

The Strategy Academy

Centre for Advanced Studies (TSACAS)

About Us

- The Strategy Academy Centre for Advanced Studies (TSACAS), set up in 2008 as a Society, is a knowledge-based Professional Service Organization. The Academy was born out of a conviction. A conviction, that individuals and organizations can create and control their futures and destinies, irrespective of what they are up against, provided they are dissatisfied and impatient with what they are doing currently and possess a clear point of view and ambition to do something big and different in whatever space they choose to be in. The Academy is conceived and created by Prof Ranjan Das, PhD (IIM Ahmedabad) and Professor of Strategic Management at IIM Calcutta (associated with IIM Calcutta since 1994). TSACAS works primarily in the strategic and leadership capability building space - and the cross-functional skills that go with it - against the backdrop of AI-enabled and SMAC [Social, Mobile, Analytics and Cloud] world. The target audiences of all programs - academic and professionals - are corporate sector companies, working executives and entrepreneurs.

Special Resources and Capabilities

- Content of programs and evaluation of participants are continuously upgraded for their relevance considering developments taking place in business context highly influenced by AI-enabled and SMAC [Social, Mobile, Analytics and Cloud] world and examining how AI and digital technologies are reshaping value chains and industry boundaries. Content is thus a living capability system, not a fixed curriculum.
- Deployment of Smart Learning and Transformation Solution (SLTS) - It is a learning process and also the underlying infrastructure that takes into account different ways individuals learn. The infrastructure includes 100% LIVE and two-way interactive virtual classrooms with embedded engagement tracking and continuous evaluation through digital proctored system. SLTS is registered with Patent Office of India.
- TSACAS brings together – on behalf of a business school or company as necessary - all content, systems and processes and infrastructure required to design and deliver any business and management capability building program. The range of services includes:
 - Study and research on assessment of business context + customized content + study materials + faculty [if needed for specific sessions] + learning process [comprising both [a] 100% LIVE faculty-led sessions as well as [b] scheduled and guided learning outside formal sessions] + smart learning infrastructure + guided action learning projects + conducting digitally proctored examination and frequent quizzes in most sessions + participant-wise multi-element evaluation + day-to-day program management – all contributing to delivering an integrated intervention cum transformation solution.

Partners

- Academic Institutions: Jadavpur University, School of Education Technology
- Industry Association: Confederation of Indian Industries (Suresh Neotia Centre for Excellence in Leadership)

Guided and Mentored by



TSACAS is leading and mentored by Prof. Ranjan Das, PhD (IIM Ahmedabad), Professor of Strategic Management at IIM Calcutta (associated with IIM Calcutta since 1994), visiting faculty at various leading Business Schools in India and Overseas. Prof. Das has 20 years of industry experience plus 32 years teaching, research, executive education and consulting experience.





Scope of Services

1. Readily Available End2End Resources for Design & Delivery of Capability Building Programs for Executive Education [including Long Duration Programs]

- **A Customizable and End2End Content and Delivery Resources** which can act as alternatives for organizations interested to introduce its own branded programs in a new area or enhance the internal capacity and rigor of program design and delivery...essentially a resource support to already stretched institutional or in-house L&D resources.
- **A Special Smart Learning Infrastructure: Smart Learning & Transformation Solution (SLTS)**
SLTS is an end-to-end novel and smart yet cost-effective solution requiring no capex and infrastructure; all resources are available on call on per hour basis. SLTS is NOT a virtual-classroom or video-conferencing platform. It is a technology-enabled, high-touch capability-building ecosystem - integrating digital convergence, structured learning processes and human support systems for end-to-end transformation. SLTS is registered with the Patent & Design Office of India.

2. Content Research and Design of Branded Programs of Client Organizations or In-Company Programs along one or more of the Seven Directions for Building Managerial and Leadership Capabilities: 2026-30

- **Seven directions** with possibilities of many variations in content, delivery and evaluation leading to high level of customization.
 - **Strategic Choices (two tracks)**
 1. Winning Strategies for Highly Competitive Markets
 2. Contemporary Developments in the Current and Emerging World of Business and Strategic Options
 - **Technological Integration: Analytics and decision-making in the AI era (two tracks)**
 3. Business Analytics for description, diagnosis, prediction and prescription
 4. AI for Scenario Planning, Business Decision-making in functional areas and Control
 - **Talent and Capacity Building: Senior, Mid-level and Functional Leadership Development (three tracks)**
 5. Leadership in the Age of AI
 6. Functional Leadership Development (Marketing, Finance, Operations, HR etc.)
 7. Mid-level Business Leadership Development [Wide-angled - covering inputs from Cross-functional areas, Strategy, Leadership and Digital Transformation— quietly AI enabled]



Capability Building Programs

1. Accelerated Business Program [ABP] for Talented Managers - Open Enrollment Program

- A 7 months fast-track, industry-ready program aims to develop the next generation of results-oriented business leaders.
- Ideal for high-performing and time-constrained professionals seeking mid-level leadership roles or a career breakthrough (including CA/CMA/CS/LLB holders and graduates without formal management education), senior leaders and HR heads looking to develop and retain high-potential talent, and aspiring or early-stage entrepreneurs needing business education to fund and scale their ventures.
- 320 hours of learning over 7 months: 160 hours of 100% live faculty-led sessions (all outside working hours) and 160 hours of guided self-paced learning. The approach is case-based and AI-focused, with personalized, company-specific Action Learning Projects and rigorous evaluation through session quizzes and end-of-program exams.
- The program is guided and mentored by Prof. Ranjan Das (PhD, IIM Ahmedabad; Professor of Strategy and Leadership, IIM Calcutta). Participants receive TSACAS certification, with an option for a PG Diploma from a high-NIRF-ranked university that requires no additional faculty-led sessions.
- Helps organizations identify high-potential talent, develop it through skill upgrading, reward it in recognition of performance, and retain it by nurturing its growth.

2. Executive Post Graduate Program in Business & Management (EPGPB&M) - Open Enrollment Program

- Leads to a Post Graduate Diploma in Management & Entrepreneurship (PGDME), jointly certified by Jadavpur University School of Education Technology and The Strategy Academy Centre for Advanced Studies (TSACAS)
- It is aimed at working professionals and entrepreneurially minded people who want to update their skills and move their careers forward, within or across firms.
- 11 months, 3 semesters, 100% online LIVE faculty-led sessions held outside office hours, plus an optional 3-day campus module at Jadavpur University.
- Guided and mentored by Prof. Ranjan Das, PhD (IIM Ahmedabad) and Professor of Strategic Management at IIM Calcutta, with 52 years of experience (20 in industry, 32 in academia).
- Participants will gain [1] business acumen across functional and cross-functional management, business strategy, leadership, and entrepreneurial thinking, [2] The ability to manage and lead in the AI and SMAC (Social, Mobile, Analytics, Cloud) era, [3] Option to choose one of two special focus areas: (i) Sales and Marketing or (ii) Business Analytics and AI for Business Decision Making.
- 240 hours of live faculty-led sessions, 128 of them in the focus area.
- Teaching is case-based and hands-on, with AI used extensively by both faculty and participants.

3. In-Company Programs - Fully Customized and Industry Specific

4 broad categories of in-company programs are given below:

- Programs on Functional and Cross-functional areas. For example, Financial Management, Marketing Management, Operations and Supply Chain Management
- Programs on Strategy and Leadership areas
- Programs on AI and Analytics areas
- Program on Entrepreneurial Thinking and Action (as applicable for intrapreneurs and entrepreneurs and for starting a new business venture)

Our Track Record and Impact



18 years
of SLTS-based
delivery



210+
companies
in India & overseas have
experienced the services
of TSACAS



3000+
officials
from various organizations
have attended
the programs



Some of the Organizations

who have nominated their officials in the programs conducted over the last 18 years

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| <ul style="list-style-type: none">Aditya Birla GroupAsian PaintsAxis BankBhilai Steel PlantBoehringer IngelheimCEATCESC LtdCredit Suisse SingaporeEmamiEssarGAILGodrej SaraleeHCLHDFC Bank | <ul style="list-style-type: none">HindalcoHindustan Petroleum (HPCL)Idea CellularIFB Agro Industries LimitedIndian Oil (IOCL)ITCJSWJubilantL&TMahindra FinanceMax Life InsuranceMetropolis Healthcare LimitedNestleNIIT LtdNIIT Technologies | <ul style="list-style-type: none">NuvocoRallis IndiaRanbaxyRaymondRedington DubaiSteel Authority of IndiaSupreme IndustriesTata MetalliksTATA SteelTata Steel ProcessingTega IndustriesTimes of IndiaTribhovandas Bhimji Zaveri (TBZ)United Health GroupVizag Steel (RINL) |
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Feedback from Participants

on the programs conducted by TSACAS in last 5 years



Contemporariness of CONTENT



3.55 out of 4



Application of concepts and frameworks



3.46 out of 4



Quality and comprehensiveness
of study materials



3.41 out of 4



Quality of DIGITAL infrastructure



3.46 out of 4



Evaluation of Faculty



3.51 out of 4



Realtime back-office support by TSACAS



3.46 out of 4



**Cumulative overall experience
of participants**



3.47 out of 4

