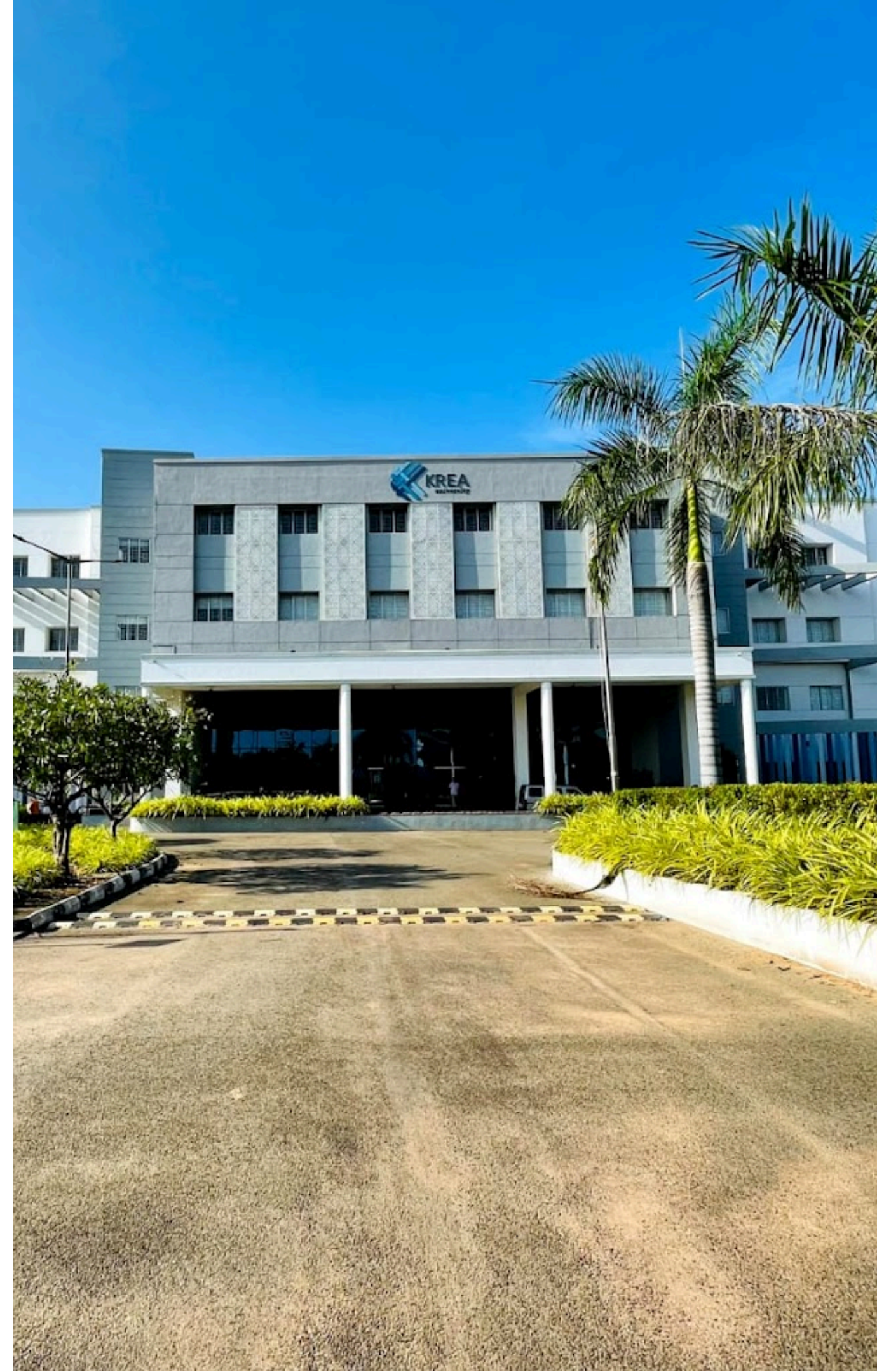




Lead from the Center!

**A fast-tracked one-year
contemporary executive
program for senior managers**



IFMR GSB, KREA UNIVERSITY

offers

ADVANCED MANAGEMENT PROGRAM

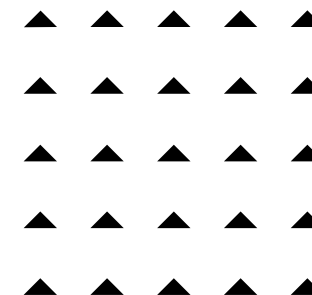
**6 Alternate Month Residencies |
Action Learning |
Specialization Tracks |
Executive Coaching |**

Accelerate Your Path to Leadership Excellence

The Advanced Management Program (AMP) is designed for mid-level managers with 7-15 years of experience from diverse industries.

This immersive one-year program will equip you with the operational, people, and strategic leadership skills necessary to drive success in today's complex business environment.

Our unique approach combines cutting-edge residencies, hands-on projects, and in-depth specialization to accelerate your career growth.



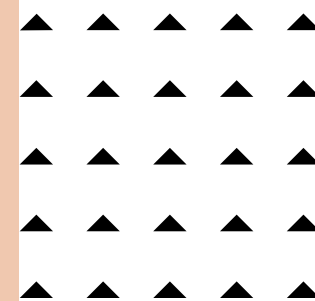
ADVANCED MANAGEMENT PROGRAM



WHO IS THIS PROGRAM FOR?

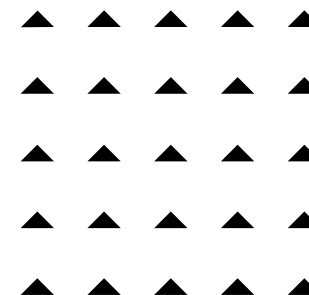


- Mid-Level Managers with 7-15 years of post-graduation experience, looking to accelerate their leadership trajectory.
- Professionals from Diverse Sectors including finance, technology, manufacturing, healthcare, and more, aiming to sharpen their operational, people, and strategic leadership skills.
- Leaders Ready for the Next Step who want to transition from managing teams to driving business strategy and organizational change.
- Individuals Seeking Specialization in emerging areas like Digital Transformation, Sustainability, or Agile Leadership to stay ahead of industry trends.



Why choose Krea AMP?

- **Holistic Leadership Development:** Covering operational, people, and strategic leadership essentials
- **Real-World Application:** Projects designed to solve challenges in your organization
- **Specialization Choices:** Dive deep into one of 5 emerging business area
- **Peer Learning & Networking:** Collaborate with professionals from multiple sectors
- **Executive Coaching:** Personal guidance from industry experts
- **Final Simulation:** Apply everything learned in a comprehensive business simulation



ADVANCED MANAGEMENT PROGRAM



Program Architecture

Program Themes

- The Krea AMP is anchored on the four core themes
- Each theme is delivered in one quarter
- The focus is on building excellence
- The program flows from managing the structured routine to leading for the future

01. Operational Excellence

Improving Efficiency and Managing Risk

02. People Leadership

Leading High Performing Cross-functional Teams

03. Strategic Leadership

Developing and Executing Long-term Strategies

04. Specilisation

Focus on emerging areas like Digital Transformation or Sustainability



Program Structure

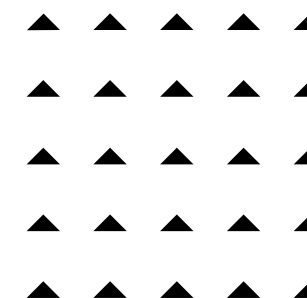
Quarter 1: Operational Leadership

Themes Covered:

- Lean Six Sigma: Enhancing operational efficiency and reducing waste
- Data-Driven Decision Making: Using data analytics to improve performance
- Project Management: Managing complex projects using PMI and Agile methodologies
- Systems Thinking: Understanding the interconnectedness of operations, finance, and supply chains to manage risk effectively

Learning Outcome:

Equip you with tools to streamline operations, manage large projects, and understand the systemic impact of the decisions on organizational outcomes.



ADVANCED MANAGEMENT PROGRAM



Program Structure



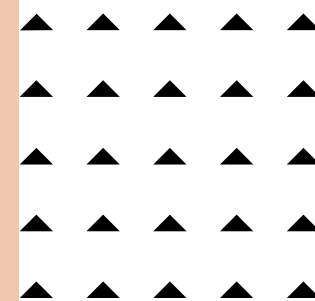
Quarter 2: People Leadership

Themes Covered:

- Emotional Intelligence: Leading with empathy and understanding
- Situational Leadership: Adapting leadership styles to different team dynamics
- Managing High-Performance Teams: Fostering collaboration and accountability
- Design Thinking for Leadership: Applying human-centered design to problem-solving and team management, fostering innovation in people management practices

Learning Outcome:

Develop the ability to lead teams effectively through collaboration, empathy, and innovative approaches to problem-solving, utilizing design thinking principles



Program Structure

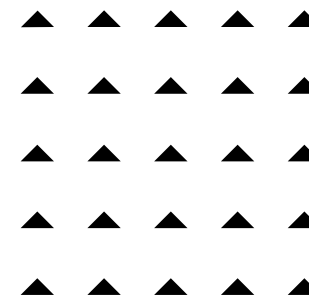
Quarter 3: Strategic Leadership

Themes Covered:

- Strategic Planning: Long-term business strategy formulation and execution
- Leading Organizational Change: Guiding organizations through transformation, using change management frameworks
- Innovation & Digital Transformation: Driving innovation with new technologies
- Product Management: Developing and managing new products, aligning business strategy with customer needs
- Systems Thinking for Strategic Decisions: Using systems thinking to navigate the complexities of organizational strategy, ensuring alignment across functions.

Learning Outcome:

Master strategic decision-making, incorporating innovation, product management insights, and systems thinking to drive long-term business growth.



ADVANCED MANAGEMENT PROGRAM



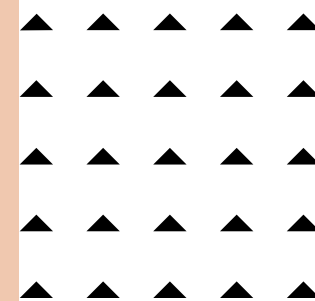
Program Structure



Quarter 4: Specialisation in Emerging Areas

Participants select one of the five emerging specialisations, where themes like Design Thinking, Product Management, Systems Thinking, and Project Management will be explored in-depth, tailored to the chosen track:

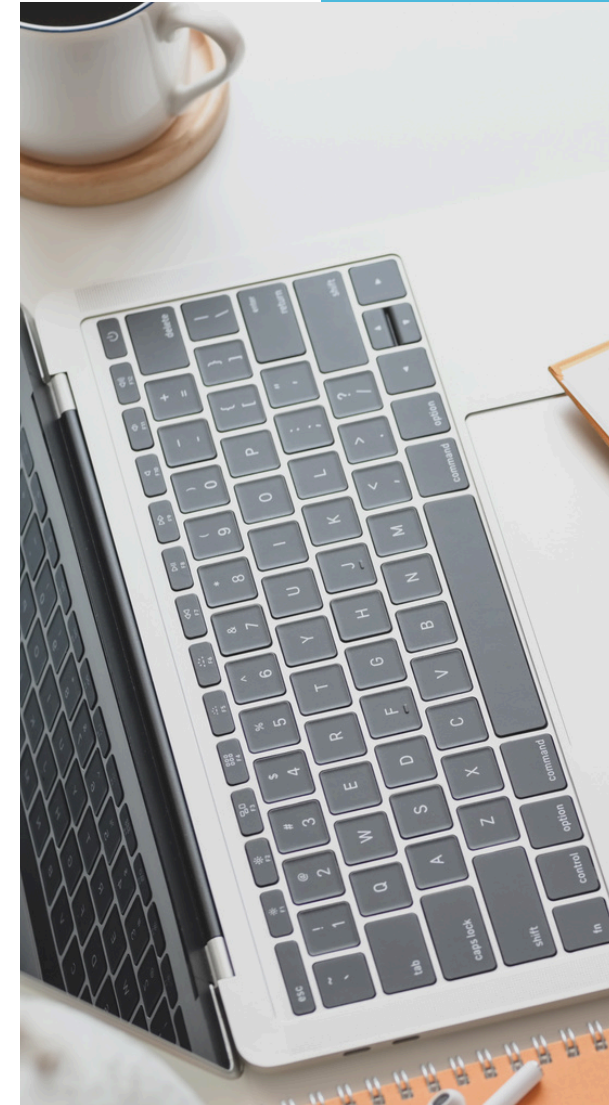
1. **Digital Transformation & AI:** Leveraging AI for business advantage, integrating digital tools for business processes, and employing design thinking to create user-centric solutions
2. **Sustainability & CSR:** Applying sustainability principles in business models, incorporating systems thinking to understand the broader impact on communities and the environment
3. **Agile Leadership & Innovation:** Mastering agile methodologies, fostering innovative cultures using design thinking, and leading cross-functional product management efforts
4. **Global Supply Chain & Operations:** Managing complex global operations, enhancing efficiency with project management tools, and using systems thinking to optimize supply chains
5. **Financial Risk & Compliance:** Managing financial risk with a systemic approach, integrating governance and compliance across business functions



Webinars

- There will be one 3-hour webinar every month, on a convenient weekend (ideally Saturday morning / afternoon)
- Each 3-hour webinar will align with the quarterly theme, providing ongoing touchpoints for learning, peer discussion, and real-time problem-solving.
- Webinars will focus on applying frameworks like Project Management for operational success, Design Thinking for innovation, and Systems Thinking for tackling complex business challenges

Webinars will have their own prework and post webinar assignments.



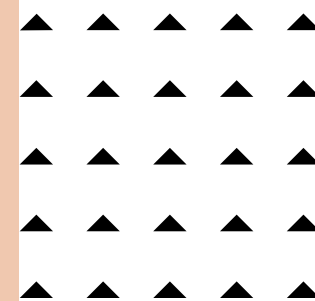
ADVANCED MANAGEMENT PROGRAM



Action Learning and Coaching



- The purpose of Learning is to apply and transform outcomes. The DNA of Krea's Executive Education is to offer impact-driven learning to individuals and organisations.
- Each Theme of Krea's Advanced Management Program (AMP) culminates with the an Action Project for application of learning at workplace.
- Early in the program, the participants will go through an assessment and coaching to identify the specific competencies to work on, and finalise their Individual Learning and Application Journeys.
- The participants will be facilitated for their learning application through quarterly group coaching and curated learning support.



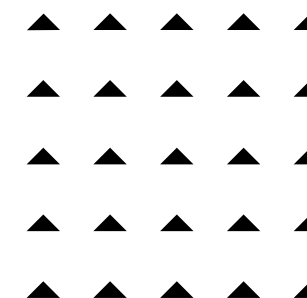
Learning Management System

Krea's CANVAS Learning Management System offers great support for self and curated learning beyond the classrooms

Knowledge Repository: The LMS will facilitate learning support by way of offering a gamut of learning resources, curated to the “Power of One” - for every participant

Learning Engagement: Facilitator discussion boards, community learning are some of the other critical mechanisms that the LMS facilitates and ensures that the participants' learning and application journey is meaningful and impactful.

Learning Administration: The LMS also serves as the learning administration tool, integrating synchronous and asynchronous learning, notification, assessments and reporting..



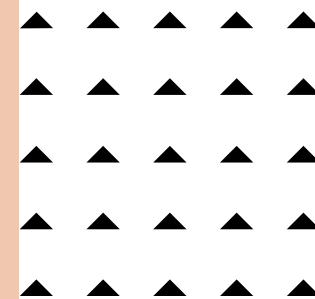
ADVANCED MANAGEMENT PROGRAM



Project Cafe' and Capstone Simulation



- The efforts and outcomes of the learning and application will be showcased in the Project Cafe' exhibition, for a Jury of Krea Experts as well as Industry leaders and will be assessed for an award.
- The program will culminate with a Business simulation, integrating learning across the themes.
- Participants will engage in a business simulation where they will apply their learning across Design Thinking, Product Management, Systems Thinking, and Project Management to solve a real-world business challenge
- This will also serve as the program's summative assessment, synthesizing all aspects of the curriculum



Key Facilitators



Dr. Lakshmi Kumar
Dean, IFMR GSB
PhD: IIT Madras

Teaches: Macroeconomics, Managerial Economics, International Business, Microfinance and Entrepreneurship

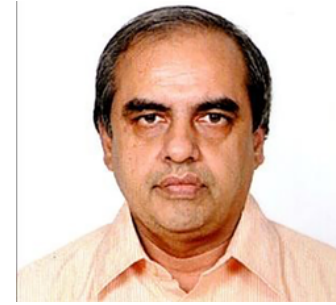
Research: Macro Economic Modelling & Analysis, Development Economics including education, health and poverty reduction, Entrepreneurship including incubation and accelerator model



Dr. Vijayalakshmi C
Professor, OB & HR
Fellow, MDI

Teaches: Organisation Behaviour, HRM, Research methods for Managers, Competency based Recruitment and Selection, Corporate Transformation, International HRM, Journey to Self, Qualitative Research

Research: Entrepreneurship, Employability, Information privacy, Psychometric Assessments, Corporate transformation, Culture and Mindset



Dr. Balasubramanian
Senior Professor and Advisor
Finance, Accounting and Quantitative Finance

Teaches: Accounting for Management, Strategic Cost Management, Corporate Finance, Financial Statement Analysis and Security Valuation, Advanced Financial Modelling

Research: Valuation modelling, activity-based costing & management, strategic cost management, performance measurement systems, financial modelling, and financial analytics.



Dr. Sathya Saminadan
Associate Professor and
Area Chair - Marketing

Teaches: Marketing Management, Integrated Digital Marketing, Sales and Distribution, B2B Marketing, Pricing and Brand Management

Research: Strategic Marketing, Relationship Strategy, Marketing in the unorganised sector, Customer centricity



Dr. Chandrasekaran N
Professor, Operations Management
PhD: University of Madras

Teaches: Supply Chain Management, Operations Strategy, Logistics Infrastructure and Management, Service Operations, Strategy, and Analytics.

Expertise: Strategy, Mergers and Acquisitions, Human Resources, Leadership Development, and Investor Relationship Management



Dr. Bharath Sundaram
Associate Professor of Environmental Studies
PhD, Manipal University

Teaches: Tools and Methods in Environmental Studies, Political Ecology of, Biodiversity Conservation, Forest Futures. Engaging With the Environment, Design Thinking, Analytical Skills, Data Storytelling

Research: Biodiversity Studies, Plant Ecology, Conservation Studies, Social-ecological Systems, Political Ecology

ADVANCED MANAGEMENT PROGRAM



Your Next Steps

Reach out

Please feel free to reach us on any of the mobile numbers / email ids:

Kunal Dhawan:
+91 98408 69101
kunal.dhawan@krea.edu.in

Aswin Kumar:
+91 9500055698
aswin.kumar@krea.edu.in

Venkateswaran Ramamurthy:
+91 9500047037
venkateswaran.ramamurthy@krea.edu.in

Apply

Please send your application by filling the form in the link below:

https://docs.google.com/forms/d/1TGAc9r15-l5V2Do-HxyVH2ud-H5HO_U6ffdgek3Nyy8/edit

Please note that the small cohort of 25 participants is finalized after considering the fitment of the applicants to the desired deliverables of the program and the high-impact peer-group.

Register

Once you receive the acceptance into the cohort through mail, you would register into the program by paying the course fee and confirm blocking of the seat.

Program fees:
Rs. 1,75,000 + GST

You will receive your Welcome Kit and Program Information Booklet upon Registration.

Welcome to Krea!

Program commences on: 11 January 2025

Krea University Campus:, 5655, Central Expressway, Sri City, Andhra Pradesh 517646
Admin office: 196, TTK Road, Alwarpet, Chennai 600018



KREA UNIVERSITY

Krea University is a UGC approved Indian State University, with the campus located in Sri City, Andhra Pradesh. Krea houses two Institutions: School of Interwoven Arts and Sciences (SIAS) and the IFMR Graduate School of Business.

The sponsoring body, Institute for Financial Management and Research (IFMR) was established in 1970 for providing global executive education and research.

Krea University was founded in 2018, with a Governing Board consisting of eminent academicians and industrialists, DR Raghuram Rajan, DR John Etchimandy, Mr N Vaghul, Mr Seshasayee, Mr Sajan Jindal, Mr Anand Mahindra and other stalwarts.

SIAS offers undergraduate programs of BSc, BSc (Honours), BA, BA (Honours) and PhD under: Division of Humanities and Social Sciences, Division of Literature and Arts and Division of Sciences.

IFMR GSB offers two-year MBA program, three-year Executive MBA programs, five year Integrated MBA program PhD program as well as the Executive PhD program.

The Krea Executive Education offers multitude of functional and business leadership programs for corporate executives across levels and businesses. It has imparted business impact-driven executive and leadership learning to over 50,000 executives across the world in the past 50+ years.

