

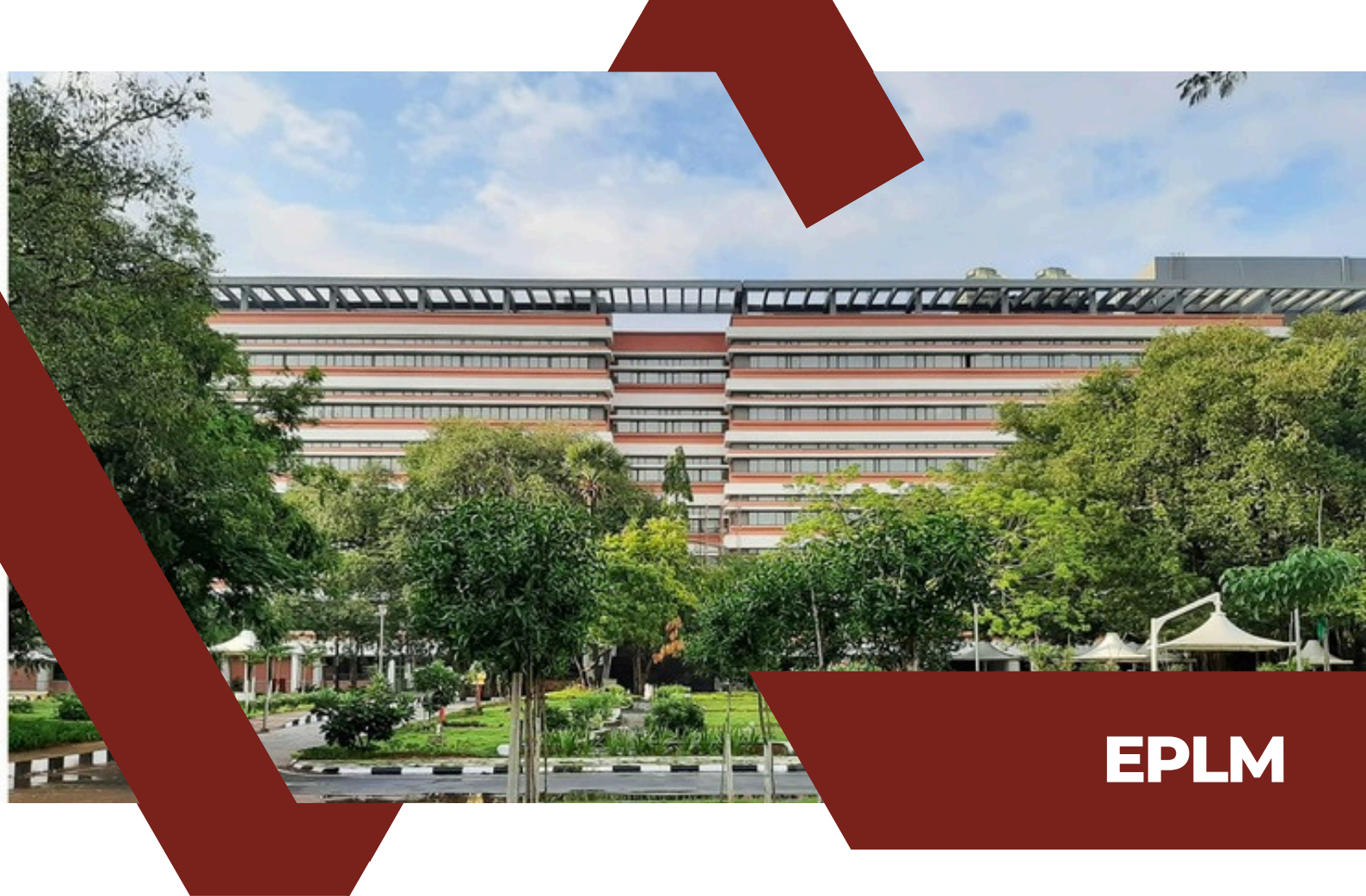


CENTRE FOR OUTREACH AND DIGITAL EDUCATION
Indian Institute of Technology Madras

CERTIFICATE PROGRAMME

EXECUTIVE PROGRAMME
IN LEADERSHIP AND MANAGEMENT

(EPLM Batch II)



EPLM

THIS PROGRAMME DESIGNED FOR

This programme is ideal for early-mid career employees who aspired to get into managerial and leadership roles that drive organizational growth through the application of latest tools & techniques, business models and frameworks.

PROGRAMME HIGHLIGHTS

- **Certificate will be provided by CODE, IIT Madras**
- **Develop critical business acumen necessary for a successful manager**
- **Learn latest tools & techniques for business application**
- **Embrace growth by working with best faculty members in the country**
- **Develop a holistic perspective in business through interactive sessions with industry experts**
- **Experience best academic environment being part of a larger eco-system of IIT Madras**

PROGRAMME COORDINATORS



Dr. M. Thenmozhi

mtm@iitm.ac.in

Professor and Head
Department of Management Studies
Indian Institute of Technology Madras

Prof. Thenmozhi is a senior professor in the area of Finance, DoMS, IIT Madras. She is a former Director of the National Institute of Securities Markets (NISM), an educational initiative of the Securities and Exchange Board of India (SEBI). She has been ranked in the top 100 women in finance in India in 2019 and 2020 by AIWMA. She is an Executive Endeavour fellow of the Australian Government and a recipient of the Fulbright-Nehru Visiting Lecturer Fellowship and European Union Erasmus Mundus Scholarship. She is a National Award winner for developing India's best manufacturing policy draft from the former Prime Minister Shri. Atal Bihari Vajpayee at the National Manufacturing Sector Policy Competition organized by the Federation of Indian Chambers of Commerce and Industry (FICCI) and We Think for India(WTI) Forum. She is a recipient of the EXIM Bank Chair Professorship in finance offered by Indian Council for Cultural relations, Ministry of External Affairs, Government of India.

Prof. Kamalanabhan is a senior professor in the area of HR and OB at DoMS, IIT Madras. He has more than 30 years of academic experience and numerous publications in national as well as international journals. He has extensively worked with several corporates for designing and delivery of employee development programs. His achievements have been recognized through a number of awards, including the Erasmus Mundus teaching Fellowship to teach the European Union students from the Universidad Politecnica De Madrid in 2010. He was awarded a Fulbright fellowship to do research and teach at the Department of International Business, Washington State University, in 2002 and a DAAD Fellowship to visit Germany under the German Academic Exchange Programme to undertake research in Entrepreneurship at the Department of Management, University of West Saxony, Zwickau, Germany in 1998. He is the Member of the Indian Society for Technical Education and the Indian Academy of Applied Psychology. He serves as the Editorial Board Member of the Journal of Psychometry as well as the Journal of Human Resource Development Review.



Dr. T J Kamalanabhan
tjk@iitm.ac.in

Professor
Department of Management Studies
Indian Institute of Technology Madras



Dr. S. Srinivasan
srinivasan@iitm.ac.in

Assistant Professor
Department of Management Studies
Indian Institute of Technology Madras

Dr. Srinivasan is an Assistant professor in the area of Human Resource Management and Organization Behaviour, DoMS, IIT Madras. He teaches Organizational Behavior, Human Resource Management, Organization Design, Change and Transformation, HR Analytics, Compensation Management & Industrial Relations. He has conducted and delivered lectures for several Management Development Programs (MDP) on various topics that include HR Analytics, Organizational Change, Change Management, and Leadership for various organizations like Bharat Electronics Limited, Uranium Corporation of India Limited, L&T, ABFIC, etc. He is a Sustainability Auditing Consultant (Certified auditor for The Warehouse Limited, New Zealand, Hasbro, USA, and Nike, USA) for Footprints – Supply chain CSR, Hong Kong -Scope: Labour audit, ESH audit, and compliance audit. He has audited several factories in India and Southeast Asian countries.

EXECUTIVE PROGRAM IN LEADERSHIP AND MANAGEMENT

EPLM is a certificate programme offered by the Centre for outreach and digital Education of IIT Madras. This programme is offered by faculty members from the Department of Management Studies of IIT Madras. The EPLM programme is specially designed to enhance knowledge, skills and capabilities of working professionals. The EPLM revolves around the principle that world-class business leaders are nurtured and developed with a holistic view of business and its inter-related activities. This program intends to develop critical competencies for business managers and leaders. The participants attending this program will acquire the competencies listed below:

Competency associated Learning Outcomes

Competencies	Learning Outcomes
Adaptability and Agility	<ul style="list-style-type: none">• Participants embrace novel, challenging, and uncertain work scenarios with an open mind.• Participants learn to explore and appreciate distinct and diverse perspectives and orientations towards workplace scenarios• Participants learn and appreciate the global nature of business and its relevance to the global managerial practices.
Leadership	<ul style="list-style-type: none">• Participants get to understand the various styles of leadership and its required competencies, and learn to choose appropriate leadership styles in a particular situation.• Participants develop and demonstrate their leadership skills and qualities at their roles.
Transferring knowledge to practical applications	<ul style="list-style-type: none">• Participants collaborate amongst each other in and across the teams and apply the basic knowledge in the functional domains to solve real life cross functional business problems.• Participants learn to apply tools and techniques to handle various real life business scenarios
Developing specialized domain knowledge	<ul style="list-style-type: none">• Participants imbibe specialized knowledge on all functional areas of management.• Participants learn tools and techniques as well as frameworks and implementation models on all functional areas of management.• Participants are provided with opportunity for in-depth understanding on all functional areas.
Fostering creativity and intuitive mindset	<ul style="list-style-type: none">• Participants learn to generate and implement novel ideas and perspectives for continuous improvements in the work place settings.• Participants learn to pose queries and brainstorm for arriving at better solution to the work place scenarios.• Participants learn to think and act holistically across all functional areas of management, both in domestic and global environments.
Building interpersonal skills- Teambuilding and teamwork	<ul style="list-style-type: none">• Participants understand and develop the skills and abilities for effective interpersonal interactions (both verbal and non-verbal) in various work place settings both internal and external to the organization.• Participants learn to work in teams and appreciate the interplay of team dynamics and effective team management.• Participants will develop awareness on diverse cultural backgrounds, and learn to respect the individual and cultural differences of the members in the team.• Participants develop sensitivities towards the importance of healthy interactions and deliberations with multiple stakeholders both internal and external to the organization.
Developing Analytical and Problem Solving ability	<ul style="list-style-type: none">• Participants learn and demonstrate analytical orientations in addressing critical business problems.• Participants learn to identify and implement appropriate analytical tools to solve business problems
Developing social and ethical business acumen	<ul style="list-style-type: none">• Participants became aware of and develop an orientation towards carrying out a socially responsible business operation.• Participants learn to uphold and demonstrate integrity, honesty and non -discriminatory approach in handling various business scenarios.

Key Topics Covered



Making Business Decisions: Application of Analytics

- Data driven decision making
- Application of Statistical Analysis for Improved Business Decision



AI and Decision Making

- Application of different AI methods for an organisation, use of AI in managerial functions
- Use of AI and analytics in driving market value for a company
- Business innovation and organisational transformation' framework to transform a company



Nurturing Design Thinking for Business Excellence

- Right way to Lead Design Thinking
- Design Thinking is a way of Thinking
- Design Thinking is a way of Working
- Design Thinking is a Project Approach



Creating Customer Delight: Applying Customer Relationship Management

- Sales Force Automation
- Marketing Automation
- Service Automation
- CRM analytics



Digital Transformation in Logistics & Supply Chain Management

- Digital Supply chain strategy
- Role of numerous technologies (IOT, AI, Blockchain etc.) to build digital supply chain
- Supply chain analytics and optimization
- Smarter Supply Chains
- Agile supply chain management

MODULES

MODULE 1:

Slot 1: Sep 14-22, 2024 = 9 days

Slot 2: Dec. 14-22, 2024 = 9 days



- Human Behaviour Management at Workplace
- Making Business Decisions: Application of Analytics
- Understanding Costing and Financial Performance
- Learning the Art of Marketing
- Essentials of Economics for Managers

MODULE 2:

Slot 1: Mar. 9-17, 2025 = 9 days

Slot 2: June 8-16, 2025 = 9 days



- Financial Analytics: Financial Modeling, Financing and Investment Decision
- Reach out to the world: Digital and International Marketing
- Criticality of Operations Management
- AI and Decision Making
- Nurturing Design Thinking for Business Excellence

MODULE 3:

Slot 1: Sep. 7-15, 2025 = 9 days

Slot 2: Dec. 14-22, 2025 = 9 days



- Business Law for Managers and Corporate Governance
- Project management for improved performance
- Developing High Performance Work System: Human Resources Management
- Managing Cash Flows
- Creating Customer Delight: Applying Customer Relationship Management

MODULE 4:

Slot 1: Mar. 15-23, 2026 = 9 days

Slot 2: Jun. 14-22, 2026 = 9 days



- Being Agile: Organisational Structure and Design, Change and Transformation
- Essentials of Entrepreneurship and Innovation
- Digital Transformation in Logistics & Supply Chain Management
- Developing dynamic business entity: Sales and Distribution Management
- Changing Trends in Technology and Business
- Project

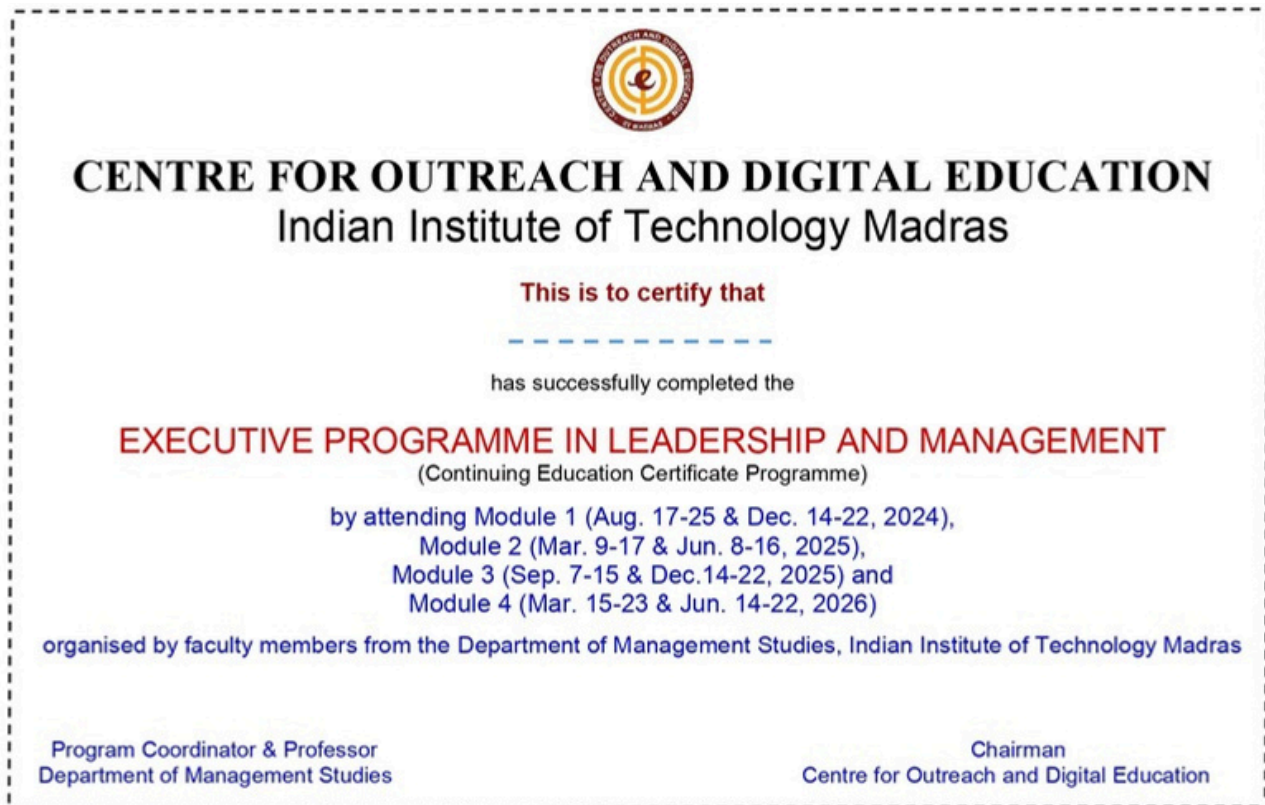
Total Days : Each Module 18 days

Total number of hours: 650 hours (600 hours for coursework and 50 hours for project work)

Class Timings :8 a.m. to 6 p.m.

CERTIFICATE

Upon successful completion of the programme, with a minimum of 80% attendance and satisfactory academic performance, participants will be awarded a certificate of completion. Certificate shall not be awarded if the attendance is less than 40%.



Note: -

The certificate shown above is for illustrative purposes only and may not be an exact prototype of the actual certificate. CODE office, IIT Madras reserves the right to change the certificate and specifications at any time without notice.





PAST PARTICIPANTS

DESIGNATIONS

- *Vice President*
- *Assistant Vice President*
- *Zonal Manager*
- *Manager*
- *Manager (Customer Support)*
- *Deputy Manager*
- *Deputy Manager (Projects)*
- *Assistant Manager*
- *Senior Engineer (Sales)*
- *Senior Engineer (Customer Support)*
- *Senior Engineer (PSSR)*
- *Assistant Manager (Sales)*
- *Assistant Manager (Customer Support)*
- *System administrator*
- *Associate Consultant*
- *Doctor*

Organisations

- AKAY Group
- Cognizant Technology Solution
- Eaton India Innovation Center
- GMMCO Limited
- JCB India Pvt Ltd.
- Standard Chartered
- Synergy Maritime Private Limited
- Tafe

Average Work Experience - 5.5 years

Areas Professional Experience

Operations, Accounting, Sales, Business Development, Data Analytics, Project Management, Software Development, Product Management, HR, Entrepreneurship, Customer Relationship, Customer Valuation, Banking, Financial Services...



About IITM

The Indian Institute of Technology Madras is known both nationally and internationally for excellence in technical education, basic and applied research, innovation, entrepreneurship and industrial consultancy. A faculty of international repute, a highly motivated and brilliant student community, excellent technical and supporting staff and an effective administration have all contributed to the pre-eminent status of IIT Madras. The Institute is proud to bear the laureate of being No.1 engineering university in India. More recently, IIT Madras has been given the title of Institute of Eminence. IIT Madras has been the top-ranked engineering institute in India for four consecutive years as well as the 'Best Educational Institution' in Overall Category in the NIRF Rankings of 2022 put out by the Ministry of Education.

*“Luck is What Happens
When Preparation
Meets Opportunity”*

*Seneca, Roman Philosopher,
Circa 50 AD*

ELIGIBILITY ENROLMENT

- :- Any Graduate degree with three years of work experience
- :- Interested candidates may apply with a detailed CV, copy of your degree certificates, mark sheets and experience certificate on or before 27th **August 2024** to: Dr.S Srinivasan, Program Coordinator, DoMS, IIT Madras Chennai 600036 or send email to eplm.iitm@gmail.com

SELECTION PROCESS:- Personal Interview

TOTAL NO. OF CANDIDATES

- :- Minimum 30 and Maximum is 40

Fees

- :- Rs.3,00,000 plus GST as applicable per year (Total for 2 years Rs. 6,00,000 plus GST)

[Click here to register](#)



044 2257 4583



eplm.iitm@gmail.com



IITM, Sardar Patel Road, Chennai, 600036