

upGrad



Executive Development Programs
Broad College of Business
MICHIGAN STATE UNIVERSITY

GLOBAL PROFESSIONAL CERTIFICATE IN

EFFECTIVE LEADERSHIP & MANAGEMENT

3 MONTHS





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WHY EFFECTIVE LEADERSHIP & MANAGEMENT?

Moving into a supervisory management role for the first time can be exhilarating, gratifying and intimidating all at once. You are now responsible for translating the vision, mission, and objectives of your organisation into meaningful activities with your first-level or departmental employees. The next generation of leaders face a workplace in constant change, from innovations in technology and work processes to younger employees placing a greater emphasis on purpose and engagement in their work. This new reality requires new kinds of managers and team leaders. Are you prepared to meet this workplace transformation as a next-generation leader? Where do you start? Start with the basics to build up the essential skills and knowledge you need as a supervisory manager.

Management Essentials covers a wide range of fundamental concepts crucial for new managers who are faced with supervising direct reports for the first time. Leadership Essentials cover a wide range of fundamental concepts, methods and practices designed to help mold leaders responsible for translating the vision, mission, and objectives to an organisation's first-level or departmental employees. Essential Analytical Skills provides you with the strategies and techniques of critical thinking, how to best utilise thinking and reasoning in the operational environment, methods for leveraging data analytics and turning that data information into the action of effective problem solving.

The Global Professional Certificate in Effective Leadership & Management is designed for those in all types of industries looking to move up within their existing organisation, forge a new path on their leadership journey or refresh their management and leadership skills.





ABOUT

MICHIGAN STATE UNIVERSITY



MSU is one of the top research universities in the world – and offers a diverse community of dedicated students, scholars, athletes, artists, scientists, and leaders.



MSU is one of the top 80 universities in the world, according to the **Times Higher Education World Reputation Rankings 2020**.



MSU is ranked **32nd among the nation's public universities** in U.S. News & World Report's 2021 Edition of America's Best Colleges.



MSU is accredited by the Higher Learning Commission and the **Association to Advance Collegiate Schools of Business (AACSB)**.



ABOUT THE PROGRAM

Global Professional Certificate in Effective Leadership and Management

We are pleased to announce the launch of the Global Professional Certificate in Effective Leadership and Management. The program is specifically designed for junior to mid-level managers, someone who is recently promoted to a supervisory role, aspiring supervisors or those preparing to take on a supervisory role for the first time being in a position responsible for translating the vision, mission, and objectives of an organization to first-level or departmental employees.

Learners enrolled in the program would learn right from the fundamental topics like Management Essentials, Leadership Essentials and Essential Analytical Skills to advanced topics like Effective Decision Making and Communication, The Myers-Briggs Type Indicator (MBTI) Assessment, Critical Thinking, Data Analytics and Project Management. This program is specifically designed by world class faculty from Michigan State University and renowned industry experts, taking into account the latest requirements and projects in the current technology-driven world.

We help leaders and managers early in their career or who would like a refresh to build, manage and lead high-performing teams through the best methods and processes, including key management tools and techniques, effective communication, decision making and emotional intelligence providing a firm foundation of essential management, leadership and problem-solving skills

Further, our strong industry presence, the credibility of the global certificate and the career services will provide learners with the right push to accelerate their careers.



ABOUT UPGRAD



India's largest online higher education company

Founded in early 2015, upGrad has over 53K paid learners and impacted more than half a million individuals globally, within a short span of 5 years.

upGrad provides online programs in the areas of Data Science, Machine Learning and AI, Technology, Management and Law to college students, working professionals and enterprises. These programs are designed and delivered in collaboration with top-notch universities like E&ICT - IIT Roorkee, IIT Madras, IIIT Bangalore, O.P. Jindal Global University, MICA, NMIMS Global Access, Duke CE, Deakin University, Liverpool John Moores University and others.

With an 85% program completion rate, robust tech platform, outcome-based learning approach, industry-relevant curriculum, finest university credentials, strong mentorship, and steadfast career support, upGrad has established its position as the leader in the Indian education system.

The company has been awarded the title of 'Best Tech for Education' by IAMAI in 2019. upGrad received the 'Best Education Brands' award by Economic Times in 2018, Most Innovative Companies in India' by Fast Company in 2017 and has been ranked as the #1 startup by LinkedIn in its top startups in India list.

Based on our market research and conversation with the industry, we have identified Leadership and Management as one of the sectors with critical demand supply imbalance in terms of quality leadership and management professionals available in the market. Our vision is to design and deliver the best in class Global Professional Certificate in Effective Leadership and Management to empower the tech professionals to take up the next generation technology-driven roles in top IT, Tech, E-commerce, Product and Services Firms.



Ronnie Screwvala

Co-Founder & Executive Chairman



“

**Our aim is simple:
We strive to create
high-impact, on-campus
hands-on experiences that
prepare students for
meaningful and productive
careers.**”

WHO IS THIS PROGRAM FOR?



Freshers

Somebody who has recently completed their bachelor's or MBA degree. This program would help them gain a deeper understanding of change management whilst refining their skills



HR Professionals

HR Professionals who are at the mid stage of their career and are looking for a career growth, refining their skills and managing a change in the workforce within their own organisation or across companies.



International/Global Employees

Somebody who's moved out of their country for career prospects, having a strong drive backed by a proven strategic leadership record and has worked with diverse teams. This program helps them develop Global skills and mindset, expand professional opportunities, become globally relevant and establish themselves as a cross cultural leader/manager.



Executives

Somebody who is in a Sr. Manager/Director level position and is looking forward to learning about managing a diverse workforce. This program would help them quickly adapt to changing landscapes and develop skills in modern industry landscape.



Banking & Investment Professionals

Some Banking and Investment Professionals who are looking for Career growth or expanding their professional opportunities. This program would help them refine their skills and gain a deeper understanding of change management.



Automotive Professionals

Some Automotive Professionals who are having a hard time to stay up to date with an evolving company due to technology and wish to quickly adapt to a changing landscape. This program can help them achieve the same.



Healthcare & Tech Professionals

Some Healthcare & Tech Professionals who are unfamiliar with cross cultural or global business, this program gives them a platform to develop global skills and mindset, understand global business processes and become globally relevant and a cross cultural leader.



Marketing & Business Professionals

Some Marketing & Business Professionals who are looking to improve the organisational performance, implementing new strategies for business growth as per changing industry standards and refining their existing skill set, this program can be very beneficial for them.



KEY LEARNINGS

- Equip learners with essential management skills and techniques, including effective communication, decision making and emotional intelligence.
- Building and leading high-performing teams through proven processes and assessments.



Analytical Skills

Crucial analytical skills, such as critical thinking, problem solving, resilience and overcoming challenges.



Helping the learners understand

Various management theories and determining the best approach for your team.



Advanced Theories

Diversify your knowledge with The Myers-Briggs Type Indicator (MBTI) Assessment.



Most Sophisticated and Cutting-edge Techniques in Effective Leadership

- **Management Essentials**
Managing Diversity in the Workplace & Effective Decision Making and Communication.
 - **Leadership Essentials**
Leadership in the Supervisory Role & Leadership Behaviors that Overcome Challenges.
 - **Essential Analytical Skills**
Critical Thinking, Data Analytics & Project Management
- Live sessions from industry-based subject matter experts.
 - Certificate of achievement earned with each successful course completion and program certificate earned with successful completion of all three courses.



WHY CHOOSE THIS PROGRAM WITH MSU AND UPGRAD



MSU's Eli Broad College of Business is ranked #40 Best Business School by U.S. News & World Report for 2021

Learn from Eli Broad College of Business at MSU. MSU is ranked #40 by U.S. News & World Report for Best Business Schools for 2021.



100% Online Program

Upgrade yourself through a fully online course, without disturbing your current professional and personal life.



World Class Faculty Members & Industry Experts

Learn from the faculty members of Michigan State University and industry experts within leadership and management.



Cutting-Edge Curriculum

Cutting-edge curriculum developed by academics, industry professionals and subject matter experts.



Certificate Earned for Each Course

Participants will receive a digital Professional Certificate upon completion of 3 courses. Participants can also take courses individually and will earn a certificate of completion.



Dedicated Career Assistance

Receive 360 degree career support in the form of mock interviews, resume building, career mentors and much more.



Global Professional Certificate from Michigan State University

Earn a certificate from Michigan State University upon successful completion of the three courses.

CAREER SUPPORT OFFERED BY UPGRAD



upGrad Job Fairs

Regular hiring drives in major cities across India, giving you the opportunity to interview with upGrad's hiring partners



Job Opportunities Portal

Gain exclusive access to upGrad's job openings each quarter



Resume review

Obtain specific, personalised inputs on your resume structure and content



Build LinkedIn Profile

Build LinkedIn Profile, to attract potential recruiters



Personalised Industry Mentorship

Get mentored on the career front by an experienced Machine Learning Professional



Continued Career Support - Post Program Completion

Access our continued career support, even after completion of the program



Career Mentor

A dedicated career mentor to monitor & guide you on your career transition journey



Mock Interviews

Get prepared with mock interviews right before your actual interviews



Company Specific Preparation

Get company specific guidance to ensure you're interview-ready for the company of your choice.

LEARN FROM FACULTY & INDUSTRY EXPERTS



Dr. Zal Phiroz

- Ph.D. in Hierarchical Decision Making Patterns for the Placement of Physical Supply Chain Entities (University of Cape Town)
 - M.B.A. in International Marketing (Wayne State University)
 - B.S. (Hons) in Computer Information Systems and Bachelor of Computer Science (University of Windsor)
-

Dr. Zal Phiroz is an established specialist on marketing segmentation and global supply chain practices, within global impact areas including the fast moving consumer goods and IT industry. He has held a number of executive and senior management roles, including appointments at Proctor & Gamble (NYSE:PG) and TELUS (NYSE:T). In addition to holding a Ph.D. (Hierarchical decision making patterns for the placement of physical supply chain entities), Dr. Phiroz is a graduate of the University of Windsor's Computer Science program (B.S.-Hons, B.C.S.), and also holds an M.B.A. in International Finance. He has held faculty appointments at Harvard University, USC, University of Windsor, and has spoken at numerous conferences internationally including OPAL US, TEDx South Africa, UN Canada, Intermodal Brazil (keynote), ByPi Turkey.



Keith Bezant Niblett

- M.B.A. in Management, Marketing and Sales (University of East Anglia)
 - B.A. in English and Art (Norwich University of the Arts)
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Keith Niblett is the Assistant Director of International Relationships & Executive Development Programs within Michigan State University's Eli Broad College of Business. In this role, he focuses on customized and international programs, including program design, marketing and sales, teaching and support, continuous improvement and strategic geographic and portfolio development. Mr. Niblett's background includes strategy formulation, implementation and resulting development needs for seventy companies worldwide during his tenure at BET, the Industrial Services conglomerate. Working with the construction, oil and gas, hiring, out-sourcing, transport, manufacturing and cleaning industries in the Americas, Europe, Mid East, Australasian and Asian sub continents. He has acquired knowledge in relation to global management and mindset, global business, global business intelligence, entrepreneurship and marketing in overseas geographies. He earned a Master's degree in Management Studies, and a Master's degree in Marketing, Marketing Behavior and Marketing Strategy.

PROGRAM CURRICULUM

Eligibility:

No qualification required as such

Duration:

3 Months

Course No. MGTC201

MANAGEMENT ESSENTIALS

4 WEEKS

This four-week course provides a toolkit for those new to a supervisory role on how to direct and manage, the importance of decision making and communication, best practices for managing diversity in the workplace and the key principles of people management.

- Module 1 : How to lead and manage
- Module 2 : Managing diversity in the workplace
- Module 3 : Effective decision making and communication
- Module 4 : People management basics

Course No. MGTC202

LEADERSHIP ESSENTIALS

4 WEEKS

This four-week course covers a wide range of fundamental concepts, methods and practices designed to help mold leaders through strategies and techniques for effective leadership in a supervisory role, self- and team-discovery through the Myers-Briggs Type Indicator (MBTI) Assessment, successfully leading people and processes and using leadership behavior to overcome challenges.

- Module 1 : Leadership in the managing role
- Module 2 : The Myers-Briggs Type Indicator (MBTI) Assessment
- Module 3 : Leading people and processes
- Module 4 : Leadership behaviors that overcome challenges

This four-week course provides you with the strategies and techniques of critical thinking, how to best utilize thinking and reasoning in the operational environment, methods for leveraging data analytics and turning that data information into the action of effective project management for your team's success.

- Module 1 : Thinking and reasoning
- Module 2 : Critical thinking
- Module 3 : Data analytics
- Module 4 : Project management

****Note:**

For all the courses students would require :

- Internet connection (DSL, LAN, or cable connection desirable)
- Access to Canvas
- Read content, watch videos, and complete assignments
- Microsoft Excel

The curriculum is subject to change as per the inputs from the university



CERTIFICATE FROM MICHIGAN STATE UNIVERSITY

On Successful Completion of the Program



UPGRAD CAREER TRANSITION SUMMARY



400%

Highest Salary Hike



300+

Recruitment Partners



₹ 73 LPA

Highest Salary



700+

Industry Experts, Mentors
to help learners succeed



57%

Average Salary Hike



500+

Career Transitions

PROGRAM DETAILS & ADMISSION PROCESS

DURATION & FORMAT

3 Months | Online

PROGRAM START DATE

Please refer to the website

PROGRAM FEE

₹ 1,10,000 (inclusive of taxes)

ELIGIBILITY

No entry barriers

SELECTION PROCESS

STEP 1

STEP 2

Submit the
Application Form

Pay



For further details, contact:

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