

POST GRADUATE PROGRAM IN MANAGEMENT, STRATEGY AND
LEADERSHIP [PGPMSL]
SPRING 2010 [April-May 10]

PROGRAM OUTLINE

TARGET GROUP:

- Graduates with 50% at graduation level[can be relaxed in specific cases]
- No prior formal education in management [such as having a qualification like PGDBM/MBA/PGDBA]
- Some experience will be preferred, though not compulsory
- Busy, self confident and ambitious individuals willing to take charge of his/her destiny

PROGRAM OBJECTIVES :

- To prepare the participants to become, depending on their personal interest, a Future Business Leader or strategic management consultants or a manager working in the area of strategy
- To impart strategic and general management skills required to become a future business leader

PROGRAM DESIGN [Duration: Almost one year] :

DESIGN

- Five terms of 8 weeks each
- 14 Subjects, each with a 18 hours of formal contact with the faculty and 2 hours of mentoring and Q&A
- Total 300 hours of contact
- Deployment of LIVE, 2 Way Interactive, DIGITAL [web conferencing] platform for conducting 280 hours of formal sessions. Availability of recorded versions in case somebody misses a session
- Three sessions per week , each @2.5 hours, spread over 42-45 weeks, normally on Saturday afternoon [2 to 730pm] and Monday evening [6 to 830pm]
- Studies OUTSIDE-THE-FORMAL SESSION: Minimum 20 hours of study per week will be required covering [a] materials covered during the formal sessions covered by the faculty, [b] studies based on books recommended and guidance given there of, [c] preparation of term papers and [d] additional inputs provided by the Academy for general readings in strategy and entrepreneurship areas [such as articles, videos and Podcasts]
- Looking from this perspective, the total engagement of a participant

joining this post graduate program will be 1200 hours comprising [a] 300 hours of formal sessions plus [b] 900 hours of outside-the-formal sessions studies, spread over 45 weeks.

TOTAL NUMBER OF SUBJECTS: 14

Term 1:

- Managerial Economics- Macro and Micro
- Organizational Behavior
- Managerial Accounting [Financial and cost]

Term 2:

- Corporate Financial Management
- Marketing Management
- Corporate and Commercial laws

Term 3:

- HRM
- Operations Management
- General management capabilities

Term 4:

- Strategy and Strategy Development Process
- Product and Process Innovations
- Strategy Execution, Leadership and Management of Change

Term 5:

- Entrepreneurship
- Leadership

EXAMINATION :

- Open book on-line examinations at the end of each term
- Concept of question banks and interviews of a few participants, randomly selected, immediately after each examination
- Re-examination to improve grades with conditions

EVALUATION :

- Attendance in Live Digital classes – 10 %[minimum 75% attendance needed to qualify for certification]
- Class participation – 15%
- Surprise Quiz: 15%
- Term Paper – 1 : 20 %
- End term examination: 40%

NOTE : All term Papers [1 per subject, total 14] must be real-life application specific and each participant will be expected to apply, while preparing the term papers, the concept and practices learnt during formal sessions as well as a part of the self - studies made outside formal sessions. Specifically, participants joining this PG Program will be expected to write their 14 term papers covering relevant issues relating to strategy and leadership challenges that are likely to be faced by them as future business leaders in their respective future business contexts.

GRADING :

- A+, A, A-, B+,B,B-, C, and F
- CGPA (Cumulative Grade Point Average) will be calculated

ADMISSION PROCESS :

- Profile as given under Target Group
- Statement of Purpose stating intention to become a Future Business Leader
- Personal interview covering intent to become a future business leader.

CERTIFICATION :

To be awarded POST GRADUATE PROGRAM IN MANAGEMENT, STRATEGY AND LEADERSHIP[PGPMSL] by The Strategy Academy Centre for Advanced Studies [TSACAS]; it is an autonomous certificate.

FEES :

- Rs 130000/- + Service Tax, payable in 3 instalments; first 2 instalments totalling Rs 65000/- + service tax are payable at least 30 days before start of the program and the balance is payable on or before 90th days from the start of the program
- Special fee for participants with less than 3 years of experience

Note: The fee includes the one time cost of [1] a high speed broadband data card, [2] a standard head phone and [3] a standard webcam. These 3 are required for receiving LIVE audio an video feed. Monthly broadband charges plus cost of books to be purchased are to be borne by the participants themselves.

START OF THE PROGRAM :

End April 10/ Early May 10

HOW TO APPLY – Two key steps :

- Please write to ccg1@thestrategyacademy.org along with CV; the CV should have complete academic details and work experience and must also contain a statement of purpose.
- Attend LIVE Digital introductory session of the program as announced from time to time during February and March 10

NOTE: Please speak to Mr Supriyo Roy of Communication and Counselling Group for further details [Mobile: 09230513944; Office: 03340632066]

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POST GRADUATE PROGRAM IN STRATEGY, INNOVATION AND
MANAGEMENT OF START UPS [PGPSIMS]
SPRING 2010 [April-May 10]

PROGRAM OUTLINE

TARGET GROUP :

- Graduates with 50% at graduation level[can be relaxed in specific cases] with some work experience;
- Aspiring Owners, currently employed as managers, and New Business Development Managers
- Aspiring owners and members of family businesses without any experience
- No prior formal education in management [such as having a qualification like PGDBM/MBA/PGDBA]
- Busy, self confident and ambitious individuals willing to take charge of his/her destiny

PROGRAM OBJECTIVES :

- To prepare the participants to become, depending on their personal interest, entrepreneurs or strategic management consultants build in them curiosity, self belief and courage to spot ideas and pursue them.
- To impart strategic and general management skills required to translate ideas into wealth creating actions

PROGRAM DESIGN [Duration: Almost one year]

DESIGN

- Five terms of 8 weeks each
- 14 Subjects, each with a 18 hours of formal contact with the faculty and 2 hours of mentoring and Q&A
- Total 300 hours of contact
- Deployment of LIVE, 2 Way Interactive, DIGITAL [web conferencing] platform for conducting 280 hours of formal sessions. Availability of

recorded versions in case somebody misses a session

- Three sessions per week , each @2.5 hours, spread over 42-45 weeks, normally on Saturday afternoon [2 to 730pm] and Monday evening [6 to 830pm]
- Studies OUTSIDE-THE-FORMAL SESSION: Minimum 20 hours of study per week will be required covering [a] materials covered during the formal sessions covered by the faculty, [b] studies based on books recommended and guidance given there of, [c] preparation of term papers and [d] additional inputs provided by the Academy for general readings in strategy and entrepreneurship areas [such as articles, videos and Podcasts]
- Looking from this perspective, the total engagement of a participant joining this post graduate program will be 1200 hours comprising [a] 300 hours of formal sessions plus [b] 900 hours of outside-the-formal sessions studies, spread over 45 weeks.

TOTAL NUMBER OF SUBJECTS: 14

Term 1:

- Managerial Economics- Macro and Micro
- Organizational Behavior
- Managerial Accounting [Financial and cost]

Term 2:

- Corporate Financial Management
- Marketing Management
- Corporate and Commercial laws

Term 3:

- HRM
- Operations Management

Term 4:

- Strategy and Strategy Development Process
- Product and Process Innovations
- Strategy Execution, Leadership and Management of Change

Term 5:

- Entrepreneurship
- Process of Spotting new opportunities and preparation of the blueprint of

- a start up venture
- Financial planning, sourcing and management of funds of the new venture
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EXAMINATION :

- Open book on-line examinations at the end of each term
- Concept of question banks and interviews of a few participants, randomly selected, immediately after each examination
- Re-examination to improve grades with conditions

EVALUATION :

- Attendance in Live Digital classes – 10 %[minimum 75% attendance needed to qualify for certification]
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GRADING :

- A+, A, A-, B+,B,B-, C, and F
- CGPA (Cumulative Grade Point Average) will be calculated
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ADMISSION PROCESS :

- Profile as given under Target Group
- Statement of Purpose stating intention to set up a venture soon

- Personal interview covering intent to start a new business or venture in the future.

CERTIFICATION :

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