



**IIM**

भारतीय प्रबंध संरचना विशाखपट्टणम्  
Indian Institute of Management Visakhapatnam

Starts January 2025

# Senior Management Program (Batch 3)

12 Months | Online | Top Faculty Led



Ministry of Education  
Government of India

सत्यमेव जयते



# Message from the Program Director

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“ This program will bring new perspectives & learnings to expand your thought process and will help you emerge as a successful senior leader. ”



**Dr. Sushil Kumar**

Program Director | Senior Management Program

IIM Visakhapatnam



# Why choose this Senior Management Program?



IIM V

Learn from a premier Institution with global excellence

Top  
Ranking

Become part of one of the Top Management Institutions in India

Campus  
Immersion

Attend a 4 day Campus Immersion @ IIM Visakhapatnam

Alumni  
Status

Attain Executive Alumni Status @ IIM Visakhapatnam



# Trending Senior Management Skills for 2025

**Executive  
Leadership**

**Functional  
Leadership**

**Organizational  
Behavior**

**Technology  
Management**

**Decision  
Analytics**

**Growth  
Strategy**

Enhance your grasp of Senior Management skills to drive your organization's growth. From management basics to strategy, this program prepares you for the most in-demand skills required in Managers and Leaders for 2025.

A close-up photograph of a young woman with dark hair, smiling and looking upwards and to the right. She is wearing a light grey ribbed cardigan over a blue and white striped collared shirt. Her hands are clasped in front of her. The background is blurred, showing what appears to be a city street at dusk or dawn with warm lights.

**Embark on a  
Transformative  
Journey**

# Who should enroll in this Program?

Enroll in the Senior Management Program, tailored for aspiring senior leaders seeking to enhance their skills. Propel your career trajectory, whether aiming for entrepreneurial endeavors or assuming a role as a senior leader. Attain mastery in essential areas like executive leadership, functional leadership, finance, organizational behavior, and data-driven decision-making, shaping you into a proficient senior management professional.



# Why choose IIM Visakhapatnam for Senior Management Program?

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## Top Tier Institution

Stand out from the competition & move up the career ladder quickly by adding a top IIM to your resume.

## Practical Learning

The program incorporates industry-relevant case studies and real-world projects, allowing participants to apply their knowledge to practical scenarios.

## Advance Your Career

This program is designed for professionals who aspire to excel in senior management roles, enhancing leadership, strategy, and decision-making skills.

## Dynamic Learning Journey

Embark on a thrilling 12 months adventure exploring every facet of Senior Management.

## Applied Learning

This Program focuses on key know-hows of topics required in the industry, instead of delving deep into the theoretical aspects of each topic & tool.

## Powerful Alumni Network

Be part of a strong executive alumni network connecting with other like-minded professionals & get access to this network for lifetime.



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**Up Next >>**

# **SENIOR MANAGEMENT PROGRAM SYLLABUS**



**Learn what matters in 12 months!**

# What you'll learn

## Pillar 1: Basics of Executive Leadership

### Module 1: Foundations of Executive Leadership

- Topic 1: Leadership Styles & Models
- Topic 2: Effective Communication for Leaders
- Topic 3: Building High-Performance Teams

### Module 2: Strategy for Senior Executives

- Topic 4: Strategic Thinking & Planning
- Topic 5: Competitive Analysis & Industry Dynamics
- Topic 6: Strategic Implementation & Change Management

### Module 3: Corporate Governance & Corporate Social Responsibility

- Topic 7: Principles of Corporate Governance
- Topic 8: Role of the Board in Corporate Governance
- Topic 9: Integrating CSR into Business Strategy

# What you'll learn

## Pillar 2: Functional Leadership

### Module 4: Finance for Senior Leaders

- Topic 10: Strategic Financial Planning & Forecasting
- Topic 11: Capital Budgeting & Investment Decisions
- Topic 12: Corporate Valuation
- Topic 13: Mergers & Acquisitions (M&A) & Financial Restructuring

### Module 5: Strategic Marketing & Brand Management

- Topic 14: Strategic Brand Positioning
- Topic 15: Integrated Marketing Communications
- Topic 16: Digital Marketing Strategies
- Topic 17: Brand Equity Management

### Module 6: Operations & Supply Chain Excellence

- Topic 18: Lean Operations & Six Sigma
- Topic 19: Supply Chain Optimization
- Topic 20: Logistics & Distribution Management
- Topic 21: Technology in Operations & Supply Chain

# What you'll learn

## Module 7: Strategic HR Leadership

- Topic 22: Aligning HR Strategy with Business Goals
- Topic 23: Leadership Development & Succession Planning
- Topic 24: Organizational Culture & Change Management
- Topic 25: Conflict Resolution & Negotiation in Organizations

## Module 8: Legal & Business Laws for Senior Leaders

- Topic 26: Corporate & Business Laws for Senior Leaders
- Topic 27: Intellectual Property Rights (IPR) Management



# What you'll learn

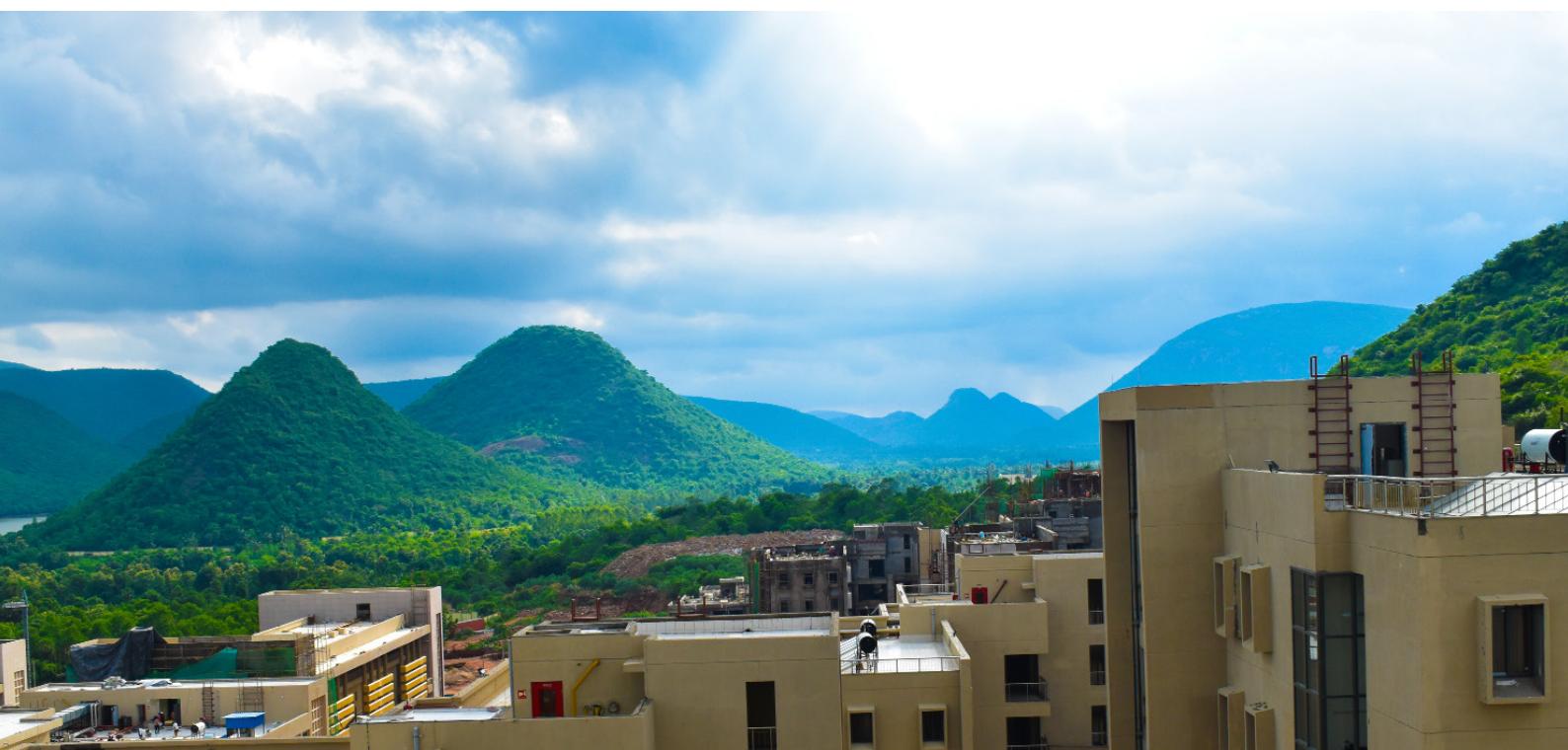
## Pillar 3: Global & Growth Leadership

### Module 9: Global Business Strategies

- Topic 28: International Business Expansion
- Topic 29: Global Strategic Alliances
- Topic 30: Global Risk Management

### Module 10: Growth Strategies for Senior Leaders

- Topic 31: Revenue Growth Strategy
- Topic 32: Customer Growth Strategy
- Topic 33: Marketing Growth Strategy
- Topic 34: Product Growth Strategy



# What you'll learn

## Pillar 4: Analytics & AI Leadership

### Module 11: Analytics for Decision-Making

- Topic 35: Data-Driven Decision-Making
- Topic 36: Predictive Analytics
- Topic 37: Power BI for Business Intelligence
- Topic 38: Dashboards for Business Verticals

### Module 12: Leadership with AI

- Topic 39: Digital Transformation Strategy
- Topic 40: AI Strategy for Leadership
- Topic 41: Strategic Implementation of AI

## Capstone Project

The culminating project within the Senior Management Program entails a challenging capstone experience, compelling participants to integrate their acquired knowledge. This involves addressing an intricate real-world business scenario, necessitating the application of strategic analysis, decision-making, and leadership skills honed throughout the program.

# Executive Leadership Coaching

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Elevate your **Senior Management Program** with an exclusive CXO coaching. Delivered by seasoned CXOs, this specialized coaching offers invaluable insights into senior management, equipping aspiring leaders with strategic acumen. Prepare for executive roles with firsthand knowledge and guidance from top-tier executives.



# Learn Live from Top IIM V Faculty

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**Dr. Sushil Kumar**

Program Director  
Assistant Professor-Entrepreneurship

**Dr. Amit Shankar**

Program Co-Director  
Associate Professor-Marketing



**Prof. Happy Paul**

Associate Professor  
OB & HR Management

**Dr. PRS Sharma**

Professor  
P&O Management

**Dr. MV Anuradha**

Associate Professor  
OB & HR Management



**IIM Visakhapatnam- Senior Management Program**

# Learn Live from Top IIM V Faculty

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**Prof. Josyula Srinivas**

Associate Professor  
Information Systems



**Prof. Shalini Agnihotri**

Assistant Professor  
Finance & Accounting



**Prof. Md. Shameem Jawed**

Associate Professor  
Finance & Accounting



**Prof. Ashmita Verma**

Assistant Professor  
Economics & Social Sciences



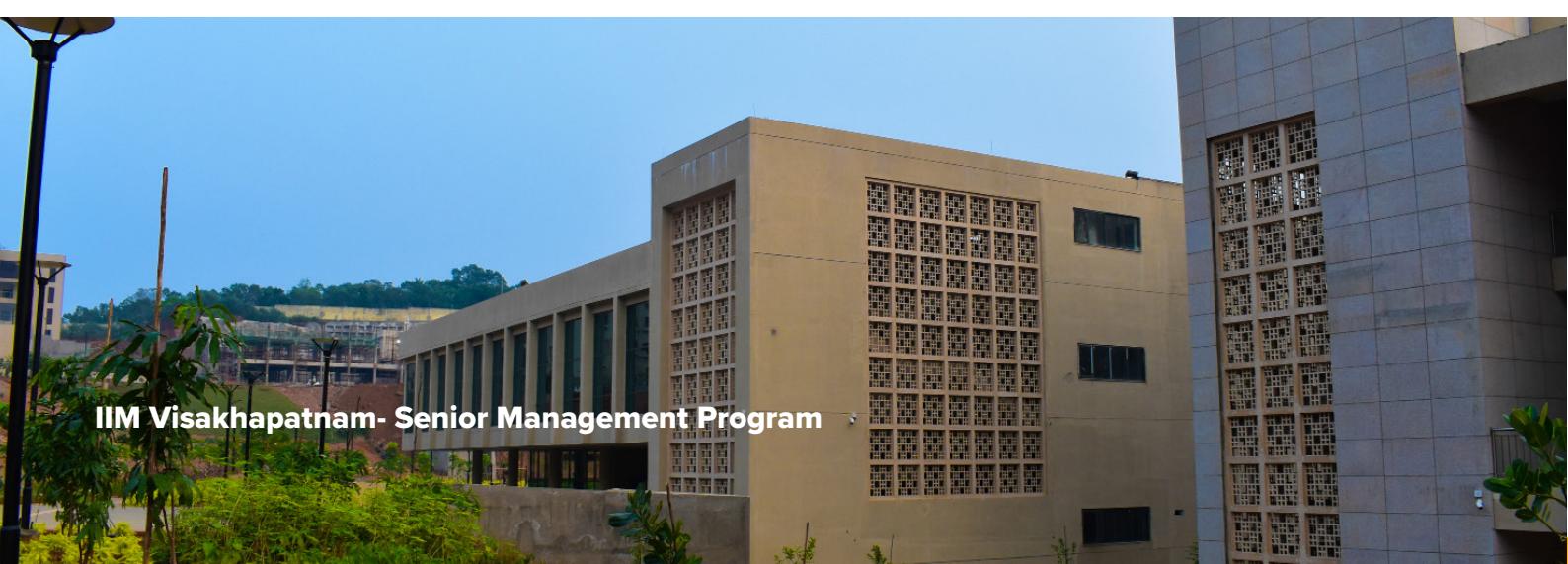
**Prof. Bisakha Majumdar**

Assistant Professor  
OB & HR Management



**Prof. Kalyan K**

Assistant Professor  
Economics & Social Sciences



**IIM Visakhapatnam- Senior Management Program**

# Transformative Simulations for World-Class Learning

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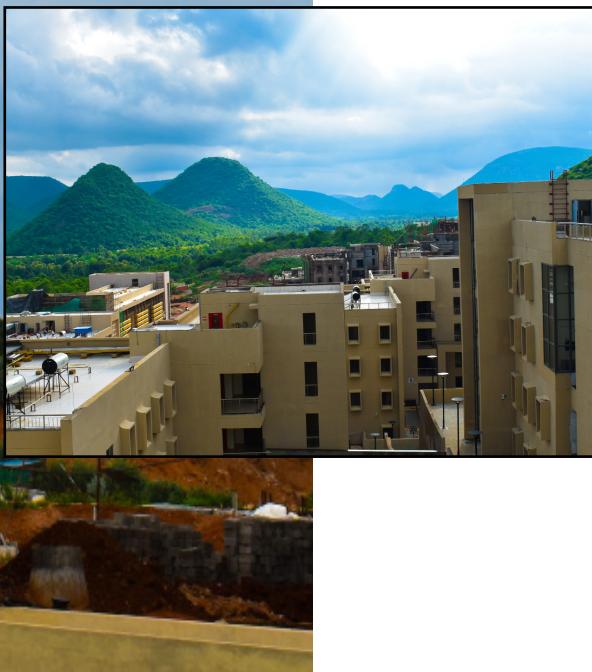
## Strategy Simulation

This simulation cultivates practical strategic thinking and decision-making skills, exploring the intricacies of strategic management through hands-on experience.



## People Leadership Simulation

Participate in simulations that mirror real-life team management scenarios. Sharpen your leadership skills by navigating challenges in conflict resolution, team motivation, and driving collaboration toward common objectives.



## Growth Simulation

A dynamic simulation enabling participants to refine their growth strategies by addressing real-world business challenges and hands-on practical exposure.

## Network, Interact & Connect at the Campus of Prestigious IIM Visakhapatnam

Gain a unique opportunity to participate in a **Four Day Campus Immersions** at the picturesque campus of Indian Institute of Management Visakhapatnam. Build lifelong connections with your peers, participate in workshops and hackathons, & experience student life at one of the top IIMs in India.

Some unique features you can expect in the immersion include:

- Networking with Peers
- Interaction with Faculty
- Offline Classes
- Strategy & Growth Simulations
- Valedictory Ceremony



## Attain Executive IIM Alumni Status

On successful completion of Senior Management Program, candidates will be eligible for executive alumni status at IIM Visakhapatnam. The benefits of the lifelong membership of executive alumni status include:

- Batch & Individual E-mail IDs
- Lifelong Executive Alumni Identity card
- Monthly access to IIM(V)ibes and IIMV newsletter
- Access to IIM Visakhapatnam Executive Alumni Network
- Access to Library and Campus Visits
- Alumni City Meetups



# Assessment & Evaluation

At IIM Visakhapatnam, your business acumen thrives under rigorous assessment. We evaluate your critical thinking, problem-solving, and communication skills through diverse components:

- **Quizzes, in-class exercises, and assignments**
- **Attendance**
- **Oral examinations/presentations/simulations**
- **End-module examination**
- **Four-point scale will be adopted for evaluating a student in individual modules.**

Our criteria ensure you graduate not just with knowledge but with the ability to apply it in real-world scenarios, ready to lead in the dynamic business landscape.



# Career Support with 6 Powerful Sessions



## 1-On-1 Career Counselling

Our career coach will help you with all your career related queries

## Resume Preparation

We'll help you craft a sharp resume to boost your shortlisting chances

## Simulated Mock Interviews

Participate in a mock interview to be ready for the real thing

## Interview Resources

Get access to 2024 Interview Resources



“ Career coaching begins with self discovery and unfolds through strategic guidance. We are here to illuminate your path, amplify your strength, and navigate the terrain of growth with you. ”

**Manjusha Jaggi**

Career Coach, Accredian

# Key Program Highlights

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**12 months**

Comprehensive Learning

**140+**

Hours of Live Classes

**12**

Modules

**1**

Capstone Project

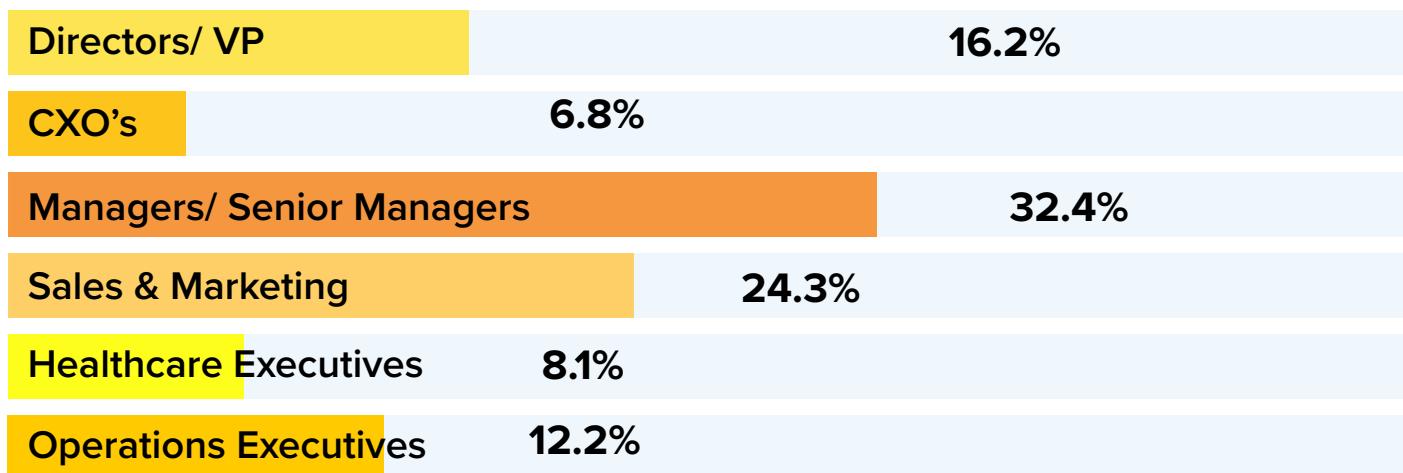
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Career Assistance Sessions



# Past Participant Profile

## JOB DESIGNATIONS



## WORK EXPERIENCE



## INDUSTRIES REPRESENTED



# Admission Process

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-  Scan the QR on the next page.
-  Fill the application form and pay the fees.
-  Selected Candidates will receive Admission Confirmation Letter from IIM-V

## Application Deadlines

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Program Fee: INR 3.5 Lakh + GST

Application Fee: INR 10,000 + GST

Round	Date	Seats	Scholarship	Applicable Fee
1	30th November 2024	15	INR 55,000	INR 2.95 L + GST
2	31st December 2024	20	INR 25,000	INR 3.25 L + GST
3	After 31st December 2024	50	NIL	INR 3.5 L + GST

# Program Snapshot

## START DATE

Batch Inauguration: **19th January, 2025**

## CLASS TIMINGS

Sundays: 10 AM - 1 PM IST\*

## DURATION

12 Months

## WEEKLY SCHEDULE

Online classes on Sundays

Self practice/assignments on weekdays

## ELIGIBILITY CRITERIA

Total Years of Experience: **10+ years**

Education: **Graduate** (*more than 50% score*)

## PROGRAM FEE

INR 3.5 Lakhs + GST

## APPLICATION FEE

INR 10,000 + GST

EMI Options Available!

\* IIM-V reserves the right to change class timings & curriculum as per faculty schedules & updates to curriculum.



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