

Understanding Bhagavad Gita

A Journey towards Leadership Excellence

January 29 – February 1, 2025



**Executive
Education**

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

विद्याविनियोगादिकाः

Programme Overview

The Bhagavad Gita is one of the great Indian works in terms of literature and philosophy. As an ancient Indian scripture, it provides many ways to explore contemporary management concepts, conflicts, dilemmas, and trade-offs in business.

Lessons from Bhagavad Gita suggest powerful ways to promote management practices that are consistent with business model and yet ethical. This course is focused on early reflections on those learnings. The course will also enable participants to develop competence to face challenging times in their career with aplomb and confidence. The programme aims to sensitise them on ways to develop themselves into effective leaders in the corporate world.

Objectives

The course is designed with the following objectives and learning outcomes:

- Gain insights into ethics and values to promote meaningful impact in organisations.
- Develop insights into how to make effective choices.
- Strengthen concepts of contemporary management and value-based leadership.
- Develop an understanding about leadership excellence.
- Acquire insights about how to lead a life with excellence and happiness.



Programme Contents

The key areas to be covered during the programme include:

- Values and ethics – Lessons from Bhagavad Gita
- Understanding behavioural orientation
- Understanding role, role conflict and outcome
- Essence of leadership excellence
- Managing self – A journey towards excellence and happiness

How to Apply

To register for the programme, fill in the application form through the link below:

<https://bit.ly/3x5gPDu>

The closing date for receiving applications is **January 15, 2025**. The last date for early bird discount is **January 8, 2025**. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates. Applicants are requested to make their travel plans only after receiving the acceptance letter.

For more information, please write to us at exed@iima.ac.in or call at +91 79 7152 6400.

Who Should Attend

The programme is intended for professionals and aspiring learners who would want to learn management techniques in decision making, leadership, motivation, strategy planning, negotiation, persuasion and building teams.

The applicants to the programme should have more than 5 years of work experience.

Pedagogy

The programme will include a mix of pedagogies including case discussion, video films and discussions.

Faculty

Prof. Sunil Maheshwari

(Faculty Chair)

Email: sunilm@iima.ac.in



Certification

A Certificate of Participation will be issued to the participants at the end of the programme, subject to their having attended all the sessions of the programme. Absence from any session needs to be with the prior approval of the Programme Faculty Chair.

Venue & Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation either on campus or with an empanelled hotel partner.

IIMA norms do not allow participants to have guests staying with them during the programme.

Programme Fee & Payment

INR 1,36,000 plus GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fee, programme materials, boarding and lodging.

The programme fee along with the application form should be received by the Executive Education Office latest by **January 15, 2025**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If an application is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer

The programme fee can be paid in one of these two ways:

1. Name of Beneficiary: Indian Institute of Management Ahmedabad
2. Savings Bank A/c IIMAHMOEP
HDFC Bank Limited, Ahmedabad
Vastrapur Branch (IFSC Code:
HDFC0000048, MICR Code: 380240003)
3. Name of Remitter: _____
(Please mention the name of the sponsoring organization)
4. Purpose of Remittance: **Understanding Bhagavad Gita: A Journey Towards Leadership Excellence**
5. IIMA Permanent Account Number (PAN): AAATI1247F

6. IIMA Tax Deduction Account Number (TAN): AHMI00189A

7. IIMA GST Registration Number:
24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information, please visit the respective programme on our website:

<https://bit.ly/4b1tNjp>

Discount

Early Bird Discount: Applications received with payments on or before **January 8, 2025**, will be entitled to an early bird discount of 7%. Early submission of fee and application does not, however, guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Programme dates and fee are subject to change at the discretion of the Institute.



IIMA Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/- + GST.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)
- Armed Force Programme (AFP)
- Online MBA

The Institute has 100 plus faculty members working in the following management areas and centres:

Disciplinary Areas & Groups

- Centre for Management in Agriculture
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organisational Behaviour
- Operations and Decision Sciences
- Public Systems Group

- Ravi J. Matthai Centre for Educational Innovation
- Strategy

Interdisciplinary Centres

- Arun Duggal ESG Centre for Research & Innovation
- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship
- Centre for Management of Health Services
- Centre for Transportation and Logistics
- Gender Centre
- India Gold Policy Centre
- JSW School of Public Policy
- Misra Centre for Financial Markets and Economy
- NSE Centre for Behavioural Science in Finance, Economics and Marketing



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Website: <https://www.iima.ac.in/executive-education>