-13 ————

**Transform into a True Leader**

## About IIM Calcutta

The Indian Institute of Management Calcutta (IIMC) was established as the first national institute for Post-Graduate studies and Research in Management by the Government of India in November 1961 in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and Indian industry. During its initial years, several prominent faculty formed part of its nucleus, including Paul Samuelson, Jagdish Sheth, J. K. Sen-gupta, among others.



Over the years, IIMC has grown into a mature institution with global reputation, imparting high quality management education. It has been playing a pioneering role in professionalizing Indian management through its Post Graduate and Doctoral level programs, Executive Training Programs, Research and Consulting Activities. Today, the institute serves as an autonomous body, continuously evolving to meet its goals in an ever-changing business environment.

The vision of the Institute is to emerge as an International Centre of Excellence in all facets of Management Education, rooted in Indian ethos and societal values. Over the past four decades, IIM Calcutta has blossomed into one of Asia's finest Business Schools. Its strong ties to the business community make it an effective mechanism for the promotion of professional management practices in Indian organizations. Today, IIM Calcutta attracts the best talent in India - a melting pot of academia, industry and research. The best and brightest young men and women pursue its academic programs.

The main thrust of training is to imbibe a sense of strategic outlook to management problems in the students. The emphasis, therefore, is on management as an integrated process and requires the students to develop a global view of economic, technological, cultural and political environment of the business. IIMC has a very strong alumni base, which makes it unique among the top management institutes of the world. IIMC alumni are occupying leadership positions as corporate managers, academicians and successful entrepreneurs, worldwide. The alumni maintain a close relation with the institute, helping each other in their growth.



## About Hughes Global Education

Hughes Global Education, is a premier institution providing interactive onsite learning through satellite based education and training service. It was initiated by Hughes for corporate and working professionals/ students. It has live, interactive, real-time, two way video, voice and data classes with a spread across 75+ classrooms in 40+ cities/towns. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). Its platform seamlessly integrates the strengths of the traditional method of education -classroom teaching with the latest in technology.

- ◆ The first and the pioneers in Interactive Onsite Learning in India for working executives
- ◆ Alumni base of over 30,000 students
- ◆ 2500 + students enrolling every year
- ◆ 200 + programmes successfully completed so far

## 5 Reasons why?

Learn what it takes to **lead a team of the Generation x into new economic and competitive dynamics.**

Brings a blend of **strategic thinking & implementation skills.**

**Peer learning through rich student profile & Networking opportunities.**

**Develop leadership qualities** to steer successful strategy formulation.

Get the **prestigious IIM Calcutta Executive Alumni Status**

### Highlights

The course will consist of face-to-face workshops including case studies, content and business simulations at the IIMC Campus. You will get to learn from renowned faculty from India and abroad during online interactive lectures. Along with this, special inputs from International Faculty and accredited International Institute will be given. You can also continue earning while gaining a recognized certification from IIMC. This will improve your eligibility for better job profiles. The Alumni membership of IIMC has its own sets of advantages for adding to identity, brand value, and marketability of the candidates.

### Who Should Attend?

Senior Management with minimum 10 years of experience in large organizations or entrepreneurs, founders.

### Eligibility

You should be a working professional or self-employed

You should be a Graduate (10+2+3) in any discipline with a minimum aggregate of 50% marks, considering the results of all years. For e.g. 3 or 4 together

Selected Candidates will be interviewed by the program directors

You should have minimum 10 years of work experience (full-time paid employment) post completion of graduation as on Application Closure Date or 5 years of experience as founder/entrepreneur/promoter



## Introduction

This programme seeks to work towards the mission of providing quality executive education and develop leadership potential. This course aims to develop strategic thinking and implementation skills.

Businesses across the globe are forced to address increasingly complex problems, adapt to rapid changes in technology, work across disciplines and produce more with limited resources. They also need to respond to a dynamic ecosystem through periodic reorganisation and continuing innovation. The course aims to develop strategic thinking and implementation skills among the managers. It also aims to develop leadership qualities to steer successful strategy formulation and implementation.

## Course Content

### Appreciating the macro contexts of doing businesses:

- Geopolitics of the adoption of business practices across economies
- Vulnerabilities in the Social and Natural Environments: The rise of Responsible Business
- Global production orders and limits of strategic choices available to business organizations
- Why strategy goals are different in emerging economies: Late industrialization and its techno-economic dynamics

Module 1: Thinking Strategically: Economics of strategic moves

Module 2: Leading the organization in stability and turbulence

Module 3: Managing financial relationships and expectations

**Part A: Linking managerial action and shareholder interests (between first campus visit & module 1)**

**Part B: Financial structures and relationships (After 2nd campus visit)**

Module 4: Designing Organizations for sustenance and innovation

Module 5: Strategic choices in the Networked Era: The economics of platforms\*

\*Minimum 66% attendance required in every module.

### Workshop:

- Workshop on Communication for Leaders in second campus visit (Strategic Communication, Networking and influencing through communicative acts and shaping discourses, tools and modes to leverage Social Media)
- Valediction, certification and project presentations/evaluation/on-campus mentoring sessions

### Assessment & Evaluation

Assessments: Assignments

- Evaluation: Evaluation shall be conducted by the Institute. There would be a comprehensive project to be submitted before the end of the programme. And grades would be awarded.
- Examinations will be online and are beyond the program contact hours [approximately 4 sessions for exams over the year].

**Application Fee** - INR 2,500/- + GST  
**Registration Fee** - INR 12,500/- + GST

**Programme Fee** - INR 4,20,000/- + GST  
**Campus Visit** - INR 40,000/- + GST  
**Total Fee** - **INR 4,60,000/- + GST**  
(exclusive of Application & Registration Fee)

Note-  
Application and Registration Fee are non-refundable.  
Registration fees payable on selection  
Collection of Fee:

Fees Mentioned above are exclusive of GST  
\*GST (currently @ 18%) will be charged extra on these components Any extra payment due to any change in any of the applicable taxes during the tenure of the program will have to be borne by the students

Installment	Date	Amount INR
I	As per offer letter	INR 1,05,000 + INR 40,000 + GST
II	20th Nov 2020	INR 1,05,000 + GST
III	20th Feb 2021	INR 1,05,000 + GST
IV	20th May 2021	INR 1,05,000 + GST

### Schedule:

Frequency: Once a week

Days- Wednesday: 6:45 pm to 9:45 pm

Duration- 12 months

\*Note- Dates are subject to change if applicable

### Important Dates:

Class start- August 2020

### Campus Visit:

1st Campus visit- 5 Days



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