



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought

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TIMESPRO



LEAP: Strategic Management Programme for Senior Professionals (LEAP) – Batch 02

12 Months | Blended | ₹6,00,000 + GST

IIM Kozhikode Advantage

From the Director's Desk



IIM Kozhikode has designed the 2nd batch of its LEAP: Strategic Management Program for Senior Professionals with the main idea of defining and implementing a company's long-term goals and objectives. It involves analysing the organisation's internal and external environment, developing a strategic plan, and allocating resources to achieve the desired outcomes.

Businesses today have seen a complete transition than they used to run a decade ago. Recent industry reports suggest that close to 68% of business leaders in India have reported that having high agility reduced their costs by 25%. It is thus imperative for business leaders of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to growth we have achieved in our 27-year old journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The Institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

Wishing you all the very best!

A handwritten signature in orange ink that reads "Debashis Chatterjee". The signature is written in a cursive, flowing style.

Prof. Debashis Chatterjee,
Director, IIM Kozhikode



Programme Overview

IIM Kozhikode's innovative programme **LEAP: Strategic Management Programme for Senior Professionals** is tailored to suit the growing demands of people managing companies of various sizes. Ingrained in preparing the business leaders to discover their companies' future in an increasingly complex business world, this programme aims to create remarkable individuals who can articulate a definitive future for their companies.

Programme Highlights



Contextually designed 1-year programme for functional experts looking for business leadership roles



Campus immersion module of five days



Focus on real business use cases



Peer-learning and networking opportunities

Learning Outcomes

The LEAP Programme aims to make you a **STAR** in your organisation by imbuing you with requisite knowledge, skills, and competencies designed to accelerate your career.



Acquire Strategic thinking skills to reframe organisational priorities and possibilities in challenging times



Embrace, adopt, and deploy cutting-edge technology to build strategic solutions to market-related problems



Get an all-rounder perspective for a results-focused approach to seize new business opportunities



Develop responsible leadership competencies calibrated to lead large-scale organisational transformations

Programme Curriculum

Strategic Thinking

- Business environment – Trends and analysis
- Business planning and risk management
- Corporate strategy and growth management
- Innovation and new economy business models

Technology Embracement

- Data science and analytics
- Artificial intelligence and virtual organisation
- Interactive technologies
- Digital transformation

All-round Business Understanding

- Customer experience and brand engagement
- Agile projects and operations
- Profit planning and corporate finance
- Managing and leading teams

Responsible Leadership

- Organisation development and change management
- Corporate leadership and accountability
- Corporate social responsibility and sustainable practices
- Corporate reputation and crisis management

Pedagogy

The teaching approach will be highly interactive taking advantage of the technological benefits. The pedagogy followed for the programme will be a judicious blend of case-based teaching, simulation, lectures, and in class-exercises.

Programme Delivery

Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet, or Smartphone.



Duration

12 Months

Schedule

Sunday (Forenoon) –
9:00 AM – 12:00 PM

Campus Immersion

There will be 5 days of campus immersion towards the end of the programme at IIM Kozhikode.

The in-campus modules are subject to the conditions that prevail at that point of time.

These conditions pertain to the pandemic or other unavoidable reasons. In case the on-campus module is not confirmed due to COVID-19 situation, the same will be included in the total number of online sessions.

Eligibility Criteria

- Bachelor's Degree (10+2+3 or 10+2+4) / Diploma (10+2+3 or 10+3) from any recognised university
- 10 plus years of work experience* after completion of qualifying education as above

**Internships and training experiences will not be considered as full-time work experience.*

Who Should Attend?

- The program benefits functional experts looking for business leadership role
- Mid to senior level managers having technical expertise in any functional area of medium to large enterprises
- Entrepreneurs of fast-growing organisations

Admission Criteria

The selection will be based on the candidate's corporate nominations and retail applications with credentials. Final selection of participants will be solely done by IIM Kozhikode

Attendance Criteria

A minimum of 75% attendance is a prerequisite for the successful completion of the programme.





Assessment & Evaluation

Evaluation methodology is the discretion of the faculty. The methodology includes online exams, case analysis, class contribution and any other component as decided by the faculty. The programme may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organisational decision scenarios. The participants will have to secure the minimum pass marks in the respective evaluation components.

Certification* & Alumni Status

- Participants who successfully complete the evaluation criteria and satisfy the requisite attendance criteria, will be awarded a 'Certificate of Completion'.
- Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Certificate of Participation'.
- Successful participants will also be accorded IIM Kozhikode Executive Alumni status.

**All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.*

Programme Directors



Prof. Keyoor Purani

Professor - Marketing Management

Dr. Keyoor Purani is a professor in the marketing area at Indian Institute of Management Kozhikode. He is an electrical engineer, MBA in marketing, and has a PhD in management. He has over 25 years of experience with 20 years in teaching at a postgraduate level, and has taught in India, Sweden, Thailand, and Ghana. Prior to joining IIM Kozhikode in 2005, he worked at Mudra Institute of Communications, Ahmedabad. Before entering academics in 1998, he spent about five years in advertising and marketing roles in the industry.

Professor Purani has been involved in several consulting projects for organisations such as Cadila Pharmaceuticals, Oushadhi, Kerala State Electricity Board, Department of Post, Department of Handlooms – Government of Kerala, McCann World Group, and several others.

He has over 25 publications in high impact international scholarly journals and co-authored a few books. Professor Purani has remained member of BoG, IIM Kozhikode Society for two years (2015-2017) and has held several academic administrative positions including Dean-Development at IIM Kozhikode, and has chaired several programme/task committees. He is the founding Executive Director of IIM Kozhikode's entrepreneurship development center, LIVE, and led the center between 2016 and 2021.

Programme Directors



Prof. Ashutosh Sarkar

Professor-Quantitative Methods and Operations
Management Area

Prof. Ashutosh Sarkar is a professor at the Indian Institute of Management Kozhikode in the Quantitative Methods and Operations Management area. He is also presently serving as the Executive Director of the Laboratory for Innovation, Venturing and Entrepreneurship (LiVE) and as the Managing Editor of IIMK Society & Management Journal. Prof. Ashutosh Sarkar received his PhD from the Indian Institute of Technology Kharagpur and was a Fulbright Visiting Scholar at the Naveen Jindal School of Management, University of Texas at Dallas. Prior to joining IIM Kozhikode, Prof. Sarkar served as faculty member at the Indian Institute of Technology Kharagpur and IITBHU. He has an extensive experience in executive education and management development programmes. He has also served as a consultant to many national and international companies. His areas of interest include Inventory and Supply Chain Management, Purchasing, and Supply Risk Management, Operations Strategy, and Optimisation. He has received international awards for his research and been cited by the academia extensively. Prof. Sarkar has published in Production and Operations Management (Financial Times list of 50 top management journals), International Journal of Production Economics, Transportation Research: Part E, Journal of Purchasing and Supply Management, Computers & Industrial Engineering etc.

Programme Fees

Particulars	Amount* (₹)
Programme Fee	₹6,00,000

Note:

*Taxes will be added as applicable.

*All fees will be collected by BCCL.

This is with reference to the refund of the processing fee. Please note that the processing fee shall not be refunded in the following circumstances:

- In case candidate rejects the offer issued by the Institute; and
- In case the application is rejected due to submission of incomplete documents and/or providing incomplete information and/or eligibility criteria not fulfilled.

Instalment Schedule

Instalment	Date	Amount (₹)*
	At the time of registration	₹25,000
I	Within one week of offer letter roll out	₹1,50,000
II	10 th February, 2024	₹1,50,000
III	10 th April, 2024	₹1,50,000
IV	10 th July, 2024	₹1,25,000

*Taxes will be added as applicable.

Programme Timelines

Last Day to Apply	Refer to website
Programme Start Date	19 th November, 2023
Programme End Date	October 2024

APPLY NOW 



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Started in 1997 with its Post Graduate Programme (PGP), the **Indian Institute of Management Kozhikode (IIMK)** is on a high growth trajectory today, offering widest range of academic programmes in the field of management education. These include Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programmes. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic courses like the one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind startup incubation programme and the Indian Business Museum.

IIMK is ranked 3rd as per NIRF India Rankings 2023: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in QS World University Rankings. The Institute has leapfrogged 100 spots to be placed in the Top 251-300 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2023. It is also Ranked No.2 in CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) rankings released recently by Ministry of Education, Govt. of India, and has the distinction of being the only IIM in the coveted innovation rankings. IIMK is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIMK also made its debut in the prestigious Financial Times Rankings (FT Rankings 2023) at 72nd position among the top-75 Open-enrolment executive programme providers globally, catapulting the 27-years young IIM to an exclusive list of foremost providers of executive education in the world. IIMK has successfully delivered close to 1,300 MDP programmes for the past two decades, training more than 41,000 participants from 150+ organisations – which also include several Fortune 500 companies – in the process.

			
2nd Atal Innovation Rankings (ARIIA) 2021	3rd NIRF India Rankings 2023: Management	4th (India) Financial Times Ranking (Open Enrollment Programmes)	72nd (Global)





TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.



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