



**INDIAN  
INSTITUTE OF  
MANAGEMENT  
CALCUTTA**

# Build a World-Class Educational Institution

## **Education Leaders' Programme (EdLEAP)**

Exclusively for school management, entrepreneurs and academicians looking forward to shaping their academic centres into 'institutes of excellence'



# IIM-C Edge

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## Triple Accreditation

Accredited by EQUIS,  
AMBA and AACSB



## #1 in Management Studies

BT-MDRA India's Best  
B-Schools Survey 2022



## #2 Top B-Schools in India

Open Magazine Best  
B-School Survey 2023



## #3 Top Management Institution

NIRF Rankings 2022

## The rising need for leaders in education

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The top leadership in the education sector is on the vanguard of transformation with K12 going digital. Educators and academic professionals are entrusted to lead their schools into a new digital era filled with disruptive models of teaching and learning.

To accomplish this, educators need to build leadership skills and professional school management capabilities.

### This program is for you if you are

- An educator (principal/ administrator) belonging to elementary, secondary and senior secondary levels of education
- A senior teacher, aspiring to be a school leader in the future.
- An entrepreneur in the education space or a senior executive working in the EdTech space.

# Why leading educators choose EdLEAP?

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## IIM Calcutta Advantage

Get certified by IIM Calcutta, ranked #3 in Asia, Triple Accreditation - AMBA, EQUIS & AACSB



## Experiential Learning

Leverage distinctive pedagogy of Case Studies, Hands-on Sessions, Workshops and Campus Visits



## Accomplished Faculty

Learn from IIM Calcutta Faculty, experts in Business Leadership, Communication and Change Management practices



## Executive Alumni Status

Become an Alumnus of IIM Calcutta Executive Education and network with top professionals

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"School leaders under-utilize data for decision-making: less than 20% of school leaders use data to make curriculum changes and only 25% use it to incentivize teachers."

**Global School Leaders' Report**

# What will you learn?

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## State-of-the-art high impact curriculum

### Leadership Foundations

- ▶ Business Economics
- ▶ Leadership Style and Vision: Theory & Practice
- ▶ Financial Statement Analysis, Budgeting and Risk Management
- ▶ Human Resource Management, Recruitment & Development
- ▶ Project Management and Operations
- ▶ Marketing Management

### Competitive Advantage

- ▶ Strategic Thinking for Turbulent Times
- ▶ Digital Marketing
- ▶ Business Analytics for Growth
- ▶ Communication and Persuasion
- ▶ Conflict and Crisis Management
- ▶ Organisational Culture
- ▶ Advanced Concepts in Operations

### Creating World Class Institutions

- ▶ Leading Change and Innovation
- ▶ Managing Brand Identity, Image and Sustaining Reputation
- ▶ Educational Leadership in times of Uncertainty & Complexity
- ▶ Diversity Management in Education Sector

### Leadership Dialogue

- ▶ Design Thinking for School Leaders
- ▶ Entrepreneurship and Technology in Education
- ▶ Business Values and Ethics for School Leaders
- ▶ National Education Policy (NEP)

# Who will guide you in your expertise-building journey?

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## Programme Directors



### **Professor Vipul Mathur**

Ph.D., Economics

Research interests in Behavioural Science, Economics & Finance

Assistant Professor in the Academic Group of Economics at IIM Calcutta. Before joining IIM Calcutta, Dr. Vipul has worked in lead analyst roles at leading organisations like JPMorgan Chase & Co and YES BANK. His research interests are at the intersection of monetary policy, financial markets and the application of behavioural science literature in economics and finance.

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### **Professor Pragyan Rath**

Ph.D., Accounting and Finance

Research interests in Leadership and Creative Communications

Associate Professor in the Academic Group of Business Ethics and Communication Group at IIM Calcutta. She is also a Guest Lecturer for Communication courses at IIM Ranchi, IIM Raipur. Her research interests include Managerial, Leadership and Creative Communications, Advertising Communications and Advanced Analytical Skills from Critical Humanities.

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# How is the programme delivered?

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Experience a high impact educator-friendly format



9-Month Programme



2 Campus Visits of 4 days each to IIM Calcutta



Live Interactive Sessions by IIM Calcutta Faculty once in a week (Sunday)



Best-in-class Self-learning Content, Case Studies, and Lounge Sessions

Classes start in June 2023.

The programme will be delivered on TalentSprint's digital platform [ipearl.ai](https://www.ipearl.ai)



# How will the programme benefit you?

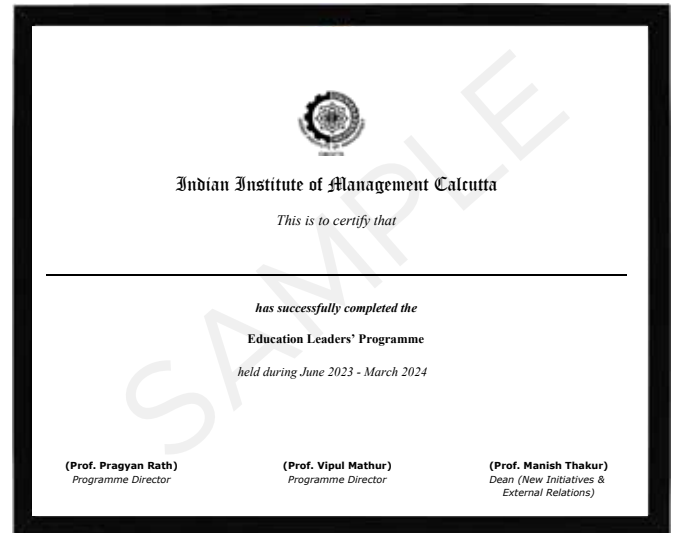
Transition into a change-maker and reform the learning ecosystem of your institution



Improve learning outcomes through effective management



Shape your school as an **'institute of excellence'** with your leadership



# Gain IIM Calcutta Executive Alumni Status

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- ▶ Get an IIMC Email address after your course completion
- ▶ Access to Alumni Portal to stay connected with the elite IIM Calcutta Executive Alumni Network of 27,000 members
- ▶ Network with all IIM Calcutta Executive Education Alumni
- ▶ Get updates on Alumni Achievements, Jobs and LIVE Project opportunities
- ▶ Be entitled for a discount of 5% on program fee on opting for other IIM Calcutta Executive Programs



## Drive your professional growth

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Build leadership capabilities to bring agility and change in your institution



Empower your peers to work collectively towards transformational goals

# What is the eligibility?


You are eligible if you


- Hold a Bachelor's/Master's degree in any discipline with a minimum 50% marks
- Have a minimum of 10 years of experience if you are an entrepreneur, a director, an executive or administrator in the education space
- Have a minimum of 10 years of experience if you are a senior teacher or a school principal

# What is the programme fee?

Fee with Flexible Payment Options

Details	Amount
Programme Fee*	₹3,10,000

 0% EMI available

 Nominate your Employee to Avail Special Benefits

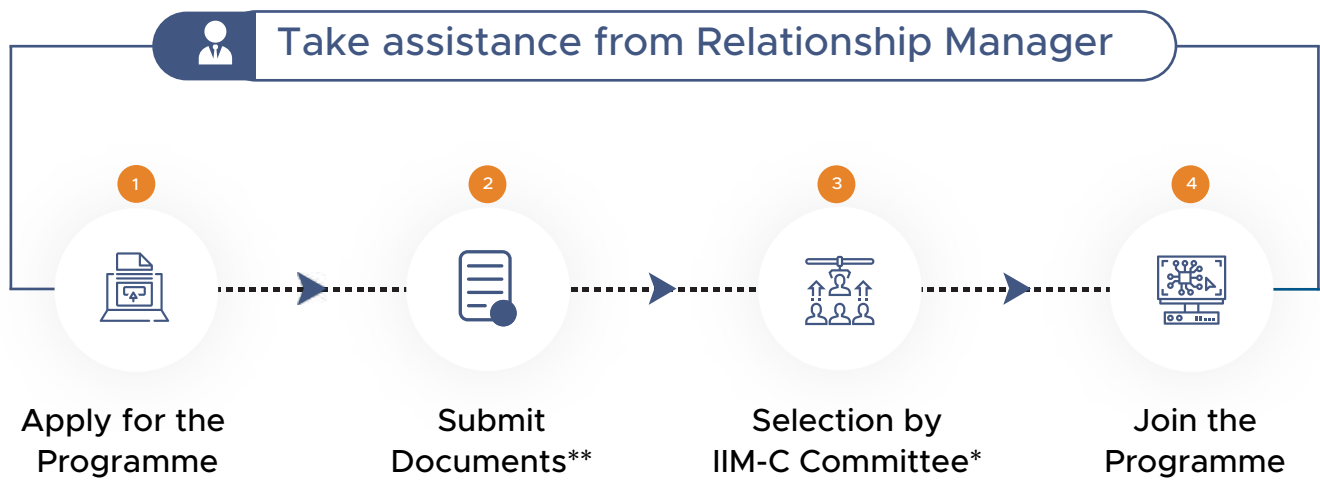
GST as applicable

Application fee of ₹2,000

\*Includes 2 campus visits of 4 days each.

Fees paid are non-refundable and non-transferable.

# What is the enrolment process for this programme?



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

\*\*Scanned copies to be submitted within 7 days **a** Education Certificate **b** Experience Letter/Latest Pay Slip





## About IIM Calcutta

The Indian Institute of Management Calcutta was established as the first national institute for Post Graduate Studies and Research in Management by the Government of India in November 1961, in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation, and the Indian Industry. Over the years, IIM Calcutta has grown into a mature institution with a global reputation, imparting high-quality management education. It has been playing a pioneering role in professionalizing Indian management through its Post Graduate and Doctoral level Programmes, Executive Training Programmes, Research and Consulting Activities. It is ranked at #3 Management Business School in Asia and under Top 25, globally. For more information please visit [IIM Calcutta website](#).

Programme Partner



**10** Years of  
Excellence

**200K** Empowered  
Professionals

**95%** Completion  
Rate


**85** Net Promoter  
Score

Established in 2010, TalentSprint is a part of NSE group and a global edtech company that brings transformational high-end and deep-tech learning programs to young and experienced professionals. The company's digital learning platform [ipearl.ai](https://www.ipearl.ai) offers a hybrid onsite/online experience to seekers of deep technology expertise. TalentSprint partners with top academic institutions and global corporations to create and deliver world class programs, certifications, and outcomes. Its programs have consistently seen a high engagement rate and customer delight. It is a leading Innovation Partner for the National Skill Development Corporation, an arm of the Ministry of Skill Development and Entrepreneurship, Government of India. A recipient of various prestigious accolades, TalentSprint was recently honored with the Indian Achievers Award 2022, for its excellence in building deeptech talent in India. For more information about TalentSprint, visit [TalentSprint website](https://www.talentsprint.com).



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