



INDIAN
INSTITUTE OF
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CALCUTTA

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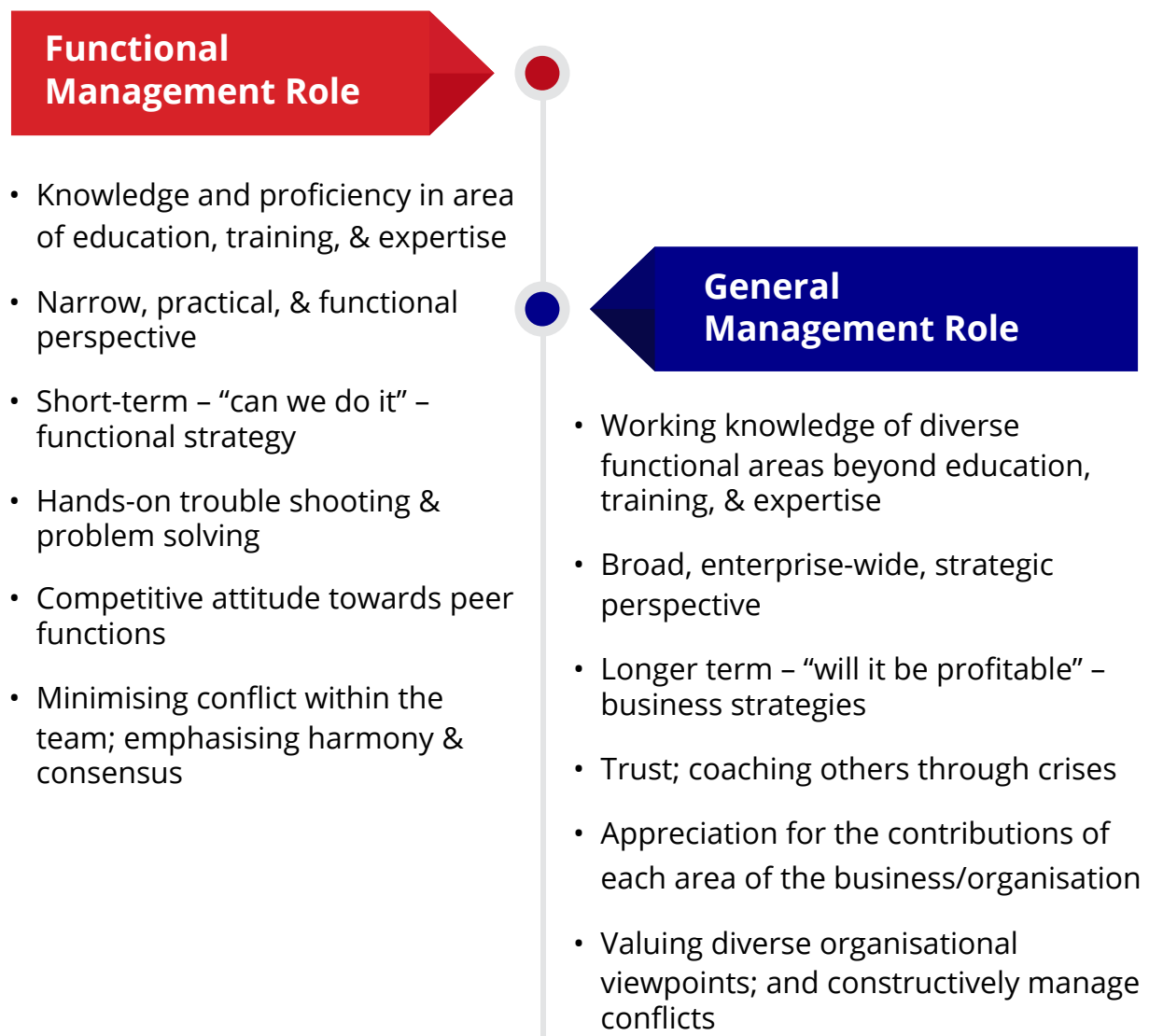


Senior Management Programme (Batch 22)

12 Months | Blended | ₹8,20,000 + GST

Functional to General Management – A Paradigm Shift

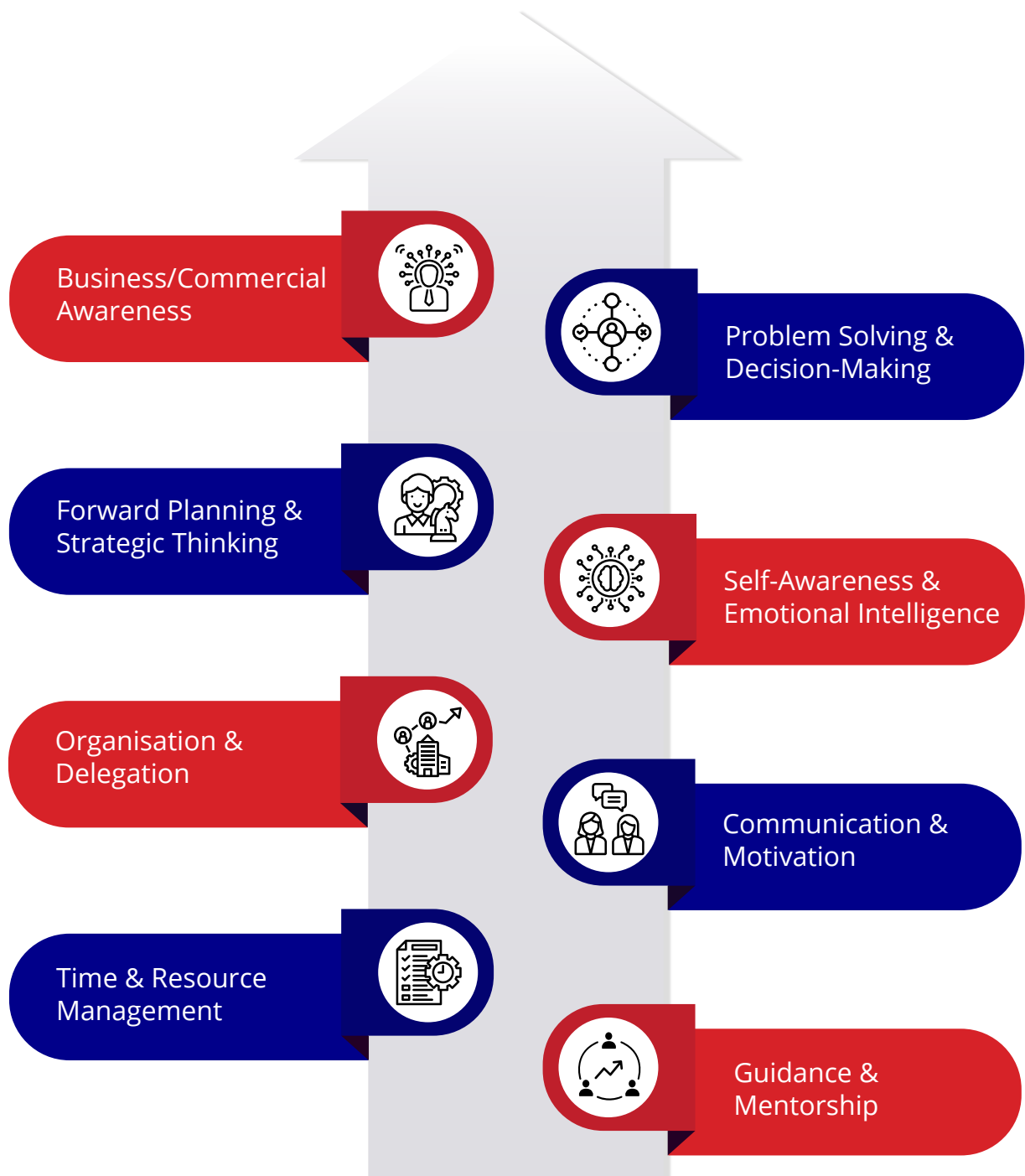
The transition from functional to general management presents the greatest degree of change in role, responsibilities, objectives, and goals. It represents a quantum leap in leadership and accountability with oversight of multiple and diverse functional roles. It requires a paradigm shift in attitude, perspective, mind-set, and thought process.



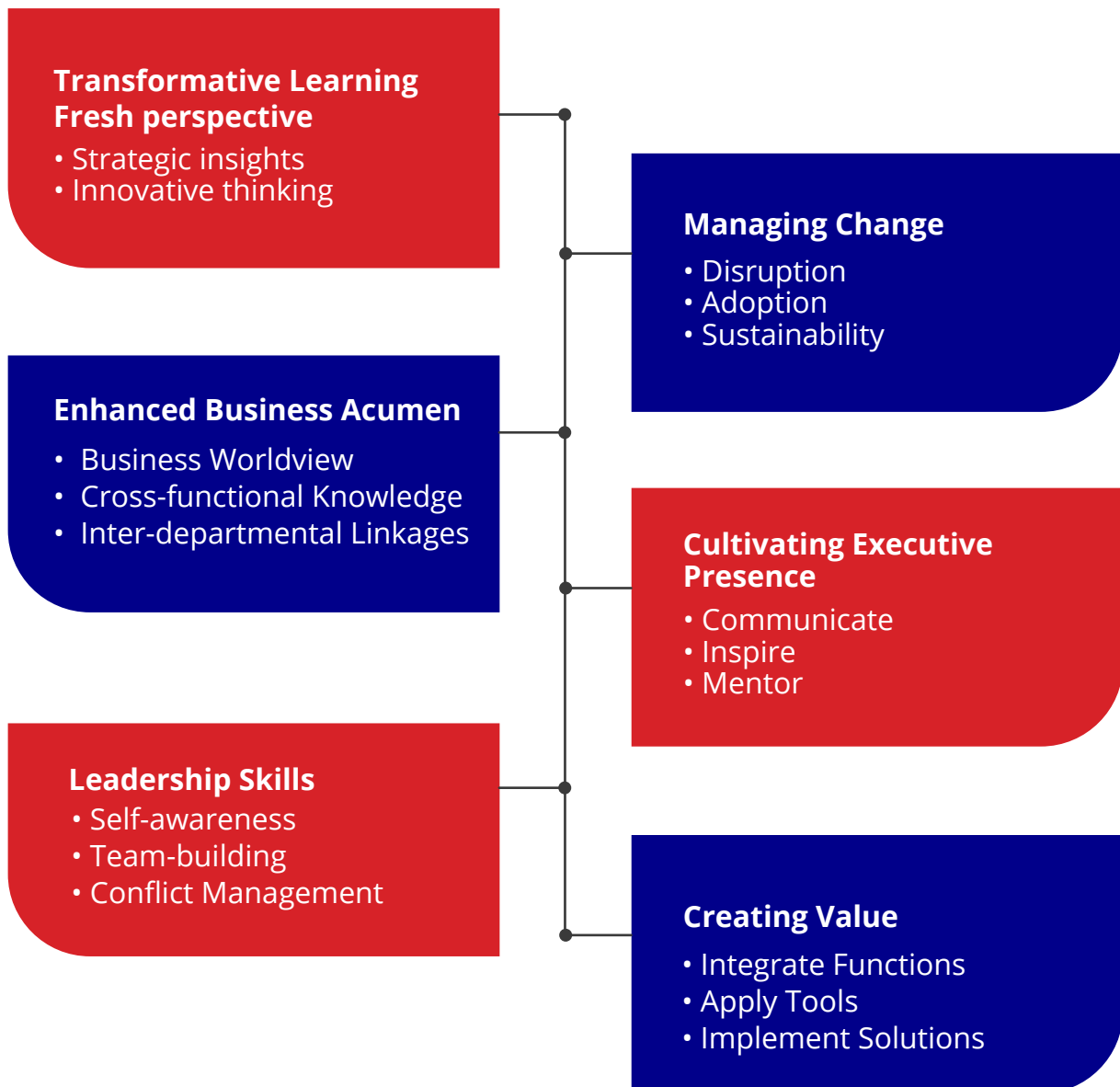
Like all transitions, successfully making the leap to a senior/general management role requires aspirants to let go of or quit using skills and values that were important to their success in their previous role but are inappropriate for the new role. It also requires them to preserve, modify, and upgrade existing skills and competencies, as well as learning and adding new skills.

Senior Management/Leadership Role: Essential Skills

A general management role almost always brings with it a great deal of responsibility and can involve several challenges. Success in this role can depend on the aspirant's personality and skills. Management and leadership skills are often used interchangeably as they both involve planning, decision-making, problem-solving, communication, delegation, and time management. Good managers are almost always good leaders as well.



Advanced Management Education Benefits



Management education helps overcome career inertia and accelerates career development. A contemporary general management education can help senior executives acquire a strategic perspective, gain relevant knowledge, develop new skills, forge stronger relationships, and foster creativity and self-confidence. This will help them leverage new opportunities and create exceptional value for their organisations.



Programme Overview

In today's dynamic business environment, the success of any organisation heavily relies on the capabilities and expertise of its key personnel in critical functions and roles. As a senior executive within your organisation, it is crucial to continually upskill and prepare yourself for the next level of growth.

With an impressive track record of over 21 years and commencing with its 22nd batch, **IIM Calcutta's Senior Management Programme** stands as the oldest and most distinguished management development programme. It assists you in enhancing your abilities with contemporary knowledge, essential skills, and requisite competencies so you can position yourself for leadership and contribute significantly to your organisation's success.

Programme Highlights



Contextually designed one-year programme for senior executives



Oldest Leadership Development Programme in the country



Two campus immersion modules of five days each



IIM Calcutta Executive Education Alumni status

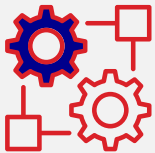


Largest Alumni network of 2,500+ among peer institutions in India

Learning Outcomes



Equip participants with a broader knowledge of government, macroeconomic, legal, and analytical aspects of business decision-making



Enable participants with operational excellence by enhancing their existing functional and cross-functional competencies



Render them with a strategic mindset and transform them into strategic leaders

Programme Curriculum

Perspectives

- Business, Government, and Society
- Market Economies and Macroeconomic Policies
- Legal Aspects of Business

Functional Competencies

- Achieving Operational Excellence
- Managing Human Resources
- Quantitative Tools for Decision Making
- Financial Reporting and Analysis
- Corporate Finance and Financial Markets

Competition, Strategy, and Leadership

- Developing a Strategic Marketing Plan
- Developing Organisational Leadership
- Developing a Strategic Mindset

The face-to-face campus sessions may include topics such as Being a CEO/Board Member, Leadership and Business Communication, Conflict and Negotiation Skills, Business Analytics and its Applications, Challenges of Entrepreneurship, Understanding Self, Global Political Economy, Digital Transformation, etc.

Pedagogy

The teaching approach will be highly interactive and deploy diverse pedagogical tools and techniques most suitable for each module such as cases, role-plays, simulations, games, and lectures.

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. Participants will be provided reading materials, etc., for each course. They may also interact with the concerned faculty through e-mails/chat mode.



Duration

12 Months

Schedule*

Sunday:

09:30 a.m. - 12.30 p.m.

**Exams will be held on select Sundays from 8.30 a.m. These will be announced well in advance.*

Campus Immersion

There will be two campus immersions of five days each at IIM Calcutta, which will be scheduled towards the middle and at the end of the programme, respectively. It is mandatory for participants to attend all campus visits for the successful completion of the programme.

The campus visit will be conducted subject to the evolving pandemic situation and will depend on government and institute regulations, advisories, and guidelines related to the pandemic. In case the campus module is not confirmed due to any reason, the same will be included in the total number of online sessions.

**Campus visit includes 4.5 days of sessions, 5 night stay*

Eligibility Criteria

- Bachelor's degree (10+2+3 or 10+2+4) or 2 years Master's degree or its equivalent from institutions or universities recognised by UGC/AICTE/AIU/DEB
- Minimum 50% aggregate marks of all years in either bachelor's or master's degree or its equivalent
- Candidates should be working and should have a minimum of 10 years of work experience* post-completion of qualifying education

**Internships and Trainee Experiences will not be considered as full-time work experience.*

Who Should Attend?

- Senior and middle-level managers with more than ten years of work experience
- Managers newly taking on (or likely to take on) senior management responsibilities
- Senior functional managers moving to general management roles
- Practising senior managers who wish to update themselves on recent management thoughts

Admission Criteria

- Eligible candidates will be selected on the basis of assessment of educational and professional background and motivation based on the application form submitted.
- Senior applicants with experience will be preferred.
- Final selection will be done by IIM Calcutta.

Attendance Criteria

- Participants need a minimum overall attendance of 75% in order to complete the programme
- Participants will not be awarded any certificate if they do not maintain the requisite attendance. In this case the status of the participant will be "incomplete"



Assessment & Evaluation

- Continuous evaluation components consist of class participation, case discussions, assignments, quizzes, project presentations, written tests, and final online examination.
- Examination/evaluation shall be conducted by IIM Calcutta.



Certification & Alumni Status

- Candidates will successfully complete the programme if they have received 'poor' grades in not more than two courses.
- Successful candidates will receive a 'Certificate of Completion' from IIM Calcutta.
- Those with requisite participation but unable to complete successfully will receive a 'Certificate of Participation'.
- Giving feedback is an integral part of the completion requirements of the programme.
- Successful participants will also be accorded IIM Calcutta Executive Education Alumni status.

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

Programme Directors



Prof. Chetan Joshi
IIM Calcutta

Prof. Chetan Joshi is a faculty member in the Organisational Behaviour Group of IIM Calcutta, where he teaches courses and conducts open or customised training programmes on Interpersonal Skills, Leadership and Team Building, Negotiation Skills, Conflict Resolution, Group Dynamics, and Organisation Structure and Design. His research has been published in Equality, Diversity, and Inclusion: An International Journal, Project Management Journal, Industrial Marketing Management, and the International Journal of Human Resource Management, and presented at international conferences such as the Administrative Sciences Association of Canada, the Society for Industrial and Organisational Psychology, the International Congress of Psychology, and the Academy of Management. He has developed simulations and exercises, which have been showcased at the annual conferences of the OBTS Teaching Society for Management Educators. His co-authored case studies and teaching notes are available from Harvard Business School Publishing. He has also co-helmed the following Long Duration Programmes at IIM Calcutta: PGCFBM, Senior Management Programme, LMP Accenture, Executive Programme in International Business, and EGMP Nestle.



Ritu Mehta
Professor, Marketing
IIM Calcutta

Ritu Mehta is a Professor of Marketing at Indian Institute of Management Calcutta since 2011. She obtained her PhD from the Indian Institute of Technology Kanpur. Prior to her PhD, she has a B.E. in Chemical Engineering from L.D. College of Engineering, Ahmedabad and MBA in Marketing from Nirma University's Institute of Management. Prior to joining academia, Ritu worked in consumer-packaged goods companies in diverse sales and marketing roles. Her research interests include, among others, retailing, consumer behavior, sales promotions, green marketing, and role of gender in consumption and decision making. Her research has been published in journals such as Journal of Marketing Management, International Journal of Consumer Studies, Journal of Retailing and Consumer Services, International Journal of Retail & Distribution Management, and Decision. She has presented her work at leading international conferences. She has taught in a wide variety of executive programmes and has also developed several teaching cases with Ivey Publishing. Ritu's teaching interests include marketing research, pricing, brand and services management.

Programme Fee

Particulars	Amount (₹)*
Processing Fee**	20,000
Total Course Fee (Excluding Registration Fee)	8,20,000

- *GST of 18% will be additional as applicable.
- All Fees are payable to Times Edutech and Events Limited (TEEL).
- Processing Fee contains ₹17,000 towards the Registration Fee and ₹3,000 towards the Total Course Fees. Processing Fee of ₹20,000 is refundable in case the participant's profile is rejected by IIM Calcutta subject to a deduction of ₹2,500 as Administrative Charges.
- 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:
 - In case the 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 (₹)*
I	At the time of Registration	3,000
	Within one week of offer letter roll out	2,07,000
II	10 th April, 2024	2,10,000
III	10 th July, 2024	2,00,000
IV	10 th October, 2024	2,00,000

*GST will be additional as applicable.

Programme Timelines

Last Day to Apply	Refer to website
Programme Start Date	21 st January, 2024
Programme End Date	January 2025



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



Spread across a 135-acre campus, the **Indian Institute of Management Calcutta (IIM Calcutta)** was established as the first national institute for Postgraduate studies and Research in Management by the Government of India in November 1961 in collaboration with the Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation, and Indian industry.

Over the years, IIM Calcutta gained global repute for imparting high-quality management education through its Postgraduate and Doctoral level programmes, Executive Training Programmes, and Research & Consulting activities. It is the first 'Triple Accredited' management school from India – with accreditations from the Association to Advance Collegiate Schools of Business (AACSB), European Quality Improvement System (EQUIS), and Association of MBAs (AMBA). It is also the only Indian business school that is a member of the Global Alliance in Management Education (CEMS).

Today, IIM Calcutta is one of Asia's finest business schools. Its strong ties to the business community make it an effective mechanism for attracting India's best talent and promoting management practices in Indian organisations.



4th
Rank in NIRF
Rankings 2023



68th
Rank in QS Global MBA
Rankings 2023



76th
Rank in FT Global MBA
Rankings 2023

Features among the top 100 business schools in the world in FT
Executive Education Custom Directory 2021



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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