

# IIMU

भारतीय प्रबंध संस्थान उदयपुर

Indian Institute of Management Udaipur



# SENIOR MANAGEMENT PROGRAM (SMP)

Strategic leadership with an edge to set you apart.



Featured in the **Top 20**  
**IIMs NIRF** Rankings 2024



**Ranked 6th** amongst  
**IIMs FT** Rankings 2023



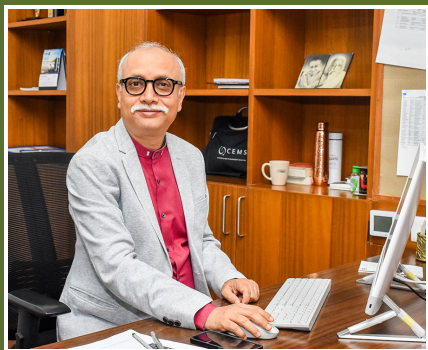
**Ranked 4th** in India for  
research according to the  
globally recognized **UT**  
**Dallas** Rankings

1 Year | Live Interactive Online Sessions



# Director's Message

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**Prof. Ashok Banerjee**  
**Director, IIM Udaipur**

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"In a rapidly changing digital landscape, empowering professionals with the cutting edge expertise to stay ahead on the knowledge curve is the cornerstone of our mission at IIM Udaipur"

## About Indian Institute of Management Udaipur

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IIM Udaipur is well on its way to becoming a globally recognized B-School. It has broken new ground by focusing on world-class research and transforming students into tomorrow's managers and leaders.

The Institute arrived on the global education stage by securing accreditation from the AACSB (Association to Advance Collegiate Schools of Business) in just eight years of its establishment. IIMU has been listed on the Financial Times (FT) Global MIM Ranking 2024 for the 6th consecutive year, making it the only IIM to have achieved this feat. In the QS Global MIM Ranking 2025, IIM Udaipur stands as the 6th highest-ranked IIM and continues to maintain its listing for the 6th year in a row, reinforcing its global standing. Notably, it is also the youngest B-School in the world to be featured in both rankings.

Additionally, IIM Udaipur ranks 4th in India for research in management, according to the UT Dallas methodology, which tracks publications in leading global journals, showcasing its excellence in academic research.

**Located in Udaipur** - a city known for its rich heritage and scenic beauty - IIMU offers a unique blend of culture and modernity, making it the ideal setting for transformative education. Here, history truly meets the future.

# About the Senior Management Program

The Senior Management Program (SMP) by IIM Udaipur is a 12-month robust executive education Program tailored for experienced professionals aspiring to accelerate into senior leadership roles. Delivered through a blend of live online sessions and immersive on-campus modules, the Program combines academic excellence with real-world application. It equips participants with future-ready leadership capabilities across business functions such as finance, strategy, marketing, supply chain, digital transformation, and AI.

## Why Choose IIM Udaipur?



### Esteemed Certification

Upon successful completion, participants receive a prestigious certification from IIM Udaipur, enhancing their professional credibility and industry recognition.



### IIMU Executive Alumni Status

Participants earn executive alumni status from IIM Udaipur, gaining access to a growing network of accomplished professionals from one of India's leading management institutes.



### On-Campus Immersions

The program features 7 days of campus immersion across two visits focused on practical learning in areas such as international geopolitics, corporate sustainability, & design thinking - enriching peer interaction & experiential insight.



### Future-Ready Curriculum

Participants develop advanced leadership capabilities through a carefully structured curriculum covering finance, strategy, marketing, supply chain, digital transformation, and AI—equipping them for complex business challenges.



### Esteemed Faculty

Sessions are led by distinguished IIM Udaipur faculty, who bring a strong blend of academic excellence and practical industry insight to the classroom.



### Capstone Exercise

The Program concludes with a Business Management Simulation during the final campus immersion. This team-based capstone challenges participants to address real or simulated business scenarios, present board-level recommendations, and demonstrate cross-functional strategic thinking.





## Key Program Details



**Duration**  
1 Year



**Course Fees**  
~~₹4,00,000~~ ₹3,50,000 + 18%  
GST (for early registration)



**Program  
Commencement Date**  
December 2025



**Campus Immersion**  
Seven days campus immersion  
across two visits



**Mode**  
Online



**Schedule**  
Every Sunday – 3 hours



**Program Director**  
Prof. Rajesh Agrawal



**Eligibility**  
Graduate with a minimum of  
10 years of work experience



# IIM Udaipur Edge



## Among India's Top Management Institutes

IIM Udaipur ranked 22nd amongst all B-Schools in the NIRF Rankings 2024.



## Youngest IIM with AACSB Accreditation

Among the elite 6% of B-Schools worldwide with this prestigious global accreditation. 4th IIM in the country to earn it.



## Only IIM in Top 100 – FT MIM Global Rankings (2019–2024)

Consistently ranked among the world's best in the Financial Times Masters in Management Rankings for six consecutive years. IIM Udaipur stands as the 6th highest-ranked IIM in the rankings.



## QS World University Rankings 2025

Featured for the sixth straight year in the QS Rankings for Masters in Management, reinforcing its international credibility.



## Top 4 in India for Research – UT Dallas Rankings

Recognized among the top four business schools in India for its global research output, as per the prestigious UT Dallas Rankings.



# Who Is This Program For?

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This Program is designed for professionals seeking to elevate their managerial and leadership capabilities

Mid-to-senior-level  
managers

Business and functional  
heads

Entrepreneurs and startup  
leaders

Government and public  
sector leaders

Graduate with a minimum of  
10 years of work experience

Those seeking to develop strategic  
thinking, organizational leadership,  
and digital adaptability





# Program Modules

## Module 1: Leadership Building Blocks (LIVE Online)

### ▷ **Economics for Business**

Impact of macroeconomic forces in a business environment, role of central banks, linkage between real economy and financial markets, measuring economic health of a country, impact of economic shocks.

### ▷ **Introduction to Marketing 2.0**

Market segmentation and product positioning, developing marketing strategy, marketing in the digital era. Principles of customer relationship management, customer value proposition, designing and building strong brands, managing brand dynamics.

### ▷ **Essentials of Financial Decision-Making**

Linking financial statements with corporate goals, art of raising money, strategic financial decisions, creating value through financial restructuring, basics of valuation.

### ▷ **Managing Human Capital**

Hiring, employee engagement, compensation design, coaching and talent development, performance management.

## Module 2: Advanced Leadership & Management (LIVE Online)

### ▷ **Managing as a Leader**

Understanding self, managing relationships, managing inner critic, managing differences in organizational context, managing within organizational hierarchies. Leadership styles and skills, earning trust and building relationship, leading for long-term results, address the competing demand of all stakeholders, fostering leadership systems.

### ▷ **Strategic Thinking**

Modes of strategic thinking, evaluating alternatives and choices, assess the strategic impact of competitors' moves, pursuing competitive advantage, formulation, and execution of strategies

### ▷ **Negotiation & Conflict Resolution**

Identifying effective bargaining styles, identifying influential players to anticipate barriers to and opportunities for negotiated agreements, framing persuasive arguments, cultivating relationships to build trust.

### ▷ **Strategic Supply Chains**

Managing value chains and managing risks in supply chain networks, efficiency versus effectiveness, operations optimization techniques to reduce costs, effective supply chain growth.

## Module 3: Leading Business in Dynamic Environment (LIVE Online)

### ▮ Nurturing Innovation

Imbibing innovative mindset, organization design for innovation, startup ecosystem, valuing and financing innovation.

### ▮ Delivering Business Growth

Winning in the new normal, make or buy growth decisions, mergers and acquisitions, decision making under uncertainty, creating an opportunity-focused organization, scaling fast.

### ▮ Communication Strategies

Building emotional intelligence to communicate effectively, managing difficult conversations, communicating across cultures, maximizing persuasive potential, navigating interpersonal dynamics, communication through chatbots.

### ▮ Change Management

Organizational inertia, organizing for change, use of metrics & measurement to motivate change, building a learning-ready organization, managing resistance to change.

## Module 4: Data & AI for Business Leaders (LIVE Online)

### ▮ Data & AI: Technology foundations for Leaders

Understanding how AI works, demystification of technologies behind AI. Deeper appreciation of the power and limitations of modern AI.

### ▮ Operating Model Transformation with AI

Exploring practical use-cases of modern AI tools for forecasting, decision support, customer service, and content creation.

### ▮ Business Model Transformation with AI

Understanding how AI transforms industries, from automation to innovation, integrating AI into core business models.

### ▮ Organization Models to catalyze AI Transformation

Explore how AI is reshaping the future of work and the organizational capabilities and skills needed to succeed in the emerging business landscape

### ▮ AI Ethics, Bias, and Governance in Leadership

Addressing ethical concerns, fairness, transparency, and accountability in AI-enabled organizations.



## Module 5: Interdisciplinary (On-Campus Immersion)

### ▮ International Geopolitics

Dynamics of geopolitics, the geopolitics of energy, lessons from globalization.

### ▮ Corporate Sustainability

Sustainable supply chain management, sustainability marketing, CSR & sustainability, climate change and business imperatives, green bonds.

### ▮ Design Thinking for Leaders

Developing a design-centric culture, overcoming behavioral biases against design thinking, understanding customer needs, applied creativity and prototyping, design for services.

### ▮ Capstone Exercise (Business Management Simulation)

Business/ Capstone simulation immerses participants in strategic decision-making across key business functions, including research & development, marketing, production, and finance. Each round represents a business year, challenging participants to analyze market conditions, refine strategies, and compete in a dynamic environment.

**Timing:** During the final campus immersion

**Format:** Team-based project evaluated by IIMU faculty

**Scope:**

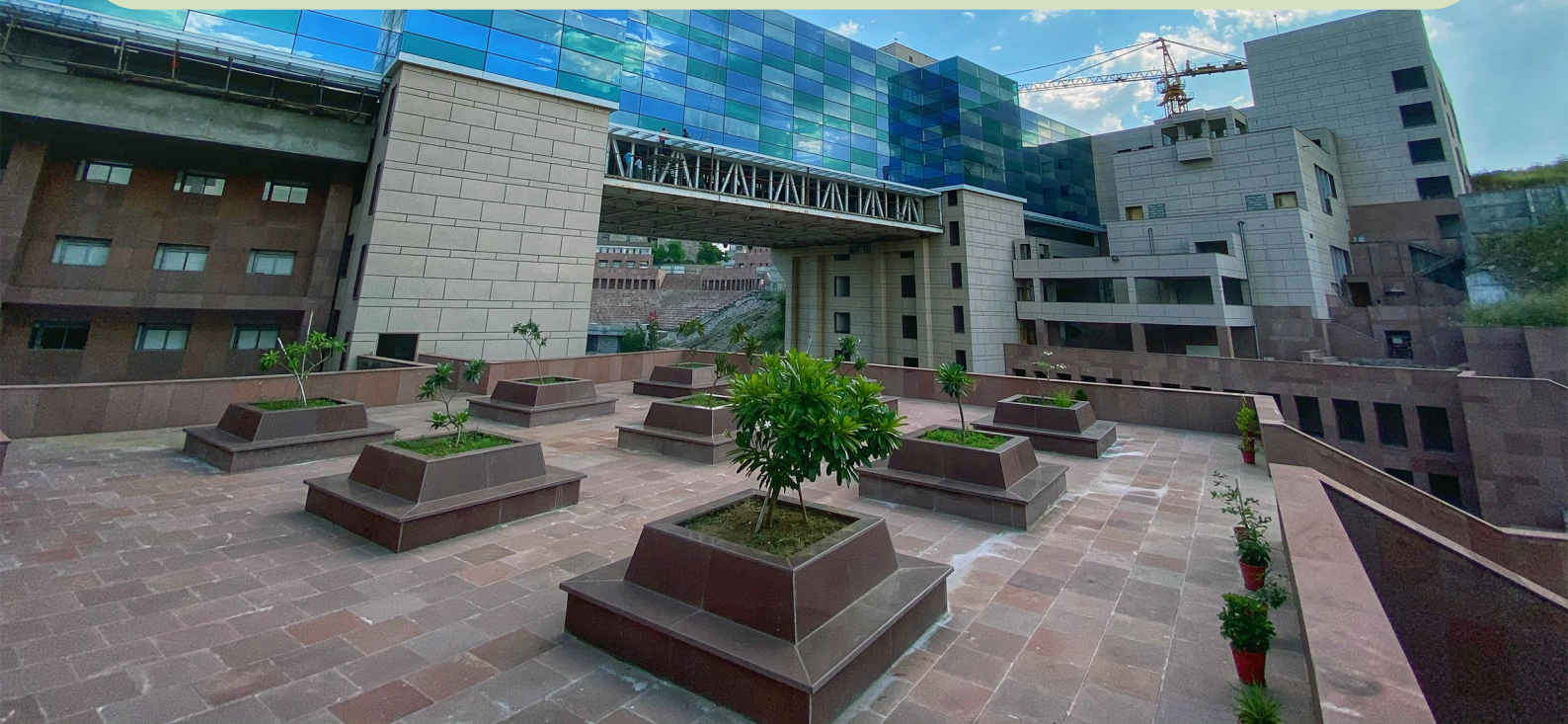
Select a real or simulated organizational challenge

Present board-level recommendations and execution roadmap

**Objectives:**

Integrate cross-module learning into a high-stakes decision context

Develop executive-level thinking and collaborative leadership





# Program Structure



12-Month  
Executive Program



Best-in-class Self-learning Content, Real life  
case studies, Quizzes and Assignments



114 hours of Online LIVE sessions and  
42 hours of On campus modules.



Immersive Learning Experience through two campus  
visits of 7 days in total at IIM Udaipur

**Each module includes real-life industry case studies**





# Learning Outcomes



## **Build core and advanced leadership competencies**

Understand different leadership styles, build trust-based relationships, & lead within complex organizational structures. Learn how to manage yourself & others, engage employees, & foster long-term leadership systems.



## **Make strategic decisions using financial & data-driven tools**

Gain skills in interpreting financial statements, raising capital, making strategic financial decisions, & understanding valuation. Use AI & data tools to support forecasting, customer service, & business model innovation. skills to access, preprocess, visualize & analyze healthcare data



## **Navigate digital disruption and leverage emerging technologies like AI**

Explore the foundations of AI, its business applications, & how it transforms operations & models. Learn to integrate AI into leadership & organizational strategies while addressing ethics, bias, & governance.



## **Drive innovation, change, and sustainable growth**

Develop an innovation mindset, explore startup ecosystems, and understand how to scale ideas. Learn change management strategies, sustainability practices, and how to align business with environmental and social goals.



## **Lead cross-functional teams with agility and purpose**

Lead across marketing, finance, HR, and supply chains. Strengthen skills in negotiation, communication, stakeholder engagement, and decision-making under uncertainty to navigate team dynamics and business complexity.



## **Apply industry best practices through case studies and simulations**

Each module integrates real-life industry case studies to help you apply concepts such as brand building, financial restructuring, strategic thinking, and AI deployment in real-world scenarios

# Program Fees

Sr.no	Payment Mode	Amount (Excl. GST)	GST @ 18%	Total	Installment date
1	Registration Amount	2000	-		-
2	One-time Payment (for early registrations)	350000	63000	413000	-
3	Installment 1	130000	23400	153400	within 72 Hours of releasing the offer letter
	Installment 2	130000	23400	153400	Before 1st February, 2026
	Installment 3	90000	16200	106200	Before 28th March, 2026

The program fees are strictly non-refundable and non-transferable.

\* No Cost EMI options are available for 12 Months.

\* Standard EMI options are available for 12, 18, 24, 36 Months.

\* Loan and EMI Options are services offered by TeamLease EdTech. IIM Udaipur is not responsible for the same.

\* The On-Campus Immersion program is being facilitated by TeamLease EdTech. The course fee above includes the campus immersion component. For attending the on campus modules, participants are required to make their own travel arrangements. Accommodation, meals, and refreshments during the on-campus sessions will be provided by IIM Udaipur.

## Refunds

Candidates may withdraw their admission anytime up to 15 days prior to the program start date. A total of up to 70% of the program fee received as of the date of withdrawal will be refunded. However, the tax amount paid on the program fee cannot be refunded. Once the program has commenced, no refund will be possible.



# Executive Alumni Benefits

## Email ID

Lifetime access to an official email ID with the @iimu.ac.in domain.

## City Chapters – Adhyay

Invitations to alumni networking events held across cities, enabling engagement with the wider IIMU alumni network.

## Alumni Card with Serial Number

A permanent alumni identification card issued with a unique serial number.

## Apollo Health Card

An exclusive health card from Apollo, offering privileged health-related services.

## Newsletters / Articles

Regular sharing of IIMU newsletters and institute-authored articles to keep alumni informed.

## 10% Discount on ExEd Programs

A 10% discount on all future non-degree Executive Education programs offered by IIMU.

## FT Rankings

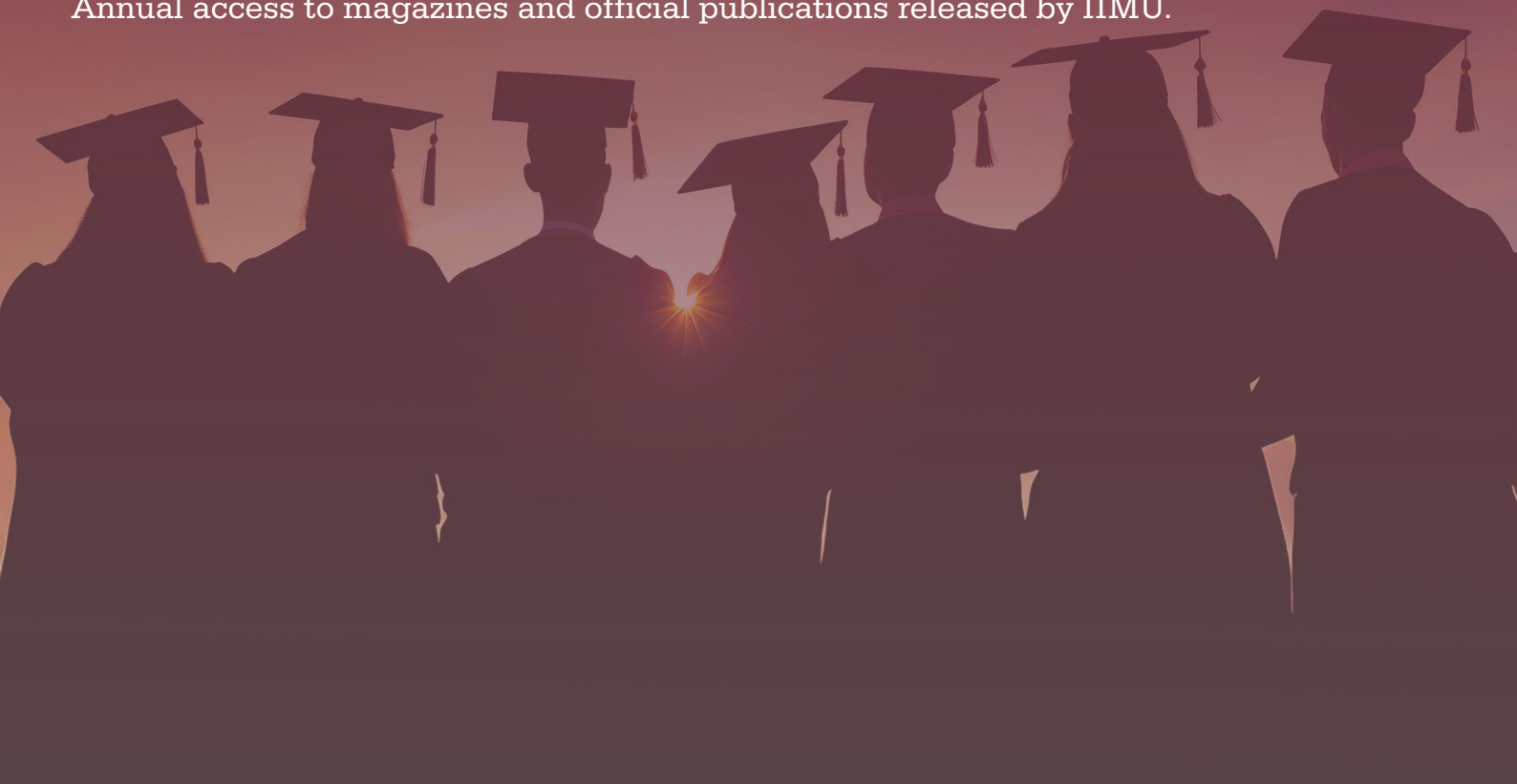
Eligible Executive Education alumni may be invited to participate in Financial Times rankings surveys.

## L&D Student Mentorship

Select alumni in senior roles may be invited to mentor full-time IIMU students.

## Yearly Magazines

Annual access to magazines and official publications released by IIMU.



# Admission Process

**Apply for the Program**

**1**

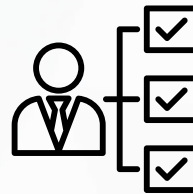


**2**

**Submit Documents\***

**Selection by IIMU Committee\*\***

**3**



**4**

**Pay & Join the Program**

\*Scanned copies to be submitted within 7 days of application

i) Education Certificate

ii) Experience Letter / Latest Pay Slip

\*\*Selection for the Program will be done by IIM Udaipur and is strictly based on the education, work experience, and motivation of the participants.



# Lead with Vision in an Era of Uncertainty

Today's senior leaders face a fast-changing world—marked by evolving technologies, shifting markets, and global disruptions. In such complexity, operational excellence alone isn't enough. What's needed is bold, strategic leadership.

Amid this change, key questions arise:

- How do I innovate while managing risk?
- How do I lead digital change without losing focus on people?
- How do I build sustainable, future-ready growth?

Even experienced professionals must now reimagine how they lead.

To empower you to rise to these challenges, the Indian Institute of Management Udaipur presents the Senior Management Program a 12-month leadership journey designed to sharpen your strategic thinking, expand your influence, and help you lead through disruption.

Through a cutting-edge curriculum—from core business fundamentals to AI-led transformation—you'll gain the tools to drive impact in today's dynamic business world.

If you're ready to shape what's next for your organisation and yourself—this is your moment.

Step forward with the Senior Management Program at IIM Udaipur.





# Program Director

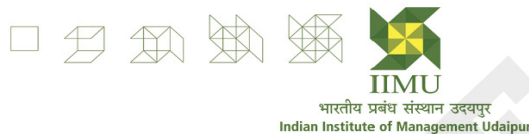


**Prof. Rajesh Agrawal**  
**IIM Udaipur**

**Research Expertise: Finance and Accounting**

Prof. Agrawal, a qualified Chartered Accountant and Cost Accountant, is currently a Professor of Practice in the Finance & Accounting area at IIM Udaipur. He previously served on the faculty at IIM Ahmedabad, where he also held the position of Chairperson of the Finance & Accounting area. In addition, he spent over fifteen years as the Chief Financial Officer at the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT). His research and writings have been published both nationally and internationally.

## Program Certificate



**Indian Institute of Management Udaipur**

*Participant's Name*

has successfully completed the  
**Senior Management Program**  
conducted by the Indian Institute of Management Udaipur  
from XXXXXX to XXXXXX.

\_\_\_\_\_  
Program Director

\_\_\_\_\_  
Chairperson, Executive Education

# TeamLease EdTech & IIM Udaipur

IIM Udaipur has partnered with TeamLease EdTech for delivering Blended online programs both in Sync and Async platforms. These programs would broaden access to high-quality executive education for working professionals. This partnership reflects a shared commitment to delivering programs that are impactful, future-oriented, and designed to address today's evolving business challenges. While IIM Udaipur brings academic leadership and institutional prestige, TeamLease EdTech ensures seamless digital delivery, learner support, and nationwide reach - enabling professionals to learn from the best, wherever they are. This collaboration is redefining how executive education is delivered - combining institutional excellence with technological agility to reach learners across the country.

## The Premier Edge

A partnership between TeamLease EdTech and IIM Udaipur brings together world-class academic expertise and flexible digital learning—creating a distinctive learning experience designed for ambitious professionals.

→ **Premier Institution**

Learn from IIM Udaipur—one of India's top-ranked IIMs, globally accredited and consistently featured in FT and QS global rankings.

→ **Industry-Relevant Curriculum**

Programs are tailored to meet today's leadership and product challenges, blending strategic frameworks with real-world application.

→ **Distinguished Faculty**

Sessions are led by IIM Udaipur's renowned professors, combining deep research insights with real industry experience.

→ **Immersive Learning Journeys**

Hands-on projects, business simulations, and optional campus immersions bring concepts to life in practical and impactful ways.

→ **Executive Alumni Status**

Become part of IIM Udaipur's exclusive executive alumni network, unlocking long-term professional and peer connections.

→ **Flexible Online Format**

Access live sessions, self-paced content, and expert-led discussions—all through a user-friendly digital platform that fits your schedule.

Together, IIM Udaipur and TeamLease EdTech are redefining executive learning—making it accessible, engaging, and purpose-driven.





## Contact Us



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**8047361389**



**<https://cep.digiversity.com/iim-udaipur>**