



भारतीय प्रबंध संस्थान रायपुर
Indian Institute of Management Raipur



Executive Certificate Programme in

SENIOR MANAGEMENT

1 Year | Batch 3

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Benefits to Participants

Course Benefits to Participants

- 01** Certificate of completion from IIM Raipur
- 02** Two Campus Immersion modules, at the commencement of second term and at the culmination of the programme, that provides participants with an opportunity to experience the campus, meet the faculty and network with fellow participants.
- 03** Leadership Development – SMP is specifically designed to cultivate and refine leadership abilities and provide participants with comprehensive knowledge and practical skills required to effectively lead teams, make strategic decisions, and drive organizational success.
- 04** Networking Opportunities – SMP provides a versatile networking platform where participants can connect, collaborate, and exchange ideas with professionals from diverse backgrounds and industries thereby opening doors to new opportunities, partnerships, and insights.
- 05** Digital Perspective: Develop a digital mindset and ability to lead and drive digital initiatives that is critical in today's interconnected world.
- 06** 6 month long individualized and personalized coaching and career support services offered by a global leader in Career Transitioning, Talent Management and Leadership Development, tailored to suit your specific career development and progression aspirations.
- 07** Upon successful completion, participants qualify for Executive Alumni status.
- 08** Study materials included

Programme Features

- 01** Learn through live online interactive sessions. No isolated learning experience.
- 02** Learn from anywhere and on your own device.
- 03** No expensive and time consuming software/hardware installations required.
- 04** Network with peers and interact with faculty real time.
- 05** Convenient weekend schedules to suit working professionals.
- 06** Request "On Demand" access to the recorded session.
- 07** Access all study material and learning aids from within the LMS



About the Programme

The IIM Raipur Senior Management Programme is a comprehensive leadership and strategy course for professionals at Senior Management levels. It aims to give participants the skills and knowledge they need to lead and strategize effectively in their organizations. The programme covers various topics, including leadership development, strategy formulation, decision-making, and business management. It is delivered through a combination of lectures, case studies, group discussions, and interactive sessions and is designed to be highly interactive and participative.

Course Objectives

Key Learning Outcomes of this Programme

To provide self-reflection and development of personal leadership philosophy

To provide frontier knowledge of functional areas and emerging trends in businesses

To provide strategic tools for cross-functional integration and change management

To provide a deep understanding of industry dynamics and stakeholder management

To provide a road map for the formulation of growth strategy and successful organizational transformation

Programme Outline

M1 – Foundational Module

- Understanding Self (OB & HRM)
- Strategic Framework of Business and Business Canvas (Strategic Management)
- Business Communication (Humanities & Liberal Arts)
- Spread-sheet Modeling (Information Systems)
- Financial Statement Analysis I (Finance & Accounting)

M2 – Functional Module I

- Financial Statement Analysis II (Finance & Accounting)
- Marketing Management I (Marketing)
- Micro and Macroeconomics (Economics & Public Policy)
- Operational Management (Operation Management)
- Managerial Decision Making I (Decision Science)

M3 – Functional Module II

- Managerial Decision Making II (Decision Science)
- Conflict and Negotiation (OB & HRM)
- Financial Decisions (Finance & Accounting)
- Leadership within Organizations (OB & HRM)

M4 – Functional Module III

- Supply Chain Management (Operation Management)
- Financial Budgeting (Finance & Accounting)
- Strategic HRM & High Performance Work Culture (OB & HRM)
- Marketing Management II (Marketing)

M5 – Digital Module

- Digital Marketing (Information Systems/Marketing)
- Digital Strategy for Business (Information Systems/Strategic Management)
- Digital Transformation (Information Systems)
- Emerging Technologies & Use Cases (Information Systems)

M6 – Integrational Module/On-campus

- Aligning Operation with Strategy (Operation Management)
- Managing Large Scale Projects (Operation Management)
- Leading Self, Others and Organizations (OB & HRM)
- Managing Growth and New Businesses in Competitive Markets (Strategic Management)

On Campus Sessions

The dates for the 2 On-Campus sessions to be held at IIM Raipur will be communicated in due course. Attendance to the on-campus module is MANDATORY for all participants. The on-campus modules are subjected to the conditions that prevail at that point of time. These conditions pertain to the Pandemic or other unavoidable reasons. In the event, the campus module cannot be held due to such extraneous and completing reasons, adequate alternate options with regards to the on-campus modules will be made available via online sessions.

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
- Minimum of at least 10 years of work experience

Class Schedule

- Sundays from 10.00 a.m. to 01.15 p.m. IST

Class Commencement

- Sunday, 15 October 2023



Pedagogy

The pedagogy will be a judicious blend of various methods that will develop value and intellectual capabilities to adopt a suitable strategy and the latest knowledge of the subject area within which one is working. Case method will be used as a predominant pedagogical tool along with many other learning methods suitable for executive education. The programme is designed to engage participants in reflecting, experiencing, sharing, thinking, discussing, and debating activities which hone the mind for deep understanding and transformation.

All enrolled students will also be provided access to our Cloud LMS through which students may access other learning aids, reference materials, assessments, case studies, projects and assignments as appropriate (only soft copy study materials will be made available). 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 our Cloud LMS to raise questions and clear doubts. Session recordings will be available for the entire programme duration and one extra month after the programme is over.



Assessment

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 respective course faculties. A minimum of 75% attendance is a prerequisite for the successful completion of this programme. 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 organizational decision scenarios. The participants will have to secure the minimum pass marks in the respective evaluation components.



Participants who successfully complete the same 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 Participation certificate. NO separate Transcript or Marksheet will be provided by IIM Raipur to participants.

Programme Directors



Dr. Sourya Joyee De

Dr. Sourya Joyee De is an Assistant Professor in Information Systems area at IIM Raipur. She is a Fellow of Indian Institute of Management Calcutta (PhD). Prior to joining IIM Raipur, she held research positions at Inria, France. Her research has been funded by French ANR project BIOPRIV, Cisco San Jose, USA and Samsung GRO Grant among others. Sourya was also a Visiting Scientist at Indian Statistical Institute Kolkata, India. Her research interests include data protection, privacy and security. She has published at various reputed journals and conferences. She has also published two books with Morgan & Claypool Publishers, USA. Sourya teaches various courses including Working with Excel, Spreadsheet Modelling, Management Information Systems and Managing Security and Privacy Risks in Business to PGP, executive PGP (ePGP), Senior Management Programme (SMP) and General Management Programme (GMP) batches at IIM Raipur.

Dr. Ranjan DasGupta

Dr. Ranjan DasGupta is currently working as an Associate Professor in Finance & Accounts Area in Indian Institute of Management Raipur. He has earlier worked in Goa Institute of Management, Xavier University Bhubaneswar, etc. He has also published more than 40 papers in internationally reputed Journals like Technological Forecasting & Social Change, Journal of Contemporary Accounting and Economics, Finance Research Letters, etc. and presented papers both national and international conferences. He teaches Accounting, Finance, Sustainability Finance & Impact Investing, etc. and conducted numerous training programmes for PSUs and private sector clients.





Dr. Jithesh A

Dr. Jithesh A completed his Ph.D. in Management from the Indian Institute of Management (IIM) Kozhikode. He is an Assistant Professor of Information Systems at the IIM Raipur. He teaches courses related to information systems (IS) such as Blockchain Technology and Business Applications and Management Information Systems (MIS). His research mainly includes but is not limited to the psychological and sociological aspects of ICT, social media, fake news, cyberloafing, e-government, blockchain technology, hate speech, and e-business. He undertakes cross-disciplinary research and analyses information systems phenomena using theories from various disciplines, such as political science, public administration, psychology, and sociology. He has published in reputed journals such as the International Journal of Information Management, Australasian Journal of Information Systems, Technological Forecasting and Social Change, Communications of the Association for Information Systems, e-Service Journal and Information Systems Frontiers, and preeminent conferences, including the International Conference on Information Systems (ICIS), Pacific Asia Conference on Information Systems (PACIS) and International Federation for Information Processing (IFIP). He has served as a reviewer in journals and conferences such as the International Journal of Information Management, Information Systems Frontiers, Internet Research, Academy of Management (AOM) Annual Conference, ICIS, PACIS, and IFIP.

Fee

Total Programme Fee - INR 3,00,000 + Tax

Installment Schedule

Instalment 1	INR 50000 + Tax	At the time of Registration
Instalment 2	INR 40000 + Tax	11 October 2023
Instalment 3	INR 70000 + Tax	15 January 2024
Instalment 4	INR 70000 + Tax	15 April 2024
Instalment 5	INR 70000 + Tax	05 July 2024



**Payment
OPTIONS**



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