



IIM SIRMAUR
KNOWLEDGE . LEADERSHIP

Starts January 2027

Executive Program in Strategy, Leadership & Innovation in AI Era

8 Months | Online | Top-Faculty Led



Message from Program Directors

Dear Participants,

Welcome to the Executive Program in Strategy, Leadership & Innovation in the AI Era at IIM Sirmaur!

As your Program Directors, it is our pleasure to congratulate you on joining this transformative leadership journey.

This program has been thoughtfully designed to help you develop the strategic perspective, leadership capabilities, and innovation mindset required to thrive in an AI-driven business environment. As organizations navigate rapid technological advancements and evolving market dynamics, leaders must be equipped to make informed strategic decisions, drive innovation, and lead enterprise-wide transformation.

Whether you are an experienced professional preparing for greater leadership responsibilities or an ambitious leader seeking to accelerate your career, this program provides a powerful platform to enhance your strategic thinking, executive influence, and future-ready leadership capabilities.

We look forward to supporting you throughout this exciting journey as you strengthen your ability to lead with clarity, foster innovation, and create lasting organizational value in the AI era. Together, let us shape the next generation of strategic leaders.

Best regards,



Dr. Sanjay Singh

Program Director - Strategy, Leadership
& Innovation in AI Era Program



Dr. Shashi Kant

Program Director - Strategy, Leadership
& Innovation in AI Era Program



Dr. Vikas Kumar

Program Director - Strategy, Leadership
& Innovation in AI Era Program

Why Choose this Program?

The Executive Program in Strategy, Leadership & Innovation in the AI Era by IIM Sirmaur is designed to develop strategic thinking, leadership excellence, innovation capabilities, and AI-enabled decision-making. The program is tailored for working professionals aspiring to lead business growth and transformation in the AI era.

It combines contemporary management frameworks, real-world business case discussions, practical applications, and collaborative peer learning to help professionals formulate winning strategies, lead business transformation, foster innovation, and leverage AI to create sustainable competitive advantage and long-term organizational value.

IIM Sirmaur

Be Part of IIM
Sirmaur's Illustrious
Legacy

2 Day Immersion

Attend Campus
Immersion of 2 Days
@ IIM Sirmaur

Top Ranking

Become part of one of
India's Elite Business
School

Alumni Status

Attain Executive Alumni
Status@ IIM Sirmaur
(Optional)

IIM Sirmaur - Executive Program in Strategy, Leadership & Innovation in AI Era



Trending Strategy, Leadership & Innovation Skills for 2027

**Strategic
Thinking**

**Boardroom
Influence**

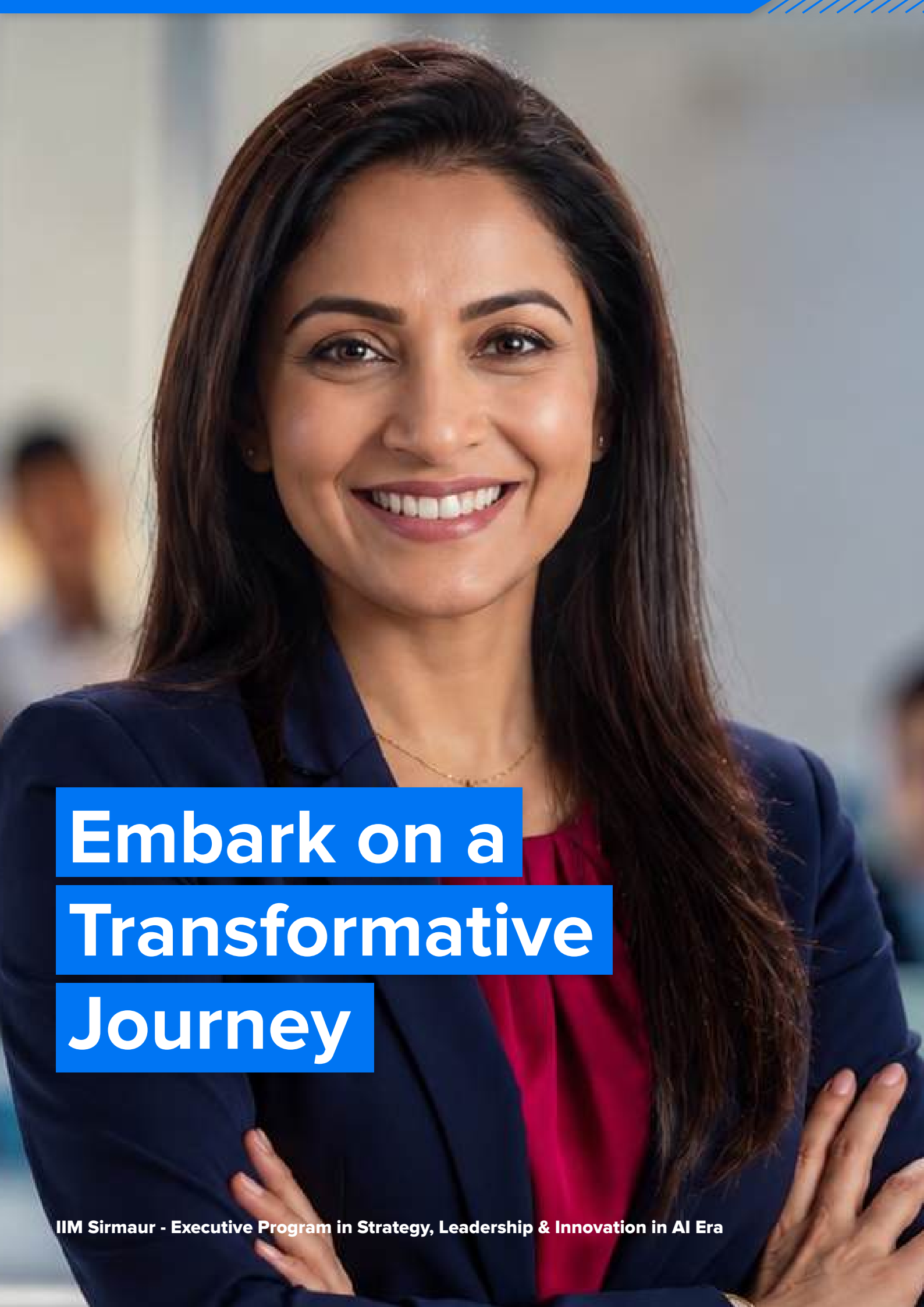
**Global
Expansion**

**AI
Leadership**

**Business
Transformation**

**Digital
Innovation**

Strengthen your strategic leadership and innovation capabilities to drive sustainable business growth in the AI era. From strategic decision-making and executive leadership to digital transformation, innovation, and AI-enabled business strategy, this program equips senior leaders with the critical capabilities needed to lead enterprise-wide transformation and create long-term organizational value.

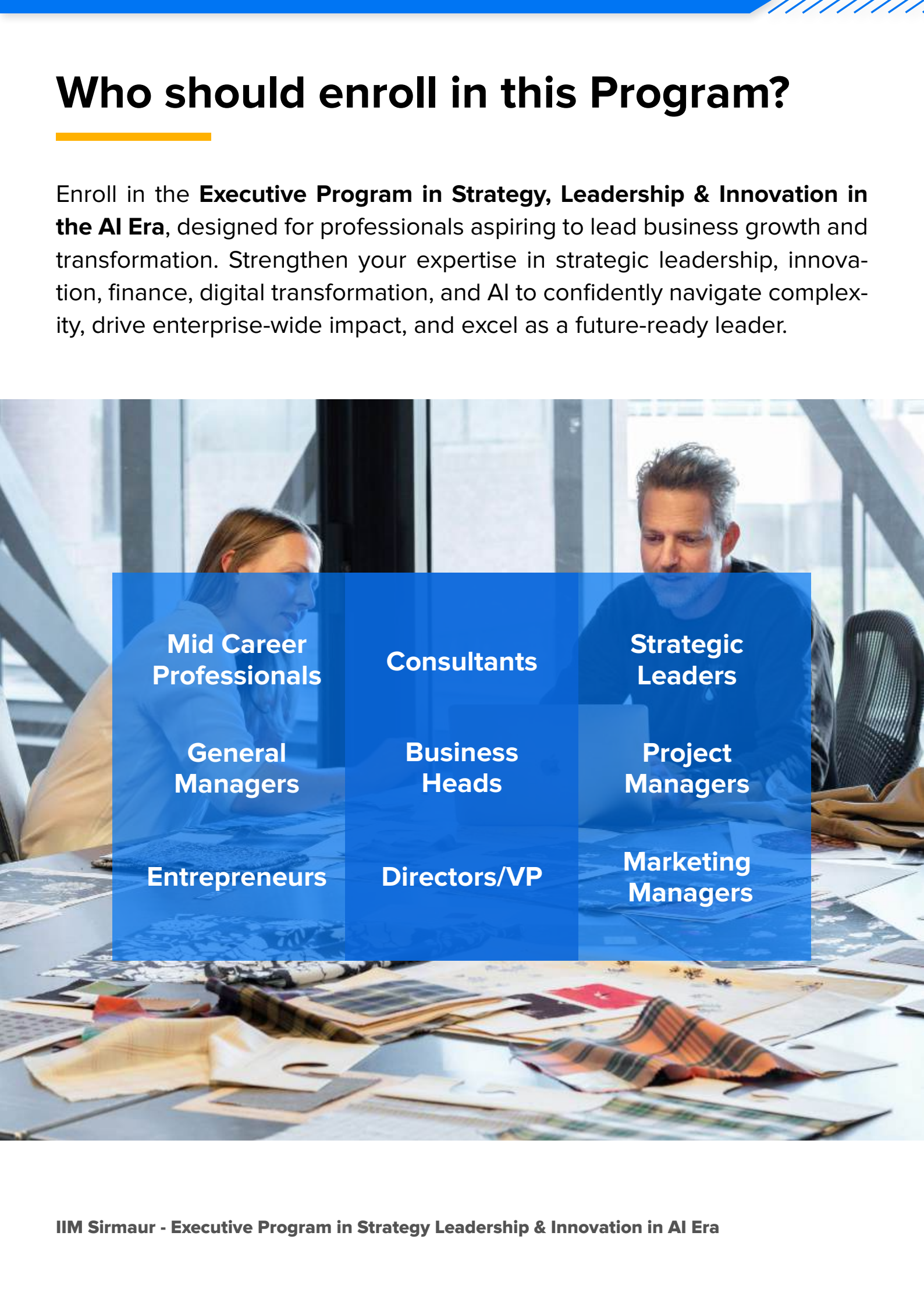


Embark on a Transformative Journey

IIM Sirmaur - Executive Program in Strategy, Leadership & Innovation in AI Era

Who should enroll in this Program?

Enroll in the **Executive Program in Strategy, Leadership & Innovation in the AI Era**, designed for professionals aspiring to lead business growth and transformation. Strengthen your expertise in strategic leadership, innovation, finance, digital transformation, and AI to confidently navigate complexity, drive enterprise-wide impact, and excel as a future-ready leader.

A photograph of a woman and a man in a meeting, with a blue overlay containing text. The woman is on the left, looking towards the man on the right. They are both looking at a laptop. The blue overlay is a semi-transparent rectangle that covers the middle of the image. It is divided into three vertical columns, each containing three lines of text. The text is white and bold. The background of the image is a blurred office setting with large windows.

**Mid Career
Professionals**

Consultants

**Strategic
Leaders**

**General
Managers**

**Business
Heads**

**Project
Managers**

Entrepreneurs

Directors/VP

**Marketing
Managers**

Why choose IIM Sirmaur for Strategy, Leadership & Innovation Program?



The IIM Advantage

Learn from one of India's premier IIMs, renowned for academic excellence, & leadership development.



Master Strategic Leadership

Develop strategic thinking, & innovation capabilities to lead confidently in a dynamic business environment.



Transform Your Career

Drive measurable business impact with holistic learning across strategy, leadership, innovation, and organizational transformation.



Network of Excellence

Leverage IIM Sirmaur's growing reputation, industry collaborations, and access to a strong network of professionals and experts.



Live & Interactive Learning

Learn live from Top IIM Sirmaur Faculty every weekend. Challenge your thinking, and sharpen your decision making.



Elite Peer Network

Join a powerful network of senior professionals through immersive campus experience and peer collaboration.



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Up Next >>

Strategy, Leadership & Innovation in AI Era Program Syllabus



IIM Sirmaur - Executive Program in Strategy, Leadership & Innovation in AI Era

What you'll learn

Pillar 1: Strategy for Senior Leaders

Module 1: Strategic Thinking & Executive Decision Making

- Topic 1: Strategic Thinking Frameworks
- Topic 2: Decision Making Under Uncertainty
- Topic 3: Scenario Planning & Risk Assessment
- Topic 4: Executive Judgment & Problem Solving

Module 2: Corporate & Business Strategy

- Topic 5: Industry & Competitive Analysis
- Topic 6: Business Strategy Formulation
- Topic 7: Sustainable Competitive Advantage
- Topic 8: Platform & Ecosystem Strategies

Module 3: Strategy Execution & Transformation

- Topic 9: Translating Strategy into Execution
- Topic 10: Business Transformation & Change Management
- Topic 11: Performance Management & Execution Excellence
- Topic 12: Leading Cross-Functional Strategic Initiatives

What you'll learn

Module 4: Strategic Finance & Value Creation

- Topic 13: Financial Statements for Leaders
- Topic 14: Capital Allocation & Investment Decisions
- Topic 15: Business Valuation & Growth Economics
- Topic 16: Value Creation & Performance Management



What you'll learn

Pillar 2: Leadership & Strategic Communication

Module 5: Leading High-Performance Organizations

- Topic 17: Organization Design & Operating Models
- Topic 18: Building High-Performance Teams
- Topic 19: Culture & Employee Engagement
- Topic 20: Leading Through Complexity

Module 6: Stakeholder Leadership & Executive Influence

- Topic 21: Executive Communication & Presence
- Topic 22: Influencing Without Authority
- Topic 23: Boardroom & C-Suite Communication
- Topic 24: Managing Strategic Stakeholders



What you'll learn

Pillar 3: Growth, Innovation & AI Leadership

Module 7: Growth Strategy & Business Expansion

- Topic 25: Growth Strategy Frameworks
- Topic 26: Market Expansion Strategies
- Topic 27: Customer-Centric Growth Models
- Topic 28: Partnerships & Ecosystem Growth

Module 8: Digital Transformation & Innovation Leadership

- Topic 29: Digital Business Transformation
- Topic 30: Innovation Strategy & Execution
- Topic 31: Emerging Technologies & Business Impact
- Topic 32: Building a Culture of Innovation



What you'll learn

Module 9: AI Leadership, Applications & Governance

- Topic 33: AI, Generative AI & Agentic AI Fundamentals
- Topic 34: AI Observability & Cost Management
- Topic 35: AI Governance Frameworks
- Topic 36: Responsible AI & AI Risk Management
- Topic 37: AI Applications Across Business Functions
- Topic 38: AI Strategy, Use Cases & Value Creation
- Topic 39: Leading AI Transformation & Change



Capstone Projects & Key Tools Covered

Capstone Project

Develop an integrated growth and transformation strategy for a business, function, or organization. Apply frameworks from strategy, finance, leadership, digital transformation, innovation, and AI to address a real-world business challenge. Present strategic recommendations, implementation priorities, stakeholder considerations, and a roadmap for execution, demonstrating enterprise-wide leadership and long-term value creation.

Key Tools Used

Julius

NotebookLM



ChatGPT



Gamma

and many more...

** Program aims to familiarize learners with various tools in the strategy, leadership, & innovation ecosystem, with a focus on how to effectively leverage them as a professional, rather than achieving mastery in each tool.*

Program Directors



Prof. Sanjay Singh is an Assistant Professor in OB & Human Resource Management at IIM Sirmaur. His research focuses on leadership, workplace happiness, uncertainty, and organizational behaviour. He brings extensive experience in executive training and has worked with leading organizations.

Dr. Sanjay Singh

Assistant Professor, OB & Human Resources Management



Prof. Shashi Kant Srivastava is a faculty in the area of IT & Systems at IIM Sirmaur. His research focuses on blockchain technology, artificial intelligence, business analytics, and information systems, with publications in leading international journals in information technology and management.

Dr. Shashi Kant Srivastava

Associate Professor, Information Technology and Systems



Prof. Vikas Kumar is an Assistant Professor of Marketing Management at IIM Sirmaur. His research focuses on destination branding and tourism marketing, with publications in leading international journals and experience spanning both academia and industry.

Dr. Vikas Kumar

Associate Professor, Marketing Management



Network, Interact & Connect at the Campus of Prestigious IIM Sirmaur

Gain a unique opportunity to participate in a **2-day campus immersion** at the vibrant campus of Indian Institute of Management Sirmaur. Build lifelong peer connections, engage in interactive workshops and hackathons, and experience the academic spirit of one of India's top IIMs.

Some unique features you can expect in the immersion include:

- **Networking with Peers**
- **Interaction with Faculty**
- **Offline Classes**
- **Valedictory Ceremony**

** Note: Lodging and boarding for the residency will be managed by IIM Sirmaur. Travel to and from the campus is to be arranged by participants at their own cost.*





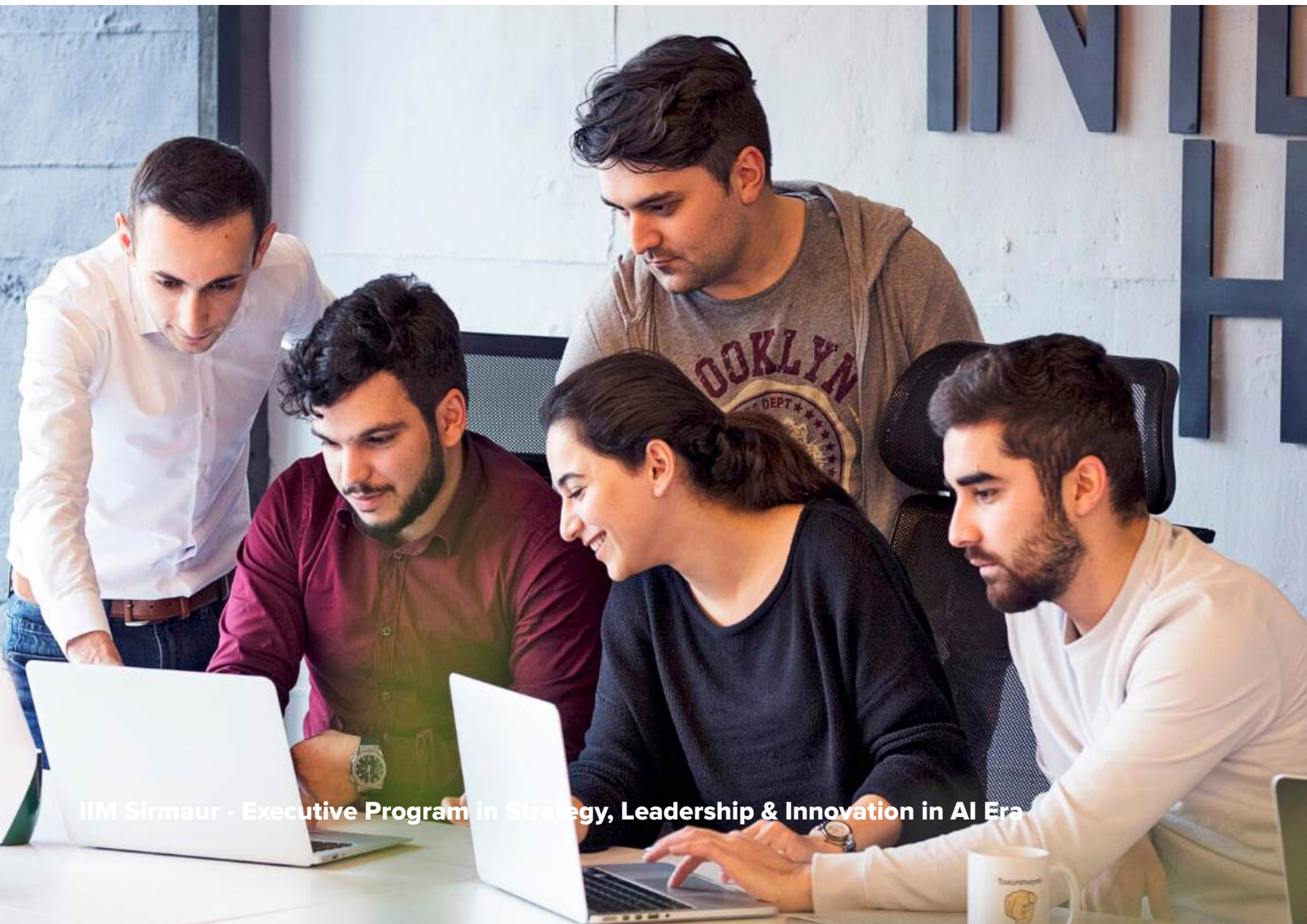
Alumni Status

Attain Executive IIM Alumni Status (Optional)

On successful completion of the Executive Program in Strategy, Leadership & Innovation in the AI Era, by paying one-time registration fee of INR 10,000 + GST (Optional). The lifelong benefits of Executive Alumni Status include:

- Batch & Individual E-mail IDs
- Lifelong Executive Alumni Identity card
- Access to IIM Sirmour Executive Alumni Network
- Access to Library and Campus Visits
- Alumni City Meetups

** Note: The eligibility, fee, and terms for Alumni Status are subject to change at the institution's discretion.*



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Assessment & Evaluation

At IIM Sirmaur, your leadership potential is nurtured through a comprehensive assessment framework that evaluates your strategic thinking, decision-making, problem-solving, and executive communication skills. Assessment components include:

- Quizzes, assignments, and case-based exercises
- Class participation and attendance
- Presentations, simulations, and practical applications
- End-module assessments

Our assessment approach ensures you graduate with not only strong conceptual knowledge but also the practical ability to lead strategy, innovation, digital transformation, and AI-driven business initiatives with confidence.



Career Support with 6 Powerful Sessions



1-On-1 Career Counselling

Our career coach will help you with all your career related queries



Resume Preparation

We'll help you craft a sharp resume to boost your shortlisting chances



Simulated Mock Interviews

Participate in a mock interview to be ready for the real thing



Interview Resources

Get access to latest Interview Resources



“ Career coaching begins with self discovery and unfolds through strategic guidance. We are here to illuminate your path, amplify your strength, and navigate the terrain of growth with you. ”

Manvender Singh
CEO, Accredian

** Career Services will be provided towards the end of the program at no additional cost. This is a separate offering and not part of the core curriculum. The Career Services provided by Accredian are intended to empower you to actively manage your career and are not a guarantee of employment.*

Key Program Highlights

8 months

Comprehensive
Learning

85

Hours of Live
Classes

9

Modules

1

Capstone
Project

6

Career Assistance
Sessions

2 Days

Campus
Immersion

Be a Part of India's Premier Institution



Certificate shown is for illustrative purposes only. The institute reserves the right to modify the certificate format at its discretion.

Admission Process

- Scan the QR on the next page.
- Fill the application form and pay the fees.
- Fill the Statement of Purpose (SOP).
- Selected Candidates will receive Admission Confirmation Letter from IIM Sirmaur

Application Deadlines

Program Fee: INR 1.99 Lakh + GST

Application Fee: INR 10,000 + GST *(Included in the program fee)*

Scholarship of Upto INR 30,000



Program Snapshot

START DATE

Tech Orientation: 10th January 2027
Batch Inauguration: 17th January 2027

TIMINGS

3 PM - 6 PM IST on Sundays*

DURATION

8 Months

WEEKLY SCHEDULE

Online classes on Sundays
Self practice/assignments on weekdays

ELIGIBILITY CRITERIA

Total Years of Experience: **3+ years**
Education: **Graduate**

PROGRAM FEE

INR 1.99 Lakhs + GST

APPLICATION FEE

INR 10,000 + GST *(Included in the program fee)*
EMI Options Available!

** Application Fee for the Program is non-refundable.*

** IIM-S reserves the right to change class timings & curriculum as per faculty schedules & updates to curriculum.*

** 75% Attendance is Mandatory to receive course completion certificate. Attendance alone does not determine the Certificate of Completion; details will be covered during Academic Orientation.*

** Participants will receive LMS access for up to 2 months post program completion.*



in association with
accredian
credentials that matter



+91 98101 88815

 www.accredian.com

SCAN HERE TO

APPLY NOW



The World is your Campus

Experience a Transformative Journey to develop a world-class Leadership Mindset to thrive as a Global Leader.

