



BUSINESS MASTERY PROGRAMME FOR EXECUTIVES

JANUARY 2026 TO JUNE 2026

A Comprehensive Programme
Live Online

DIRECTOR'S MESSAGE



Prof. Himanshu Rai

Director, IIM Indore

For IIM Indore, last few years of its growth have proved to be the most rewarding years in terms of international expansion, introduction of new programmes, infrastructure facilities, strengthening of personnel etc. With over 105+ faculty members, IIM Indore is poised to become a world class institution in the years to come. IIM Indore boasts of an alumni strength of 1100+ in Gulf Cooperation Council (GCC) Countries and is growing. In continuation with our endeavors to reach out to the world with best management practices, in association with our Middle East & Africa Partner - Anisuma Training Institute, we are launching our flagship programme, Business Mastery for Executives, designed for senior business executives who want to sharpen management skills to take on greater responsibilities in their organizations.

With this, we aspire to deliver innovative management education curated from Indian wisdom and global international practices. This programme is exclusively designed for participants from the Middle East and North Africa(MENA) region. We invite you to be a part of this endeavor.

IIM Indore's Mission

IIM Indore seeks to be a contextually-relevant business school with world-class academic standards that develops socially-conscious managers, leaders and entrepreneurs.

IIM Indore is committed to:

- ◆ *Excellence in management education, research, and training.*
- ◆ *Use of contemporary participant-centric pedagogies and teaching methods.*
- ◆ *A presence in emerging segments of management education.*

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IIM INDORE AT A GLANCE

Indian Institute of Management Indore (IIM Indore) has been a leader in the field of management education, interfacing with the industry, government, and PSUs. It is promoted and nurtured by the Ministry of Education, Government of India and is an institute of national importance under the Indian Institutes of Management Act, 2017. Situated atop a scenic hillock, the 194-acre campus of IIM Indore provides an ideal backdrop for contemplative learning. IIM Indore has the latest in teaching aids, rich learning resources, state-of-the-art sports complex and hostels.

Distinct Highlights

- IIM Indore provides a broad array of programmes, formats, and locations to meet diverse needs for management education.
- IIM Indore has a team of 105+ well qualified faculty with rich industry and domain expertise.
- IIM Indore offers participant-centered approach to management education.
- IIM Indore provides excellent physical infrastructure for academics, residence and extra-curricular activities.

Triple Crown Accreditation



Rankings

FT TOP 100
EXECUTIVE EDUCATION
2025 Ranking

Top 100
Executive Education

QS WORLD
UNIVERSITY
RANKINGS

Top 30
(Global MBA Rankings 2026)

QS WORLD
UNIVERSITY
RANKINGS

Top 4
Best Indian
B-School in the World
(Global MBA Rankings 2026)



PROGRAMME OVERVIEW

The Business Mastery Program for Executives, a flagship programme designed and delivered by IIM Indore in collaboration with Ansum Training Institute, is a 5-month comprehensive programme to help executives / business managers transform into multi-dimensional business leaders. The participants formally learn concepts, frameworks and best practices in the areas of marketing, sales & distribution, operations management, supply chain management, leadership & communication. The methodology followed is a judicious mix of lectures, group discussions, project presentations, delivered on weekends on pre-announced dates Live Online.

Key Aspects



Programme Objectives

- Learn critical management concepts
- Develop analytical skills
- Enhance strategic negotiating skills
- Lead multi-functional teams
- Initiate transformational changes
- Craft effective business and corporate strategies



Programme Design

- 2 days a month (Weekends)
- Live Virtual Sessions with IIM Indore Faculty



Pedagogy

- Real life case studies
- Group discussions
- Presentations



Who Should Attend

- Managers and functional heads
- Professionals
- Entrepreneurs
- New business / Startup leaders



Managerial Accounting

- Accounting & Financial Reporting
- Understanding of financial statements
- Financial analysis for decision making
- Preparation of cash flow statements
- Cost concepts and classification
- Strategic cash flow analysis
- Activity based costing (ABC) in practice
- Cost analysis for decision making and control



Marketing Management

- Understanding consumer choices and consumer value
- Segmenting, targeting and positioning
- Product and pricing strategy
- Marketing plan
- Marketing strategy
- Sales & Distribution



Strategic Management

- External environment analysis, industry structure analysis
- Internal analysis - core competencies and value chain analysis
- Business strategy
- Corporate strategy and business models
- International strategy
- Strategy implementation

Core-Curriculum

The programme is divided into several inter-dependent modules, each focuses on different aspect or functions of management.



Operations Management

- Introduction to operations management
 - Performance measures
- Analyzing process flows
- Quality management - six sigma
- Best practices in operations - lean/toyota production system



Leadership & Communication

- Leadership theories
- Lessons in leadership from literature
- Leadership styles
- Persuasive leaders
- Ethics in leadership
- Effective corporate communication

Case Study Analysis

- Case study analysis is a core requisite of the programme.
- The participants in groups would analyze, discuss and deliberate on the case studies using a structured approach.
- The group is expected to identify and define the management problem, develop and evaluate the course of actions, choose the best alternative.
- Each group would then present its findings in the form of a presentation or simulation or role play.



Supply Chain Management

- Supply chain - value of information
- Inventory planning and management



PROGRAMME PEDAGOGY

Case Studies | Simulations | Workshop | Campus Immersion

Case Studies

The Case Study Method pioneered by Harvard University, engrosses participants in a thought-provoking, interactive process of recognising pertinent issues & utilising practical solutions to overcome organisational and leadership challenges. Through Case Study Method, participants are able to size up business problems quickly while considering the broader organizational, industry, and societal context. Participants recall concepts better when they are set in a case, much as people remember words better when used in context.



Goodyear The Aquatred Launch: Harvard Business School

After many years of R&D, Goodyear has developed the Aquatred, an innovative new tire. However, the tire industry has matured and evolved, raising questions concerning the Aquatred's ability to gain support from Goodyear's independent tire dealers. Participants to use information on channel evolution and consumer behaviour to make two decisions: whether to launch the Aquatred and whether to expand Goodyear's distribution network. Also explores issues involved in managing a complex distribution structure during a time of rapid change.



Frasier: Harvard Business School

In 2001, NBC entered into contract negotiations with Paramount Television Group to keep the hit show "Frasier" on the network. Paramount, the studio that produced the show, threatened to move "Frasier" to CBS, Paramount's sister network, if NBC did not agree to a substantially higher license fee than the one it was currently paying. This case follows Marc Graboff's (EVP of NBC West Coast) analysis of the situation.



Cola Wars Continue: Coke & Pepsi in 2006: Harvard Business School

Examines the industry structure and competitive strategy of Coca-Cola and Pepsi over 100 years of rivalry. New challenges in 2006 include boosting flagging carbonated soft drink (CSD) sales and finding new revenue streams. Both firms also began to modify their bottling, pricing, and brand strategies. They looked to emerging international markets to fuel growth and broaden their portfolios of alternate beverages like tea, juice, sports drinks.



DISTINGUISHED FACULTY

The programme is delivered by a team of experienced faculty of IIM Indore. The faculty for the programme is a diverse mix of distinguished academicians and researchers who have extensive work experience in the Private and Public Sector (more details on www.iimidr.ac.in).



Prof. Manish Popli
Strategy



Prof. Manoj Motiani
Marketing



Prof. Ranjeet Nambudiri
Leadership and Communication



Prof. Saumya Ranjan Dash
Finance and Accounting



Prof. Rohit Kapoor
Operations and Supply Chain



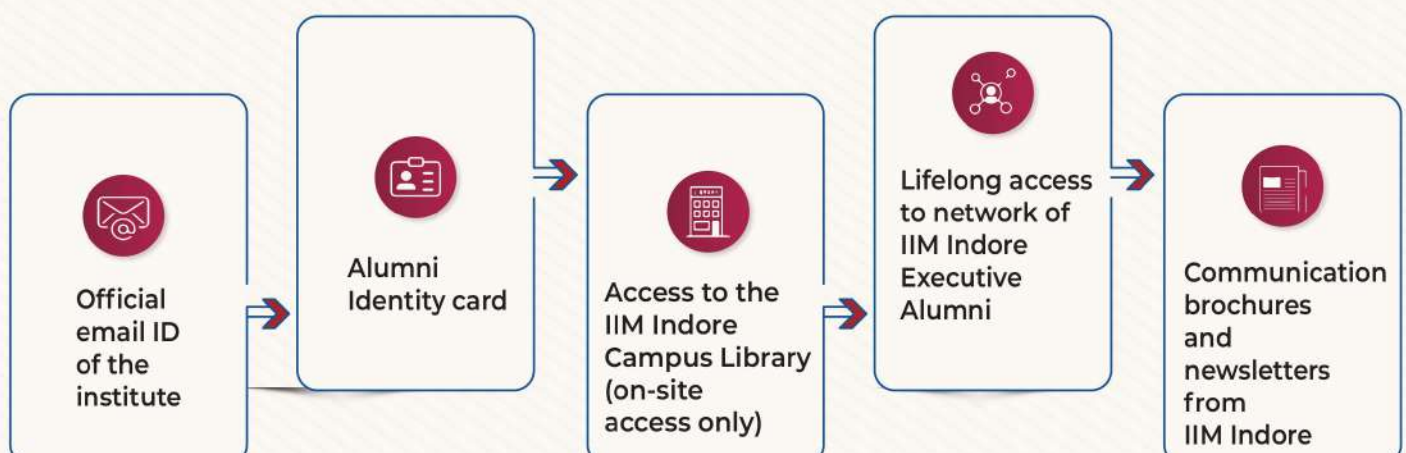
CERTIFICATION & ALUMNI STATUS

Indian Institute of Management Indore will award a Certificate of Completion of **“Business Mastery Programme for Executives”** to the participants who complete all the requirements of the programme including attendance of at least 70% for the teaching sessions and group assignment submission.



Executive Education Alumni Benefits

To be eligible for the alumni status and alumni identity card, each participant will apply and pay, a one-time nominal alumni fees, directly to the institute.



OUR ALUMNI FROM LEADING ORGANIZATIONS

The participants who have successfully completed the programme are business leaders from leading and reputed organizations across GCC region.



PARTICIPANT TESTIMONIALS



Amol Deshmukh | Business Banking, Mashreq

IIM Indore has perfected the recipe for enhancing knowledge. The programme not only provides insights into various business essentials but also empowers participants with positive perspectives on every conceivable business situation. The pedagogy adopted brings about a paradigm shift from dependence to interdependence, with balanced coursework that accommodates our work schedules. Moreover, IIM Indore offers ample opportunities to engage with leading faculty and an outstanding alumni forum for life.



Chandrashekar Pandey | Manager, Solutions Engineering, Dell Technologies

I found this program to be an invaluable journey that significantly contributed to my professional growth and development. Over the duration of the programme, I have had the privilege of immersing myself in a rigorous curriculum with case studies designed to enhance leadership skills, strategic thinking, and decision-making capabilities. This intensive programme has equipped me with a comprehensive understanding of various facets of management, including strategy, leadership, finance, marketing and operations. I would like to extend my gratitude to the world-class faculty members and staff at IIM Indore for their unwavering support and guidance throughout this transformative experience. The exchange of ideas and the diverse perspectives of my fellow participants have enriched my learning journey and broadened my horizons. As I move forward in my career, I am excited to apply the knowledge and skills I have gained during this programme to contribute meaningfully to the business world.



Hema Mestha | Solutions Architect Manager, VISA

There is no age limit to attain knowledge and learning. It's all about your attitude, determination, and willpower. I thank Anisuma Training Institute for giving me that platform to complete my unfulfilled and long-due learning passion. The programme is well-structured to provide a 360-degree view of the business. It was a great experience learning from experienced faculties at IIM Indore. Case studies, group discussions, and various team activities created the best learning experience. The overall programme gave a whole new perspective to look at the situation, helped me to think differently and brought familiarity to be at ease with numbers, terminologies and business frameworks and above all networking opportunity with talented professionals. I truly enjoyed every aspect of the programme and journey of the learning, lifetime memories to cherish!



Irfan Naik | Head of Marketing, Stanley Black & Decker, Inc.

I was looking for a management programme that will challenge both, my skills and experience. The well curated GMPE through its lectures and case study pedagogy, tied with peer group discussions, acted as a perfect conduit for learning. The knowledge imparted by elite faculty of IIM Indore simplified learning, program ability to evaluate business challenges and analyze complex situations. The seamless execution by Dr. Mahesh Chotrani and Anisuma Training Institute, ensured the pace of learning is just perfect to balance professional and personal learning commitment. At the end of the programme, I have acquired a new perspective of strategic orientation, boosted confidence to tackle real-life business transformation and be a part of network for professional excellence.



Manish Rai | General Manager, Honda Gulf FZE

Returning to studying after more than 20 years was initially daunting, but the interactions with faculty and the opportunity to engage with a diverse peer group made it an enjoyable experience. The programme provided me with invaluable insights into key business concepts in marketing, business strategy, finance, and negotiations, all taught using a unique methodology and effectively demonstrated through Harvard Business Case Studies. The case study competitions among peer groups added an extra element of excitement and fueled our competitive spirit. Overall, this experience has transformed me into a better person and equipped me with the skills to make professional decisions confidently. I extend my gratitude to IIM Indore and Team Anisuma for their support and guidance.

REGISTRATION DETAILS

Programme Duration	: 5 Months (January 2026 to June 2026)
Session Details	: 10 days - 2 Saturdays/ Sundays every month ■ 10:30 AM to 3:15 PM, U.A.E. Time ■ Live Virtual Sessions
Leadership Level	: Mid to Senior Level Managers, Functional Heads, Business Heads & Entrepreneurs

Selection Criteria

As the seats are limited the criteria for selection to the programme will be strictly on the basis of

- Academic background
- Professional experience

Registration Process

Last Date to Submit Application	: December 31, 2025
Enrollment Confirmation to Applicants	: January 03, 2026
Course Fee Payment by Participants Course	: Within 5 days of confirmation
Batch Commences	: January 2026

Contact Information

For registration and any other information, please contact

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ABOUT ANISUMA

Anisuma Knowledge Hub Limited, a pioneer in executive learning with a strong presence in the UAE and GCC, has officially expanded into Kenya with the opening of its Nairobi office. In collaboration with leading global institutions and a team of seasoned professionals, Anisuma brings its world-class, results-driven training programs to Kenya and the wider East African region. Operating locally as Anisuma Training Institute, the institute is aligned with Kenya's evolving management trends and is committed to equipping professionals and organizations with the skills they need to excel in a dynamic business environment.

Mission and Objectives

- ◆ Promoting high-quality, on-the-job learning to equip Kenya's working professionals with practical, industry-relevant skills for career advancement.
- ◆ Supporting sustainable organizational growth through bespoke consulting solutions tailored to the needs and challenges of businesses operating in Kenya's dynamic market.
- ◆ Delivering value-added services to high-potential enterprises across Kenya and the East African region, fostering innovation, job creation, and long-term impact.

Highlights



Founders



Dr. Mahesh Chotrani

Founder Director & Managing Partner

- 28+ years of professional experience
- PhD (IIM Lucknow)
- Advanced Management Programme for Senior Leaders (IIM Indore)
- MBA (IIM Lucknow), M. Fin (MU), LLM (MU)
- Former Vice President, Jacky's Electronics U.A.E



Mr. Manohar Punjabi

Founder Director

- 38+ years of professional experience
- BMS - (DU)
- Executive Director, Jacky's Group of Companies, Global



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IIM INDORE

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