

PROFESSIONAL DEVELOPMENT PROGRAM

Industry Ready Program [IRP]

A Presentation by

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Chairman – The Strategy Academy**

***** IIM Calcutta** [From: 1994], **The Strategy Academy** [From: 2008] and
UPH University, Jakarta [From: 2014]



TheStrategyAcademy

Live the **NOVELTY** Feel the **DIFFERENCE** Make an **IMPACT**

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PROFESSIONAL DEVELOPMENT PROGRAM

Industry Ready Program [IRP]

A Specially designed Program for

FULL TIME WORKING EXECUTIVES AS WELL AS FRESH GRADUATES

[Who do not yet have a formal AICTE/ UGC approved PGDM/ MBA]

BROAD SCOPE

6 Month “ Action Learning based” The Strategy Academy [TSA] Certified **INDUSTRY READY PROGRAM [IRP]** – imparting CORE business & management skills - which is rigorous and detailed enough to get a career progression or get a frontline job or start one’s own new venture on successful completion of the 6 month IRP. This 6 month program will also help interested participants in preparing for and passing semester examinations of any MBA program that is conducted by various universities [see below]

OPTION TO DO AN MBA

24 Month UGC Approved **MBA** Certified by a Central University [The Strategy Academy has no role in except offering coaching/academic support]



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SIX MONTH INDUSTRY READY PROGRAM

Leading to the Certificate

Applied Program in Business & Management [Action Learning Based]

For Whom – The Target Group

- The SIX MONTH INDUSTRY READY PROGRAM [IRP] is designed for those who are either **over-served** or **unserved** by the existing 2 year MBA/PGDM.
- Given this perspective, **INDUSTRY READY PROGRAM** [Action Learning based] is designed to serve 2 distinct segments as follows:
 - I. **Individuals** who are looking for **SMART LEARNING & TRANSFORMATION SOLUTIONS** that will help them acquire INDUSTRY-READY business and management skills **RAPIDLY** through attending 100% LIVE and 2 way Interactive classes conducted by faculty personally **BUT**
 - Without using working hours
 - Without discontinuing current job, business or studies,
 - Without leaving their city/town where they stay and
 - Without putting financial pressure on self/family while paying fees.
 - II. **Individuals** who wish to start **NEW ENTREPRENEURIAL VENTURES**

PROFESSIONAL DEVELOPMENT PROGRAM

Industry Ready Program [IRP]

The **Strategy** Academy: Background Information

And

The Academy's Smart Learning & Transformation
Solution [SLTS]

SIX MONTH INDUSTRY READY PROGRAM

Leading to the Certificate

Applied Program in Business & Management

[Action Learning Based]

LEARNING PROCESS, CONTENT, DELIVERY & ASSESSMENT

SIX MONTH INDUSTRY READY PROGRAM

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- **Two STAGE Learning process:**
 - Stage I : Action Learning Cum Course Work
 - Module I: Core functional and General Management skills
 - Module II: Frontline Executives' Skills: Marketing and Operations Management
 - Module II: Strategic and Leadership skills with entrepreneurial orientation
 - Stage II: Action Learning [Post Course-work]
 - Compulsory internship for non-working participants or on-the – job project for working participants

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CONTENT OF STAGE I : ACTION LEARNING PLUS COURSE WORK

CORE BUSINESS & MANAGEMENT SKILLS – 3 MODULES

- I. Core functional and General Management skills: 256 Hours [including faculty conducted sessions and faculty guided action learning through real life field-work]**
 - Customer and Competition analysis, Segmentation, Targeting and Positioning and Marketing Mix decisions
 - Understanding Financial statements, costs, cash and financial impact of operating decisions
 - Understanding Self and Inter-personal Relations and Managerial Skills
 - Basic Statistics and Introduction to Business Analytics

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CONTENT OF STAGE I : ACTION LEARNING PLUS COURSE WORK

CORE BUSINESS & MANAGEMENT SKILLS – 3 MODULES

II. Frontline Executives' Skills: Marketing and Operations Management: 256 Hours [including faculty conducted sessions and faculty guided action learning through real life field-work]

Marketing and Sales:

- Product and brand management and pricing
- Business Development , Sales, customer service and channel management

Operations, Supply Chain and Project Management:

- Quality, Reliability, Efficiency and Productivity in Operations: Concepts, tools and techniques for measurement, controls and improvement [including TPM, Six sigma, Lean manufacturing, forecasting, application of analytics etc]
- Supply chain and project management

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CONTENT OF STAGE I : ACTION LEARNING PLUS COURSE WORK

CORE BUSINESS & MANAGEMENT SKILLS – 3 MODULES

- III. **Strategic and Leadership skills with entrepreneurial orientation: 128 Hours [including faculty conducted sessions and faculty guided action learning through real life field-work]**
- Strategic skills
 - Leadership skills in the frontline
 - Entrepreneurial orientation and frontline executives as ‘internal entrepreneurs’

NOTE:

- A minimum of 40 to 50 % of coursework & Action Learning Projects will be linked to specific industry and company context ; Action Learning feature of the program delivery will ensure this
- For participants working in offices already: Four on-the- job specific projects will have to be completed for the each of the 3 modules of Stage I Learning

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CONTENT OF STAGE II: ACTION LEARNING

[Post course-work]

- **COMPULSORY INTERNSHIP FOR NON-WORKING PARTICIPANTS OR ON-THE – JOB PROJECT FOR WORKING PARTICIPANTS**
 - 6 Months of internship is a MUST for completing IRP[applicable in cases of participants who have not worked in any organization before or not working at the time of joining IRP]
 - OR
 - 6 Month of on-the-job action learning project for those who are in employment at the time of joining IRP

SIX MONTH INDUSTRY READY PROGRAM [IRP]

Leading to the Certificate

Applied Program in Business & Management [Action Learning Based]

DELIVERY, EVALUATION & GRADING OF IRP

- **Delivery:**

- Faculty conducted **100% LIVE and 2 way interactive** classes can be attended from **ANYWHERE** [home/ office/ outstation] through Laptop/ PC/ Smartphone on **REAL TIME** and **One2One** basis; **RECORDING** of each LIVE sessions will be available after respective faculty conducted 100% LIVE and 2 way interactive classes are over
- Faculty guided Action Learning projects , through real life field work, for every subject

- **Evaluation & Grading**

- **Continuous and subject wise** – along 7 dimensions [as mentioned in the following slide and subject to AICTE guidelines]
- Major focus on [a] **regularity of attendance** in faculty conducted sessions, [b] **quality of participation** during faculty conducted classes, [c] **extent of involvement** - individual and group assignments, [d] **compliance of process discipline** [ref various submissions on date and time and [e] **discipline and quality of subject-wise action learning work]**
- **Successful completion** of Internship or on-the-job project [as evaluated by the respective organization and faculty guide]
- **Final Comprehensive Qualifying Examination [FCQE]** – after completion of STAGE II [Internship phase for non-working participant or on-the-job project phase for working participants]
- Subject-wise grades and overall **Cumulative Grade Point Average [CGPA]**

SIX MONTH INDUSTRY READY PROGRAM

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Applied Program in Business & Management [Action Learning Based]

STAGE I: IRP: Subject-wise Assessment Areas

| AREAS | DESCRIPTION | WEIGHT |
|-------|--|--------|
| I | Level of attendance during LIVE sessions conducted by faculty in person | 10% |
| II | Level of participation during class discussion | 15% |
| III | Surprise quiz | 15% |
| IV | Group work [for case studies and other submissions] | 10% |
| V | Industry/Company specific Action Learning Project [subject-wise and based on real life field work] | 15% |
| VI | Formal presentation of Action Learning Project [ALP] over LIVE Audio and Video Platform of the Academy | 10% |
| VII | End of subject examination | 25% |
| | TOTAL | 100% |

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Applied Program in Business & Management [Action Learning Based]

EMBEDDED ACTION LEARNING DURING & POST COURSE WORK PHASES

EMBEDDED Action Learning during Course Work phase [for each of the 10 subjects] – STAGE I

- Each of the 10 subjects will have embedded Action Learning and Course Work totalling 64 hours .
- In each week , there will be course work and Action Learning side by side

Each cycle of 8 hours will have faculty conducted classes for 2 hours PLUS Action Learning for 6 hours [for every 2 hours of course work]

Each Cycle to repeat 8 times for each subject

- The entire Course Work for 10 subjects and associated Action Learning work will be spread over 26 weeks

Action Learning during Post Course Work Phase BUT before Final Comprehensive Qualifying Exam - STAGE II

- **For non-working participants:**
 - Join as an INTERN with an organization – as approved by the Academy and complete 26 weeks of Internship and get a certificate from the concerned organization indicating successful completion of INTERNSHIP
- **For Working participants:**
 - Work on an Action Learning Project – focusing on a cross functional problem/issue, to be specified by the faculty and also evaluated by the faculty

NOTE:

- Grades obtained for above projects will be considered as grade of 11th subject
- Post completion of STAGES I & II, a Final Comprehensive Qualifying Examination will be held. It will considered as 12th subject in CGPA

SIX MONTH INDUSTRY READY PROGRAM

Leading to the Certificate

Applied Program in Business & Management [Action Learning Based]

Requirements for APBM Certification

BY

**The Strategy Academy Centre for
Advanced Studies**

| AREAS OF EVALUATION [with weights] | EACH PARTICIPANT TO MEET FOLLOWING REQUIREMENTS FOR SUCCESSFUL COMPLETION CERTIFICATE – APBM [Action Learning based] |
|---|---|
| 1. Attendance – per subject - 10% | 60% Overall [minimum 40% per subject |
| 2. Class Participation – per subject– 15% | 60% Overall [minimum 40% per subject |
| 3. Surprise Quiz – per subject -10% | If missed; ZERO is given and there will be no make up quiz |
| 4. Group work – 10% | If not submitted ZERO is given |
| 5. Action Learning Project [ALP] – per subject – 15% | If not submitted ZERO is given and there will be no opportunity to make up |
| 6. DIGITAL Presentation [LIVE] – per subject – 10% | If not done, ZERO is given and there will be no opportunity to make up |
| 7. End Term Exam– per subject -30% | If even the exam on the repeat exam date is not appeared at, ZERO is given |
| Maximum Fs | 3 |
| Cumulative Grade Point Average [CGPA] –overall [12 subjects together including Internship/ Action Learning project [STAGE II] + Final Comprehensive Qualifying Exam | As per academic policies of Industry Ready Program |

ADDITIONAL INFORMATION

OPTION TO DO AN MBA

[Post completion of IRP]

OPTION TO DO AN MBA

Two Year MBA certified by a Central University

[Admission, Syllabus and books, Fee structure, Payment of fees, Examination, and Certification are directly controlled by the Central University who will be conducting the concerned MBA program. The Strategy Academy has no role in any of the University related areas just mentioned. The Strategy Academy will only provide coaching /academic support - as requested by participants - to appear at University conducted semester examination of the MBA program]

Two Year MBA: List of Subjects

- Semester I
 - Management concepts & organizational behavior
 - Managerial economics
 - Accounting for managers
 - Business environment and law
 - Research methodology
- Semester II
 - Financial management
 - Marketing management
 - Human resource management
 - Operations management/operations research & management
 - Strategic management

Two Year MBA: List of Subjects

- Semester III
 - Consumer behavior
 - Performance management
 - Merchant banking and financial services
 - Management control system
 - Entrepreneurship management
- Semester IV
 - Investment and portfolio management
 - Services marketing
 - Information technology and e-business
 - International business
 - Training and development
- NOTE: Specialization in areas such as Marketing, Finance, HRM, Operations etc is possible; for this, some subjects will be added to the list and some subjects – as listed above – will be dropped

STAGE II: MBA [CERTIFIED BY A CENTRAL UNIVERSITY]: POINTS TO NOTE & REMEMBER

- **Admission & Fee**
- Decision to admit will be taken by the concerned University and the MBA fee is received directly by the University. The Strategy Academy [TSA] has no role in either admission or syllabus or fee
- **Examinations:**
- Semester-wise examinations – to be conducted by the concerned University at select number of centres spread all across India. TSA will not have any role in such examinations
- **Evaluation & Grading**
- Evaluation of Semester-wise exams: The concerned University to conduct as per University's Policies and standards and following UGC guidelines [The Strategy Academy will not have any role in such evaluation]
- Overall Grading And Pass/ Fail: Decision of the concerned University. The Strategy Academy will not have any role in such grading]
- **Certified by**
- **MBA** , certified by the concerned University who admitted the concerned participant, decided the syllabus and books to be used, conducted the exams and took the fees directly from the participants. TSA will not have any role in such certification process

Fee structure: IRP

I. FEE FOR IRP: TSA CERTIFIED PROGRAM – LEADING TO APBM

- Rs **72000/-** + **Service Tax** – payable in instalments [up to 6 instalments are possible in special cases] for 640 hours of Coursework + fieldwork+ examination+ assessment+ certification for APBM

II. FEE OF MBA PROGRAM [Certified by a Central University] PLUS COST OF COACHING SERVICES [To be offered by The Strategy Academy]

- Approximately 50,000/- [payable directly to the concerned university]+ Service Tax PLUS fee for coaching services to be provided by TSA prior to semester examinations: Rs. 28000/-[payable to TSA] + ST = **Total Rs 78000/- + Service Tax**

III. EFFECTIVE COST OF DOING BOTH I + II:

- **150000/- + ST [please note that II is optional]**

NOTE: A minimum of 30 participants are needed to launch a batch of Industry Ready Program [IRP], though under special circumstances, the program can start with batch size less than 30

IMPORTANT POINTS : SIX MONTH INDUSTRY READY PROGRAM

Leading to the Certificate

Applied Program in Business & Management [Action Learning Based]

- Total PER HEAD FEE of IRP + MBA – as mentioned in previous slide- is **COST EFFECTIVE** [vs. other comparable PGDM/ MBA Program].
- There are several benefits for joining PGDME: These are:
 - IRP [leading to the certificate **Applied Program in Business & Management [Action Learning Based]** is designed and delivered using a **Smart Learning and Transformation Solution [SLTS]** that is **UNIQUE** and first of its kind in India. SLTS helps participants get used to operating under 21 Century Digital world. Please see the subsequent slides to know more about SLTS and names of organizations who have already experienced SLTS
 - Among many benefits of SLTS, a key one is the advantage of attending faculty conducted 100% LIVE and 2 way interactive classes from **ANYWHERE** conveniently. Regular classes of all 4 MODULES are held **OUTSIDE** working hours and can be attended from home/ office/ outstation; recordings of live classes will also be available. Such features are just unimaginable in cases of 2 year MBA and PGDM

SIX MONTH INDUSTRY READY PROGRAM

Leading to the Certificate

Applied Program in Business & Management [Action Learning Based]

- IRP [including learning from Fieldwork/ Internship/On-the-job projects] comprises all latest concepts, cases and practices which UGC/ AICTE approved MBA/ PGDM may not always have. After completing 6 Month IRP, the participants will be fully equipped with all core business and management skills. With critical business and management skills obtained this way, all participants will start delivering performance at their respective work places - at the end of First 6 month - at a far higher level than the level of performance what they exhibited before joining APBM. Also completion of coursework of 20-22 MBA/PGDM subjects and passing MBA examinations to be conducted by the concerned Central University become extremely easy since core skills are obtained within the first 6 months itself . The Academy organizes special coaching sessions before MBA examinations of each semester
- Since all faculty conducted 100% LIVE and 2 way interactive classes of IRP [TSA] plus coaching sessions of MBA will be delivered over video plus audio platform of The Strategy Academy, 4 different types of savings will be there compared to a traditionally delivered EDUCATION DELIVERY Model: **1] No travelling cost to be incurred to travel to a central class room. 2] No loss of office time, 3] No food/ stationery cost and 4] No admin hassle to conduct the program**



Infrastructure required at Participant level for attending Faculty conducted 100% LIVE and 2 Way Interactive sessions from Anywhere

- PC/ Laptop – minimum Pentium 4 Processor, 2 GB Ram
- A Head phone - standard
- A broadband connection or a data card capable of ensuring a minimum of 256kbps all the time during each faculty conducted 100% LIVE session [in case this condition is not satisfied during certain part of LIVE classes, there may be hearing/viewing problems during that period]
- Smartphone with at least 3G connection already installed; this will act as an alternative system for accessing faculty conducted LIVE classes from ANYWHERE when Internet connection is either not working or Internet is not accessible

The Strategy Academy [TSA] WAY

IRP [Leading to the certificate APBM]

Contemporary Content Delivered Through
Smart Learning and Transformation Solution [SLTS]

The Strategy Academy

Introducing



**Smart Learning &
Transformation
Solution**

SLTS – Key features

- Process driven with **TWIN emphasis** on [a] learning both knowledge and how to apply the same in specific situation and [b] transformation of behaviour
 - Facilitation of **Skilling/Re-skilling** of participants in areas as specified by client company
 - **Transformation** of participants [habits, traits, attitude and motivation to achieve excellence]
- **Participant centred learning process** rather than lecturing by the faculty
 - SLTS deploys a special **5 way** learning process. This process has built-in time and sub-processes that help in assimilation and absorption of knowledge and how to apply acquired knowledge in real life situation
 - One key feature of this 5 way learning process is facilitation of **Learning-in-phases**. Learning-in-phases enables self and inter-participant learning in between two formal faculty conducted sessions separated by 2 to 4 days.

SLTS – Key features

- **Content neutral** – implying that any subject matter – whether professional or technical or general or vocational - can be delivered by faculty using SLTS
- **Location independent**– implying that faculty conducted sessions can be attended by faculty/participants from anywhere [India/world] on real-time basis [including from homes of participants & when outstation or on-the-move]
- All sessions - conducted by the facilitator/ faculty using a technology-enabled communication system - are always **100% LIVE and 2 Way Interactive**; no faculty conducted sessions are pre-recorded
- **Scalable** – even a batch size up to 90 participants, spread across all over India and the world, is possible, even though the faculty conducted 100% LIVE and 2 way interactive sessions will be delivered Direct2Participant and on real time basis

SLTS – Key features

- **Universally available** -Direct2Participant wherever they are [including overseas] – on real time basis
- **Recordings** of faculty conducted 100% LIVE and 2 Way Interactive are made available
- Always includes **assessment, grading and certification** [multi-element assessment on the lines used by top business schools in India]
- **Eliminates all non value adding activities and investment** that are intrinsic to conventional delivery solution and hence highly **Cost effective** - on per program basis or on the basis of per hour of faculty conducted session
- **Turnkey program management** services – from concept to closure of program with built-in system for reporting - weekly and at the end of each program -performance of each participant; this helps in freeing L&D resources
- SLTS is a **Green** solution

SLTS: CORE IMPACT AREAS VS. CONVENTIONAL EDUCATION DELIVERY SYSTEM

For PARTICIPANTS who require specific industry ready skills & who need to transform themselves rapidly to get a job or improve career or start their own venture

- Acquire/ Develop **industry-ready skills** – required to deliver performance in existing and next higher level roles - and transform personal traits, attitudes and motives through a special learning process that has **3 times the rigour and intensity** in content, learning process and assessment , **2 times the convenience** to attend faculty conducted sessions and that effectively costs **1/3rd** of doing the same through the traditional 20th century learning process, implying a **faster return on investment** made in learning

SLTS: CORE IMPACT AREAS VS. CONVENTIONAL EDUCATION DELIVERY SYSTEM

For ORGANIZATIONS deploying SLTS:

- Turnkey design & delivery of participant-centred and scalable L&D programs for enhancing participants' skills and also transformation of their traits, attitudes and motives, through a special learning process that has **3 times the rigour and intensity** in content, learning process and assessment , **2 times the convenience** to attend faculty conducted sessions and that effectively costs **1/3rd** of doing the same through the traditional 20th century learning process
 - **NOTE: No investment in infrastructure is required beyond what the organization already have.**
 - **No training needed to attend faculty conducted sessions on real time basis from anywhere**

SLTS : SKILL ASSESSMENT & GRADING

[for all Programs where faculty conducted 100% LIVE and Interactive sessions are at least 40 Hours]

- Continuous – subject wise – along 7 dimensions [may differ for each one program]
- 7 areas of evaluation for each subject of 16 hours are [may differ for each program] :

| AREAS | DESCRIPTION | WEIGHT |
|-------|--|--------|
| I | Level of attendance during LIVE sessions conducted by faculty in person | 10% |
| II | Level of participation during class discussion | 15% |
| III | Surprise quiz | 15% |
| IV | Group work [virtual teams] | 10% |
| V | Industry/Company specific Action Learning Project [subject-wise] | 15% |
| VI | Formal presentation of Action Learning Project [ALP] over LIVE Audio and Video Platform of the Academy | 10% |
| VII | End of subject examination | 25% |
| | TOTAL | 100% |

- At the end of each program, all participants are evaluated on RELATIVE BASIS, following the Academic Policy of the Academy.

SLTS -POST PROGRAM FEEDBACK – BEHAVIOURAL [broad indication]

[Such feedbacks are generally provided in cases of Programs where faculty conducted 100% LIVE and Interactive sessions are at least 40 Hours and pre and post program-related work, as described , is least 80 hours]

1. Ability to self-govern
2. Ability to engage oneself in any activity
3. Ability to remain up to date in pre-specified areas
4. Ability to apply - in work place - concepts learned
5. Ability to articulate and communicate
6. Ability to work in virtual team
7. Ability to conform to process discipline
8. Ability to live through and accept change
9. Extent of comforts developed to operate in the 21st century DIGITAL World

SMART LEARNING & TRANSFORMATION SOLUTION [SLTS]

KEY FEATURES AT A GLANCE

ADVANTAGES FOR LEARNERS AND PARTICIPANTS:

- SLTS helps participants **acquire specific capabilities** and also **transform their habits, attitudes and motives** required to apply such capabilities.
- Under SLTS, faculty conducted sessions - **100% LIVE and 2 Way Interactive** – can be attended by participants from **ANYWHERE** [including OUTSIDE India] on **REAL TIME** and **One2One basis**
- 100% LIVE & 2 Way interactive sessions are **accessible through all devices** [PC/ Laptop/Mobile/Tab] using broadband or telecom network or a combination of both
- **Recordings of sessions for future reference** , which no campus based programs have
- **Appropriate certification** and detailed marks sheet and grade card [including accredited, wherever applicable]
- **Opportunity to interact**, through built-in social networking platform, with batch mates who are from different geographical locations, a feature that most campus programs don't have
- **Fee is lower** than any comparable program, through LIVE sessions are more convenient to attend

SMART LEARNING & TRANSFORMATION SOLUTION [SLTS]

KEY FEATURES AT A GLANCE

ADVANTAGES FOR THE ORGANIZATIONS DEPLOYING SLTS

- SLTS is **content neutral**, implying that it can be deployed for designing and delivering any training or L&D Program [technical or functional or strategic and general management]
- SLTS includes:
 - **Learning Management system**,
 - Program and Batch specific **Social Networking Platform** and
 - **Assessment System** [pre, during and post program phases]
- **Highly scalable**, implying opportunity to reduce per participant cost exponentially
- **Simultaneous roll out** of programs in many locations –**national and international**
- SLTS is a **GREEN** Solution
- **Effective cost per participant**, for programs using SLTS , **is far less** than the same incurred under conventional delivery system
- **Pay-as-you-use basis of pricing** for using various services coming under SLTS

SMART LEARNING & TRANSFORMATION SOLUTION [SLTS]

KEY FEATURES AT A GLANCE

ADVANTAGES FOR THE ORGANIZATIONS DEPLOYING SLTS[Continued]

- Programs using SLTS can be executed by the Solution Provider on **TURNKEY BASIS**, if required by an organization

AREAS OF TURNKEY SERVICES

1. Research on Content, duly considering the business and organizational challenges to be addressed as a part of the intervention program
2. Detailed design and scheduling, covering both faculty conducted sessions and activities outside faculty conducted sessions , which are part of the intervention program
3. Research on study materials and industry specific case studies to be used
4. Sourcing of faculty as required

AREAS OF TURNKEY SERVICES

5. Delivery of faculty conducted sessions as planned
6. Offline guidance of participants in various program related activities mentioned in the detailed schedule [one example is: Action Learning Project]
7. Tracking behaviour and also performance of participants along multiple criteria
8. Final grading of participants on relative basis
9. Issue of completion/ participation certificates as applicable in each participant's case

SLTS: Proof-Of-Concept

- The Strategy Academy, authorized user of SLTS, has conducted a large number of L&D programs using the features of SLTS.
- Since inception, the Academy has delivered L&D Programs, designed using the features of SLTS, to more than 50 companies in India and abroad.
- Also, a government funded UGC approved well known University conducts its Post Graduate Diploma Program in Management for mid level and senior working executives using SLTS as the backbone platform.
- These examples act as the **Proof-Of-Concept** so far as SLTS is concerned

SMART LEARNING & TRANSFORMATION SOLUTION [SLTS]: WHO HAVE USED SLTS SINCE INCEPTION OF THE IDEA IN 2008?

Companies [or participants from these companies]

- 50 + Companies, including Aditya Birla Group, Aircel, AKK Group Bangladesh, Aquapharm, Arvind Group, Asian Paints, Axis Bank, Birla Corporation, Birlasoft, Birla Tyres, CEAT , Credit Suisse Singapore, Emami, Essar, Famycare, Frost and Sullivan, Godrej Saralee, Harrisons Malayalam, HDFC Bank, Hindalco, Hindustan Petroleum [HPCL], Idea Cellular, Indian Oil , ITC, JSW, Krishna International [Telecom] Dubai, Kuwait Oxygen Company, L&T, L&T Infotech, Linc Pen, Mahindra Finance, Max Life Insurance, Nestle, NIIT Ltd, NIIT Technologies, Premier Irrigation, Rahim Afrooz Bangladesh, Rallis India, Ranbaxy, Raymond, RIECO, R S Software, Steel Authority of India, Sudarshan Chemicals, Supreme Industries, Tata Metalliks, TATA STEEL, Tata Steel Processing, Tega Industries, Times of India, TIL, United Health Group

Accredited bodies

- UGC approved Jadavpur University conducts its **PG Diploma in Management and Entrepreneurship [PGDME]**, jointly certified by the University and The Strategy Academy
- The Academy conducts AICTE/ UGC approved **2 year PGDM/MBA** classes using its SLTS

Conference Paper And Cases

- A paper – using The Strategy Academy as an action research site – was presented in Strategic Management Society's Conference held in San Diego, USA in 2011
- Two case studies on the Academy have been written, one of which written by an IIM Faculty got a special prize at ISB Hyderabad



Conceived and Created by: **Prof Ranjan Das**

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- Prof Ranjan Das has been associated with several Institutions: **IIM Calcutta [1994 onwards]**, The Strategy Academy [2008 onwards], IIM Ranchi [Visiting: 2014-15], IIM Trichy [Visiting: 2015-17], UPH University, Jakarta [Visiting 2015-17] Indian School of Business, Hyderabad [Visiting: 2008-09], Hong Kong University of Science and Technology, Hong Kong [Visiting: 2005-06], Haigazian College, Beirut, Lebanon [1979-80]
- Doctorate [Fellow] in Management with specialization in Strategic Management from **Indian Institute of Management Ahmedabad (IIMA)**; Master of Science [Applied Mathematics] from Calcutta University
- Prof Ranjan Das has **43 years of experience** comprising
 - **20 years in industry** during which Prof Das had held such senior positions as General Manager of an MNC and Managing Director of a Joint Sector Company in India
 - **23 years in teaching, training, research and consulting** as a Professor of Strategic Management at **IIM Calcutta**
 - **9 years** [beginning January 2008 and overlapping with the assignment with IIM Calcutta] as an **Academic and Social Entrepreneur** engaged in setting up India's FIRST and only one 100% LIVE and 2 Way Interactive DIGITAL Education Delivery Solution called **Smart Learning & Transformation Solution [SLTS]**
- Prof Das had written **6 books** and many articles and case studies. He has presented papers in International conferences
- He is an **independent director** of a couple of companies in India and advises many companies in India and overseas in the areas of Strategy, Innovation, Entrepreneurship and Leadership
- **A pioneer in DIGITALLY delivered Long Duration Executive Education in India and acted as an Academic Entrepreneur while single-handedly leading IIM Calcutta's extremely successful journey in this space during 1999-2007** [IIMC is currently the largest provider of long duration executive education in India] ³⁹