



EXECUTIVE  
EDUCATION  
2025 RANKING

Ranked in FT 100

(Executive Education Rankings)



Rise to the top with  
confidence and critical skills

# Chief Executive Officers Programme - CEO (Batch 03)

 11 Months

 Live online + Campus immersion

[www.iimindr.ac.in](http://www.iimindr.ac.in)



# PROGRAMME OVERVIEW

<b>4</b> Masterclasses	 Lectures with IIM Indore Faculty	 Learn with C-suite Professionals
 IIM Indore Exec-ed Alumni Status	<b>3</b> Days of Campus Immersion	 Sunday Sessions Only
<b>75%</b> Attendance	<b>11</b> Months	<b>5</b> Modules
 Live Online Lectures	<b>6-8</b> Hours of Weekly Commitment	 Timings (IST) 09:00 AM to 11:45 AM
<b>126</b> Hours of Learning	 Evaluation: Term Papers, Case Studies, Projects, Assignment	<b>29</b> March, 2026 Programme Starts

**APPLY NOW**

*One or two sessions from some of the courses will become part of the on-campus orientation module. In case the on-campus module is not conducted due to any unforeseen situation, the same will be conducted in the online mode and counted in the total number of sessions.*

# PROGRAMME OBJECTIVES



Ethical leadership in a global context



Gain cross-functional understanding and multi-industry knowledge



Harness technology and analytics tailored for CEO's



Master advanced concepts in Digital Marketing



Learn with C-suite professionals and senior leaders



Finance relevant to the C-suite



Learn how to operate like an Indian CEO through opportunities and challenges



# EVOLVING BUSINESS LANDSCAPE. A THRIVING GROUND FOR CEOS.

The Indian business landscape is undergoing a dynamic transformation. Here's a glimpse of the current scenario:

## Rapid digitisation

A NASSCOM report states that India's IT industry is expected to touch \$350 billion this year. This digital surge demands CEOs who are agile and can leverage technology for growth.

## Evolving customer expectations

Indian consumers are increasingly tech-savvy and demand personalised experiences. A PWC report highlights that 73% of Indian consumers are willing to pay a premium for superior customer experience. CEOs need to understand consumers' evolving needs.

## Shifting workforce demographics

India has a young and tech-enabled workforce. A study by Deloitte suggests that millennials now comprise 34% of the Indian workforce. CEOs need to adapt leadership styles to engage and empower this generation alongside the traditional workforce.

## Growing competition

Increased globalisation and ease of doing business have intensified competition. A report by the World Bank ranks India 63<sup>rd</sup> on the ease of doing business index, indicating a need for CEOs to optimise strategies.

**Don't just survive this dynamic business environment – thrive in it!**

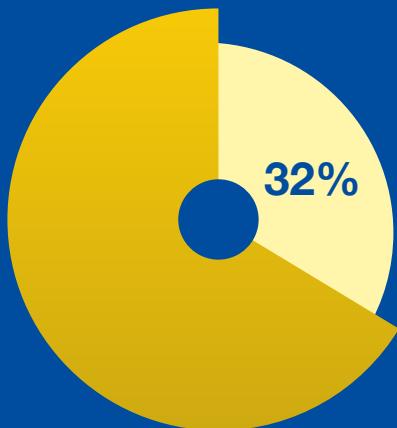
**This comprehensive CEO programme** equips you with the skills to tackle the challenges head-on and transform them into opportunities for success. Scroll down to explore the programme in detail and discover how you can become a future-ready leader.

# THE LEADERSHIP LANDSCAPE

**68% of CEOs admit they weren't fully prepared for the job**

\*Source: Harvard Business Review

**You can be in the 32% who are ready.**



The CEO requires continuous development to navigate disruption, lead with purpose, manage change, integrate technology, and plan strategic growth among many other responsibilities. IIM Indore's CEO programme will equip you with the skills, knowledge, insights, and network to confidently step and operate within the C-suite.



# A HOLISTICALLY CRAFTED CURRICULUM CATERING TO CEOS

## Functional Expertise

### Excellence in Operations

- Efficient Operations and Supply Chain Management
- Lean Management Principles
- Supply Chain Optimisation
- Quality Management and Continuous Improvement

### People Management for Superior Performance

- Effective Team Building and Leadership
- Talent Development and Retention Strategies
- Conflict Resolution and Communication Skills

### Financial Acumen

- Understanding Financial Statements
- Budgeting and Financial Planning
- Investment Analysis and Decision-making

# Technology and Analytics

## Analytics For Decision-making

### Analytical Approaches

- Data Analytics in Strategic Decision-making
- Utilising Big Data for Business Insights

### Data-driven Decision-making

- Data-driven Decisions in Marketing
- Data-driven Decisions in Sales and Product Strategy
- Strategic Decision

## Technology Orientation

- Tech & Business
- Leveraging AI for Business Excellence
- Digital Marketing

# Consumer Behaviour and Customer Centricity

## Customer Experience Management

- Consumer Behavior and Behavioral Economics
- Understanding Customer Needs and Expectations
- Customer Journey Mapping
- Personalisation and Customer Engagement
- Building Customer Loyalty and Advocacy
- Customer Feedback and Continuous Improvement

## Marketing Communication Strategy

## Martech for Customer Experience

# Strategy

## Strategic Decision-making

- Aligning Services with Societal Expectations
- Enhancing Customer Engagement

## Sustainable Business Models

- Adapting to Regulatory Changes
- Environmental Sustainability in Business

## Fostering Innovative Culture

# Leadership

## Cross-cultural Leadership

- Leading Diverse Teams in a Global Setting
- Cross-cultural Communication and Negotiation

## Strategic Leadership & Change Management

## Impactful Leadership & Communication



# Masterclasses with CEOs

## Insights from the Executive Suite

Experience the pinnacle of learning through well-thought-out masterclasses. We have invited industry experts to not only share their domain knowledge but also throw light on the nuances of their topics that can only be achieved by vast and diverse experience.

4

Masterclasses

4

Top-level CEOs

6

Hours of in-depth knowledge



Interactive QnA sessions



Discussion



Industry insights and practices

# FAQs

## 1 I am currently two or more positions away from a CEO, should I still do the programme?

Yes, the journey to become a CEO starts a lot earlier and it is best to start preparing yourself and give yourself time to practice the concepts that you have learned in the programme.

## 2 What is the Entry Criteria to this programme?

We accept graduates with 50% aggregate and EIGHT years of work experience after completing their graduation.

## 3 What if I miss a lecture?

We understand that it would be difficult to attend every session because the path to becoming a CEO also includes committing time and dedication. You will get access to the recording of the session, please maintain 75% attendance for your live sessions.

## 4 What is campus immersion and what can I expect from it?

Campus immersions are strategically placed events in which you will visit IIM Indore's campus for THREE days. You will be covering the most critical parts of the programme during these THREE days and interacting with other CEOs, CXOs and CEO Aspirants. You will also get the full advantage of the peer-learning opportunity described later.

## 5 How many masterclasses are there in the programme?

You will have FOUR masterclasses in this programme catered towards challenges that are most faced by CEO aspirants. You will get to interact with the industry speaker and get your questions answered.

## 6 How is this programme different from other CEO programmes?

IIM Indore's triple crown accreditation attests to its global standards. This programme merges traditional management with modern perspectives and technology, enabling you to apply timeless concepts in today's dynamic landscape for success.

## 7 How can I apply for this programme?

Apply to IIM Indore's CEO programme in 3 steps:

- Counsel with our advisor to confirm suitability.
- Submit application, documents, and fee.
- Receive admission offer after eligibility review.

## Masterclass 1

# Motivate like a CEO

## Communicate Your Strategic Vision and Inspire People to Act

- What It Means to Motivate Like a CEO
- 8 Principles for Motivating Through Communication
- Communicating People to Purpose: Link What and Why
- At the Helm: Align the Organisation with Mission, Values, and Strategy
- Feedback Loop: Track and Measure the Impact of the Message
- Create Momentum and Keep It Going
- Create Accountability and Drive Results
- Your Strategy: When, Where, and How to Motivate People
- Motivating Your Team: The Coach Gets You Ready
- Final Thoughts on Becoming a Leader: Who Motivates People

## Masterclass 2

# Why CEOs Fail?

## Essential Lessons for a CEO

The 11 Behaviors That Can Derail Your Climb/Results to the Top and How to Manage Them

## Masterclass 3

# An Indian CEO

## A Portrait of Excellence

- Indian Leaders: Challenges in Execution
- Research Methods
- Introduction to the Indian CEO Model
- A Case Study of Competencies in Action

## Masterclass 4

# Executive Presence

## Be a Reliable Leader for All

- Impression Management and the Perceptions of Public
- Influencing People and Events: The Foundation for Success in Communication
- A Brand Is A Promise: What Does Your Personal Brand Say?
- The Age of 24-Hour Media: If You're Not On, You're Out
- Reputation Management: Your Good Name Is All You Have

# Admission Criteria

The selection will be based on your profile evaluation by IIM Indore.

## Attendance Criteria

You are expected to attend all sessions of a given course. However, you may take leave on account of emergencies, subject to the approval of the Programme Coordinator. However, 75% minimum attendance requirement would be considered for the final grading. For less than 75% attendance, grade cut as per the norms will be applied. If the attendance is below 30%, the participant will not be eligible for awarding the Certificate.

## The Programme Performance Evaluation



Quizzes



Assignment



Tests



Examinations

You are required to score minimum marks/grades as decided by the Institute from time to time to complete the course.



# Fees

**Application and Registration Fee**

**₹2,500**

**Overall, Fees**

**₹4,71,000**

**+ GST**

- \*In case of participants paying fees via NEFT, RTGS, IMPS, Cheque, or DD, will get a waiver of 1.5% (upto ₹8,200) on the Overall fees of ₹5,54,304

- \*In case a participant is not provided admission to the programme for any reason, the following would be refunded.

- ₹4,300 (programme fee component) will be refunded.
- ₹8,200, if the payment has been made through NEFT, RTGS, IMPS, or Bank Draft.

Note: Application fee of ₹2500 is non-refundable

**Fee can be paid in 4 easy instalments:**

Instalment	Date	Amount (₹)*
I	At the time of admission	15,000
	Within one week of the offer roll out	1,21,000
II	6 <sup>th</sup> June, 2026	1,21,000
III	6 <sup>th</sup> September, 2026	1,21,000
IV	6 <sup>th</sup> December, 2026	93,000

\*GST will be additional as applicable.

# Timelines

Last Date to Apply	Refer to Website
Programme Start Date	29 <sup>th</sup> March, 2026
Programme End Date	February 2027

# IS THIS PROGRAMME FOR YOU?

**You're at the top of your game but you're not done climbing.**

If you're a senior leader or department head with years of experience behind you and the CEO role ahead of you, this programme is designed to prepare you for that leap. You're ready to shift from managing functions to leading the business strategically, decisively, and with a clear vision for growth.



**You're looking to:**

- Lead with a growth mindset
- Build resilient, future-ready business models
- Drive innovation across teams
- Maximise stakeholder value
- Navigate risk and uncertainty with confidence
- Inspire transformative change

**Or perhaps you've just stepped into the CEO seat.**

And now, you're keen to make your mark by not just leading but leading differently. This programme helps newly appointed CEOs transition into their roles with impact, clarity, and agility.



**You'll learn to:**

- Set bold, actionable growth plans
- Accelerate go-to-market strategies
- Foster a collaborative, innovation-led culture
- Put the consumer at the heart of every decision
- Shape a unique market presence that stands out

**Either way, if you bring the ambition, we'll help you bring the edge.**

Minimum 8 years of work experience required. Maximum potential? Unlimited.

## Learn with Peers

Be part of a unique learning activity called peer-learning. You will participate in forums which foster exchange of industry-specific insights and cross-pollination of ideas. A participant from finance, for instance, may share nuanced fiscal strategies that could benefit leaders across sectors. Similarly, a marketing expert might offer contemporary techniques applicable to broader business challenges.

The dual benefit of fostering collaborative learning and broadening professional networks will be yours to take. With your group, you will absorb the distilled expertise of peers, thereby enhancing your functional expertise and leadership capabilities.

## Campus Immersion at IIM Indore

**THREE days of leadership lessons.**

**A lifelong of leadership connections.**

Prepare to get the full IIM Indore experience with a planned campus immersion event of THREE days at IIM Indore. Meet your batch mates who will be CEOs or business leaders just like you. This is your chance to gain diverse perspectives from different industries and make lifelong connections with brilliant minds.



# Past Participants' Profiles

## Top Industries



Technology and IT



Engineering and Manufacturing



Energy and Resources



BFSI



Healthcare and Pharma



Construction and Real Estate



Education and E-learning



Consumer Goods and Retail

## Top Grades

- Chief Executive Officer
- Chief Operating Officer
- Managing Director
- Director
- Vice President
- Assistant Vice President
- Business Head
- Branch Head
- General Manager

# GAIN THE COVETED RECOGNITION OF IIM INDORE

When you successfully complete the prescribed course of study and fulfil all other academic requirements, you will be awarded a 'Certificate of Completion'.



**Add this prestigious certificate to your accolades.**

**\*Disclaimer:** The certificate shown above is for illustration purposes only and may not be an exact prototype of the actual certificate. IIM Indore reserves the right to change the certificate and specifications at any time without notice.

# EXECUTIVE EDUCATION ALUMNI STATUS

The participant who completes the programme successfully will be eligible for the Executive Education Alumni status of IIM Indore. The participant is required to apply separately along with the necessary fee of ₹ 1,000/- + applicable taxes per person (for two years) and ₹ 10,000/- + applicable taxes per person (for lifetime) to register his/her name with IIM Indore Executive Education Alumni.

## Alumni Benefits include:



Communication of brochures and newsletters from IIM Indore



Access to the IIM Indore Campus Library (onsite access only)



Official Email ID and ID Card of the institute

*The Executive Education Alumni Status will be available on request and participants will be required to follow the documentation process set-up by the Alumni office.*

The mere successful completion of the programme, application submission, and fee does not entitle a participant to be eligible for Executive Education Alumni Status. IIM Indore reserves the right to confer Executive Education Alumni Status.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice. Only the courts at Indore will have the territorial jurisdiction to try any disputes arising in respect of the Executive Alumni membership being granted.



## Remember, you qualify if you

Have 8+ years of full-time work experience along with a Diploma/Graduate/Post-graduate degree with minimum 50% marks from a recognised university

# **FACULTY COORDINATORS**

## **Prof. Ranjeet Nambudiri**

Dean Faculty & Professor – Organisational Behaviour  
and Human Resource Management, IIM Indore  
Email: ranjeet@iimdr.ac.in

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## **Prof. Aditya Billore**

Faculty – Marketing, IIM Indore  
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# ABOUT IIM INDORE

IIM Indore is among the 100 global business schools (and the second IIM in the country) to receive the prestigious Triple Crown in the form of accreditations from EQUIS, AACSB, and AMBA. IIM Indore has been consistently ranked at the top by various National and International ranking agencies, including NIRF, and the FT-100 rankings.

The institute offers a diverse set of executive education opportunities, spanning several long-term and short-term courses. With a robust offering of 200 + executive programmes, including specialized courses tailored for the UAE, GCC, and the Middle East, IIM Indore empowers professionals with globally relevant skills and expertise.

## National & International Rankings



**65<sup>th</sup> & 83<sup>rd</sup>**

globally in Executive Education Open and Customised Programmes, respectively, in the Financial Times Ranking 2025

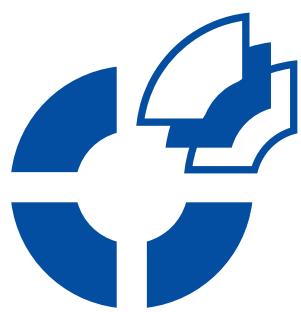


**भारतीय प्रबंध संरथान इन्दौर**

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सिद्धिमूलं प्रबन्धनम्

भा. प्र. सं. इन्दौर

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Please note that IIM Indore reserves the right to change the programme design, format, number of sessions, certificate format, terms in the programme, or can incorporate any such change deemed necessary by the institute without prior intimation.