

# Programme Portfolio

## 2024-25

## About Us

CEE's mission is to be a hub for engaging beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

## Our Value Proposition

1


Large Pool of world-class executive education faculty, across multiple disciplines, within the University, and from various parts of the Globe

2

Team with extensive experience in designing Executive Education Programmes for Senior Executives

3

Creation and Delivery of programmes, with best-in-class teaching methodologies, including Simulations & Experiential Learning

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# In- Campus Programmes

## Programmes in Q1

Programme Name	Faculty	Dates	Fee
Manager as a Coach	Prof. Shivdasini Singh Amin	13-14 June 2024	Rs. 25,000/- + GST Per Participant
Business Storytelling for Leaders	Prof. Sandeep Das	18-19 June 2024	Rs. 25,000/- + GST Per Participant

## Programmes in Q2

Programme Name	Faculty	Dates	Fee
AI Strategy for Senior Leaders	Prof. Anand Jayaraman Prof. Pavan Kumar Srungaram	24-25 July 2024	Rs. 50,000/- + GST Per Participant
Empowering Women in Leadership	Prof. Srividya Nagaraju	8 - 9 August 2024	Rs. 25,000/- + GST Per Participant
B2C Sales Excellence	Prof. Subramanian Chandramouli	21 - 22 August 2024	Rs. 25,000/- + GST Per Participant
Building and Managing High-Performing Teams	Prof. RajaniKanth	29 - 30 August 2024	Rs. 30,000/- + GST Per Participant
AI Strategy for Business and Technology Leaders	Prof. Anand Jayaraman Prof. Pavan Kumar Srungaram	10 - 12 September 2024	Rs. 50,000/- + GST Per Participant
Executive Leadership Presence	Prof. RajaniKanth	19 - 20 September 2024	Rs. 30,000/- + GST Per Participant
Leading with Emotional Intelligence	Prof. Shivdasini Singh Amin	26 - 27 September 2024	Rs. 25,000/- + GST Per Participant

# In-Campus Programmes

## Programmes in Q3

Programme Name	Faculty	Dates	Fee
Leader as a Coach	Prof. Rajeshwar Upadhyaya	24-25 October 2024	Rs. 40,000/- + GST Per Participant
B2B Sales Excellence	Prof. Subramanian Chandramouli	20 - 22 November 2024	Rs. 35,000/- + GST Per Participant
Leadership Competencies for Top Management	Prof. Rajeshwar Upadhyaya	3 - 6 December 2024	Rs. 1,15,000/- + GST Per Participant
Building and Leading a culture of Innovation	Prof. Avinash Jhangiani	12 - 13 December 2024	Rs. 30,000/- + GST Per Participant

## Programmes in Q4

Programme Name	Faculty	Dates	Fee
Developing Business Acumen through Integrated Business Simulation	Prof. Rajkumar Phatate	29 - 31 January 2025	Rs. 60,000/- + GST Per Participant
Marketing in the Digital Era	Prof. Pradeep Racherla	6 - 7 February 2025	Rs. 30,000/- + GST Per Participant
Strategies for growth & Business model Innovation	Prof. Rama Velamuri	13 - 14 February 2025	Rs. 25,000/- + GST Per Participant
Negotiation & Problem-Solving Strategies	Prof. Rama Velamuri	20 - 21 February 2025	Rs. 25,000/- + GST Per Participant

# Live- Online Programmes

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Programme Name	Faculty	Dates	Fee
Getting Future Ready for Managing End-to-End Supply Chains	Prof. Kaushik Ghatak Prof. Ramachandran Kallankara Prof. Ganapathy S.Nathan	11,13,18, 20, 25, 27 November 2024	Rs. 50,000/- + GST Per Participant
Developing Financial Acumen	Prof. Olivier Tabatoni	12,14,19, 21 November 2024	Rs. 45,000/- + GST Per Participant
Strategy Formulation and Implementation	Prof. Atul Nerkar	20, 22, 27, 28 January 2025	Rs. 45,000/- + GST Per Participant

# Programme Descriptions

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## Manager as a Coach

Programme is designed to equip managers with the skills and knowledge necessary to effectively coach their team members. Through a combination of role-plays & practical exercises, participants will learn how to enhance job satisfaction, job engagement & strong morale of employees, build strong working relationships, have more meaningful interactions with their team members, provide effective feedback, and help team members achieve their full potential

## AI Strategy for Senior Leaders

This programme equips senior leaders with AI insights and practical tools for crafting effective AI strategies.

## Empowering Women in Leadership

The "Frozen Middle" stereotype hinders mid-level managers, particularly women, despite their crucial role in organizational success. This Programme breaks these stereotypes, empowering women to transition into leadership roles with a 2-day retreat focusing on leadership skills and personal challenges.

## Building and Managing High-Performing Teams

This Programme helps participants understand how to cultivate trust and transparency, fostering robust collaboration and engagement. It provides leaders with essential tools and skills enhances communication, effectiveness, and motivation, fostering a positive team dynamic. Practical insights ensure leaders navigate complexities effectively.

## Business Storytelling for Leaders

Business storytelling is crucial for effective communication and engagement within organizations. In today's fast-paced and competitive business landscape, the ability to craft compelling narratives can make all the difference in capturing the attention of stakeholders, inspiring action, and driving business success. The "Business Storytelling" programme offers a comprehensive exploration of the art and science of storytelling in a business context. Through a blend of multi-disciplinary coaching, experiential learning, collaborative discussions, and real-life implications

## AI Strategy for Business and Technology Leaders

Gartner predicts 80% GenAI adoption by 2026, emphasizing its vital role in innovation and competitiveness. Our program equips leaders with AI skills to tackle business challenges effectively. Real-world examples ensure practical application, fostering collaboration and discussion.

## B2B Sales Excellence

Today, customers across industries not only expect great products but also exceptional buying experiences. Sales executives face complex challenges and require a contemporary understanding of sales to successfully attract customers. This programme focuses on developing a systematic approach to B2B sales by providing key frameworks and practical tips that help firms, sales leaders, and sales executives win more deals.

## Executive Leadership Presence

The two-day Leadership Presence workshop enhances executive leadership skills through authenticity, confidence building, and assertiveness training. Participants learn to handle pressure gracefully, develop a solution-oriented mindset, and confidently engage stakeholders while navigating challenges.

# Programme Descriptions

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## Leading with Emotional Intelligence

The "Leading with Emotional Intelligence" program focuses on garnering support and engagement through persuasive skills and emotional self-awareness. Participants learn key frameworks and tools from experienced instructors to cultivate relationships, inspire action, and enhance team productivity, ultimately becoming adaptive leaders.

## B2C Sales Excellence

This programme equips participants with the latest sales best practices, tools, and frameworks necessary to excel in sales. It focuses on developing a systematic approach to sales for retail customers and provides practical tips to enhance the productivity of firms, sales leaders, and sales executives.

## Building and Leading a culture of Innovation

Innovation is essential for future relevance. Pre-pandemic, companies focused on copying tech giants but struggled with profitability. Research underscores the importance of a human-centric culture for success. In the post-pandemic era, leaders must drive innovation while prioritizing empathy, resilience, and purpose-driven organizations. This workshop offers hands-on experience to foster innovation and accelerate change.

## Marketing in the Digital Era

In today's multi-channel world, customers demand exceptional buying experiences. Modern marketers leverage digital channels and data for better performance, innovation, and customer experiences. This program equips participants with frameworks and tools for a customer-centric, multi-channel marketing strategy, drawing from the instructor's industry experience.

## Leader as a Coach

In a competitive landscape, talent retention is vital. Executives need support for sustained performance and career growth. This workshop focuses on coaching skills, fostering engagement, and meaningful dialogue to enhance team performance. Through hands-on exercises and feedback, leaders gain insights to conduct effective coaching conversations.

## Leadership Competencies for Top Management

This programme emphasizes 21st-century leadership skills and transformational change. Using 360-degree feedback and a psychometric tool, executive coaches provide personalized insights and action plans over 4 days. Peer support and plenary sessions enrich the experience, fostering success at the top level.

## Developing Business Acumen through Integrated Business Simulation

Companies seek managers with both functional expertise and a holistic business perspective. These managers align strategies with organizational goals, understanding how their actions impact other functions and overall objectives.

## Strategies for growth & Business model Innovation

"Strategies for Growth and Business Model Innovation" guides entrepreneurs and managers in expanding businesses. It navigates growth decisions in competitive or high-growth markets, exploring four growth contexts and emphasizing innovation's role. Participants learn to exploit growth opportunities and capitalize on potential, with real-world examples reinforcing insights.

# Programme Descriptions

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## Negotiation & Problem-Solving Strategies

Negotiation is integral to daily managerial interactions. This course provides a framework for systematic thinking, enhancing negotiation skills. It lays the foundation for continuous improvement in this critical competence.

## Developing Financial Acumen

It is important for Senior Managers to be able to judge the financial strength of their strategic and operational decisions. Through the use of Business Simulation & Case Studies, provides a concise overview, of how managerial decisions impact market value for an organisation, and how value creation impacts the day-to-day life of managers

## Getting Future Ready for Managing End-to-End Supply Chains

The End-to-End Supply Chain Management Programme offers a comprehensive understanding via a simulated real supply chain experience. Participants reinforce core concepts, covering Strategy, KPI alignment, Risk, Digitalization, Innovation, and Sustainability. The interactive format emphasizes collaborative work and strategic execution, enhancing real-world application across industries.

## Strategy Formulation and Implementation

Senior executives' strategic decisions shape long-term growth and profitability. This program equips participants with advanced frameworks for strategic choices at the Business Unit Level. They learn to resolve organizational issues, allocate resources, manage risk, and execute strategy effectively. Participants gain insights into common implementation challenges and learn to design systems to meet strategic objectives under uncertainty.

# Custom Designed Programmes

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## Our Customization Approach

- 1. Diagnostic Study:** Conducted through interactions with Senior Leadership, HR, and Sample Participants to comprehend the learning requirements from Business and People perspective
- 2. Design:** Developing the Programme Outline, to meet the learning requirements, Modules & Topics to be covered
- 3. Customization:** Interactions between Faculty and Subject Matter Experts from Client Organization, to customize the Programme to address the learning objectives
- 4. Delivery:** Delivery of the Programme, in Classroom / Live Virtual Mode
- 5. Action Learning Project Implementation Support & Guidance**

## Some of our Custom Programme Themes

- Becoming Customer- Centric Innovator
- Developing Business Acumen through Integrated Business Simulation
- Developing Financial Acumen
- Leading Teams for High Performance
- Leader as a Coach
- Personal and Organizational Leadership
- Mastering Negotiation and Influence
- Strategy Formulation and Implementation
- Global Strategy: Planning & Execution
- Succeeding in the Disruptive and Digital Future Business World
- B2B Sales Excellence



# Some of our Clients



**FRESENIUS  
KABI**  
caring for life

**Mahindra  
AEROSPACE**



**ITC Spices**

Sustainable Food Safe Solutions for the world



**Mahindra**  
INSURANCE BROKERS



**AMBIT**  
Acumen at work



**Mahindra**  
HOME FINANCE



**Mahindra**  
DEFENCE



**TECHNICO AGRI SCIENCES LIMITED**



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**motherson**



**PARRY**  
ENTERPRISES



**Panasonic**