



INTERNATIONAL INSTITUTE  
FOR FACULTY & RESEARCH

MASTER ACADEMIC  
PATHWAYS THAT SHAPE  
THE FUTURE OF BUSINESS  
Educators' Certificate  
Programme (ECP)

CERTIFIED BY



EFMD  
GLOBAL



# 56%\*

Professor-level posts vacant in India's premier Educational Institutions

# 28%\*

The overall teaching vacancy rate across these institutions

\*Source: Detailed Demand for Grants by Department of Higher Education (Parliamentary Standing Committee report)

## The Management Classroom is Changing

The National Education Policy (2020) recommends that institutions onboard Professors of Practice to bring greater industry relevance and contemporary business perspectives into the classroom.

As industries evolve amid emerging technologies, changing consumer behaviour, and rapid digital transformation, management education is being challenged to move beyond theory and deliver more practice-informed learning.

Simultaneously, widening faculty shortages across leading institutions are creating an urgent need for educators who can bridge academic thinking with real-world business experience.

For experienced professionals, academicians, and learning leaders, this moment presents a unique opportunity to extend their expertise into the classroom, shape future-ready leaders, and contribute meaningfully to the future of management education.

## Advancing the Future of Teaching & Research

The **International Institute for Faculty & Research** (IIFR) is India's first institute focused on faculty-centric development, advancing teaching excellence, research capabilities, and academic leadership development.

Established to address the evolving needs of modern management education, IIFR is building a stronger ecosystem of practice-informed educators, industry-integrated learning, and future-ready academic leadership.



**INTERNATIONAL INSTITUTE  
FOR FACULTY & RESEARCH**

## Duration

3 Weeks  
(8 Learning Days)

## Format

On-campus  
(New Delhi)

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## Certification



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## Start Date

14 August 2026

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## Fee

₹5,00,000 + GST

Interest-free loans can be  
facilitated for eligible participants.

Exclusive pricing for round 1 of  
admissions: ₹4,00,000 + GST

Apply before 15 June 2026

## Educators' Certificate Programme

The Educators' Certificate Programme (ECP) enables experienced professionals to transition into academic, executive education, and thought leadership roles with structure and credibility.

The programme gives you the foundation for a strong academic practice through an industry-integrated curriculum, AI-enabled teaching tools, multidisciplinary planning and execution frameworks and a customised learning pathway.

## Who is the ECP Designed For?

The ECP emphasises a multidisciplinary approach to decoding the synergies between practice and academia. The programme is suited to leaders and academicians in a wide variety of leadership roles and organisational capacities.

### **Corporate Practitioners**

Bring years of industry insight into classrooms, executive education and leadership learning environments.

### **Academicians**

Strengthen teaching relevance through contemporary business insight, multidisciplinary thinking and AI-enabled learning approaches.

### **L&D Leaders**

Design impactful learning journeys that connect leadership development with real business outcomes.



# Unlock Multidimensional Value for Your Career

**Whether you are an academic seeking to drive business impact through innovation or a practitioner seeking to institutionalise your expertise, the ECP is designed to unlock cross-functional pathways across the spectrum.**

- Take on teaching roles as visiting faculty or Professor of Practice.
- Design and deliver executive education programmes.
- Contribute to curriculum development across institutions.
- Prepare for academic leadership roles.
- Build a platform for structured thought leadership.





## Make the Shift with Confidence

**Built for experienced professionals and academics, the ECP equips you with the credibility, perspective and practical expertise to design impactful learning journeys for the leaders of tomorrow.**

### **The AI Advantage**

The ECP moves beyond the use of AI as a learning tool with a curriculum that emphasises AI use at every level of teaching, be it course design, curriculum development or case writing.

### **Distinguished Educators**

The ECP is delivered by accomplished faculty and experienced practitioners who bring deep academic insight, contemporary teaching methods and decades of leadership experience into the classroom.

### **High-Calibre Peer Network**

Learn alongside an accomplished cohort of senior corporate practitioners, CHROs, L&D leaders and academicians, gaining diverse perspectives and rich industry insights.

### **Practice-Led Learning**

Designed around real-world application, the ECP helps you translate industry expertise into engaging classroom experiences and relevant learning outcomes from day one.

### **Global Certification**

The ECP is certified by the European Foundation for Management Development (EFMD), making it one of the first programmes of its kind aligned with globally benchmarked management education standards.



## A Structured Pathway

The ECP prepares you to move beyond subject expertise and become an educator who can shape thinking, influence practice and create impactful learning experiences across industries and classrooms.



### Curriculum & Course Design

- Understand organisations to design effective curricula.
- Master course design for MBA, EMBA, and executive education.
- Leverage Gen AI tools to enhance and accelerate course design.

### Multidisciplinary Thinking

- Apply proven frameworks to address business imperatives.
- Leverage the framework of frameworks for issue-based learning.

### Teaching Methods & Academic Writing

- Write contemporary cases for custom learning journeys.
- Facilitate case discussions and deliver engaging lectures.
- Drive Gen AI augmentation for better learning outcomes.

### The Academic Ecosystem

- Build perspectives on building and managing institutions.
- Manage mindshare, productivity, teaching excellence, and relevance.
- Gain insights from academia-led business and policy dialogues.

# Curriculum: Built for the AI-enabled Educator

At the heart of the ECP lies an AI-integrated approach to teaching and learning. Participants explore how AI can support curriculum development, case writing, simulations, personalised learning and classroom engagement, while building the broader capabilities required to excel in management education.

## Module 1

### Curriculum & Course Design

- Understanding academic organisations and learning ecosystems.
- Curriculum design for BBA, MBA, eMBA, Exec Ed and custom programmes.
- AI-empowered course and learning experience design.
- Pedagogies for classroom, online, and hybrid learning formats.

## Module 2

### Academic Writing & Case Development

- AI-enabled content development and academic writing.
- Applied research articles and contemporary publishing approaches.
- Case study development using real-world business contexts.
- AI and LLM-assisted academic writing techniques.

## Module 3

### Teaching Methods

- Live case studies and experiential learning methods.
- Interactive classroom facilitation and gamification techniques.
- Issue-based and discussion-led learning approaches.
- AI-enabled course delivery and personalised learning experiences.

## Module 4

### Framework of Frameworks

- Integrating proven academic and strategic frameworks.
- Strategic approaches to complex problem solving.
- Multidisciplinary thinking for business and leadership challenges.
- 2-day workshop on 'Multidisciplinary Framework of Frameworks'.

## Module 5

### Enhancing Corporate Impact

- Strategic pathways for improving business performance.
- Growth imperatives and evolving market dynamics.
- Corporate governance beyond compliance.
- Translating industry realities into classroom learning.

## Module 6

### Academic Leadership

- Building and managing academic institutions.
- Managing faculty, learner engagement, and institutional relevance.
- Driving research productivity and teaching excellence.
- Strengthening recruiter and industry relevance.

## Module 7

### Academia–Industry–Policy Interchange

- Academia-led business and policy dialogues.
- Influencing policy through issue-based research and writing.
- Building stronger academia–industry collaboration.
- Connecting research insights with real-world impact.

## Module 8

### Building Your Pracademic Brand

- Building credibility within academic and practitioner ecosystems.
- Publishing practitioner journals and working papers.
- Developing thought leadership and long-form writing skills.
- Creating a distinctive pracademic identity.



## Learn from Leaders in Teaching & Innovation

The ECP faculty brings together distinguished academicians, globally recognised researchers and accomplished industry leaders who combine academic depth with real-world expertise. Their collective experience across AI, digital transformation, leadership, innovation and management education ensures learning that is contemporary, practical and future-focused. The faculty pool comprises eminent national and international academic training leaders, including:



**Prof. Rajendra Srivastava**

Vice Chairman, IIFR;  
Former Dean, ISB;  
Former Provost, Singapore  
Management University



**Prof. Ashish Sinha**

Professor of Marketing,  
UQ Business School;  
Visiting Professor of Executive  
Education & Research Fellow, ISB



**Prof. Ramakrishna Velamuri**

Visiting Professor at ISB, IIMA,  
CEIBS, IESE Business School,  
Rotman-Bocconi GEMBA,  
and BITSOM



## Pioneering Practice-informed Teaching and Research

Backed by Bharatiya Vidya Bhavan, IIFR is building a future-focused ecosystem for practice-informed teaching, research and academic leadership development.

Through globally aligned programmes, distinguished faculty and strong industry integration, IIFR enables professionals and educators to contribute meaningfully to the future of management education.

The centre and its programmes are certified by the European Foundation for Management Development (EFMD), an organisation associated with the highest standards of global management education quality.

Best known for frameworks such as EQUIS – associated with only a small fraction of leading business schools worldwide – EFMD certification ensures global benchmarking and management education excellence.



CREATE YOUR  
ACADEMIC PATHWAY.  
BUILD YOUR LEGACY.



## International Institute for Faculty & Research

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