



INDIAN INSTITUTE OF
MANAGEMENT, LUCKNOW

Veranda
higherEd

Advanced Program in
**Leadership in the
Digital Era**

(Batch 4)



PROGRAM OBJECTIVE

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



Learn and Cultivate New Age Leadership Skills



Develop a deeper understanding of Role of Leadership within Critical Business Functions



Understand Dynamics of Digital Transformation in Leadership



Gain Practical and Hands-on Experience through an Integrative Project



Interact face-to-face with Faculty and peers during the 6 Day On Campus Session



Gain MDP Alumni Status of IIM Lucknow



SYLLABUS

Module 1

Understanding Critical Business Functions

- Understanding ESG and Sustainability Issues for Leadership
- Leadership Communication
- Finance for Decision Making
- Unleashing Leadership Potential
- Essentials of Marketing for Leaders
- Strategy for Leaders
- Data Driven Decision Making

Module 2

Essential Skills and Competencies

- New Technologies & Impact on Operations and Supply Chain
- Role of Agile in Digital Transformation
- Predictive Analytics
- Management of Change
- HR Analytics
- Strategies for Platform Businesses
- Creativity and Innovation for Leaders

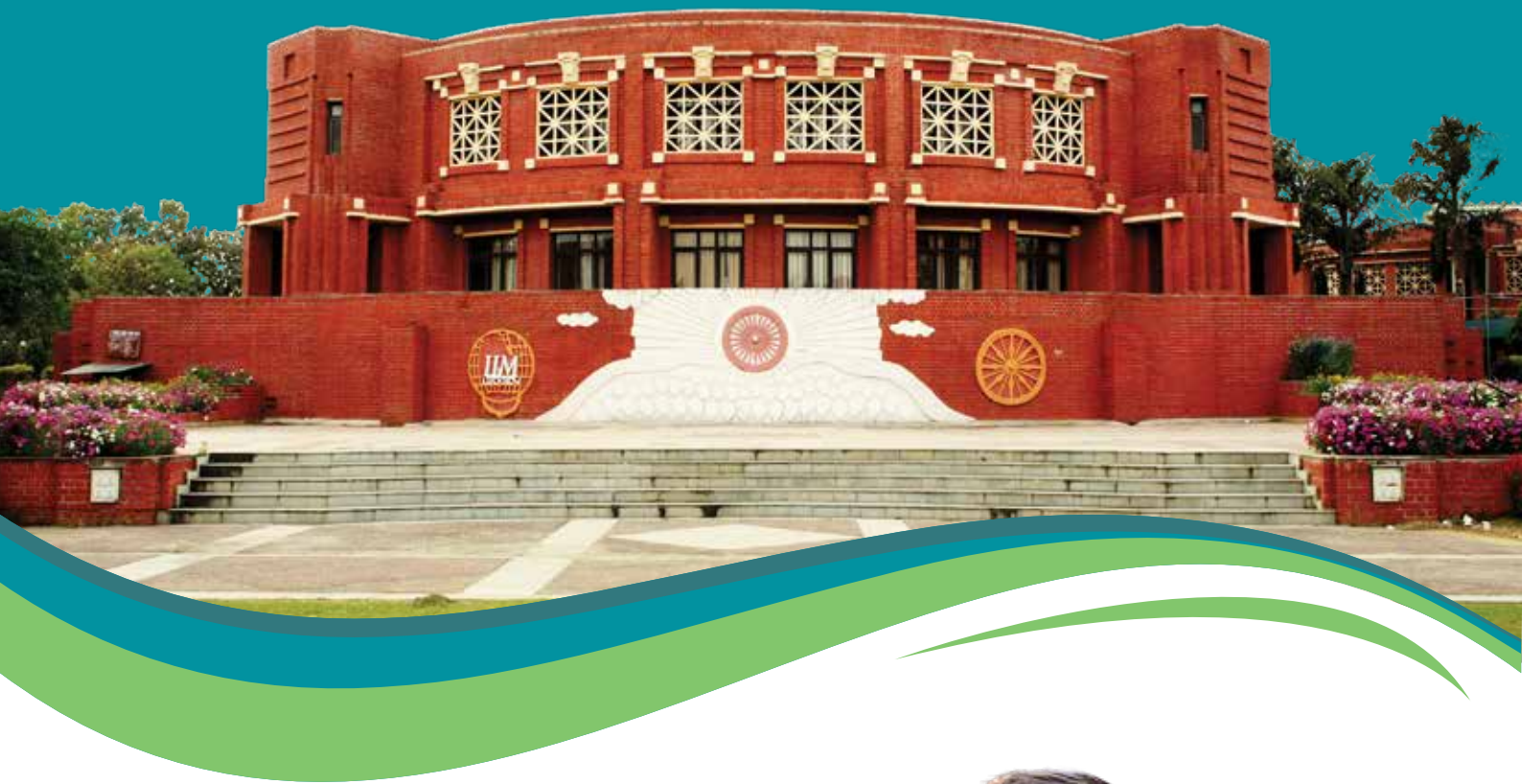
Module 3

Digital Transformation in Leadership - Issues and Challenges

- Crisis Communication and Persuasion in Digital Era
- Technology Driven Business Model Innovations
- Block Chain and Artificial Intelligence
- Leveraging Technology for Internal Transformations
- Integrative Project

CAMPUS COMPONENT

This program includes 2 campus modules of 3 days each, the first to be held at IIM Lucknow, Noida campus between the 1st and 2nd months of the start of the program and the second to be held at IIM Lucknow, Lucknow campus towards the end of the program. The dates for the on-campus modules will be communicated subsequently. Attendance to the campus component is mandatory for all participants. In the event, that the campus module cannot be held due to exigent and unavoidable circumstances, adequate alternate options with regards to the on-campus modules will be made available via online sessions.



WHO SHOULD ATTEND?

Working professionals in the middle and senior management



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) with a minimum of 50% marks in any discipline

- **For International Participants**

Graduation or equivalent degree from any recognized university or institution in their respective country

- **Work Experience**

Working professionals with a minimum of **8 years** of work experience

ADMISSION PROCESS



Register Online



Meet Pre-defined Qualification and Experience Criteria



Submit Substantiating Documents



Pay Instalment 1 of Program Fee

PROGRAM DETAILS



Program Commencement: 23rd June, 2024



Schedule of Classes: Sundays from 02.00 p.m. to 5.15 p.m. IST (3hrs), Two sessions of 90 mins each



Duration: 10 months



On Campus: 3+3 Days

Program Fee

For Indian Participants: Rs. 3,23,500 + GST

For International Participants: USD 5400

Application Fee (Non-Refundable)

For Indian Participants: Rs. 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 to Veranda's Cloud LMS through which students may access other learning aids, reference materials and assessments, case studies, projects and assignments as appropriate. Throughout the duration of the course, students will have the flexibility to reach out to the professors, real time during the class or offline via the Cloud LMS to raise questions and clear their doubts.

CERTIFICATION

The students will be assessed based on written tests, assignments, online exams, presentations, and projects. Evaluation will be done by the Institute. Successful candidates will receive a certificate of successful completion from IIM Lucknow. Candidates will not qualify for successful completion if they have COPM less than 50% or/and overall attendance for the program is less than 75%. The candidates unable to complete successfully will receive a Certificate of Participation. However, no certificate will be provided in case the attendance is less than 40%.



FACULTY



Prof. Neerja Pande
Founder, Chairperson &
Professor of Communication,
IIM Lucknow

Prof. Neerja Pande, with 28+ years of academic and research experience, is the Founder Chairperson and Professor of Communication at IIM Lucknow. Associated with Fergusson College Pune, Lucknow University, and Harvard Business School, she brings a wealth of expertise. A Harvard affiliate since 2010, she specializes in unconventional electives like 'Persuasion' and 'Leadership,' exploring leadership through literature.



Prof. Priyanshu Gupta
Asst. Professor - Business
Sustainability, IIM Lucknow

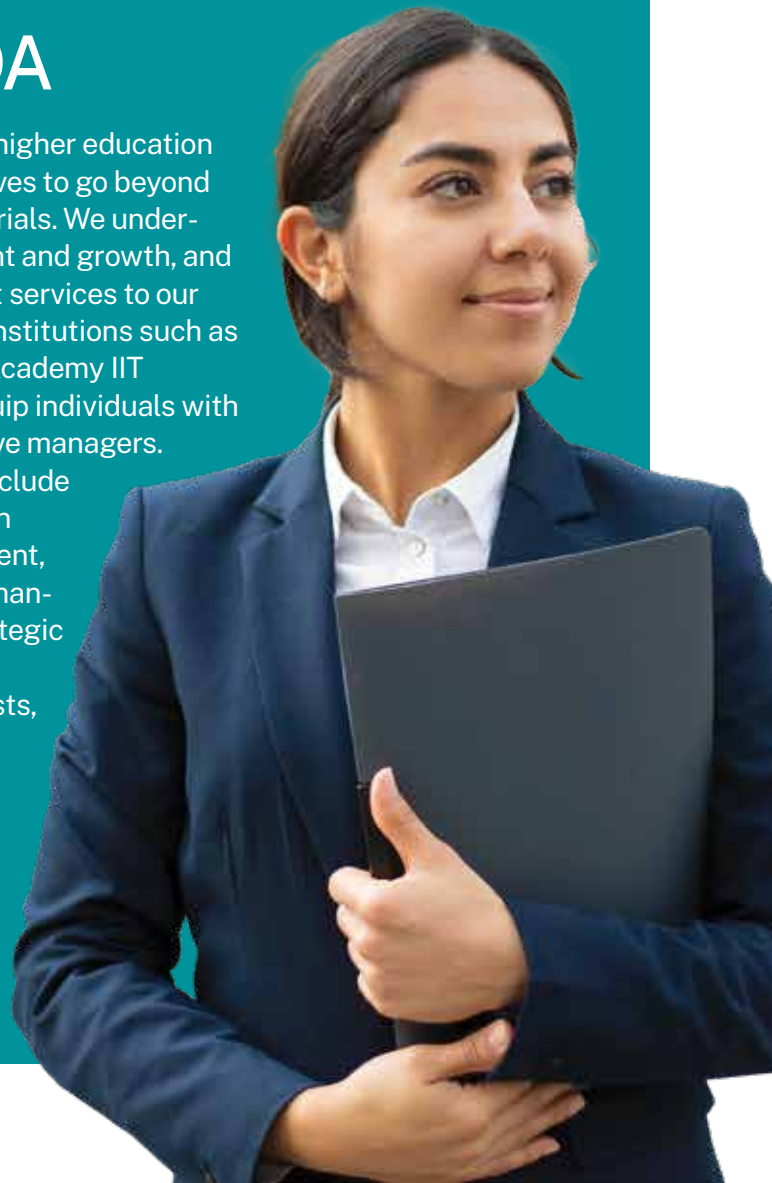
Prof. Priyanshu specializing in Business Sustainability, holds a PhD from IIM Calcutta, a PGDM from IIM Bangalore, and a B.Tech from IIT(BHU) Varanasi. With 9 years of experience in corporate and development sectors, he excels in impact investing, strategy consulting, and grassroots civil society. Previously, he served as Associate Vice President at Lok Capital, focusing on for-profit social enterprises, and as a strategy and operations consultant at A.T. Kearney Limited, advising Fortune 500 companies.

ABOUT IIM LUCKNOW

Established in 1984, The Indian Institute of Management, Lucknow is 4th in the prestigious IIM family of management schools in India. The establishment of IIMs was envisioned and initiated by the first Prime Minister of India – Pandit Jawaharlal Nehru. It offers courses accredited to AMBA, AACSB & NIRF. The mission of IIM Lucknow is to improve management systems with regard to business, industry, and public services through the pursuit of excellence in management education, a research consultancy, and training. It aims to be a preeminent center of excellence, generating and imparting knowledge in management and providing socially conscious and globally relevant thought leadership. IIML molds its students into value-driven leaders, managers, and global players. It nurtures value-based young leaders capable of driving social and economic transformations towards an ethical, just, and sustainable society. It encourages and develops individuals having entrepreneurial spirit and actions capable of solving societal problems through innovative and sustainable business models. The faculty of IIML are teachers in the true sense of the word – people who impart knowledge that is kept continually updated. The institute undertakes a diverse range of academic activities to create, disseminate, and apply management knowledge and practice. It is an ideal setup conducive to learning, accessibility, and excellence.

ABOUT VERANDA

Veranda HigherEd, the brand representing higher education vertical of Veranda Learning Solutions, strives to go beyond providing online courses and learning materials. We understand the importance of career development and growth, and therefore offer personalized career support services to our learners. Our partnerships with renowned institutions such as IIM Raipur, IIM Shillong, IIM Sirmaur, EICT Academy IIT Guwahati and XLRI among many others equip individuals with the essential knowledge to become effective managers. Our programs cover various topics which include leadership, organizational behaviour, human resource management, financial management, marketing, digital upskilling, supply chain management, operations management and strategic planning. Our team of career experts help learners identify their strengths and interests, explore various career options, and create a plan to achieve their professional goals. Whether it's interview preparation, or networking strategies, we provide tailored guidance and support to help our learners succeed in their chosen careers.





For More Details



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