INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

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# Lead Boldly. Influence Deeply. Change Continuously.

Executive Certificate Programme in

# Leadership and Change Management

**Batch 03**

**11** Months | **Live** Online + **Campus** Immersion | **₹1,97,500 + GST**

INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

# About IIM Lucknow

The Indian Institute of Management Lucknow (IIM Lucknow) is one of the premier business schools in India. Spread across a sprawling 200-acres campus (approximately), the institute offers world-class education in major management areas. It provides an ambience for genuine intellectual pursuit, excitement, and professional growth. The institute's carefully designed and high-impact Management Development Programmes train business leaders, senior executives, and practicing managers from various sectors of the economy in all disciplines of management education and thought. With a 2nd Campus at the Noida, the institute provides cooperation and support to industry and the Government through its large number of prestigious Consulting Assignments and Research Projects. The institute has well-equipped air-conditioned Lecture Rooms, Library, Computer Centre, and comfortable on-campus air-conditioned boarding and lodging arrangements for the Management Development Programme participants at both campuses.

The Lucknow campus is located about 20 km away from the Railway Station and 30 km from the Airport, on the Lucknow-Sitapur highway and Hardoi-Sitapur bypass. The Noida campus is located at Plot No. B-1, Sector 62, Noida, near the Delhi-Ghaziabad highway (NH-24) about 25 km away from New Delhi Railway Station and about 40 km from the Domestic Airport.





IIM Lucknow maintains strong global academic partnerships with leading business schools across Europe, Australia, Canada, and other regions, facilitating faculty and student exchange. Ranked fifth among India's business schools by NIRF, the institute also features in the 201–250 band of the QS Global MBA Rankings 2025. IIM Lucknow holds the prestigious Triple Crown accreditation, with its PGPM, IPMX, and WMP programmes accredited by AMBA, alongside global accreditations from AACSB International and EQUIS (EFMD Global), reflecting its commitment to excellence, research depth, and international standards in management education.

**5th**

NIRF Rankings 2025:
Management category

**6th**

FT Global MBA Rankings 2024:
Indian B-schools

**3rd**

FT Masters in Management
Rankings 2025: IIMs in India

# Why Professionals Must Focus on Leadership and Change Management

In today's dynamic business environment, leadership and change management have become strategic essentials. From digital disruption to shifting workforce expectations, organisations face constant transformation — and navigating that successfully requires more than just technical skill. It demands the ability to lead with clarity, adaptability, and influence.

**Here's why investing in these capabilities is crucial:**

### 1. Change is constant — and high-stakes

Nearly 70% of transformation efforts fail, often due to poor leadership and employee resistance. Leaders who can guide teams through uncertainty are vital to long-term success.

*Source: McKinsey & Company

### 2. Change fatigue is driving disengagement

54% of employees report high change fatigue — a leading cause of low morale and attrition. Empathetic, confident leadership makes all the difference.

*Source: Gartner

### 3. The leadership gap is real

While 83% of firms say leadership development is critical, only 5% have it fully embedded. The result? A shortage of leaders ready to manage real change.

*Source: Brandon Hall Group

### 4. Change agents are critical to success

93% of professionals say change agents are essential for effective transformation and smooth implementation. Strong leadership empowers these agents.

*Source: Prosci

# Programme Overview

Successful change requires strong, adaptable leadership. IIM Lucknow's Executive Certificate Programme in Leadership and Change Management focuses on enhancing participants' leadership potential to meet the demands of today's fast-evolving world. The course deepens understanding of change dynamics while building the skills needed to lead initiatives that matter.

Participants learn to innovate and implement effective solutions that create real impact. This approach prepares them to lead with empathy and strategic insight, empowering organisations to thrive amidst ongoing disruption.



# Programme Highlights

- An 8-month programme designed specifically for working professionals
- Opportunities for peer learning and meaningful networking
- Focus on practical, real-world business challenges and case studies
- Immersive on-campus sessions to enhance experiential learning
- Earn the prestigious Executive Education Alumni Status from IIM Lucknow

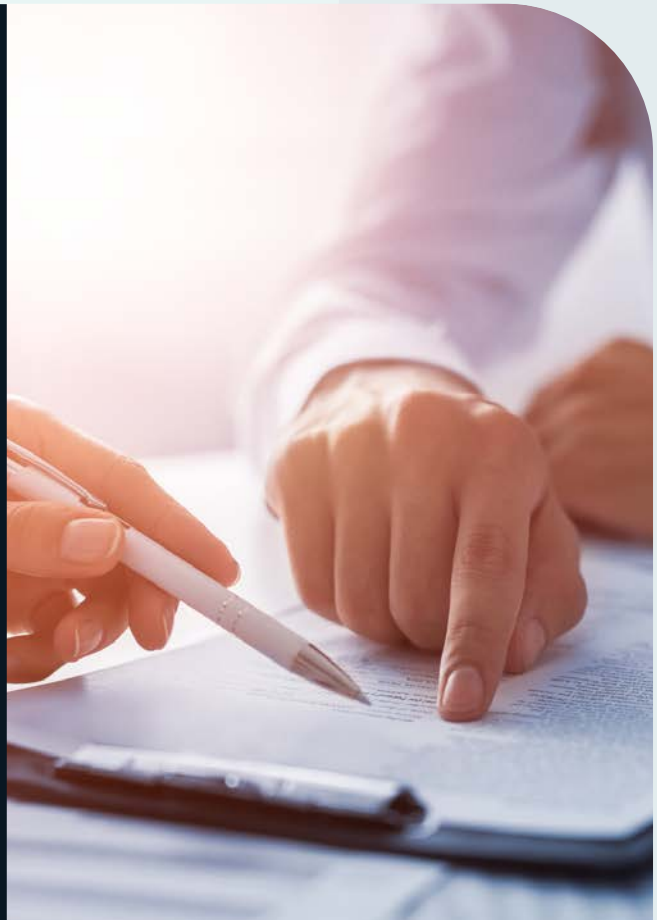
## Learning Outcomes

- Lead organisational change with confidence and strategic clarity
- Apply strategic thinking to solve complex, real-world business challenges
- Navigate digital disruption and drive technology-enabled transformation
- Champion sustainable leadership aligned with long-term business impact
- Developing Leadership competencies & global mindset for long term business impact
- Mastering turnaround management leading to organisational transformation through successful strategy implementation

## Eligibility Criteria

- A diploma (10+2+3), bachelor's degree (10+2+3), or postgraduate qualification with a minimum aggregate of 50% across all academic years
- At least 5 years of full-time professional work experience
- Applicants must be currently employed in a full-time role

**Please note:** Internships and trainee experiences will not be counted towards the minimum work experience requirement.



# Programme Curriculum

## Module 1: Introduction to Leadership and Change Management

- Introduction to Leadership and emerging leadership challenges in the contemporary business context
- Identifying leadership competencies and strategies for developing the required leadership competencies
- Comprehending the changing environment: Analysis of industry and competitive dynamics
- Creating a strategic value chain

## Module 2: Understanding the Change Management Process

- Introduction to Change Management: Understanding the change process and why transformation projects fail
- Resistance to change and how to deal with resistance
- How industries change

## Module 3: Discovering Self and Team

- Understanding and transforming one's individual self and team
- Understanding and identifying one's leadership style
- Emotional intelligence for effective leadership

# Programme Curriculum

## Module 4: Strategic Leadership

- Building a strategic mindset to manage change
- Business-level strategies for a dynamic world
- Corporate-level strategies for organisational transformation
- International strategies for evolving globally
- Shaping strategy to respond to change
- Developing dynamic capabilities to reshape organisations to manage change

## Module 5: Managing Digital Transformation

- Transforming in a digital world
- Understanding and leveraging digital ecosystems and platforms
- Organisational readiness and the role of leaders in managing change for effective digital transformation

## Module 6: Managing Human Resources and Negotiation Processes

- Effective HR processes for the new era
- Globalisation and the changing leadership/HR role in MNCs
- Developing cultural sensitivity and competencies for managing a global workforce
- Conflict management and negotiation skills for leaders

# Programme Curriculum

## Module 7: Implementing Change Management

- Implementing change
- Organisational transformation
- Turnaround management
- Building a resilient organisation aligned with sustainability goals

## Module 8: Project Presentation

***Disclaimer:*** *Curriculum matrix subject to change based on emerging industry trends and academic requirements. Modules/topics are indicative only, and the suggested time and sequence may be dropped/modified/adapted to fit the participant profile and programme hours.*



## Pedagogy

The pedagogy will be highly interactive. It will leverage the use of technology and will consist of a judicious blend of lectures, real-life case studies, quizzes, project, simulations, and assignments.

## Programme Delivery and Campus Immersion

The programme will be delivered in a live, online synchronous format via the TEEL Interactive Learning platform, accessible on desktop, laptop, or smartphone. Sessions are conducted by instructors using two-way audio and video communication from a studio set up at the IIM Lucknow campus. The platform supports the use of slides, video, audio, and whiteboards to enhance engagement and ensure effective learning.

As part of the programme, participants will attend a two-day campus immersion at IIM Lucknow, comprising a total of 12 hours on campus, scheduled towards the end of the course.

**Duration:**
11 months

**Class Schedule:**
Saturday – 3:00 PM - 6:15 PM IST*

*Some sessions will be scheduled on Saturdays or on public holidays for timely completion of the programme

## Evaluation Methodology

Participants will be assessed through a balanced combination of individual and group performance. The evaluation will be based on:

- **Project Presentations – 40%**
- **End-Term Examination – 60%**

Successful completion of the programme will require satisfactory performance in both components, in line with the academic standards of IIM Lucknow.



## Who Should Attend?

This programme is ideal for professionals driving innovation, growth, or organisational change. It suits aspiring leaders, functional managers, and those leading business units or key functions.

Also relevant for C-suite executives—CEOs, COOs, Chief Strategy Officers—and new-age founders seeking to lead transformation at scale.

## Admission Criteria

Applicants will be selected based on the details provided in the application form, the Statement of Purpose (minimum 100 words), and, if required, a telephonic interview.

## Attendance Criteria

Participants are expected to attend all sessions. However, a minimum of 75% attendance is mandatory for the successful completion of the programme.

# Certification and Alumni Status

On successful completion of the programme, participants will earn the **Executive Certificate in Leadership and Change Management** and receive **Executive Education Alumni status at IIM Lucknow.**




***Please note:*** *All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Lucknow.*

Participants who successfully complete the programme will receive **Executive Education Alumni Status from IIM Lucknow,** with the following benefits:

- Programme brochures and newsletters from the IIM Lucknow MDP Office
- Lifelong access to the IIM Lucknow Executive Alumni network
- Onsite access to the IIM Lucknow Campus Library
- 10% discount on fees for additional Open/Online programmes at IIM Lucknow (Lucknow & Noida campuses)
- 10% group discount for referred participants (minimum group of five)

**Note:** The MDP Office must be informed in advance for any alumni meet planned on the IIM Lucknow campus.

# Programme Directors



## Dr. Ajay Singh

Professor of Human Resource Management (HRM), IIM Lucknow

Dr. Ajay Singh is the Dean of the Noida Campus at IIM Lucknow, with over 30 years of experience in teaching, training, and consulting in HRM, both in India and internationally. He holds a Master's degree from Delhi University, an M.Phil., and a Ph.D. from JNU. Dr. Singh has also been a Doctoral Fellow at Hitotsubashi University, Tokyo, and a visiting scholar at Senshu University, Tokyo.

He has published extensively in national and international journals and books, and regularly presents papers at international conferences. His areas of expertise include HRM in changing times, international HRM, cross-cultural issues, talent management, performance management, and leadership. Dr. Singh uses a learning-by-doing approach in his teaching and training, emphasising practical insights and action research.



## Prof. Ashutosh Kumar Sinha

Professor of Strategic Management, IIM Lucknow

Prof. Ashutosh Kumar Sinha holds a degree in engineering from the Indian School of Mines, Dhanbad, and a doctorate in Corporate Strategy and Policy from IIM Bangalore. With 13 years of industry experience in the energy sector, his research focuses on mergers and acquisitions, and international business, particularly in emerging economies.

Professor Sinha has conducted executive training for senior and mid-level managers from leading public and private sector organisations, as well as civil servants from the Government of India.

# Programme Fee

| Particulars | Amount (₹)* |
|---|---|
| **Registration Fees | ₹22,000 |
| Programme Fee | ₹1,95,000 |
| **Total Fees (Including Registration Fee)** | **1,97,500** |

*GST at the prevailing rate will be applicable and collected additionally from the candidate/participant. The current GST rate is 18%.

**Registration fee contains INR 2,500 towards Application fee & INR 19,500 towards the programme fees. Registration fee is refundable in case the participant's profile is rejected by IIM Lucknow subject to deduction of INR 2,500 + Applicable Tax.

**Additional Note:**
For international candidates, the cost of dispatching study materials will be borne by the candidate.

## Instalment Schedule

| Instalment | Instalment Date | Amount (in ₹)* |
|---|---|---|
| **Instalment I** | 15th March, 2026 | ₹58,500 + GST |
| **Instalment II** | 15th June, 2026 | ₹78,000 + GST |
| **Instalment III** | 15th September, 2026 | ₹39,000 + GST |

*GST as per prevailing rate is applicable

## Programme Timelines

| | |
|---|---|
| **Last Date to Apply*** | **Refer to Website** |
| **Programme Start Date** | **29th March, 2026** |
| **Programme End Date** | **December 2026** |

**APPLY NOW**




TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

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