



भारतीय प्रबंध संस्थान कोषिककोड

**Indian Institute of Management Kozhikode**

*Globalizing Indian Thought*



**DO MORE. EXPECT BETTER.**

**LEAP: Strategic Management  
Programme for Senior Professionals**

# 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 & 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

## 1. Strategic Thinking

- Business Environment – Trends and Analysis
- Business Planning and Risk Management
- Corporate Strategy and Growth Management
- Innovation and New Economy Business Models

## 2. Technology Embracement

- Data Science and Analytics
- Artificial Intelligence and Virtual Organisation
- Interactive Technologies
- Digital Transformation

## 3. All-round Business Understanding

- Customer Experience and Brand Engagement
- Agile Projects and Operations
- Profit Planning and Corporate Finance
- Managing and Leading Teams

## 4. 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 and leverage technology and deploy diverse pedagogical tools and techniques, including lectures, case studies, assignments, quizzes, project work, simulations, in-class exercises, etc.



## 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 | 150 hours of Comprehensive Learning (Including 30 hours of Campus Immersion)

## Schedule

Sunday Session: 9.00 A.M. to 12.00 P.M. IST  
Frequency: 3 hours per week

## Campus Immersion

There will be 5 days of campus immersion 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.



## Ideal For



- Senior working professionals with a minimum of 10 years of work experience and aspiring for a leadership role or position in their organisations.
- Senior executives working in MNCs, private corporates, PSUs, government departments and family businesses.
- Professionals experiencing slow growth or looking for promotion to Director or Associate Director roles after working for minimum of 10 years.

## Eligibility Criteria

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

## Admission Criteria

The selection will be based on candidate's profile evaluation, subject to meeting eligibility criteria.



## Attendance Criteria

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

# Assessment & Evaluation

Evaluation methodology is at 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 valuation components.



## Certification

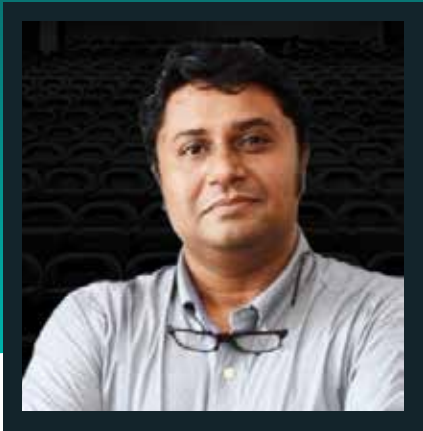
Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria, will be awarded a 'Certificate of Completion'.

Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Certificate of Participation'.

Successful candidates will also be accorded IIM Kozhikode Executive Alumni status.

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

## Programme Directors' Profiles



**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 program/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' Profiles



**Prof. Rajesh S Upadhyayula**  
Professor - Strategic Management

Rajesh S. Upadhyayula is a professor in the area of Strategic Management and Executive Director, IIMK LIVE - IIM Kozhikode Laboratory for Innovation, Venturing and Entrepreneurship (Incubator of the campus). He has an eclectic experience spanning academia, industry, and non-governmental sectors. He is a post-graduate from IIFM Bhopal and a PhD from the Indian Institute of Management, Ahmedabad. His topic of research was examining how networks help IT firms (within and outside clusters) build capabilities. He was a recipient of the prestigious Infosys Fellowship for his doctoral dissertation. During his doctoral programme, he spent 3 months at the Institute of New Technologies, United Nations University, Maastricht, Netherlands. He was a Visiting Scholar to University of Sydney, Australia.

His works (along with co-authors) were recognised at many national and international conferences. He was also a speaker at various events and has also extensively taught at MDP Programmes including facilitating sessions for senior leadership for companies such as Bosch India Limited, Star TV, etc. Before joining IIM Kozhikode, Rajesh worked as Manager, Think Tank, a strategic planning wing at Tata Consultancy Services.

His current research interests are in the areas of firm choice in multiple clusters, internationalisation strategies of offshore service providers, emerging market multinationals and corporate governance.

# Programme Fees

Particulars	Amount* (₹)
<b>Total Programme Fee*</b>	<b>₹5,50,000</b>
<b>Note:</b> <ul style="list-style-type: none"><li>• *Taxes will be additional as applicable</li><li>• *All fees will be collected by BCCL</li><li>• This is with reference to the refund of the Processing Fees, please note that the Processing Fee shall not be refunded in the following circumstances:<ol style="list-style-type: none"><li>1) In case candidate rejects the offer issued by the Institute; and</li><li>2) In case the application is rejected due to submission of incomplete documents and/or providing incomplete information and/or eligibility criteria not fulfilled.</li></ol></li></ul>	

## Instalment Schedule

	Instalment I		Instalment II	Instalment III	Instalment IV
Date	To be paid at the time of Registration	To be paid within one week of offer roll-out date	10 <sup>th</sup> September, 2022	10 <sup>th</sup> December, 2022	10 <sup>th</sup> March, 2023
Amount(₹)*	25,000	1,25,000	1,25,000	1,25,000	1,50,000
*Taxes will be additional as applicable					

## Programme Timelines

Application Closure Date	03 <sup>rd</sup> April, 2022
Session Start Date	12 <sup>th</sup> June, 2022
Programme End Date	June 2023

**APPLY NOW**



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## Indian Institute of Management Kozhikode

*Globalizing Indian Thought*

IIM Kozhikode aims to create a unique and futuristic space of global reckoning so as to nurture the finest management thinkers in the pursuit of developing innovative, socially responsible and environmentally friendly practitioners, leaders and educators. Strategically moving towards a better future, the university strives to provide holistic learning – giving equal weightage to academic solidarity and practical application.

IIM Kozhikode integrates concepts with applications and values, thus transforming individuals into dependable, capable, caring, and fair-minded personalities who will contribute towards the development of communities.





## About TimesTSW

The Second Wind (TSW) is an initiative by Times Professional Learning aimed at working professionals keen to hone their skills and add value to their work for a more rewarding career.

TSW's passion for excellence and a brief that "Executive Education Empowers" work hand-in-hand with the organisation's aim to impart knowledge to business professionals nationwide.



## About Times Group

The Times of India Group began its operations in 1838 and is India's oldest and largest media house.

The Times of India is the world's largest-selling English newspaper with over 5 million copies sold daily.

The Economic Times is the world's 2<sup>nd</sup> largest English business newspaper, second only to The Wall Street Journal, with over 800,000 copies sold daily.

The Group is also India's largest and most diversified media conglomerate with assets across Publishing, Radio, TV, Out of Home (OOH) and Online Media.



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