



INDIAN INSTITUTE OF
MANAGEMENT, LUCKNOW

ADVANCED PROGRAM IN
LEADERSHIP
IN THE **DIGITAL ERA**



From IIM LUCKNOW

BATCH - 2

TALENTEGE 

Live & Interactive Digital Learning

PROGRAM OBJECTIVES

In today's era of rapid digitization, a Leader's capability to Evolve is the Ultimate Competitive Advantage

Identifying and developing leadership that is aligned for challenges of the digital era is critical for most organizations today. With continuous change in the profile and priorities of the human capital over the years, the nature and style of leadership has no option but to adapt to ensure there is equal focus on revenue as well as employee satisfaction. The intense open market competition and technological revolutions, apart from putting a tremendous work pressure on the leaders and managers, has also created a requirement of conceptualizing and designing a new set of modern practices in practically every aspect of work place. In today's context of people's demographics, automated processes, a connected world and changed aspirations, the previous management literature, practices, tools and techniques need a complete revamp. There is a clear felt need of redefining the concept, and its practice to deal with the new set of challenges due to digitization and massive disruption arising out of it.

This program from IIM Lucknow is conceptualized to address this critical need of leaders and managers who are ready to take on the challenge of not only to make the organizations survive but to make it grow manifold. This program will offer insights into theories and application of leadership with an emphasis on learning knowledge, skills and values. The program intends to be participative with a lot of reflections/assessments into one's own style of leadership. Thus, providing opportunities to identify specific areas of improvement.

PROGRAM BENEFITS



Certificate of Completion
from IIM Lucknow



Learn about Digital Transformation
in Leadership



Gain Hands-on Experience
of Best Leadership Practices



6 days of On-Campus
sessions



Learn from the expert
faculty of IIM Lucknow



IIM L MDP Alumni status

SYLLABUS

Module 1: Understanding Critical Business Functions

1. Understanding Business Environment
2. Leadership Communication
3. Finance for Decision Making
4. Unleashing Leadership Potential
5. Essentials of Marketing for Leaders
6. Strategy for Leaders
7. Data Driven Decision Making

Module 2: Essential Skills and Competencies

1. New Technologies and Impact on Operations and Supply Chain
2. Role of Agile in Digital Transformation
3. Predictive Analytics
4. Management of Change
5. HR Analytics
6. Strategies for Platform Businesses
7. Creativity and Innovation for leaders

Module 3: Digital Transformation in Leadership - Issues and Challenges

1. Changing Finance Function in the Digital Era
2. Crisis Communication and Persuasion in Digital Era
3. Technology Driven Business Model Innovations
4. Sustainability in Digital Era
5. Block chain and Artificial Intelligence
6. Leveraging technology for Internal Transformations
7. Integrative Project

Campus Components

This program includes 2 on-campus interventions of 3 days each, which will take place at IIM Lucknow - Noida campus. The dates for the on-campus modules will be communicated subsequently. Attendance to the campus component is mandatory for all participants. However, the campus visit dates may be rescheduled due to any revised advisory from the government authorities or the institute's policy on residential training, owing to COVID-19 related developments at that time. In case of such rescheduling, adequate notice will be provided to participants to make necessary travel arrangements. In the event that the campus module cannot be held due to COVID19 pandemic related restrictions, classes for the same will be held through online mode only.

WHO SHOULD ATTEND

- **Middle and Senior level Professionals** - Mid to Senior level professionals aspiring to become dynamic leaders in the digital era.
- **Department Heads** - Functional and department heads managing diverse teams of millennials.
- **CXOs** - CXOs charged with executing the digital transition of the organizations

ELIGIBILITY

- **For Indian Participants** - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline
- **For International Participants** - Graduation or equivalent degree from any recognized University or Institution in their respective country
- Working professionals with a minimum of 8 years of work experience
- Enrolment in this program is dependent upon participants clearing an online self-assessment test. The application fee to take the assessment test would be Rs.1500 + GST / USD 25 which will be non refundable. If and only if the applicant clears the assessment, he/she will be able to enrol for the program

Note: For program aspirants with more than 20 years of work experience, selection will be on a case-to-case basis

SELECTION CRITERIA

- Completed application form
- Satisfaction of the pre-defined qualification and work experience criteria
- Substantiating Documents
- Clearing the Entry Assessment

PROGRAM DETAILS

- **Program Commencement:** 24 October 2021
- **Schedule of classes:** Sundays from 02.00 p.m. to 5.15 p.m. IST (3 hrs)
- **Duration:** 9 months
- **Program Fee:**
 - For Indian Participants -** INR 2,50,000 + GST
 - For International Participants -** USD 4,950
 - Instalment Options Available*
- **Application Fee**
 - For Indian Participants -** INR 1,500 + GST
 - For International Participants -** USD 25

PEDAGOGY

The primary method of instruction will be through LIVE lectures that will be beamed online via Internet to student desktops/laptops or classrooms. The pedagogy will comprise of a balanced mix of lectures, case studies, live-corporate examples and general discussions. All enrolled students will also be provided access Talentedge's SLIQ platform through which students may access other learning aids, reference materials and assessments, case studies, projects and assignments as appropriate. Throughout the duration of the program, students will have the flexibility to reach out to the professors, real time during the class or offline via the SLIQ platform to raise

CERTIFICATION

Successful candidates will receive a **Certificate of Successful Completion from IIM Lucknow**. Candidates will not qualify for successful Completion if they fail in more than two courses or overall attendance for program is less than 75%. Those with requisite participation but unable to complete successfully will receive a **Certificate of Participation**.



FACULTY



PROF NEERJA PANDE

Professor of Communication

IIM Lucknow

Prof. Neerja Pande, has more than 28 years of academic, administrative and research experience in premier national and international institutions. Founder Chairperson and Professor in the area of Communication at IIM Lucknow for more than two decades, Dr. Pande has also been associated with Fergusson College Pune, Lucknow University, European School of Management Paris, IIM Ahmedabad, Calcutta, & Indore, amongst others as full-time or visiting faculty. A national scholarship holder and a UGC scholar she became a Harvard affiliate in 2010 when she was nominated as a high performer by IIM Lucknow and went to attend the Global Programme on Participant Centered Learning at Harvard Business School, Boston. She has the distinction of running some of the most sought after and unconventional electives on 'Persuasion' and 'Leadership' at IIM Lucknow. One of her own favorites' is 'Leadership through Literature' which aims at creating perspectives on leadership through literary pieces that bring out human character and complexities. Dr. Pande loves reading classical literature and philosophy and listens to Sufi music in her spare time.



PROF RUPANWITA DASH

Asst. Professor - Strategic Mangement

IIM Lucknow

Dr. Rupanwita Dash is an Assistant Professor at Indian Institute of Management Lucknow in Strategic Management area since January 2018. She completed her Ph.D. from the Strategy area at Indian Institute of Management, Bangalore. Prior to her doctoral studies, she worked as senior researcher at Centre for Development Finance, Institute of Financial Management and Research, Chennai for four years. She also worked at Institute of Rural Management Anand, and National Agricultural Cooperative Marketing Federation of India.

For More Details

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