



TALENT DEVELOPMENT PROGRAM

Focus Areas:

- Total Business Management - Functional and Cross Functional Management, Business Strategy, and Entrepreneurial Thinking
- Advanced capabilities in ONE specialization area of contemporary relevance (the organization to select any one out of several options available)

11 Months | 100% LIVE Online Faculty Conducted Sessions |
No Use of Office Time |
Certified as a Top University's PG Diploma Program



WHY THIS PROGRAM

- It is a comprehensive program designed to identify and nurture High Performing - High Potential officials, equip them with the skills and experiences needed to excel in their current roles and prepare for future growth.
- For details, please turn the page.



PROGRAM FEE

- ₹ 1,50,000 plus 18% GST



PROGRAM STARTS ON

Three batches per year

- April to June
- July to September
- October to December



PROGRAM DURATION

- 11 Months
- 4 sessions (each @ 2 hours) per week.
- All sessions will be held outside working hours.



PROGRAM OVERVIEW

This program will help the participants acquire capabilities and perspective in three ways:

1.

Business Acumen [Functional and Cross Functional Management, Business Strategy, and Entrepreneurial Thinking]

2.

Managing and leading to get things done

3.

Several options to specialize in high demand areas



WHY THIS PROGRAM?

- This program offers a structured approach to nurturing High Performing - High Potential officials, ensuring a pipeline of skilled talent ready managers for future leadership roles.
- It emphasizes personalized development plans tailored to each participant's strengths and areas for growth, fostering a culture of continuous learning and improvement.
- Opportunity for each participant to specialize in ONE high demand area of contemporary relevant.
- Program design enables development of groups/teams - comprising 8 to 10 of talented mid-level managers - in up to 5 or 6 different tracs of capabilities through the same talent development program.
- The program fosters a collaborative learning environment, encouraging participants to share insights and best practices, which drives innovation and collective growth within the organization.
- The program design includes all essential skills required to deliver performance by talented managers in managing business, managing functions and also applying knowledge and skills acquired as a part of in the area of specialization opted for.

PROGRAM FOR WHOM?

- Graduates - Engineers and Non-Engineers; CAs/CMAs/CSs.
- Diploma holders with 10+2+3 years of education.
- MBAs [if specially recommended by sponsoring organizations after studying the program content and evaluation system].

PROGRAM HIGHLIGHTS

- ✓ The program is jointly certified by **Jadavpur University** (number 2 in state university category and number 9 in overall university category as per NIRF rank in 2024) School of Education Technology and **The Strategy Academy** Centre for Advanced Studies.
- ✓ 11 months program comprising 3 semesters. 8 subjects in specialization area.
- ✓ Internationally benchmarked content.
- ✓ 240 hours of faculty conducted 100% LIVE online sessions.
- ✓ 480 hours of scheduled and guided self-paced learning.
- ✓ Sessions will be held outside working hours (8pm – 10pm).
- ✓ Sessions are accessible nationwide and also globally on real-time basis.
- ✓ Option to go through the recordings of LIVE sessions as many time as participants want during the tenure of the program.
- ✓ Use of case studies and hands on exercises.
- ✓ 15 case assignments (8 in specialization area). 
- ✓ 15 group discussions (8 in specialization area).
- ✓ 15 LIVE Presentations (8 in specialization area).
- ✓ 15 Action Learning Projects [ALPs] (8 in specialization area). 
- ✓ 30 quizzes (16 in specialization area).
- ✓ 15 Exams [one exam for each subject] (8 in specialization area).
- ✓ One Comprehensive Project Work in the area of specialization opted for.
- ✓ Multi-element evaluation [7 elements in each subject].

Information on Jadavpur University and The Strategy Academy

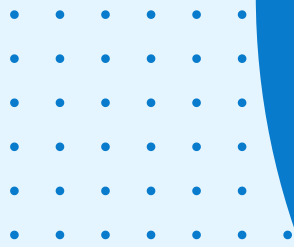
Jadavpur University

- Date of establishment: 24/12/1955
- Status of the university: A 70 years old State Funded University. The university has been recognized by UGC in 1955.
- Type of university: Unitary
- University departments: 36
- Interdisciplinary schools: 21
- Centres of study: 40
- NIRF ranking (in 2024): Number 2 in state university category and number 9 in overall university category.

The Strategy Academy

- The Strategy Academy was set up about 18 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.
- More than 70 Indian companies, one university, one MHRD institute and India's largest industry association have used the resources and capabilities of the Academy.

PROGRAM DIRECTOR



Prof. Ranjan Das

**PhD in Strategic Management
(IIM Ahmedabad)**

Professor of Strategy, Innovation,
Leadership and Entrepreneurship



BRIEF PROFILE

Prof Das has 20 years of industry experience and 30 years teaching, consulting and research experience. As a faculty of Strategic Management, Prof Das is associated with: IIM Calcutta [Full time: 1994 – 2014; Visiting: 2014 onwards], The Strategy Academy [2008 onwards], IIM Jammu [2020 onwards], Xavier Institute of Management Bhubaneswar [2020-24], 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], and Hong Kong University of Science and Technology, Hong Kong [Visiting: 2005-06].

Prof Das had set up an entrepreneurial venture in 2008 which is in operation since its inception. This entrepreneurial venture is: The Strategy Academy Centre for Advanced Studies [TSACAS]. Prof Das is the Executive Chairperson of this organization.

PROGRAM DELIVERY



Faculty Conducted 100% LIVE Online Sessions

The faculty conducted sessions of this program will be technology-enabled and held 100% LIVE online - outside normal working hours.



Recordings of 100% LIVE Faculty conducted sessions

Recordings of 100% LIVE faculty conducted sessions will be available for revision & other purposes.



Case Study Method Teaching

Use of cases and real-life examples in the sessions.

VALUE CREATION

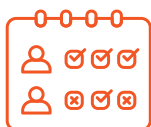
Business and Organization Level: As a part of completing 15 subjects, many assignments, including 15 Action Learning Projects [ALPs] and 1 Comprehensive Project work, following objectives will be achieved:

- Each participant will acquire skills in functional, cross functional, business strategy, and entrepreneurial thinking so that they are equipped to address contemporary business challenges.
- Each participant will acquire specialized skills in one advanced capability area.
- With skills mentioned above, participants will be able to contribute effectively for businesses to develop and sustain competitive advantages.
- Identify talent
- Develop talent through upgrading skills of talented officials further.
- Reward talent for retaining them.

Individual Level:

- **A Comprehensive Learning Opportunity** – Cross functional management, business strategy, entrepreneurial thinking, delivering superior performance at individual level.
- **Acquire within 11 months while on-the-job & without using any office hours**, PG Diploma level Certification - with specialization in one advanced capability area - from a university with NIRF rank (in 2024) 2 in state university category and number 9 in overall university category.

Subject Wise Multi-Element Evaluation



1

Attendance level

during faculty conducted LIVE sessions

2

Engagement level

in class discussion during faculty conducted LIVE sessions



3



Quiz

to be held during faculty conducted LIVE sessions

4

Group assignments

Group discussion followed by submission of assignments.



5



Presentation of assignments

Live audio video presentation

6

Action Learning Project [ALP]

Submission of ALPs followed by live audio video presentation.



7



Exam

Subject end exam (descriptive type)



SUBJECTS OF STRATEGY, CROSS FUNCTIONAL AND GENERAL MANAGEMENT AREAS

1. Analysis of Financial and Cost Performance for Decision Making and Control
2. Marketing Management
3. Operations Management
4. Quantitative Analysis for Business Decision Making
5. Economics for Managers
6. Managing & Leading and HRM
7. Strategic Management and Entrepreneurship

SPECIALIZATION OPTIONS

1. Sales and Marketing [covering Product Management, Business Development, Customer Services etc.] (8 subjects)
2. Business Applications of New Digital Technologies [covering AI&ML, Generative AI, IoT, Cloud, Robotic Process Automation etc.] (8 subjects)
3. Business Analytics (8 subjects)
4. Data Science (8 subjects)
5. Strategy and Leadership (8 subjects)
6. Industry Specific Specialization [covering regulatory context of industry, industry and competitive analysis, strategic choices and implementation changes] (8 subjects)

Note: A minimum of 12 participants are required to roll-out any specialization.

List of Subjects for different specialization areas

Sales and Marketing		
Semester I	Semester II	Semester III
Compulsory Subjects: 1. Analysis of Financial and Cost Performance for Decision Making and Control 2. Marketing Management 3. Operations Management 4. Quantitative Analysis for Business Decision Making	Compulsory Subject: 1. Economics for Managers Specialization Subjects: 2. Product and brand management 3. Integrated marketing communication 4. Pricing strategy 5. Building and maintaining sales channel	Compulsory Subjects: 1. Managing & Leading, HRM 2. Strategic Management and Entrepreneurship Specialization Subjects: 3. Sales Automation and CRM 4. Ecommerce and Self-Service Portal 5. Personal selling
Specialization Subject: 5. Segmentation, targeting and positioning		

Business Applications of New Digital Technologies		
Semester I	Semester II	Semester III
Compulsory Subjects: 1. Analysis of Financial and Cost Performance for Decision Making and Control 2. Marketing Management 3. Operations Management 4. Quantitative Analysis for Business Decision Making	Compulsory Subject: 1. Economics for Managers Specialization Subjects: 2. R and other programing language 3. Business Analytics 4. Artificial Intelligence [AI], Machine Learning and [ML] and Generative AI 5. IoT and Robotic Process Automation [RPA]	Compulsory Subjects: 1. Managing & Leading, HRM 2. Strategic Management and Entrepreneurship Specialization Subjects: 3. Cloud Computing and Cyber Security 4. Augmented Reality and Virtual Reality [ARVR] 5. Blockchain
Specialization Subject: 5. Python		

Business Analytics		
Semester I	Semester II	Semester III
Compulsory Subjects: 1. Analysis of Financial and Cost Performance for Decision Making and Control 2. Marketing Management 3. Operations Management 4. Quantitative Analysis for Business Decision Making	Compulsory Subject: 1. Economics for Managers Specialization Subjects: 2. Operations Analytics 3. Supply Chain Analytics 4. HR Analytics 5. Financial Analytics	Compulsory Subjects: 1. Managing & Leading, HRM 2. Strategic Management and Entrepreneurship Specialization Subjects: 3. Strategic Analytics 4. Social Media Analytics (including Big Data Analytics) 5. Engagement and Sentiment Analytics
Specialization Subject: 5. Marketing Analytics		

Data Science		
Semester I	Semester II	Semester III
Compulsory Subjects: 1. Analysis of Financial and Cost Performance for Decision Making and Control 2. Marketing Management 3. Operations Management 4. Quantitative Analysis for Business Decision Making	Compulsory Subject: 1. Economics for Managers Specialization Subjects: 2. R, Java, and Other Programming Languages 3. Business Analytics 4. Artificial Intelligence [AI], Machine Learning [ML] and Deep Learning 5. Data Representation and Visualization, Categorical Data Analysis and Optimization	Compulsory Subjects: 1. Managing & Leading, HRM 2. Strategic Management and Entrepreneurship Specialization Subjects: 3. Database Management and Data Warehousing 4. Big Data Technologies 5. Advanced Topics in Data Science
Specialization Subject: 5. Python		

Strategy and Leadership		
Semester I	Semester II	Semester III
Compulsory Subjects: 1. Analysis of Financial and Cost Performance for Decision Making and Control 2. Marketing Management 3. Operations Management 4. Quantitative Analysis for Business Decision Making Specialization Subject: 5. Corporate and Competitive Strategy	Compulsory Subject: 1. Economics for Managers Specialization Subjects: 2. Industry and Competitive Analysis 3. Strategies for Turnaround and Consolidation 4. Growth Strategy 5. Corporate Restructuring including Merger & Acquisition	Compulsory Subjects: 1. Managing & Leading, HRM 2. Strategic Management and Entrepreneurship Specialization Subjects: 3. Analytics for Strategic Decision Making 4. Concepts of leadership (covering how leadership style influences decision making, builds agile organization and manages change) 5. Special topics on leadership to manage BANI environments

Industry Specific Specialization		
Semester I	Semester II	Semester III
Compulsory Subjects: 1. Analysis of Financial and Cost Performance for Decision Making and Control 2. Marketing Management 3. Operations Management 4. Quantitative Analysis for Business Decision Making Specialization Subject: 5. Regulatory Context of Business	Compulsory Subject: 1. Economics for Managers Specialization Subjects: 2. Industry performance (including comparison of inter-company performance) 3. Industry and Competitive Analysis - I 4. Industry and Competitive Analysis – II 5. Contemporary Technological Changes Affecting Business Strategy and Performance	Compulsory Subjects: 1. Managing & Leading, HRM 2. Strategic Management and Entrepreneurship Specialization Subjects: 3. Alternative Business Models and Strategic Choices 4. Pricing Issues and Challenges 5. Organizational Transformation for Implementing Business Strategy