



Executive Post Graduate Program in Business & Management [EPGPB&M]

Leading to **Post Graduate Diploma in Management & Entrepreneurship [PGDME]**
certified by Jadavpur University School of Education Technology and
The Strategy Academy Centre for Advanced Studies

Two Optional Special Focus Areas for acquisition of Specialized Expertise

[1] Sales and Marketing or [2] Business Analytics and AI for Business Decision Making

Assisting Working Professionals and those with Entrepreneurial Orientation to
RE:SHIFT - Renew Capability, Shift Careers

11 Months | 100% Online LIVE Faculty Conducted Sessions |
No Use of Office Time | Optional Campus Module (3 Days)

EPGPB&M is Guided and Mentored by
Prof. Ranjan Das, PhD (IIM Ahmedabad) & Professor of Strategic Management at IIM Calcutta
(32 years of association since 1994) with 52 years of industry & professional experience

I. Broad Scope:

- Total Business Management - Functional and Cross Functional Management, Business Strategy, Leadership and Entrepreneurial Thinking
- Special capabilities in ONE area of contemporary relevance (participants need to select any one special focus area out of the two options available)
 - Option 1: Sales and Marketing
 - Option 2: Business Analytics and AI for Business Decision Making

II. Program Purpose



- **The world of work is changing rapidly:**
 - The relevance of skills and capabilities is shrinking faster than ever; yesterday's strengths may not guarantee tomorrow's success.
 - Performance without continuous learning and renewal often leads to stagnation.
 - Organizations increasingly value professionals who can adapt across roles, functions, and business environments.
- **The future will favour professionals who combine:**
 - Strategic and entrepreneurial thinking
 - Special capabilities in ONE area of contemporary relevance
 - Cross-functional capabilities
 - Adaptability
 - Leadership
- **To stay relevant and accelerate growth, professionals must RE:SHIFT:**
 - Renew Capability
 - Shift Career Trajectory
- **RE:SHIFT is the purpose of this program** titled Executive Post Graduate Program in Business and Management (EPGPB&M), which is designed to facilitate renewal of capabilities of participants and help them shift career (within and across firms).

III. 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, Leadership and Entrepreneurial Thinking]
2. Managing and leading in AI and SMAC (Social, Mobile, Analytics, and Cloud) Era
3. Two Special Focus Areas as options to specialize

IV. Program for Whom

- Graduates - Engineers and Non-Engineers; CAs/CMAs/CSs
- Diploma holders with 10+2+3 years of education
- MBAs looking to strengthen their business, leadership, strategic management skills

V. Key Features of the Program

1. Certification

Successful completion of all conditions of EPGPB&M will lead to **Post Graduate Diploma in Management and Entrepreneurship [PGDME]**, jointly certified by a high NIRF Ranked university namely **Jadavpur University** (NIRF Rank issued by Government of India in June 2025: Rank 1 among State Universities and Rank 9 in overall categories) School of Education Technology and **The Strategy Academy** Centre for Advanced Studies (an 18 year old organization specializing in design and delivery of Executive Education Programs - long, medium and short duration - over 100% LIVE and 2 way interactive digital infrastructure called **Smart Learning and Transformation Solution [SLTS]** accessible from anywhere in India and world on real-time basis).

2. Guided and mentored by

The EPGPB&M is guided and mentored by **Prof. Ranjan Das**; PhD in Management (**IIM Ahmedabad**), Professor of Strategic Management, **IIM Calcutta** (32 years of association since 1994). Visiting faculty at various leading Business Schools in India and Overseas (including ISB Hyderabad, IIM Jammu, Xavier Institute of Management Bhubaneswar, IIM Trichy, UPH University - Jakarta, Hong Kong University of Science and Technology). Prof. Das has 52 years of overall experience comprising 20 years of industry experience plus 32 years of teaching, executive education and consulting experience.

3. Admission process

- Evaluation of past performance [academic and work experience] as mentioned in the CV
- Pre-Admission Test (PAT) - 2 hours, MCQ type
- One to one interview and counselling - after successful clearance of PAT - either at (a) Jadavpur University Campus or (b) over digital platform as per preference of applicants

4. Program duration

11 months program comprising 3 semesters including 3 days optional campus module at Jadavpur University.

5. Program content and delivery

- Internationally benchmarked content for each of the 15 subjects including a subject on Entrepreneurial Thinking and Action [aimed to create an entrepreneurial orientation among participants and motivate them to initiate risk-taking ventures required by their organizations to grow]
- Case Study Method of Teaching - use of cases and real-life examples
- 240 hours of Faculty Conducted 100% LIVE Online Sessions (128 hours in the special focus area opted for) - technology-enabled and delivered 100% LIVE online, outside normal working hours. Among all online one-year PG level programs generally offered by various business schools and Universities in India, 240 hours of Faculty Conducted 100% LIVE Online Sessions is one of the highest indicating the rigor built into this program.
- 480 hours of scheduled and guided self-paced learning
- Weekly 4 sessions. All sessions will be held outside normal working hours.
- Sessions are accessible nationwide and globally on real-time basis.
- Option to go through the recordings of LIVE sessions as many times as participants want during the tenure of the program.
- All faculty-led 100% LIVE sessions will be delivered over 100% LIVE Digital Platform which is a part of the Smart Learning and Transformation Solution (SLTS) to be deployed to deliver the entire content, faculty led live sessions, conduct group discussions and presentations and conduct exams and quizzes. SLTS is registered with Patent Office of India.
- Proctored Examinations and Multi-element Evaluation - all examinations conducted with full proctoring to ensure integrity and fairness of the examination process.

6. Pedagogy and rigor of learning process

- Use of latest possible case studies and hands-on exercises.
- Case and concept-based quizzes during almost all faculty conducted live sessions. Results of all quizzes will be announced within 72 hours to help participants improve their performance progressively.
- Subject-end examination after completion of all faculty led sessions of that subject (total 15 Subject-end examinations out of which 8 will be in special focus area).

6. Pedagogy and rigor of learning process (contd.)

- Case assignment for each subject post completion of all faculty led sessions of that subject (total 15 out of which 8 will be in special focus area).
- Group discussion for each subject post completion of all faculty led sessions for that subject (total 15 out of which 8 will be in special focus area).
- LIVE Presentations for each subject post completion of all faculty-led sessions for that subject (total 15 out of which 8 will be in special focus area).
- 15 Action Learning Projects for each subject post completion of all faculty led sessions for that subject (total 15 out of which 8 will be in special focus area).
- Extensive use of AI by both faculty and participants in each of the 15 subjects.

7. Examination and evaluation process

- Minimum 60 quizzes (4 per subject)
- 15 subject-end Exams [one exam for each subject]
- One Comprehensive Project Work in the area of special focus area opted for
- Multi-element evaluation system comprising multiple parameters – generally as per standards and systems of world class Business Schools.
- All exams and quizzes will be held in a digitally [to the extent technologically feasible] proctored environment.
- Extensive use of AI to oversee the examination and evaluation process.

VI. Brief information about Jadavpur University and The Strategy Academy Centre for Advanced Studies (TSACAS)

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 Rank in June 2025, Rank 1 among State Universities and Rank 9 in overall categories

TSACAS

- The Strategy Academy Centre for Advanced Studies (TSACAS) was set up 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.
- Participants from more than 210 Indian and overseas companies, one university, one MHRD institute and India's largest industry association have used the resources and capabilities of the Academy.

VII. Takeaways from the Program

- This program offers a structured approach to nurturing individuals, ensuring a pipeline of skilled talent ready professionals 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 select one special focus area - out 2 options available – which have contemporary relevance and which meets personal needs of the concerned participants.
- Program design enables development of groups/teams - comprising 15 to 20 of talented managers - in 2 different tracks of capabilities through the same program.
- The program fosters a collaborative learning environment, encouraging participants to share insights and best practices.
- The program is designed to equip participants with the essential knowledge, skills, and competencies required to excel in business and functional management roles, while also developing expertise in their chosen special focus area to support long-term career growth and professional success.
- Nomination possible for both interested individuals and also those who may be nominated by organization as a part of their Talent Development initiatives.

VIII. Value Creation

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 special focus in one advanced capability area - from a university with NIRF ranking (in June 2025): Rank 1 among State Universities | Rank 9 in overall categories.

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.
- Four special advantages to accrue to organization nominating their officials:
 - **Identify** talent
 - **Develop** talent through upgrading skills of talented officials further
 - **Reward** talent for recognizing their performance
 - **Retain** talent for nurturing them

IX. Subjects on Strategy, Cross Functional and General Management Areas (7 subjects)

1. Financial and Cost Performance and Financial Management
2. Marketing Management
3. Operations and Supply Chain Management
4. Business Statistics and Analytics
5. Managing and Leading in AI and SMAC Era
6. Strategic Management
7. Entrepreneurial Thinking and Action (as applicable for intrapreneurs and entrepreneurs and for starting a new business venture)

X. Subjects on Special Focus Areas (8 Subjects)

Option 1: Sales and Marketing

1. Buying Behavior (including consumer and industrial)
2. Marketing Strategy
3. Product & Brand Management
4. Pricing Strategy
5. Digital-First Marketing
6. Marketing Analytics
7. Sales Management
8. AI in Sales & Marketing

Option 2: Business Analytics and AI for Business Decision Making

1. Analytics and AI (including Statistical Foundations, AI, Machine Learning, and Generative AI for Business)
2. Marketing Analytics
3. Operations & Supply Chain Analytics
4. Financial Analytics
5. AI for Financial Performance (including Risk and Business Performance Management)
6. AI for Revenue Management (including Customer and Marketing Management)
7. AI for Process Excellence
8. Responsible AI & Strategy (including Data Ethics, Governance and AI Strategy for Enterprise Adoption)

Note:

1. Each participant will require to select any of the above two special focus areas.
2. A minimum of 12 participants [out of a maximum batch size of 40 participants as planned] is required for offering a particular special focus area.

XI. Program Fees

₹1,50,000/- plus GST