



INDIAN INSTITUTE OF  
MANAGEMENT, LUCKNOW



## CHIEF EXECUTIVE OFFICER PROGRAMME

10 Months | Live-Online Sessions | In-campus Immersion

**IIM Lucknow Executive Alumni Status\***

**2**

Double accredited  
(AMBA & AACSB)

**#4**

Best B-School in India  
(Business Today, 2023)

*\*Upon completion of the programme participants will need to register with a one-time registration fee to receive the prestigious IIM Lucknow Executive Alumni Status*

## Programme Summary

### Chief Executive Officer Programme

 <b>Institute Name</b> IIM Lucknow	 <b>Programme Duration</b> 10 months	 <b>Cost</b> INR 6,00,000 + GST	 <b>Learning Mode</b> Live Online Sessions with Faculty	 <b>Weekly effort</b> 3 hours per week - Sunday, 6:45 pm to 9:45 pm
 <b>Faculty</b> IIM Lucknow Faculty	 <b>Guest Faculty/ Industry Experts</b> Senior Industry Practitioners	 <b>Programme Leaders</b> IIM Lucknow Faculty	 <b>Eligibility</b> Graduates (10+2+3)/ Diploma Holders (10+2+3)/ Post Graduates with a minimum 10 years of work experience	 <b>Certificate</b> Upon successful completion of the programme, participants will be awarded a verified digital certificate by IIM Lucknow

## Learning Experience

- Live online lectures with IIM Lucknow faculty
- 4 Days Campus Immersion
- Learn from real-world cases and a capstone project
- Get the prestigious IIM Lucknow Certificate of Completion

## Frequently Asked Questions

### Are there any LIVE sessions with the institute faculty in this course?

Yes, there are 3 hours live sessions on Sunday with the institute faculty in this course.

### Is there on-campus immersion in this course?

Yes, there is campus experience and networking opportunity at the IIM Lucknow campus for four days.

### What is the role of the Programme Leader? Are they institute faculty?

Programme leaders are Industry Practitioners/ Subject Matter Experts who help with doubt clearing, cover specific topics deeper and share real-world examples wherever needed. They are not faculty of the institute

### Who grades/ gives inputs on the assignments and projects?

Examination / Evaluation shall be conducted by the Institute.

### What if I miss the assignments for a particular week? Can I attempt them later?

It is upon the faculty's discretion if any re-attempt would be allowed of the quiz or assignment and the evaluation methodology.

### Who is the faculty for the LIVE Masterclass/ Online sessions/ Doubt Clearing sessions?

LIVE Online Sessions are done by seasoned Industry professionals, who have real world experience in the domain. Doubt clearing sessions are carried out by the Programme Leader, as they monitor individual student progress.

### Will Emeritus/ Institute help with placement services?

This programme is designed with some of the best faculty and to cover relevant topics in a manner that creates positive career outcomes. However, we do not offer any additional career/placement services with this programme.

### What type of certificate will I receive?

Upon successful completion of the programme, with a minimum 75% attendance and satisfactory academic performance, participants will be awarded a certificate of completion and will be eligible to receive IIM Lucknow's Executive Alumni Status (at an additional fee of INR 10,000).

### How long will I have access to the learning materials?

You will have access to the online learning platform and all the videos and programme materials for 12 months following the programme start date. Access to the learning platform is restricted to registered participants per the terms of agreement.

# Why Learn from IIM Lucknow?

The Indian Institute of Management (IIM) Lucknow, is one of the premier national level institutes of management in India, involved in generating and imparting knowledge in the field of management. IIM Lucknow stands tall on the foundation of an excellent, committed and profoundly knowledgeable faculty, innovative and unique pedagogical tools and an eclectic and diverse student community that has a burning desire to make new paths of its own. The Association of MBAs (AMBA) has accorded accreditation to the Institute's PGPM, IPMX, and PGPWE programmes. IIM Lucknow is amongst the five B-Schools in India to achieve the coveted dual accreditations by the Association to Advance Collegiate School of Business (AACSB) as well as the Association of MBAs (AMBA). World over, only about 5% of the institutes have acquired AACSB's accreditation.



AACSB  
ACCREDITED



ASSOCIATION  
OF MBAs  
ACCREDITED

IIM Lucknow is now ranked 64th globally in its maiden entry into the prestigious Financial Times (FT) 100 List of Global Business Schools for its flagship PGP (MBA) Programme. The Institute scored high on student employability, career progression and research.



# The evolving role of the CEO

Indian CEOs recognize that increasing geopolitical tensions, trade conflicts and protectionism, along with increasing competition from non-traditional competitors and the acceleration of climate change impacts, will pose the greatest risks to their future growth strategy.

**49%**

49% are planning to use technology and automation to improve scalability and replace higher-cost labor roles, as well as digital platforms to increase customer interactions

**23%**

23% are prioritising innovative delivery systems and channels for interacting with customers

**23%**

20% expect to use data more effectively to innovate new products and services



However, India is seen as a bright spot globally:



Quick pace of digitalisation to overcome the impact of the pandemic



Fiscal policy that has been responsive to economic conditions



Creation of opportunities for growth and jobs



A focus on growth-supporting spending

# Key Opportunities in the next 12 months

Indian economy  
will alone contribute

**15%**

of the global growth this year

Source: Kristalina Georgieva, MD IMF

For FY 2023/24 (Apr 2023 to Mar  
2024) we project

**6.1%**

growth for the Indian economy.  
That is the fastest growth rate  
among major economies.

Source: IMF

With the **Chief Executive Officer Programme from IIM Lucknow**, become a leader who confidently builds organisation culture to promote, and sustain innovation. Learn to become a CEO who enhances strategic thinking and leadership capabilities to craft strong and agile capabilities within organisation and steer it towards sustainability in the world of digital transformation. Gain expertise in modern concepts such as Global Dynamics, Economic Outlook, Emerging Markets Dynamics and Opportunities amongst other cutting-edge modules designed by expert IIM Lucknow faculty to help you become a more collaborative and successful leader.

STARTS ON:

**June 30, 2024\***

ACADEMIC ORIENTATION:

**July 28, 2024**

PROGRAMME FEE:

**INR 6,00,000 + GST**

- *\*Begins with an introduction to platform.*
- *\*\*"The programme is designed to be delivered approximately over 10 months, including some occasional breaks that may be provided. This is only indicative. The actual calendar time may be more or less by a few weeks depending on the number of topics covered during in-campus immersion and other variables like breaks provided/not provided."*



# Who is this Programme for?

If you are an experienced and proven leader with minimum 10 years of work experience, who wants to further hone their abilities to propel their career to the next level to become a CEO who can:

- Meet customer expectations concerning the societal engagement
- Enable brand values and trust as drivers of growth
- Have strong purposeful leadership for effective change management
- Developing an innovation culture that drives digital transformation
- Transform business models for strategic growth

**-OR-**

If you are a leader with minimum 10 years of work experience who is new to the CEO role, have recently founded a company and want to be a leader who is:

- Cognizant of dynamic business environment
- Agile to navigate uncertainty
- Capable to lead change and transformation
- Strategic in decision making
- A driver of organisational performance
- Be an expert in functional understanding and critical thinking

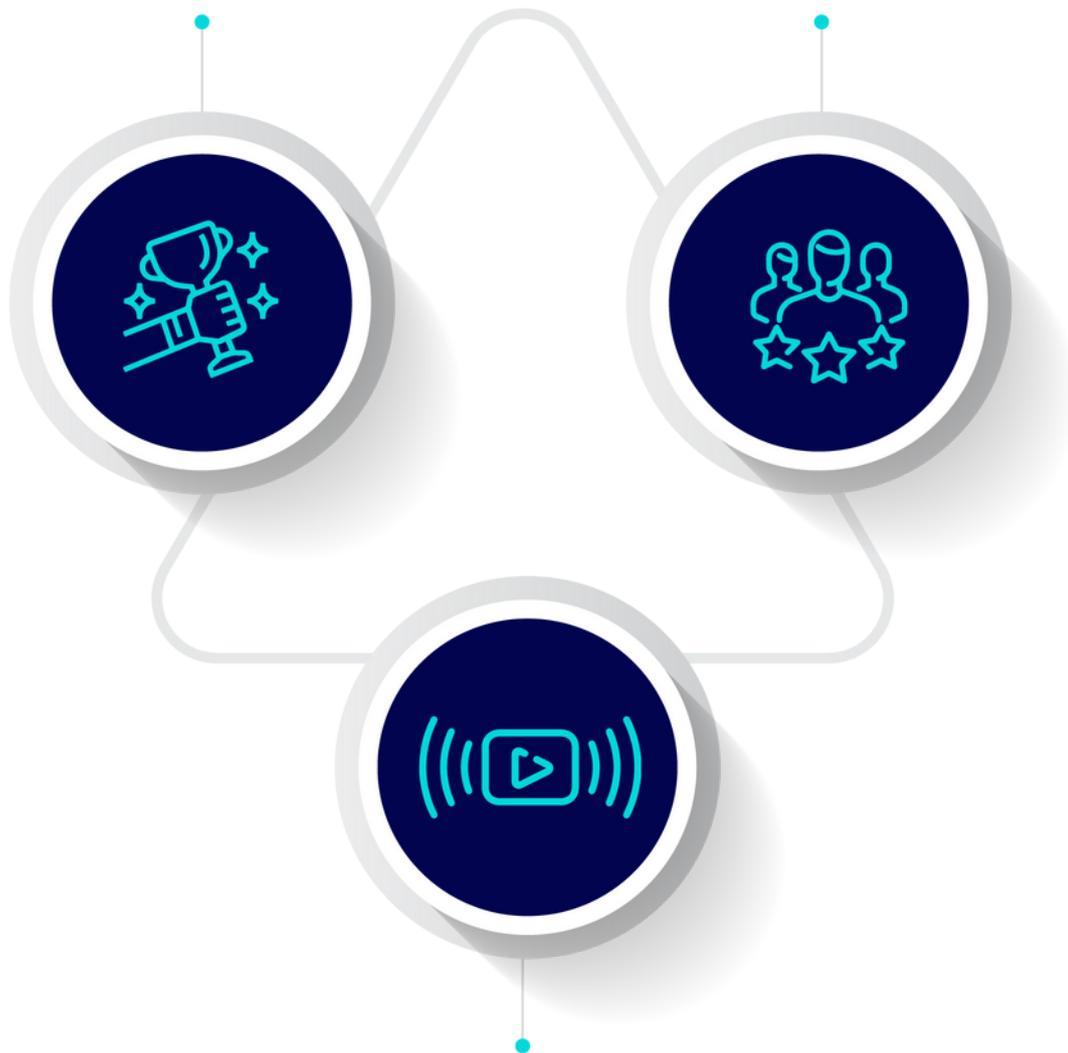
**Then this programme by  
IIM Lucknow is for you.**



# Why should you do this programme?

Get the chance to finesse your existing skills and hone the right skillset to become a successful CEO

Network and learn with experienced leaders during live online lectures & during the campus immersion



Learn from a 100% live online format with the IIM Lucknow faculty and industry experts

# Programme Highlights

This hands-on 10-month programme on creating future ready CEOs offers immersive live online learning and an in-campus immersion at the IIM Lucknow campus. Through this high-impact executive programme, develop practical, industry-aligned skills you can implement right away to manage and inspire teams towards innovation and sustainability. The programme will help advance your leadership traits, personal resilience, financial acumen, cross-functional skills and effective strategic thinking capabilities to steer through the challenges and risks in the today's world of global disruption.



**100% Live Online Lectures with IIM Lucknow Faculty and Industry Experts**



**Capstone Project guided by IIM Lucknow Faculty**



**In-campus Immersion (4 days)**



**Gain the IIM Lucknow Executive Education Alumni Status**



**Hands-on Business Simulations**



**Peer-to-Peer Learning Opportunities During Live-online Sessions and Campus Immersion**



**Get a Complimentary Wall Street Journal Membership**

## Note:

- *\*The primary mode of learning for this programme is via live online sessions with faculty members. Post session video recordings from live sessions will be available to the participants till two weeks (approx. 14 days) after the live session is conducted, only at the discretion of the Programme Directors/ Faculty. All faculty may not permit it. Emeritus or the institute does not guarantee availability of any session recordings after the two-week period is over.*
- *Accommodation for participants would be provided on a single occupancy basis at the IIML campus or a hotel close to the campus, subject to the availability of accommodation at IIML campus. IIM Lucknow would arrange travel to and from the hotel and the campus.*

# Programme Takeaways



Strengthen cross functional integration, and collaboration



Build organisation culture to promote, and sustain innovation



Develop personal resilience & effectiveness for leadership excellence



Lead change management & execute growth strategies effectively



Learn the art of data-backed decision making



Build agile organisational capabilities and leverage digital to steer towards sustainability

# Programme Faculty



## **Dr. Neeraj Dwivedi**

*-Professor, Strategic Management*

Prof. Neeraj Dwivedi joined IIM Lucknow in 2010 and is currently a Professor in the Strategic Management Area. He was earlier associated with IIM Indore during 2006-2010 and IIM Kozhikode during 2004-2006. He also had a short stint at the School of Management, Asian Institute of Technology, Bangkok as a visiting faculty. He completed his FPM (equivalent to a Phd) in Strategic Management from IIM Lucknow in 2004, Masters in Engineering from the IIT Kharagpur in 1994 and Bachelors in Engineering from G B Pant University in 1992. Apart from having about more than 20 years of experience in management research and teaching, he had also spent about 6 years in the corporate sector, mainly in the food processing and consulting industry, in various roles.



## **Dr. Debdatta Pal**

*- Associate Professor, Business Environment*

Dr. Debdatta Pal is an Associate Professor in Business Environment area with Indian Institute of Management Lucknow. Dr. Pal has served Indian Bank, IIM Indore and IIM Raipur before joining IIM Lucknow. He has a FPM (equivalent to a Phd) from IIM Ahmedabad and he conducts empirical research in energy economics, agricultural economics, and choice modelling. His research has been published in Energy Economics, Economic Modelling, Empirical Economics, Journal of Policy Modeling, Transportation Research Part A, Physica A and Journal of Choice Modelling.

# Programme Modules

## Pillar 1: Functional Excellence

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### Module 1



### Strategic Finance

- Interpreting and Analysing Financial Statements
- Financing the Business
- Financial Decision Making
- Financial Valuation

### Marketing Strategies, Strategic Positioning, and CX

- Strategic Marketing
- Strategic Positioning
- Breakthrough Marketing Strategies
- Managing Media Relations

### Module 2



### Module 3



### Operational Excellence

- Operations Strategy
- Supply Chain Design and Strategy
- Linking Operations to Profitability
- Building New Process Capabilities

### People Management

- Talent Management
- Recruiting, Retaining, Developing & Training Employees
- Team Building
- Motivating Employees
- HR Analytics

### Module 4



# Pillar 2: Strategy and Innovation

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## Module 5



### Economic Outlook

- Analyzing Macro-economic Environment
- Imperatives of an Interconnected Global Economy
- Global Dynamics, Emerging Markets Dynamics, and Opportunities

## Module 6



### Sustainability and Innovation

- Systems of Innovation
- Business Model Innovation
- Intrapreneurship Culture
- Design Thinking and Innovation - Creating and Capturing value

## Module 7



### Strategic Management

- Strategic Thinking
- Critical And Design Thinking
- Tools for Strategic Analysis
- Analyzing Value Chain and Identifying Competitively Valuable Competencies
- Internationalisation Strategies
- Strategies at Business and Corporate level
- Acquisitions, Alliances and Divestiture Strategies
- Effective Execution of Strategy
- Corporate Strategy for Sustainability

# Pillar 3: Leadership and Digital

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## Module 8



### Organisation Design and Leadership

- Agile Culture
- Leading Change Management
- Leadership Styles
- Negotiations, Conflicts, and Influence
- Stakeholder Management
- Personal Resilience and Effectiveness - Decision Making and Networking
- Teamwork and Collaborating with CXOs and the Board, Influence, Storytelling, Driving Change
- DE&I, Managing Technology and Innovation
- Corporate Governance and Business Ethics

## Module 9



### Capturing Data and Technology Enabled Business Opportunities

- Strategies in the Digital World
- Digital Business Transformation
- Platform Strategy
- Key Disruptive Technologies
- Leveraging Data Backed Decision Making
- Integrating Analytics In Different Business Functions
- Evaluate Data and Technology enabled opportunities, AI Driven Transformation, Leveraging Ecosystems

#### Note:

- *The in-campus modules are subject to the conditions/ unavoidable circumstances that prevail at the given point in time. In case the current situation maintains the status quo, suitable alternatives to replace the in-campus modules will be made available via live online sessions.*
- *Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the participant profile & programme hours.*
- *\*The primary mode of learning for this programme is via live online sessions with faculty members. The session recordings may be made available on the LMS portal in a non-downloadable format for a limited period subject to the condition of faculty discretion regarding the allowance of recordings of their classes.*
- *The programme curriculum includes individual assignments, simulations, group projects & presentations to apply and demonstrate classroom learnings.*

# Capstone Project

A group capstone project for hands-on learning. Get the opportunity to apply your classroom learnings to a real leadership challenge faced in your organisation. Combine program learnings from faculty and guest speakers, insights from peers, and feedbacks to execute a plan toward those goals. Finally, codify your learnings to inform future leadership efforts and develop a story through which to share these learnings with others through a final presentation.

## Simulations

### Online Business Simulation

A powerful simulation to expose learners to interactive competitive environment of real-time strategic decision making. By leveraging competitive intelligence, cross-functional impacts, companies financial health and business conditions, learners would analyse, formulate, and execute strategic decisions by interrelating ideas, and reiterating from failure.

### Strategy Simulation on Balance Scorecard

Examine how balanced scorecard and non-financial metrics helps create synergies and measure performance during strategic planning & execution and create a well-designed strategy map. Create a feedback loop to measure the firm's performance highlighting the need for course corrections.

# Top skills in the CEO Mantra



**Leadership:** lead and inspire teams, set a clear vision and strategy, and create a positive culture.



**Strategic thinking:** think critically, analyse data, identify trends, and make informed decisions that align with the organisation's goals.



**Financial acumen:** understand financial statements, analyse financial data, and make informed financial decisions.



**Influential:** Communicate effectively to build sustainable relationships, negotiate effectively, manage dynamic stakeholder expectations, and collaborate cross-functional



**Change Management:** be flexible and proactive to changing market conditions, technologies, and consumer preferences.



**Innovation:** generate new ideas, develop innovative products or services, and stay ahead of the competition.



**Risk management:** identify and manage risks, develop contingency plans, and make informed decisions in uncertain situations.



**Agility:** prioritise tasks, manage time effectively, and meet deadlines.



**Emotional intelligence:** understand and manage one's own emotions, as well as those of others, and use emotional intelligence to build positive relationships and create a positive workplace culture.

# Application Process



*Academic Orientation*  
**July 28, 2024**

*Live Online Sessions\**  
**Sunday, 6:45 PM - 9:45 PM IST**

- *\*The schedule will be 3 hours/ week and will be confirmed closer to the programme start date. If a programme session corresponds with a public holiday, the session would be held on the following weekend.*
- *Some sessions with faculty and/or industry experts could be rescheduled at a different time, in case of exceptional circumstances.*



# Learning Journey



## Deepen Your Intellectual Capital

- World-class curriculum & teaching by leading faculty
- Peer-to-peer learning



## Manage Your Brand Capital

- Industry recognized, top-ranked IIM education on your resume
- IIM Calcutta Executive Education Alumni Status



## Enhance Your Career Capital

- Accelerate your leadership career with cutting-edge insights
- Learn while you earn and make new, life-long connections with experienced peers and industry experts

## Programme Details

### ELIGIBILITY

- Graduates (10+2+3)/ Diploma Holders (10+2+3)/ Post Graduates with a minimum 10 years of work experience as on the programme start date i.e., June 30, 2024.
- Candidate should have scored minimum 50% of marks in Graduation/ Diploma/ Post Graduation and should be currently working.
- Screening and selection will be done by IIM Lucknow.

### EVALUATION

- Examination / Evaluation shall be conducted by the Institute. An examination will be held for every module. The evaluation methodology includes quizzes, assignments, online exams, and simulations.

# Programme Certificate



Upon successful completion of the programme, with a minimum 75% attendance and satisfactory academic performance, participants will be awarded a certificate of completion and will be eligible to receive IIM Lucknow's Executive Alumni Status (optional).

The cumulative overall percentage of marks should be 50% and above. Those participants who do not meet these criteria will receive a certificate of participation from IIM Lucknow. No certificate shall be awarded if the attendance is less than 40%.

We encourage you to attend all the live sessions and make the best out of these interactive learning experiences. Post session video recordings may or may not be made available, as per discretion of respective faculty members.

Note: The certificate shown above is for illustrative purposes only and may not be an exact prototype of the actual certificate. IIM Lucknow reserves the right to change the certificate and specifications without notice.

# IIM Lucknow Executive Alumni Benefits

Upon completion of the programme, participants will need to register with a one-time registration fee of INR 10,000 + GST to receive the prestigious IIM Lucknow Executive Alumni Status (optional). The benefits include:

- Executive Alumni Status of the Indian Institute of Management Lucknow
- Receipt of all IIM Lucknow programme brochures and newsletters along with details of souvenirs available with MDP Office
- Lifelong access to a network of distinguished IIM Lucknow Executive Alumni
- Access to the IIM Lucknow Campus Library (on-site access)
- 10% discount in fee for any additional programme (Open programme, Online) at IIM Lucknow (Lucknow and Noida campus)
- 10% group discount on the fee for reference of participants (minimum group of five)

*Note: The Executive Alumni benefits are subject to the discretion of IIM Lucknow.*



# Programme Details

Programme Fee:	INR 6,00,000 + GST
Technical Orientation:	June 30, 2024
Academic Orientation and Live QnA:	July 28, 2024

**Note:**

- GST (currently @ 18%) will be charged extra on these components
- The school will be providing study materials in an electronic format. In case if participants needs a physical copy, they will have to bear the international courier charges.
- Occasional change in session day/ timing may happen for exceptional reasons or some public holidays, at Programme Directors' discretion.
- The in-class experience of face-to-face interaction with the faculty provides an opportunity for immersion in the Institute's academic environment. The campus visit is mandatory for all participants.

## Round-wise Application Dates

**1** **Apr 17, 2024**  
INR 1,500 + GST

**2** **May 01, 2024**  
INR 1,500 + GST

## Payment Process



### Option 1:

Flexible payment options in easy instalments



### Option 2:

Low-cost EMI loan options available

*Note: Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.*

# Why Learn with Emeritus?

IIM Lucknow is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives IIM Lucknow the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of IIM Lucknow. Emeritus' approach to learning is built on a cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning. More than 300,000 students from over 200 countries have benefitted professionally from Emeritus' courses.

*Note: Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.*

# Application Requirements

## ✓ PROFESSIONAL EXPERIENCE DOCUMENTS

- For Previous Organisation/s: Relieving letters
- For Current Organisation: Current Salary Slip or Bonafied Certificate from the HR Department on company letterhead

## ✓ GRADUATION AND POST-GRADUATION EDUCATION

- Marksheet – Individual or consolidated (all semesters)
- Passing Certificate – If Any
- Diploma/ Degree/ Doctorate Certificate

## ✓ ID PROOF

- Any Government-issued photo ID like PAN Card/ Driving License/ Passport, etc.

# System Requirements

This programme includes live online classes. To attend a live online class you will need to have a PC/Laptop/Mac with



**Speakers and microphone:** built-in or a USB plug-in or wireless Bluetooth



**OS:** Either MacOS 10.7 or higher OR Windows 8 or higher



**Webcam:** built-in or USB plug-in



**An internet connection:** Minimum bandwidth of 3.0 Mbps (up/ down)



**Processor:** with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)



**Browser:** IE 11+, Edge 12+, Firefox 27+, Chrome 30+



**RAM:** 4 GB or higher



**Zoom software client installed on your PC/ Laptop/ Mac**

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PC/ Laptop/ Mac.

Apply for the programme here

[APPLY NOW](#)

Finance Options Available

[KNOW MORE](#)



**WhatsApp an Advisor On +91 86570 38243\***

*\*This number does not accept any calls. Please message your queries.*

[SCHEDULE A CALL](#)

For registration and any other information,  
please get in touch with us at [iiml.execed@emeritus.org](mailto:iiml.execed@emeritus.org)



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In collaboration with

