

# Understanding Bhagavad Gita

A Journey towards Leadership Excellence (Online)

August 30 - September 28, 2025



**Executive  
Education**

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

विद्यया विविश्यादिकारः

## 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:**

- Understanding Self
- Professional Journey: Path and Destination
- Ethics and Values: Meaningful Impact in Organisations.
- Leadership: Effective Choice Making
- Leading Teams of Committed Members
- Transforming Organizations
- Living a Life with Excellence and Happiness.



## Programme Contents

The key areas to be covered during the programme include:

- Understanding Self and Society: Lessons from Bhagavad Gita
- Values and Ethics: Lessons from Bhagavad Gita
- Understanding Behavioural Orientation: Lessons from Bhagavad Gita
- Understanding Role, Role Conflict and Outcome: Lessons from Bhagavad Gita
- Organizational Processes and Culture: Lessons from Bhagavad Gita
- Essence of Leadership Excellence: Lessons from Bhagavad Gita
- Managing Self – A journey towards Excellence and Happiness: Lessons from Bhagavad Gita

## 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](mailto:sunilm@iima.ac.in)

## How to Apply

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

<https://tinyurl.com/yc7465t9>

The closing date for receiving applications is **August 18, 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 **[mdp-info@iima.ac.in](mailto:mdp-info@iima.ac.in)**, connect with us at **6357435951, or 07971524624**.



## 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.



## Programme Schedule

The programme will be delivered in a **Live Online** format over the Zoom platform.

Programme Dates: **August 30 - September 28, 2025**

Session Days: **Saturday & Sunday**

Session Timings: **6:00 pm to 9:00 pm**

Schedule	
August 30 (Saturday)	August 31 (Sunday)
September 6 (Saturday)	September 7 (Sunday)
September 13(Saturday)	September 14 (Sunday)
September 20 (Saturday)	September 21(Sunday)
September 27 (Saturday)	September 28 (Sunday)

## 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 and programme materials.

The programme fee along with the application form should be received by the Executive Education Office latest by **August 18, 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 (online)**
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://exed.iima.ac.in/pay-prg-online.php?prg\\_id=69820700-c075-3920-04b6-68403cc85b75](https://exed.iima.ac.in/pay-prg-online.php?prg_id=69820700-c075-3920-04b6-68403cc85b75)



## 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)
- Short duration Executive Education 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 Forces Programme (AFP)
- Blended Post Graduate Programme in Management (BPGP)

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 (O&DS)
- Public Systems Group
- Ravi J Matthai Centre for Education Innovation
- Strategy

### Interdisciplinary Centres

- Ashank Desai Centre for Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Management of Health Services
- Centre for Sustainability and Corporate Governance Research
- Centre for Transportation and Logistics
- Gender Centre
- IIMA Ventures (Formerly known as IIMA-CIIE)
- India Gold Policy Centre
- JSW School of Public Policy
- Madan Mohanka Centre of Excellence in Case Method of Learning
- Misra Centre for Financial Markets and Economy
- NSE Centre for Behavioral Science in Finance, Economics and Marketing



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