TSA | The **Strategy** Academy
The Power of Strategy Applied
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THE STRATEGY ACADEMY
Centre for Advanced Studies

Re-Imagining the Capability Building Process
Success for All Powered by: Transformation X Strategy X Action

CONTENT

Background of

The Strategy Academy

> The Strategy Academy was set up 16 years ago in January 2008 to act as a catalyst for transforming individuals and organizations to exploit their full potential and assisting them to achieve SUCCESS.

The Academy was conceived as a part of an Action Research done by Prof Ranjan Das, Professor of Strategic Management at IIM Calcutta. Prof Das is the current Executive Chairperson of the Academy

The Academy is India's FIRST Academy that deploys a Smart Learning & Transformation Solution [SLTS]. The Complete Transformation Solution. SLTS, registered with Patent Office of India, uses the principles of Convergence and Digitalization and focuses on TOTAL LEARNING PROCESS that comprises [1] faculty-led sessions,[2] extensive scheduled and guided learning activities outside faculty-led sessions and [3] a rigorous continuous and program-end evaluation. Faculty-led 100% LIVE sessions are delivered on One2One basis over 2 Way Interactive Platform [with streaming audio and video feeds] to ANY WHERE in India and the World.

More than 60 Indian companies, one University, One MHRD Institute and India's largest industry association have used the resources and capabilities of the Academy, considering the following:

1. Special capabilities in Strategyand General Management Consulting
2. Deployment of a Unique Dual Learning Process [called Smart Learning and Transformation Solution – SLTS] that recognizes participant's desire and need to learn on a particular subjectarea through different sources and in a varietyof ways.
3. A variety of Learning & Development Programs in Strategy, Leadership, Innovation, Entrepreneurship and General and Functional Management areas; as a matter of fact, any subject matter [not just business and management topics] can be delivered, since SLTS is content neutral, locationneutral, device neutral,platform neutral &scalable.
4. Network of Faculty
5. Streaming Video and Audio Platform [including associated infrastructure and support services] - facilitating 100% LIVE and 2-way interactive learning process- accessiblefrom ANYWHERE and by participant on one2one basis.

Prof. Ranjan Das

Professor of Strategy, Innovation, Entrepreneurship and Leadership***

Prof of Strategic Management, IIM Calcutta
[Full time: 1994-2014; Visiting:2014 onwards till date]
                        and
Executive Chairperson – The Strategy Academy Centre for Advanced Studies

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***Associated with: **IIM Calcutta [1994 onwards]**, The Strategy Academy [2008 onwards], IIM Jammu [Adjunct Faculty 2020 onwards], IIM Ranchi [Visiting: 2014-15], IIM Trichy [Visiting: 2014-17], UPH University-Jakarta [Visiting:2014-17], **Indian School of Business Hyderabad** [Visiting: 2008-09, 2024-25], **Hong Kong University of Science and Technology** [Visiting: 2005-06].

🎓 Qualification

- PhD in Management with specialization in Strategic Management from **Indian Institute of Management Ahmedabad (IIMA).**
- Master of Science [Applied Mathematics] from Calcutta University.

💼 Experience – An overview

Prof Ranjan Das, Professor of Strategy, Innovation, Entrepreneurship and Leadership, has a total of **50 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.

- 30 years in teaching, training, research and consulting as a Professor of Strategic Management at IIM Calcutta.

- 16 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 of its kind 100 % LIVE DIGITAL Academy named The Strategy Academy Centre for Advanced Studies [TSACAS].

💼 Experience – Teaching, Research and writing and consulting

Prof Das's current teaching, research, writing, training, and **consulting** focus areas are:

- Industry and Competitive Analysis
- Industry Evolution
- Business Model Innovation
- Turnaround Strategy
- Competitive and Growth Strategy
- Corporate Restructuring and M&A
- Strategic Risk Management
- Strategy Execution
- Platform business model and strategy
- Contemporary Strategic Issues and Managerial Choices
- Organizational Transformation and Management of Change
- Strategic Leadership
- Management of Family Business– Resolving Growth, Professionalization and Succession Planning challenges

Executive Chairperson of TSA

📖 Publications

Prof Das had written 6 books and many articles and case studies during his 20 years of corporate career and 30 years of teaching at IIM Calcutta.

The six books are:
1. Managing Diversification – The General Management Process [Macmillan]
2. Strategic Management of Services [Oxford]
3. Crafting the Strategy [McGrawHill]
4. Entry Strategies of MNCs – Co-authored [Oxford]
5. Corporate Restructuring for Enhancing Shareholder Value– Co-authored [McGraw Hill]
6. Complex Issues Management – Co-authored [McGrawHill]

👔 Experience – Independent Director

Prof Das had been an independent director of several companies in India.

🧑‍🏫 Experience – Consultancy and Capability Building

Prof Das advises many companies in India and overseas in the areas of Strategy, Innovation, Entrepreneurship and Leadership. Some of the companies with whom Prof Das was associated in the past – either as an adviser or as a facilitator [providing assistance in building capabilities of people] are:

Aditya Birla Group, AKK Group Bangladesh, Akzo Nobel Singapore, Aquapharm, Arvind Group, Asian Paints, Bharat Petroleum, Birlasoft, Birla White, CEAT , Emami, Famycare, Frost and Sullivan, GAIL, Harrisons Malayalam, Hindalco, Hindustan Petroleum [HPCL], Indian Oil , ITC, Jade Global USA and India, Knowledge Group Kuala Lumpur, Krishna International [Telecom] Dubai, Larsen and Toubro, L&T Infotech, Linc Pen, Mahindra Finance, Max Life Insurance, Mitsubishi, Nestle, NIIT Ltd, NIIT Technologies, NTPC, Premier Irrigation, Rahim Afrooz Bangladesh, Rallis India, Ranbaxy, Raymond, RIECO, Steel Authority of India, Star TV, Sudarshan Chemicals, Supreme Industries, Tata Metalliks, Tata Motors, TATA STEEL, Tata Steel Processing, Tega Industries, Times of India, TIL, Thermax, Ultratech, Welspun etc.

🎓 Experience – As an Academic and Social Entrepreneur

One of the principal missions of Prof Ranjan Das is to assist individuals and organizations in achieving SUCCESS in whatever fields they are in or shall be in. As a part of this mission, that aims to reach out to people and organizations who are denied opportunities [or somehow failed] to excel, Prof Das has been working for many years on his core priority of developing a real-time, low cost, universally accessible and highly convenient to use technology enabled and two way interactive capability building cum transformation process [including development of the underlying delivery platform] that combines the positive features of time tested traditional brick and mortar model with location-independent features of e-learning model but eliminates their downsides.

Backed by his long years of specific experience in this field, Prof Das has developed a novel knowledge delivery and transformation process - called Smart Learning and Transformation Solution [SLTS] - that retains the best practices of traditional brick and mortar delivery as well as those of pre-recorded e-learning system and at the same time eliminates all non-value adding investments and expenses related to both. Prof Das believes that such a convergence of two existing systems of knowledge delivery, which also helps in transforming the traits and attitudes of learners, is now a reality and shall soon be reaching the point of inflection that will have the potential to disrupt progressively the traditional brick and mortar delivery as well as much hyped 100% pre-recorded e-learning method of education delivery.

Smart Learning and Transformation Solution [SLTS]

100% Live Digital Online Infrastructure

Under Prof. Das's guidance, the Academy has developed and perfected a special 100% LIVE Digital Online Learning Infrastructure that includes not only virtual classroom but also all the facilities and processes that top Business Schools like IIMs have for rolling out high quality in- company programs or Open Enrollment MDPs. This 100% LIVE Digital Learning Infrastructure, named **Smart Learning and Transformation Solution [SLTS]** is registered with Patent and Design office of India.

SLTS is an **ALTERNATIVE** Learning & Transformation Process developed through an ACTION RESEARCH done on How Do Learners Learn and Processes to Meet Learners' Needs and Using the Principles of Convergence and Digitalization.

Smart Learning & Transformation Solution [SLTS], The Complete Transformation Solution is a Backbone Solution for design and delivery of any academic or professional education or skill development program.

SLTS

- COMBINES seamlessly the advantages of both [1] Conventional brick and mortar delivery of Education/ Learning &Development/ Skill building programs & [2] E-learning System /Massive Open Online Courses [MOOCs].

  But

- ELIMINATES the known disadvantages of both, and in the process.

- CREATES a **3rd ALTERNATIVE** that is predominantly technology enabled and built around a specially designed **Integrated Dual Learning Process** that [1] is participant-centred, [2] have significant human touch through technology platform, [3] facilitates development of required skills and expertise of participants and [4] effects simultaneously transformation of their traits, attitudes and motives.

SLTS includes 20 services, details of which are given in the attached pdf file. As you will find from the list of services, the entire spectrum of design and delivery of any L&D Program, that is conducted in physical face-to-face mode, is covered through these 20 services (except faculty and content) even though SLTS is a 100% LIVE Digital Online Learning Infrastructure. It needs to be mentioned that if a client organization requires additionally faculty and content the same also can be made available in addition to 20 services attached herewith.

Facilitation Services Offered by The Strategy Academy

for Rolling Out In-Company MDPs Listed in an Organization's Annual MDP Calendar

The Strategy Academy [TSA] offers facilitation services for rolling out In-Company MDPs listed in organizations' annual MDP calendar - to help organizations build capabilities of their officials to achieve **sustainable competitive advantages** in the marketplace. Each In-Company MDP, design and delivery of which is facilitated by TSA, have following 5 advantages - called **5 Cs**:

1. **Content** [internationally benchmarked]
2. **Customization**
3. **Capability Evaluation**
4. **Convenience** [accessible on a real time basis from anywhere outside working hours]
5. **Charges** [highly affordable]

This facilitation services of TSA cover TWO categories of MDPs viz.

1. In-Company MDPs covering areas such as **strategy, leadership and functional and cross-functional management** (having a duration of say 6 hours of faculty contact to 30 hours of faculty contact).
2. In- Company MDPs covering **new generation** topics like Data Science, Analytics, and New Digital Technologies such as AI/ML, Generative AI, RPA, AR/VR, Blockchain, Cyber Security etc. (duration of each such program will be as per the organization's requirement).

The **attached pdf** provides some supporting details on TSA's facilitation services for design and delivery of In-Company MDPs.

Special Capability Building Programs -

Available off-the-shelf - that can be designed and delivered end2end for client organizations

Programs on Functional Areas

- Advanced Financial Management
- Analysis of Financial and Cost Performance for Decision Making and Control
- Business Communication and Business Etiquette
- Customer Management
- Emotional Intelligence
- Frontline Skill Development Program
- Marketing Management
- Operations Management
- Project Management
- Risk Management
- Sales and Service Management
- Strategy and Corporate Finance
- Supply Chain Management

Programs on Analytics and New Digital Technologies

- Artificial Intelligence and Machine Learning
- Blockchain
- Business Analytics
- Cloud Computing
- Customer Analytics
- Cyber Security
- Digital Marketing
- Human Resources Analytics
- Internet of Things [IoT]
- Marketing Analytics
- Operations Analytics
- Strategic and Organizational Challenges and Responses in the Era of Convergence, SMAC and Digital Transformation

Programs on Strategy and Leadership Areas

- Advanced Management Program
- Industry Analysis
- Leadership Development Cum Career Transition Program
- Strategic Choices Under Different Business Context
- Strategy Execution
- Balanced Scorecard
- Strategic Leadership in Digital Era
- Value Chain Analysis for Gaining Competitive Advantage

Programs on Entrepreneurship

- Entrepreneurship Made Easy
- Setting up and Managing a New Entrepreneurial Venture Successfully

Advanced Capability Building Programs

PG Diploma certification – jointly certified by a leading University and The Strategy Academy

5 FOCUSED PROGRAMS

1 | **Talent Development Program** | Download Brochure

2 | **Accelerated Program in Business and Management** | Download Brochure

3 | **Business Leaders Program** | Download Brochure

4 | **Business Ready Program** | Download Brochure

5 | **Role Transition Program** | Download Brochure

Partners of The Strategy Academy

Academic Institutions

Name of the Partner

Jadavpur University, a public state university located in Calcutta. Number 2 in state university category and number 9 in overall university category as per NIRF rank in 2024.

Type of Partnership

Joint certification, with The Strategy Academy also delivering program content – using Smart Learning and Transformation Solution [SLTS].

Name of the Partner

School of Management Sciences, Indian Institute of Engineering Science and Technology [IIEST]. IIEST is recognized as an Institute of National Importance by Ministry of Human Resource Development [MHRD], Government of India along with IITs and NIT.

Type of Partnership

Joint certification, with The Strategy Academy also delivering program content – using Smart Learning and Transformation Solution [SLTS].

Industry Association

Name of the Partner

Confederation of Indian Industries [Suresh Neotia Centre for Excellence in Leadership].

Type of Partnership

Joint certification, with The Strategy Academy also delivering program content – using the technology enabled Smart Learning and Transformation Solution [SLTS].

Organizations who have used the services offered by The Strategy Academy

- ACSEN Group
- Aditya Birla Group
- Aircel
- AKK Group Bangladesh
- Aquapharm
- Arvind Group
- Asian Paints
- Axis Bank
- BanglaNatok
- Bhilai Steel Plant
- Birla Corporation
- Birlasoft
- Birla Tyres
- Boehringer Ingelheim
- CEAT
- CESC Ltd
- Credit Suisse Singapore
- Emami
- Essar
- Famycare
- Frost and Sullivan
- GAIL
- Garden Reach Shipbuilders & Engineers [GRSE]
- Godrej Saralee
- Haldia Petrochemicals Limited [HPL]
- Harrisons Malayalam
- HCL
- HDFC Bank
- Hincol
- Hindalco
- Hindustan Petroleum [HPCL]
- Idea Cellular
- IFB Agro Industries Limited
- Indian Oil [IOCL]
- ITC
- Jade Global
- Jetking
- JSW
- Jubilant
- Knowledge Group Kuala Lumpur
- Krishna International [Telecom] Dubai
- Kuwait Oxygen Company
- L&T
- Linc Pen
- MCPI
- M Junction
- Mahindra Finance
- Max Life Insurance
- Metropolis Healthcare Limited
- Mitra SK
- Nestle
- NHRDN
- Nicco Engineering Services Ltd
- NIIT Ltd
- NIIT Technologies
- Nourish Bangladesh
- Nuvoco
- Phillips Carbon Black Limited
- Premier Irrigation
- Puranik Builders
- RahimAfrooz Bangladesh
- Rallis India
- Ranbaxy
- Raymond
- Redington Dubai
- RIECO
- R S Software
- Scorpio [Shipping Industry]
- Steel Authority of India
- Sudarshan Chemicals
- Supreme Industries
- Tata Metalliks
- TATA Steel
- Tata Steel Processing
- Tega Industries
- Times of India
- Tribhovandas Bhimji Zaveri [TBZ]
- Unigrow
- United Health Group
- Vizag Steel [RINL]

Feedback received from the participants on the L&D programs offered by TSA – using its Smart Learning & Transformation Solution, the 100% LIVE Digital Online Learning Infrastructure - during the last 5 years

Year	Contemporariness of CONTENT	Application of concepts and frameworks	Quality and comprehensiveness of study materials	Quality of DIGITAL infrastructure	Evaluation of Faculty	Realtime back-office support by TSA	Cumulative overall experience of participants
2024	3.55 out of 4 (Excellent)	3.43 out of 4 (Good)	3.37 out of 4 (Good)	3.43 out of 4 (Good)	3.48 out of 4 (Good)	3.43 out of 4 (Good)	3.43 out of 4 (Good)
2023	3.49 out of 4 (Good)	3.42 out of 4 (Good)	3.45 out of 4 (Good)	3.47 out of 4 (Good)	3.45 out of 4 (Good)	3.47 out of 4 (Good)	3.45 out of 4 (Good)
2022	3.54 out of 4 (Excellent)	3.47 out of 4 (Good)	3.38 out of 4 (Good)	3.43 out of 4 (Good)	3.49 out of 4 (Good)	3.45 out of 4 (Good)	3.45 out of 4 (Good)
2021	3.58 out of 4 (Excellent)	3.49 out of 4 (Good)	3.42 out of 4 (Good)	3.48 out of 4 (Good)	3.60 out of 4 (Excellent)	3.47 out of 4 (Good)	3.52 out of 4 (Excellent)
2020	3.36 out of 4 (Good)	3.27 out of 4 (Good)	3.17 out of 4 (Good)	3.28 out of 4 (Good)	3.36 out of 4 (Good)	----	3.26 out of 4 (Good)

PROGRAMS CONDUCTED BY THE STRATEGY ACADEMY

Click Here

PROGRAM WISE FEEDBACK

Click Here

TESTIMONIALS

Click Here