



Programme Portfolio

2023-24

Our Infrastructure



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About CEE

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.

Open Enrolment Programmes

Our Value Proposition

- ✓ Large Pool of world-class executive education faculty, across multiple disciplines, within the University, and from various parts of the Globe
- ✓ Team with extensive experience in designing Executive Education Programmes for Senior Executives
- ✓ Creation and Delivery of programmes, with best-in-class teaching methodologies, including Simulations & Experiential Learning

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Q1 & Q2

In- Campus Programmes

Programme Name	Faculty	Dates
<u>Manager as a Coach</u>	<u>Prof. Shivdasini</u>	15-16 June 2023
<u>Leading Teams for High Performance</u>	<u>Prof. Rajeshwar Upadhyaya</u>	26-27 June 2023
<u>General Management Programme</u>	Global Faculty	17 July -8 Dec 2023
<u>Leader as a Coach</u>	<u>Prof. Rajeshwar Upadhyaya</u>	10-11 August 2023
<u>B2B Sales Excellence</u>	Prof. Subramanian Chandramouli	21-23 August, 2023
<u>Project Appraisal & Financial Modelling</u>	<u>Prof. Jean Lantz</u>	21-23 Aug 2023
<u>Developing a Strategic Mindset -Creating and sustaining Competitive Advantage</u>	<u>Prof. Srinivasa Rangan</u>	21-22 August 2023
<u>Global Strategy - Planning & Implementation</u>	<u>Prof. Srinivasa Rangan</u>	23-25 August 2023
<u>Leading a Happy and Productive Workplace</u>	Prof. Mukesh Jain	4-5 September, 2023
<u>Negotiation Strategies for Collaboration and Conflict Management</u>	<u>Prof. Ramakrishna Velumuri</u>	11-12 Sept 2023
<u>Executive Leadership Presence</u>	<u>Prof. Rajeshwar Upadhyaya</u>	14-15, September, 2023
<u>Retail Sales Excellence</u>	Prof. Subramanian Chandramouli	25-26, September



Q3 & Q4

In- Campus Programmes

Programme Name	Faculty	Dates
<u>Leading Change and Transformation</u>	<u>Prof. Srinivasan Ranganathan</u>	7-8 December, 2023
<u>Strategies for growth and Business model Innovation</u>	<u>Prof. Ramakrishna Velumuri</u>	14-15 March 2024

Live Virtual Programmes

Programme Name	Faculty	Dates
<u>Purpose & Profits</u>	<u>Prof. Srinivasan Ranganathan</u>	8, 10, 16, and 18 August 2023
<u>Succeeding in the Disruptive and Digital Future Business World</u>	<u>Prof. Anton Musgrave</u>	16-24 Aug 2023
<u>Developing Financial Acumen</u>	<u>Prof. Olivier Tabatoni</u>	1-15 Sep 2023
<u>Digital Transformation</u>	<u>Prof. Pradeep Racherla</u> <u>Prof. Srinivas Pingali</u>	23 September, 2023 - 24 January, 2024
<u>Strategy Formulation and Implementation</u>	Prof. Atul Nerkar	30 Oct - 8 Nov, 2023

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

Programme Fee: Rs. 25,000/- + GST
Per Participant

Leading Teams for High Performance

High-performing teams do not form on their own. They are led by leaders who bring out the best in their people, utilising their skills and abilities to the fullest. The workshop uses Case Studies, Role Plays & Psychometric instruments to help participants identify team dysfunctions, and issues preventing high performance by team. Programme is designed to help leaders and managers, develop the skills & knowledge necessary, to build and sustain high-performing teams, that can drive business success.

Programme Fee: Rs..40,000/- + GST
Per Participant

Strategy Formulation and Implementation

Participants will learn advanced frameworks & concepts, for making strategic decisions, and implementing them successfully, even under uncertainty

Programme Fee: Rs. 45,000/- + GST
Per Participant

Retail Sales Excellence

The Retail Sales Excellence program 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.

Programme Fee: Rs. 25,000/- + GST
Per Participant

Purpose & Profits

In today's dynamic business landscape, pursuing profits without purpose and purpose without profits both are futile. This program helps leaders define a purpose that goes beyond financial gains, aligning it with market and societal needs. It equips leaders with strategies to align the purpose across stakeholders and integrate it into the organization. Through engaging discussions and exercises, leaders are encouraged to inspire their teams, fostering commitment and driving unwavering passion towards the shared purpose."

Programme Fee: Rs..30,000/- + GST
Per Participant

Leader as a coach

In an environment of rapid change & competition, talent retention & engagement are crucial concerns for organizations. This hands-on workshop is designed to help Leaders build perspective, as well as the skills & competencies required, to engage in meaningful career and performance related dialogues with their team members.

Programme Fee: Rs. 40,000/- + GST
Per Participant



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 program 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.

Programme Fee: Rs. 40,000/- + GST
Per Participant

Leading a Happy and Productive Workplace

This programme is designed to explore the Science of Happiness, focusing on understanding human happiness and a meaningful life. Participants engage with practical insights from cutting-edge research in psychology, neuroscience, and evolutionary biology. By applying these principles, senior leaders can create a happier and more productive organizational environment, fostering employee well-being and enhanced contributions.

Programme Fee: Rs. 30,000/- + GST
Per Participant

Executive Leadership Presence

This programme helps executives unlock effective leadership secrets. It focuses on personal brand and reputation management, strategic alliances, and organizational savvy. The program emphasizes enhancing strategic thinking, improving personal image, and developing social acumen. Participants learn confidence, commitment, competence, assertiveness, and empathy.

Programme Fee: Rs. 40,000/- + GST
Per Participant

Leading Change and Transformation

Corporate Leadership was disrupted during the Pandemic. Professionals had to redefine priorities as fears, desires, and possibilities were rewritten. Technology and social media gained authority. We can't rely on the past or redesign it; we need a new future. The rise of freelancers, solopreneurs, etc., brought freedom and passion. Desire for traditional employment dropped, and conventional Leadership Paradigms died. We must be Transformational

Programme Fee: Rs. 30,000/- + GST
Per Participant

Project Appraisal & Financial Modelling

Enables participants to learn and apply the "PRIME" toolkit, for Project Appraisal and Financial Modelling, in line with international standards. PRIME toolkit is based on six key Financial Concepts, that participants can share with colleagues, financial specialists and apply to their own projects at a Global level.

Programme Fee: Rs. 50,000/- + GST
Per Participant

Global Strategy - Planning & Implementation

This programme is for firms aspiring to go global. Through experiences from global and Indian context of companies, participants understand industry dynamics, strategic positioning, value creation, value capture & value delivery, globalization of strategy, emerging market and decision making for successful globalization

Programme Fee: Rs. 50,000/- + GST
Per Participant



Negotiation Strategies for Collaboration and Conflict Management

Negotiation Process is a part of every manager's day to day interactions with stake holders, inside and outside the organization. This Programme gives participants, a context to think systematically & critically about their negotiation experiences, allowing them to learn frameworks, that will help them increase their learnings and preparedness, every time they are involved in a negotiation in the future

Programme Fee: Rs. 25,000/- + GST
Per Participant

Strategies for growth; Business model Innovation

Explores the challenges of generating growth in low-growth markets, and exploiting growth opportunities in high-growth markets. Programme will help in understanding the growth context, and its corresponding managerial challenges; and how innovation can be used as a tool to generate growth.

Programme Fee: Rs. 25,000/- + GST
Per Participant

General Management Programme

General Managers need to understand the decision-making processes in functions other than their own; they should be able to think strategically, evaluate & implement investment decisions, that will contribute to the overall benefit of the Organization. This programme is designed to equip participants with the insights & tools needed, for becoming successful in General Management roles. It will enable both current and potential leaders, to successfully face the challenges of growth & transformation, as Senior Leaders.

Programme Fee: Rs. 4,25,000/- + GST
Per Participant

Succeeding in the Disruptive and Digital Future Business World

The Programme challenges participants to differently explore strategy in a disruptive world, and, through fresh lenses and perspectives, to consider the future digital operating environment and what it offers leaders. Through a challenging blend of interactive webinar-based learning and discussions, participants will discover how to remain agile and adaptable, building an organizational culture that inspires innovation, creates future market relevance, and a focus on new exponential opportunities.

Programme Fee: Rs. 35,000/- + GST
Per Participant

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

Programme Fee: Rs. 35,000/- + GST
Per Participant

Digital Transformation

New digital tech and data analytics rapidly change lives, work, and businesses. Emerging tech offers options to rethink and transform how companies engage with customers. Leaders must harness tech for competitiveness, growth, and building agile, sustainable orgs. Digital Transformation enables future leaders to change work fundamentally, ensuring growth and competitiveness. This program provides tools for implementing digital transformation across units: Ops, Finance, Marketing, etc., making it complete and effective. Participants learn to leverage digital tools and data, address challenges, and develop a strategy with ROI clarity.

Programme Fee: 3 Lakhs + GST
Per Participant



Developing a Strategic Mindset -Creating and sustaining Competitive Advantage

Prepare senior leaders to lead smarter, more agile, and innovative organizations in a competitive business landscape. Gain frameworks and tools to leverage competitive advantage and deliver value. Infuse thought leadership, execute strategies, and influence internal and external resources. Learn strategic analysis, market analysis, profit drivers, and functional strategies. Discuss real-world challenges, gather insights, and predict future trends. Develop skills to introduce and implement organizational changes. Deepen strategic thinking and execution orientation at the senior management level.

**Programme Fee: Rs. 35,000/- + GST
Per Participant**



Custom Designed Programmes



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 themes we have been working with:

- ✓ **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



murugappa

**Mahindra
INSURANCE BROKERS**



AMBIT
Acumen at work



**Mahindra
HOME FINANCE**



**Mahindra
DEFENCE**



TECHNICO AGRI SCIENCES LIMITED



**HINDUJA LEYLAND
FINANCE**



**Mahindra
Construction Equipment**



USV Private Limited



DAIMLER TRUCK
Asia

**samvardhana
motherson**

