



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



**BUSINESS LEADERSHIP
PROGRAMME MODULE - I, II, III**



KEY TOPICS

Exploring Leadership styles and HRM systems

- Exploring Self: Leadership styles and Interpersonal Competencies
- Understanding Organizational cultures and structures
- Design thinking in HRM systems and Strategic HRM
- Managing new work forms Hybrid, GIG, Moonlighting, and Idiosyncratic contracts (I-deals)

Change Management

- Transformational Leadership
- Organizational renewal and change
- Managing transitions, fluxes and uncertainties
- Leaders as Change Agents: Leading Structural and Behavioral Change

Strategic Management

- Strategic Thinking
- Developing an Innovative and Entrepreneurial Mindset
- Business Strategy & Competitive Advantage
- Competing in the Age of AI, Digital Business Models, and Platform Strategy
- The Scope of the Firm and Corporate Strategy
- Corporate Governance and Managing Multi-Stakeholder Interests
- Foundations of Strategic Leadership
- Preparing for Stepping into Board positions

Mentoring & Coaching

- Effective team building including building virtual teams
- Developing and Mentoring talent
- Contemporary developments in managing talent

Financial Innovations and Financial Planning

- Capital markets and Financial Institutions
- Making and managing capital investment decisions
- Managing sustainable growth through working capital
- Private equity and venture capital: Strategic Investment/financing
- Business Alliances (Mergers & Acquisitions)

VUCA in Global Economy, policy environment and country risk analysis

- Understanding the current Business Context – Domestic and Global economy
- Riding through Uncertain Times - Recent Covid-19 Pandemic, possible threats from the rise of economic nationalism in advanced countries, trade war, assessing Opportunities and Risks for Investment

- A Framework for Assessing Risks
- Assessing Investment Risk in Developing Economies with special reference to BRIC Economies;
- Assessing the Need for Risk Insurance
- The Business Environment Risk Intelligence (BERI) Index

Marketing Strategy

- Translating Business Strategy to Market Strategy
- Customer-Centricity and Market Leadership
- Managing the Value Vs Volume conundrum
- Go-to-market Strategies
- Market development (Including Digital)
- Product development
- Pricing strategies
- Managing the Product Life Cycle
- Managing Customer Journeys: The role of social media, Learning from Neuro marketing

Persuasion & Consensus Building

- Influencing others by negotiation and persuasion skills
- Conflict Management
- Managing conflict and cooperation
- Persuading Millennials; Using effective tools of Persuasion
- Persuading skeptical audiences

Regulatory Framework for Business

- Regulatory Framework of Joint Ventures
- Regulatory Framework of Corporate restructuring
- Competition Law and Anti-Trust Regulations
- Public Offers and fund raising
- Strategic management of Intellectual Property

Operations and Supply Chain Management

- Operations strategy and optimization models
- Process view of operations
- Managing disruptions in supply networks
- Design of resilient supply chains
- Capacity management
- Strategic sourcing and supply contracts

Branding Strategy

- Branding: Challenges & Opportunities
- Winning the Brand battle: How powerful brands face competition
- Brand Evaluation: Consolidation, Extension, Deletion, Repositioning Brands
- The Future of Branding and latest thinkUsing effectwefrful brands competition



PROGRAMME DIRECTORS

Amit Dhiman is a Professor in the Human Resource Management Group, and has been associated with IIMC since 2008. He is a Fellow of IIM Ahmedabad and holds a Masters degree in Human Resource Management and BE degree in Mechanical Engineering. He has worked for more than seven years in industry in the private sector, mainly in Human Resource Management and Organizational Development functions. He has research, teaching and consulting interests in the areas of Performance Management, Accountability, Stress Management, Strategic Human Resource Management, and Human Resource Management in Services. In above areas and others, he has publications in acclaimed international journals. He has consulted in organizations in private sector, public sector, government, and NGOs across industries such as Oil, Education, Housing Finance and so on. He has got training in various pedagogies at prestigious institutions including Harvard Business School.

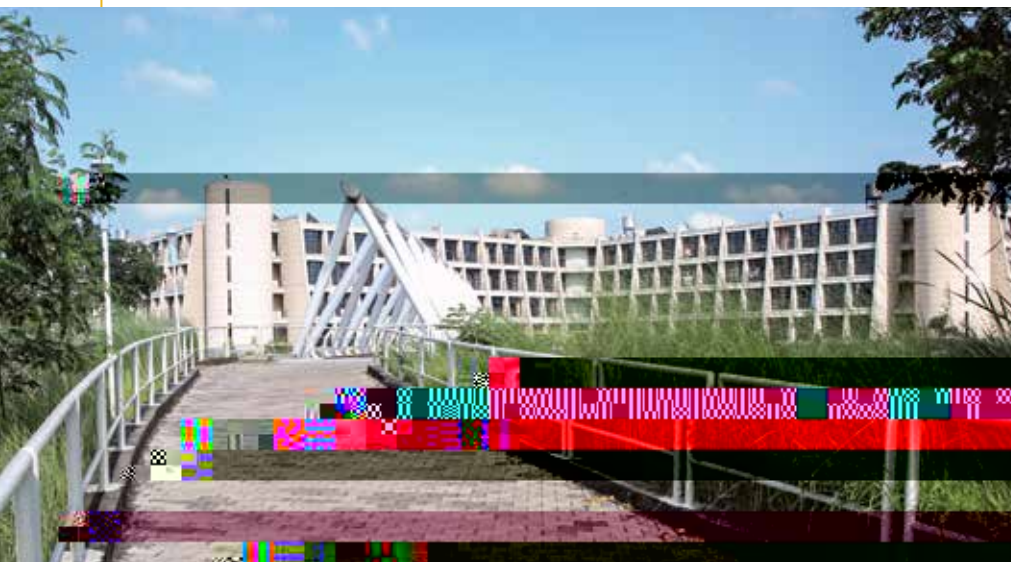
Anirvan Pant is an Associate Professor of Strategic Management at the Indian Institute of Management Calcutta. He completed his doctoral studies and received the title of 'Fellow of the Indian Institute of Management Bangalore' from IIM Bangalore in 2010. Earlier, Professor Pant worked with Tata Motors after obtaining a Master's degree in Economics from the University of Lucknow. Research articles written by Prof. Pant have appeared in the Harvard Business Review, Journal of International Business Studies, Global Strategy Journal, and the Journal of Product Innovation Management. His research has been cited in the Economist. He was a finalist for the Gunnar Hedlund Award 2010/2011 for the best dissertation worldwide in the field of international business and has received the Outstanding Reviewer Award for 2005–2009 and the FDC Best Paper in Strategy / IB Theory Award 2011 from the International Management Division of the Academy of Management. Prof. Pant's teaching and training interests lie in competitive strategy, corporate strategy, global strategy, and strategic leadership.

Peeyush Mehta is a Professor of Operations Management at Indian Institute of Management Calcutta since 2012. During 2005–2011, he was a faculty in the Department of Industrial & Management Engineering at the Indian Institute of Technology Kanpur. He obtained his doctoral degree from Indian Institute of Management Ahmedabad. He worked as a Post-Doctoral Research fellow at the Nanyang Technological University, Singapore. After obtaining his Bachelors of Engineering in Mechanical from Jodhpur University, he worked in industry for three years in Power sector operations. Peeyush's research interests are in the areas of operations strategy, supply chain coordination, supply contracts, manufacturing competitiveness, and game theory applications in operations. His research has appeared in a number of acclaimed international journals. At IIM Calcutta, he teaches courses on production and operations management, supply chain management, manufacturing management. He has taught in several executive programs for wide variety of firms in the areas of operational excellence, strategic sourcing, vendor development, service operations and supply chain management.

Comments from the Participants of earlier batches of BLP

"The sessions led by Senior Professors from IIMC and Industry Professionals were more oriented towards business application of management theories and discussing case studies. The collaboration with Peers from my batch who are already established senior professionals in their own organizations gave an opportunity for shared learning. I continue to fall back on the learning that I assimilated at IIM Calcutta whenever I have to resolve challenging business situations" - **Stephen Sequeira, Lenovo India, BLP, 2017-2018.**

"I couldn't have asked for a more holistic course. This program is carefully curated to provide a high level and yet detailed information on an array of business domains. Attending BLP programme provided me with a unique opportunity to understand the business better and most importantly, it enabled me to make an informed choice about my area of interest to drive my career further." - **Nivedita Gangay, KPMG India, BLP, 2018-2019.**



PROGRAMME DETAILS

- **Duration:** **Module I** : August 21 - 26, 2023, **Module II** : November 20 - 25, 2023, **Module III** : February 05 - 10, 2024
 - **Venue:** Management Development Centre (MDC), IIM C Campus
 - **Accommodation:** Accommodation will be arranged from the morning of start date of each module and the programme will be over by 2.00 p.m. on the last day of each module.
 - Participants would have to make their own travel arrangements.
 - Accommodation at IIM C Pe their own travel arrangemq 1-(Ju-0.017 Tw 0.237 0 Td(A)13(c)23(c)23(ommodation at IIM C)40(P provider, conditional upon room availability.
- Disclaimer:** based on the situation, the campus component may shift to online mode

PROGRAMME FEES

- The Programme fee for each participant will be ₹ 3,75,000/- plus applicable taxes.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.

HOW TO APPLY

- You can apply/nominate your personnel by clicking on the "Apply Now" link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo. /relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA'S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta has been ranked 2nd in India and 59th globally in 'Open-enrolment Programmes' category in the Financial Times Executive Education Ranking 2022. The Institute has secured 76th rank in Financial Times Global MBA Ranking 2023 and 1st in BT-MDRA Best B-School Survey 2022



Our correspondence address is as follows:

CMDP Office

Management Development Centre (MDC)

Indian Institute of Management Calcutta, Diamond Harbour Road, Joka, Kolkata - 700 104

Phone: +91 33 7121 6000-01 (Extns: 6012/6005)

Email: program_mdp@iimcal.ac.in | Weblink: <https://www.iimcal.ac.in/mdp/mdp-calendar>

For all other details on administrative matters please refer to the 'Guidelines for Participants' on our website or e-mail to program_mdp@iimcal.ac.in