

Post Graduate Diploma in Management and Entrepreneurship (PGDME)

With Special Focus on [1] Strategy and Leadership or [2] Business Analytics and
AI in Business

Assisting Working Professionals and Entrepreneurs to
RE:SHIFT - Renew Capability, Shift Careers

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



Certified by **Jadavpur University** (Number 1 State University as per the NIRF Rank) School of Education Technology jointly with **The Strategy Academy** Centre for Advanced Studies (TSACAS)



Guided and mentored by Prof. Ranjan Das, PhD (IIM Ahmedabad), Professor at IIM Calcutta (since 1994).

Focus Areas:

- 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: Strategy and Leadership
 - Option 2: Business Analytics and AI in Business

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 PGDME program**, which is designed to facilitate renewal of capabilities of participants and help them shift career (within and across firms).

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 to get things done

3.

Two options to specialize in high demand areas

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

Program Design Features

- 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 high demand area (special focus area out 2 options available) of contemporary relevance.
- Program design enables development of groups/teams - comprising 8 to 10 of talented managers - in up to 5 or 6 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 area of specialization 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.

Key Features of the Program

- ✓ The PGDME is jointly certified by a high NIRF Ranked university namely **Jadavpur University** (NIRF Rank 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).
- ✓ 11 months program comprising 3 semesters. Out of 15 subjects 8 will in special focus area.
- ✓ 3 Days campus module and option to attend program counselling at Jadavpur University before admission.
- ✓ Internationally benchmarked content
- ✓ 240 hours of faculty conducted 100% LIVE sessions. (128 hours in special focus area)
- ✓ 480 hours of scheduled and guided self-paced learning.
- ✓ All sessions will be held outside normal working hours.
- ✓ 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 special focus area).
- ✓ 15 group discussions (8 in special focus area). 
- ✓ 15 LIVE Presentations (8 in special focus area).
- ✓ 15 Action Learning Projects (8 in special focus area).
- ✓ Minimum 60 quizzes (4 per subject). 
- ✓ 15 Exams [one exam for each subject]
- ✓ One Comprehensive Project Work in the area of special focus area opted for.

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

The Strategy Academy Centre for Advanced Studies

- 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 180 Indian and overseas companies, one university, one MHRD institute and India's largest industry association have used the resources and capabilities of the Academy.

Guided and Mentored by

Prof. Ranjan Das; PhD in Strategic Management - IIM Ahmedabad Prof of Strategy - IIM Calcutta. Professor of Strategy, Innovation, Leadership and Entrepreneurship.

Prof Das has 20 years of industry experience and 31 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], Visiting faculty at IIM Jammu [2020 onwards], ISB Hyderabad, IIM Udaipur, 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.



Internationally Benchmarked Content and Case Study Method of Teaching

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



Proctored Examinations and Multi-element Evaluation

All examinations will be conducted with full proctoring to ensure the integrity and fairness of the examination process.

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 specialization 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.
- Identify talent
- Develop talent through upgrading skills of talented officials further.
- Reward talent for retaining them.



Program Fee

₹1,50,000/- plus GST

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

1. Analysis of Financial, 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. Entrepreneurship and Intrapreneurship and Starting a New Venture

Subjects on Special Focus Areas (8 Subjects)

Option 1: Strategy and Leadership

1. Corporate and Competitive Strategy
2. Industry and Competitive Analysis
3. Strategies for Turnaround and Consolidation
4. Growth Strategy
5. Corporate Restructuring including Merger & Acquisition
6. Analytics for Strategic Decision Making
7. Concepts of leadership (covering how leadership style influences decision making, builds agile organization and manages change)
8. Special topics on leadership to manage Brittle, Anxious, Nonlinear, and Incomprehensible (BANI) environments

Option 2: Business Analytics and AI in Business

1. Foundations of AI, Machine Learning and Generative AI for Business
2. AI for Finance, Risk and Business Performance Management
3. AI for Customer, Marketing and Revenue Management
4. AI for Operations, Supply Chain and Process Excellence
5. Marketing Analytics
6. Operations Analytics and Supply Chain Analytics
7. Financial Analytics
8. Engagement and Sentiment Analytics

Note:

1. Each participant will require to select any of the above two special focus areas.
2. A minimum of 12 participants are required in any special focus area.