

Welcome To Our World



LEAD COLLEGE OF MANAGEMENT



Dr. Thomas George K.
Chairman

 LEAD Chakra

LEAD COLLEGE OF MANAGEMENT

What We Stand For

Mojo@LEAD is different.

Cambridge Dictionary defines mojo as "a quality that attracts people to you and makes you successful and full of energy"

What we do and espouse is mapped indicatively as a Chakra.

We are not just another MBA!

You will notice no individual circle is complete. It cannot and never will be . It will result in a zero if it does !

You will also notice the interdependency. Hence the wheels with cogs!

This will remain a work in progress.

“Quality begins on the inside... then works its way out.” — Bob Moawad

The LEAD Chakra

- We Nourish**
- Learning through Experience
 - Entrepreneurship
 - Human Development
 - Leadership Excellence
- We Cherish**
- Unity in Diversity
 - Gender equality
 - Social betterment
 - Divergent thoughts
- We Celebrate**
- Festivals
 - Success
 - Journeys
 - Achievements



- We Cherish**
- Equal share of voice
 - Individual Empowerment
 - Fellowship
 - Collaborative Learning
- We Value**
- Transparency
 - Fair Play
 - Ethics
 - Sustainability
- We Learn**
- From
 - Our mistakes
 - Our experiences
 - Each other
 - The larger world

MBA PROGRAM: PROCESS OVERVIEW

Academic Cycle 2020-22



LEAD COLLEGE OF MANAGEMENT

Not Your Usual MBA !



LEAD
LEAD COLLEGE OF MANAGEMENT

Program

100%

**OFFSHORE
OIL-RIG**

MODEL:40/7

100%

**RESIDENTIAL
PROGRAM**



50%

**ACTIVITY-BASED ,
EXPERIENTIAL
LEARNING**

LEAD Experience

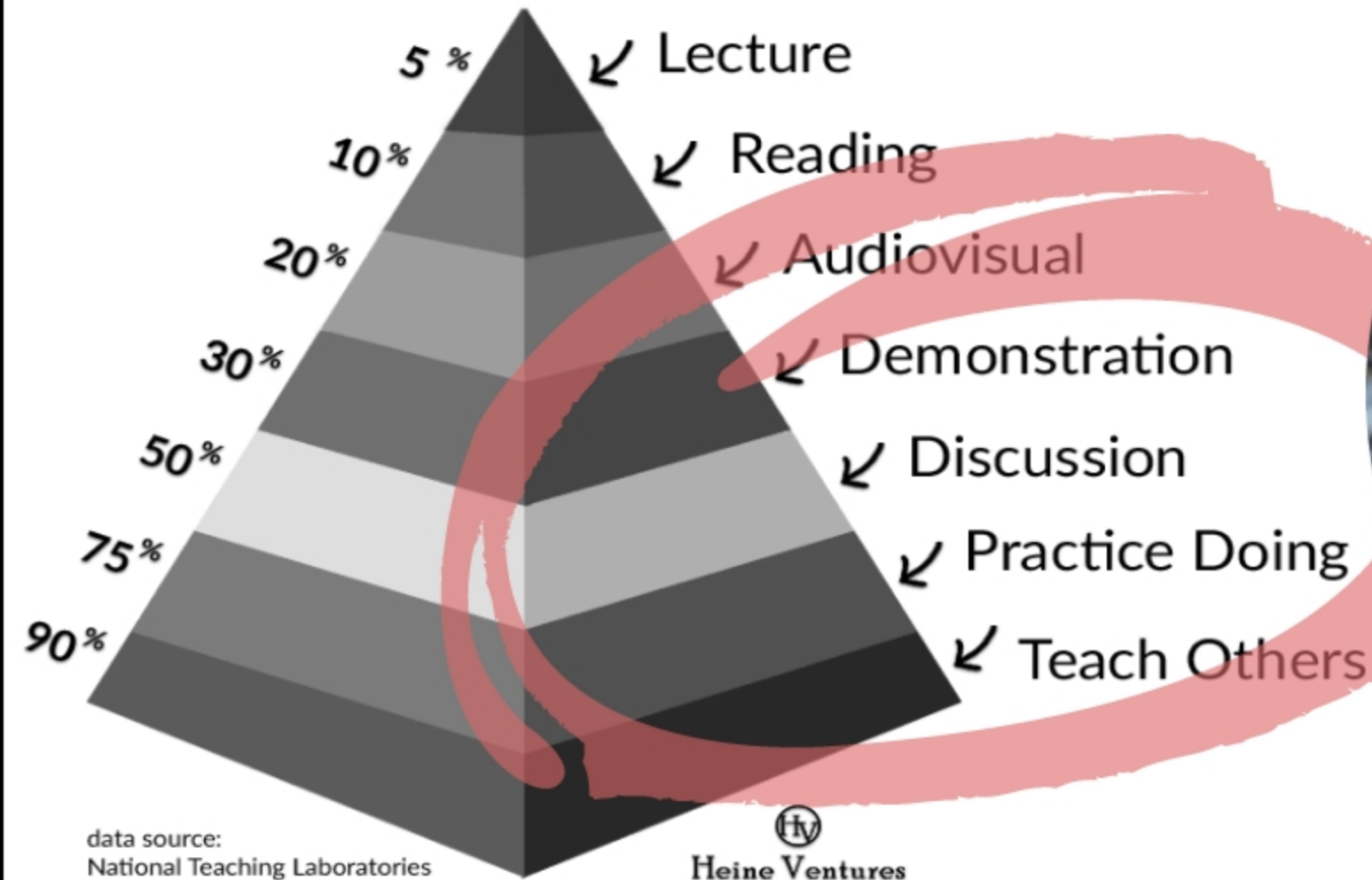
LEAD COLLEGE OF MANAGEMENT

LEAD Operational Team

LEAD COLLEGE OF MANAGEMENT
LEAD. ENGAGE. ACT. DRIVE. LEARN. EMPOWER. ADAPT. DISCOVER

THE LEARNING PYRAMID

average student retention rates



Cause Espousal



LEAD Leadership Bootcamp Academy



The FIFA Experience !

STUDENT JOURNEY MAPPING



LEAD COLLEGE OF MANAGEMENT

Not Your Usual MBA !

SEMESTER MAPPING

- ▶ Foundation: Semester 1
- ▶ Core: Semester: 2
- ▶ Electives: Semester 3
- ▶ Capstone Project: Semester 4
- ▶ Total Credits: 120
- ▶ Univ. of Calicut Syllabus

Foundation: Semester 1

• Total Credits: 30 Taught:30



CORE

- BUS IC 01 Business Communication.
- BUS IC 02 Mgmt Theory & Bus Ethics
- BUS IC 03 Business Laws
- BUS IC 04 Organizational Behaviour
- BUS IC 05 Environment and Business
- BUS IC 06 Managerial Economics
- BUS IC 07 Quantitative Techniques
- BUS IC 08 Accounting for Managers



VALUE ADD

- News Analysis Modules .
- Kinesthetic-Learning by Doing Sessions.
- Placement skilling sessions



ACTIVITY

- Turning Point: 7 Day workshop on preparing for the MBA-changing the learning mindset and achieving growth .
- Peer Learning Sessions
-



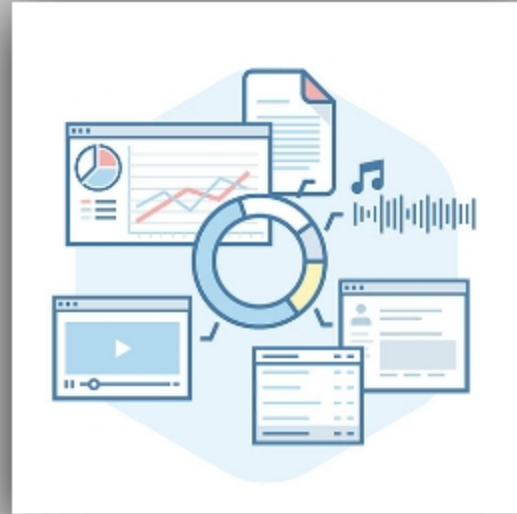
EXPERIENTIAL

- Lead Bootcamp Academy: 3-day outbound training
- LOT engagement.
- Oct:2: Seva Day: CSR and Outreach
- Joy of Festivals
 - Onam
 - Xmas



Core: Semester: 2

• Total Credits: 30 Taught:30



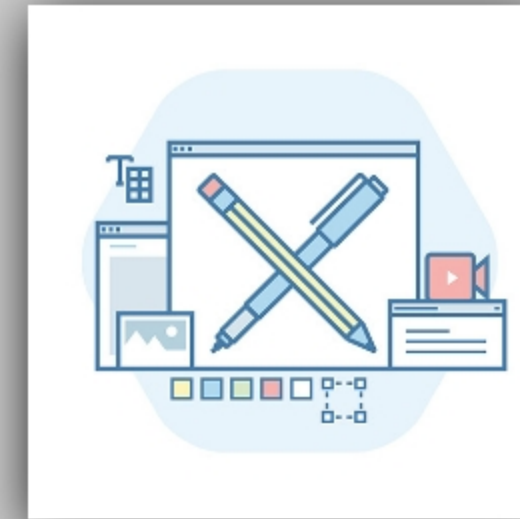
CORE

- BUS 2C 09 Soft Skill Dev
- BUS 2C 10 Mktg. Management
- BUS 2C 11 Financial Management
- BUS 2C 12 Operations Management
- BUS 2C 13 Human Res. Management
- BUS 2C 14 Mgmt Science (OR)
- BUS 2C 15 Mgmt. Info. Systems
- BUS 2C 16 Bus Res Methods



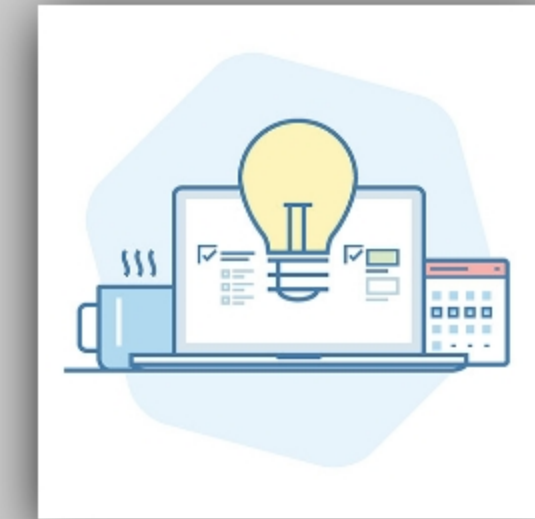
VALUE ADD

- News Analysis Modules .



ACTIVITY

- Peer Learning Sessions
- Placement skilling sessions



EXPERIENTIAL

- 30-day internship.
- 21-day workshop on Success: Empowerment and Enablement/
- Joy of Festivals
 - Holi
 - Eid Al Fitr.



Electives: Semester 3

• Total Credits: 30 Taught: 30



CORE

- BUS 3C 17 Adv. Strategic Mgmt.
- BUS 3C 18 Strategic Cost Mgmt.
- BUS 3C 19 Entre. Dev & Proj. Mgmt
- BUS 3C20 Supp. Chain Mgmt.
- BUS 3C 21 Investment Management
- Functional Elective 1
- Functional Elective 2
- Functional Elective 3



VALUE ADD

- News Analysis Modules
- VACs:
 - Digital Mktg.
 - Advanced Excel
 - Labor Laws
 - Comms. Lab



ACTIVITY

- Peer Learning Sessions
- Placement skilling sessions



EXPERIENTIAL

- Power of Subconscious Mind Workshop.
- LOT engagement.
- Oct:2: Seva Day: CSR and Outreach
- Joy of Festivals
 - Onam
 - Ymas



Capstone Project: Semester 4

• Total Credits: 30 Taught: 20



CORE

- BUS 4C 22 Corporate Governance
- BUS 4C 23 International Business
- BUS 4C 24 Mgmt. Control System
- Functional Elective 4
- Functional Elective 5
- BUS 4C 25 Major Project
- BUS 4C 26 Comprehensive Viva Voce



VALUE ADD

- News Analysis Modules .



ACTIVITY

- Field Project
- Peer Learning Sessions



EXPERIENTIAL

- Joy of Festivals
 - Holi
 - Eid Al Fitr.



SKILL ENHANCEMENT PROCESSES



EVENTS

Over 100+ events organized on and off campus annually. Mentor and LOT teams operationalize these events and initiate many



LOT

15 Key activities to ensure the smooth running of LEAD is assigned to teams handling each responsibility.: The LEAD OPERATIONAL EXCELLENCE teams.



PLACEMENTS

Specialized sessions by outsourced trainers to include confidence building, language, GD and PI skills, resume development and groom are undertaken



ACTIVITIES

Highlight the main events that happened this year for the company, what they achieved, and the goals of the year.



MANAGING SELF

LEAD curriculum delivery is akin to an offshore oil platform: 40/7 day cycle and is intensive. Enhances resilience, negotiation skills and empathy and stamina. Enhances time management too.

PARTICIPATORY LEARNING PROCESSES AT LEAD



LOT

• Within days of joining, students are allotted into 15/16 key operational areas relevant for the day functioning of the institute. Each area has a supervising faculty and the activities and rota are managed by the students. Areas include, Events, Placement, Social Media, Canteen, Greening, Admissions, etc. They are initially mentored by the seniors and take over the process from the second semester.

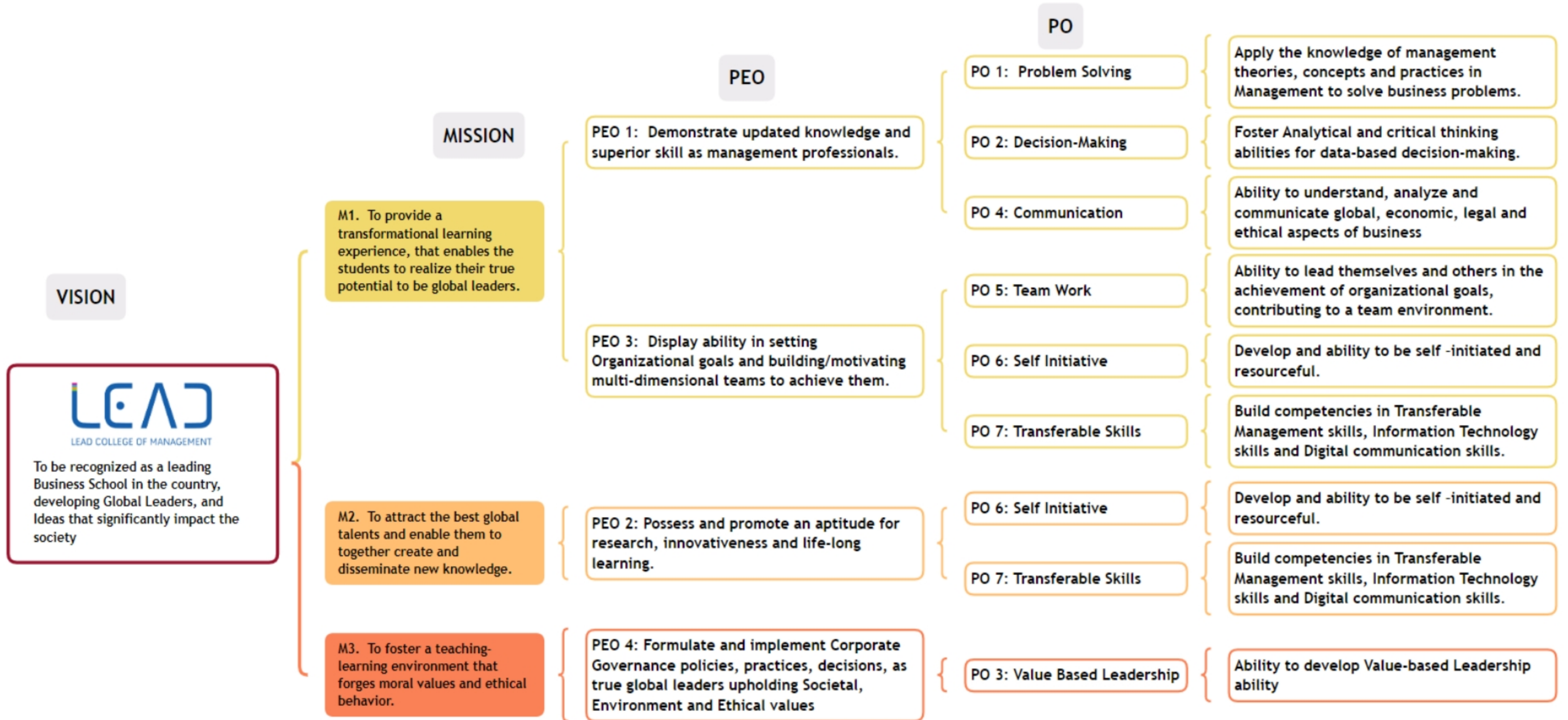
MG

Students are allotted to faculty members and they form mentor groups. These groups reflect the conscience, the motivators and the voice of the students. The mentors and the director have an open door 24/7 policy. Students form strong bonds for life and learning at LEAD. They also volunteer for tasks and events where help is needed, drive several student-centric activities and ensure that there is a constant buzz in the campus.

REA

Random Events & Activities. Spontaneity Sorority. Being a fully residential campus and close to nature, late evenings can be soporific. Student groups frequently create and curate events which engage them, entertain them and create a fun-filled environment. It can be 5 a side football, fashion show, mime, disco, rap, art-attacks and Karaoke! Even the director chips in-sudden inspiration to see a movie in a theatre, CSR volunteering, out of state visits. The idea is to learn while having fun.

MBA: Vision-Mission-PEO-PO Mapping



PO HEAT MAP MAPPING

SEMESTER 1

- **PO 4: Communication:** Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business
- **PO 5: Team Work :** Ability to lead themselves and others in the achievement of organizational goals, contributing to a team environment.

SEMESTER 3

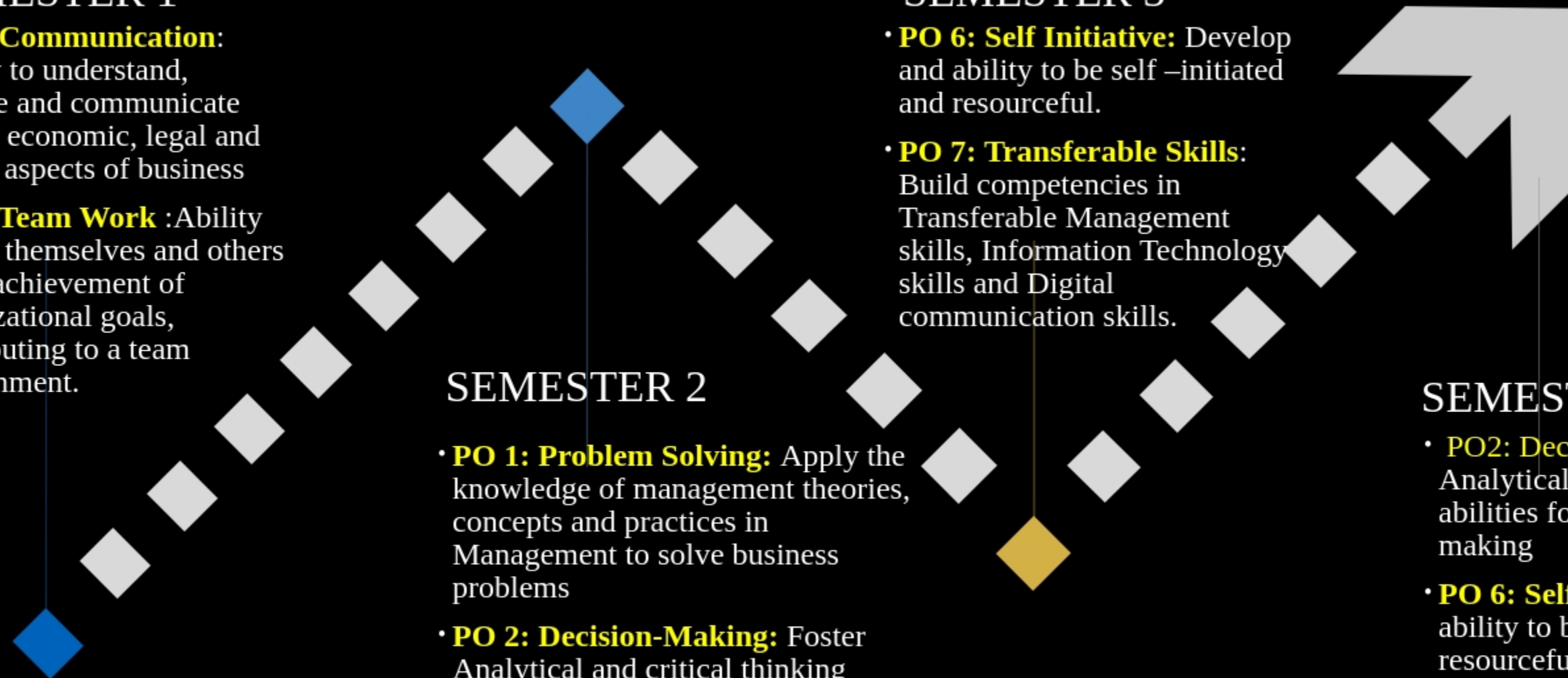
- **PO 6: Self Initiative:** Develop and ability to be self –initiated and resourceful.
- **PO 7: Transferable Skills:** Build competencies in Transferable Management skills, Information Technology skills and Digital communication skills.

SEMESTER 2

- **PO 1: Problem Solving:** Apply the knowledge of management theories, concepts and practices in Management to solve business problems
- **PO 2: Decision-Making:** Foster Analytical and critical thinking abilities for data-based decision-making.
- **PO3: Value-Based leadership:** Ability to develop Value-based Leadership ability

SEMESTER 4

- **PO2: Decision Making** Foster Analytical and critical thinking abilities for data-based decision-making
- **PO 6: Self Initiative:** Develop and ability to be self –initiated and resourceful.
- **PO 7: Transferable Skills:** Build competencies in Transferable Management skills, Information Technology skills and Digital communication skills.



BATCH PERFORMANCE OVERVIEW

BATCH 2020:2022

190+

ADMITTED
STUDENTS. 100%
OF APPROVED
INTAKE

+98%

PROGRAM
COMPLETION IN 2
YEARS

+97%

PLACED THROUGH
CAMPUS WITH 80
PERCENTILE CTC@ RS
5.4 LAKHS PA

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