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# SNATIKA

Boosting Careers of Professionals

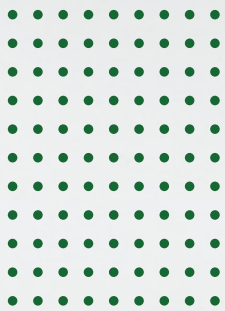


## DOCTORATE PROGRAM IN STRATEGIC MANAGEMENT AND LEADERSHIP - QUALIFI

12 MONTHS | ONLINE

[www.snatika.com](http://www.snatika.com)





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# SNATIKA™

Boosting Careers of Professionals

## WHAT IS SNATIKA?

Back in 2020, we saw many hard-working senior professionals stuck in the same position without any prospect for growth. The simple but overlooked reason for this glass ceiling was the lack of reputed academic qualifications on their CV. This lack haunted their career prospects during the pandemic and the subsequent economic disruption. It might be even more so in the future.



The situation was unfair because, due to their commitments and age, senior professionals were deprived of opportunities to pursue any reputed qualifications without hurting their career prospects, financial stability, or family commitments. The idea of enrolling for a Degree/Diploma/Certificate moving away from their hometown, and quitting their jobs was impractical and scary.

Being in the education industry for years, we wanted to help them out of this rough spot. Above all, we wanted to create an online platform where they could pursue their Degree, Diploma or Certificate programs without quitting their jobs, moving away from their families, or getting into debt without a source of income.

This is how SNATIKA was created in Mumbai, India. Our founders and the team had decades of experience in

the education industry, which gave us a head start. We knew our adult learners needed nothing less than a reputed and globally recognised degree/diploma/certificate to make it to the top. We partnered with reputed international education institutions to provide our learners with relevant and prestigious academic qualifications. SNATIKA has also been ISO certified for its Admission Process and Academic Delivery Process. We continue to provide one of the largest bouquet of programs exclusively for senior professionals across different domains.

Our mission is to serve senior working professionals with a fair opportunity to pursue career-enhancing professional programs through our state-of-the-art Learning Management System.

# Meet the TEAM

Get to know the team working behind the scenes to provide you with the highest-quality online education.



**Sunil Janardhan**

Founder Director

Sunil is a seasoned professional with 28 + years of rich experience in conceptualising and driving high-end

strategic business models across diverse global economic hot-spots. Sunil has the privilege of travelling & doing business pan India & across 33 countries worldwide.

He has extensive hands-on experience and knowledge of Africa, Middle East, Asia & CIS markets. He has successfully managed different cultures, team members & partners across demographics/industries. He comes with expertise in International Business, Consulting, Sales & Marketing, Profit Centre Operations, Business Development,

Key Account Management, Product Launches and Distributor/ Channel Management.

He has also been part of various strategic tie ups & JV's. Sunil specialises in finding new markets for sales growth. He has worked across large, medium & start-up organisations. He has associated with organisations like Aptech Ltd, ITI EdVest, Kuoni Travels, Kohinoor Technical Institute & Trade Wings.

Sunil has done his Post Graduation in International Business. He is based out of India.



**Premjit Biswas**

Founding Member  
(Director of Education)

Premjit is a senior professional with over two and a half decades of experience in the Education and Training domain.

He brings in his immense experience of handling large operations across different geographies. Premjit also has considerable knowledge of entrepreneurship, innovation and skills development. He has experience in developing and managing partners and business operations in multiple countries.

He has also managed global projects. He firmly believes that the success or failure of a program lies in the impact it has had on the lives of the beneficiaries. Hence, programs should be designed keeping this as a focal point. That way the beneficiaries not only help themselves but help others and in turn continually increase the impact radius.

In his 20 years of corporate life, Premjit has been associated with large organisations like Aptech, Autodesk and Wadhvani Foundation. He was the founding member of a non-profit organisation - Tikсна Mission Trust. At Tikсна he worked relentlessly at the grassroots level, building a diverse environment to work & thrive in and enabling entrepreneurs.

Premjit is based out of India and has done his majors in Hospitality Management.



**Prof. Raj Gill**

Advisory Member

An influential , entrepreneurial COO and Pro-Vice Chancellor, Professor

Raj Gill has over 40 years' experience in Higher Education and has held senior posts in Higher Education in UK and internationally. His experience of Trans National Education (TNE) includes international marketing and Higher Education development in Asia, Africa and the Middle East.

Professor Gill has published widely in learned journals and publications, and has chaired numerous sessions and presented at international

conferences and symposia.

Professor Gill is based out of the UK and has a degree in Manufacturing Engineering and a PhD in Computer Simulation for Manufacturing Processes.



**Roger Chetty**

Advisory Member

Roger is an entrepreneur and corporate strategist with more than 20 years' senior management experience

across several industries including Motor, Construction, Manufacturing, Education and Management Consulting. His career began in market research and customer services with Blue chip brands such as BMW, DaimlerChrysler, Audi, Standard Bank, and the South African Chamber of Business.

He has served on various boards during his illustrious career and has also co-authored several university policies and procedure documents. Roger is known for forging

relationships with governments, educational institutions, and corporates all across Africa and the Middle East. He has been associated with organisation like Sika South Africa, University of KwaZulu-Natal – South Africa and NCC Education - UK.

Roger currently lives in Cape Town, South Africa and has an MBA degree from the Maagement College of Southern Africa.



**Thierry Cabou**

Advisory Member

Thierry Cabou is an expert on finance and economics domains. He focuses on investment and business development activities across Europe, Africa and India. He is also a

Founding Member, Lifetime member and Representative for Africa for the Africa India Economic Foundation (AIEF). He is advisor to Bank of Asia and Asia Pacific Development Bank. He is a Knight of the Sovereign Order of St John of Jerusalem of Rhodes and Malta.

Thierry provides advisory and management services to government and large institutions. With Merrill Lynch, his group has arranged for several African governments' investment facilities up to 600 million US dollars after receiving mandates from these governments.

He has secured with his partners a 400 million Euros plan for the oil and refinery sector in Senegal.

Mr. Thierry Cabou is educated in Paris, France, where he got degrees in International Business Law from Pantheon Sorbonne University.

# COUNT ON OUR QUALIFICATIONS

**ISO**  
9001:2015  
Certified

Learners are guided by SNATIKA at each level to choose the right program, and the final decision to provide admission rests with SNATIKA. SNATIKA's admission process ensures that only those learners who are apt for the program get admitted to our programs. Learners are provided with the right resource material, academic support, and timely assistance for them to successfully complete their program. We are able to provide this across genders, races, time zones, and geographies because of a strong academic delivery process, which is aptly supported by our PhD/ Doctorate facilitators. SNATIKA's academic delivery process ensures this is done flawlessly.

SNATIKA is certified for ISO 9001:2015 for "Admission Process & Academic Delivery Process."



Universidad Católica San Antonio de Murcia (UCAM) is a fully accredited European University founded in the year 1996. The university is strategically located in Murcia, Spain, with a Campus of more than 16,000 students and around 1,000 professors. The World University Ranking especially highlights the internationalisation capacity of UCAM. The university has a diverse academic offer, constantly adapting and consistent with the real needs of society. MBA degree is awarded by UCAM under the provision of university private degrees - Título Propio.

SNATIKA learners are awarded MBA degrees from UCAM.

**othm**  
qualifications

OTHM, UK, is an awarding body which is approved and regulated by Ofqual - Office of the Qualification and Examinations Regulations, UK (a UK government department). Ofqual is responsible for maintaining standards and confidence in international qualifications. Ofqual also regulates the National Curriculum Assessments in England. OTHM aims to support professions and industry by providing excellent qualifications that contribute for a highly qualified and experienced workforce.

SNATIKA is an accredited/ approved training partner of OTHM.

**LONDON**  
GRADUATE SCHOOL

London Graduate School, UK offers excellent university programmes designed for students to gain knowledge and skills for a fast-changing and complex world. LGS promotes learning and sharing of knowledge by offering a blend of teaching and learning methods that combine personal and professional development with world-class academic knowledge. We have partnered with LGS to provide UK university degrees.

SNATIKA learners are awarded MA, MSc, or MBA degrees from a UK University through LGS.

**THE UNIVERSITY OF**  
**BUCKINGHAM**

Buckingham University is the oldest of Britain's independent universities and the only one in the UK with a Royal Charter. The university is ranked in the Top 10 by The Complete University Guide 2023 for Student Satisfaction and by The Times and The Sunday Times Good University Guide 2022 for Teaching Quality. It has also been awarded the QAA Quality Mark for meeting or exceeding UK expectations for quality and standards.

This partnership with the university is through LGS.

**QUALIFI**  
APPROVED CENTRE

QUALIFI, UK is recognised as an Awarding Organisation (AO) by Ofqual-Office of the Qualification and Examinations Regulations in the UK. QUALIFI must assure the regulators to continue the General Conditions of Recognition in England and that of the approved centres must meet the same exacting standards. And these qualifications combine UK standards with relevant international content, so learners can achieve their full potential in today's global economy.

SNATIKA is an accredited/ approved training partner of QUALIFI.

**IDM**  
Creating Opportunities  
Nurturing Achievers

IDM has over four decades of experience in the higher education sector. Having closely worked with the industry and brought global education to local students, IDM has pioneered the way forward in getting international recognition for talented students. The organisation aims at exceeding the Quality & Standard expectation and has been awarded the ISO 9001:2015 certification.

SNATIKA learners are awarded a BSc (Hons), BA (Hons), MA, MSc, or MBA degree from the University of Gloucestershire through IDM.

**UNIVERSITY OF**  
**GLOUCESTERSHIRE**

The University of Gloucestershire, a UK state university, is the degree awarding institution. It is located in the edge of the stunning Cotswolds and has three campuses which are based in Cheltenham and Gloucester. The University is a diverse, vibrant community of 12,000 students and 1,500 staff. The University has scored 90/100 and are placed in the top tier of the new SOS-UK net zero ranking. Ranked 6th globally in the Postgraduate Research Experience Survey, 2019.

This partnership with the university is through IDM.

# SNATIKA DOCTORATE PROGRAM IN STRATEGIC MANAGEMENT AND LEADERSHIP - QUALIFI

In simple terms, a strategy is the position or stance an organisation adopts to compete, survive and succeed in its environment. Strategic management is the conception, management and execution of this position. However, these seemingly simple definitions hide tremendous complexities. This program is designed for developing and implementing effective strategies across ambitious growing organisations. A Doctorate - Level 8 Diploma is the highest diploma level qualification and makes you a cut above the rest. Strategic management is for Executive Directors and Senior Managers and for those who have the authority and personal inspiration to translate organisational strategy into effective corporate performance. Our online program builds strategic capabilities of experienced professionals. The Diploma requires aspiring or current directors and senior managers to build a knowledge and understanding in strategic direction and leadership and to focus growth and performance across all levels of an organisation; making it competitive and responsive to acquiring tomorrow's business.

## Who is it meant for?

SNATIKA is a dedicated platform for senior professionals. Hence, SNATIKA's Doctorate Program in Strategic Management & Leadership is tailored for

- ▶ C- Level Executive across industries (private, government and non-profit sectors)
- ▶ Advancement in current career
- ▶ Pursue careers in leadership consulting



## Eligibility

You need to be at the top level of the corporate hierarchy to be considered for this program.

Eligibility criteria for SNATIKA Doctorate programs are:

- ▶ Masters Degree with
- ▶ Minimum 5 years of Managerial Work Experience



## MODULES

### UNITS COVERED

- Leadership Qualities and Practice
- Culture and its Impact on Strategy
- Personal Leadership Development as a Strategic Manager
- Strategy Development in Cross Border and Global Organisations
- Strategic Planning for Cross Border and Global Organisations
- Strategic Direction in Cross Border and Global Organisations
- Strategic Communication
- Research Methods

## OVERVIEW

SNATIKA's Doctorate Program in Strategic Management & Leadership is the highest diploma level qualification and makes you a cut above the rest. Our Subject Matter Experts have designed the pedagogy that will meet the demands and fulfil the needs of a busy senior professionals. Our PhD-level Masters Guides will help you through the program.

# UNIT SPECIFICATIONS

## Unit -1: LEADERSHIP QUALITIES AND PRACTICE

### Unit Aims

The unit explores the links between leadership and management at the strategic level. Different leadership styles and underlying principles and concepts will be considered. The unit will explore how team performance can be evaluated and optimised to realize strategic

business and operational objectives. The unit covers the links between strategic management and leadership, key leadership principles, theory and organisational strategy.

### LEARNING OUTCOMES

- ▶ Be able to understand the relationship between strategic management and leadership
- ▶ Be able to recognise leadership qualities that support organisational mission and values
- ▶ Be able to make use of different leadership strategies and understand their impact on organisational direction



## Unit -2: CULTURE AND ITS IMPACT ON STRATEGY

### Unit Aims

This unit aims to develop deep understanding of the complexities of organisations that operate internationally and how that affects strategy development. The unit will use reasoned and researched perspectives and aims to develop alternative perspectives.



### LEARNING OUTCOMES

- ▶ Be able to evaluate and critique international organisational policy and strategy
- ▶ Be able to evaluate the impact of cultural influences on international organisational decision making
- ▶ Be able to challenge the nom concepts of stakeholder power, status and roles

## Unit -3: PERSONAL LEADERSHIP DEVELOPMENT AS A STRATEGIC MANAGER

### Unit Aims

This unit is about strategic leadership skills required by directors and senior managers to successfully lead international organisational strategic activity working with partners, buyers, suppliers, customers and competitors.

#### LEARNING OUTCOMES

- ▶ Be able to identify personal skills required to deliver strategic leadership ambitions
- ▶ Be able to manage personal leadership development to support achievement of strategic leadership ambitions
- ▶ Be able to evaluate the effectiveness of the strategic leadership development plan
- ▶ Be able to assess the impact of strategic leadership development on the success of international organisational strategy



## Unit -4: STRATEGY DEVELOPMENT IN CROSS BORDER AND GLOBAL ORGANISATIONS

### Unit Aims

This unit addresses strategy development for cross border or global organisations that face challenges that include political, religious, cultural and social divides and the administrations of organisations operating within particular countries or boundaries.



#### LEARNING OUTCOMES

- ▶ Be able to establish a process for developing and formulating strategy
- ▶ Be able to analyse and evaluate the factors that influence strategy
- ▶ Be able to lead the process of developing and formulating strategy

## Unit -5: STRATEGIC PLANNING FOR CROSS BORDER AND GLOBAL ORGANISATIONS

### Unit Aims

The unit examines the range of influences and impacts on cross border or global organisations and how that contributes to successful strategy formulation and the management of risk.

#### LEARNING OUTCOMES

- ▶ Be able to analyse the planning and implementation of existing inter-organisational strategies
- ▶ Be able to analyse the theories and methods of strategy formulation used
- ▶ Be able to evaluate the role and impact of strategic intelligence
- ▶ Be able understand and utilise the impact of cultural differences based on research



## Unit -6: STRATEGIC DIRECTION IN CROSS BORDER AND GLOBAL ORGANISATIONS

### Unit Aims

This unit will allow senior strategic managers to explore the influences and impacts upon cross border and global policy and strategy. It will support improvements in setting direction, the approach to and in forecasting success of cross border or global policy and strategy.

#### LEARNING OUTCOMES

- ▶ Be able to evaluate the influences upon policy and organisational strategies
- ▶ Be able to assess the roles of relevant partners in the formulation of interorganisational strategy
- ▶ Be able to evaluate the impact of economic factors in cross border or global-organisational policy objectives and strategy
- ▶ Be able to improve cross border and global organisational strategy, planning and implementation
- ▶ Be able to posit a future view of how trends and events can and will influence cross border and global organisational policy and strategy



## Unit -7: STRATEGIC COMMUNICATION

### Unit Aims

The unit aims to develop the ability to critically assess and appreciate the impact of media for international organisations. It considers stakeholders, political and pressure groups as well as the part played by media owners.

### LEARNING OUTCOMES

- ▶ Be able to ascertain the significance of media on international organisational strategy
- ▶ Be able to evaluate the impact of global and everpresent media on stakeholder opinion



## Unit -8: RESEARCH METHODS

### Unit Aims

The aim of the unit is to develop the learner's knowledge and understanding of academic practice and approaches to research. It utilises a problem-based learning approach to develop your practical

competence in aspects appropriate to academic practice and research in business and management.



### LEARNING OUTCOMES

- ▶ Be able to understand and apply different research methods that can provide realistic and applicable outcomes
- ▶ Be able to use standard research methodologies
- ▶ Be able to produce research reports

## WHY CHOOSE SNATIKA?

SNATIKA's Doctorate programs offer the best value for the investment that a learner makes in her/his education. The same is accomplished that by being awarded with an authentic qualification from an UK educational body, along with a certificate from SNATIKA. Upon successful completion of the doctorate program; SNATIKA offers:

- Level 8 Diploma from QUALIFI, UK.
- Doctorate Program Certificate from SNATIKA.

### Accreditation ensures that quality and regulatory standards are met.

SNATIKA is an approved learning centre of Qualifi, UK. Qualifi is an awarding organisation in the UK, which is regulated by the OFQUAL (Office of Qualifications and Examinations Regulation) and Qualifications Wales. Since Ofqual also regulates the National Curriculum Assessments in England, SNATIKA students get to study the same course units as their peers taking the same qualification in the UK.

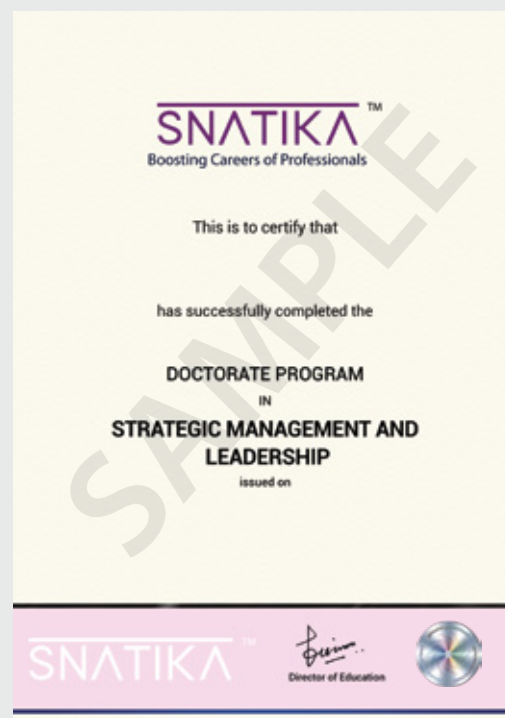


## What You Will Earn

You will receive the following certificates after the successful completion of the program:



Level 8 Diploma  
QUALIFI,UK



Doctorate Program Certificate  
SNATIKA

Disclaimer: The above images are for reference purposes only.

# Admission Process

SNATIKA has limited seats for each program. Therefore we follow a first-come, first-served process of admission and applications are evaluated as soon as they are received. The earlier you apply, the better your chances are for securing your admission to our Doctorate program given that all the documents and requirements are satisfied.

The step-by-step admission process is outlined below.



For more details visit : [www.snatika.com](http://www.snatika.com)

# INFORMATION



## State of the art LMS

The program delivery happens through the robust and user friendly SNATIKA LMS (Learning Management System). It is accessible 24x7 from anywhere in the world.

## The SNATIKA pedagogy

Our Doctorate programs have been designed by SNATIKA's Subject Matter Experts who have decades of experience in the education industry. The pedagogy is smartly designed to fit the program content into the busy schedules of professionals. You will need just 2 - 3 hours of daily input to succeed in the program.

The immersive nature of the syllabus, coupled ideally with the learner's experience, makes the program easier to comprehend and complete in the shortest duration. The assignment based assessment makes the learner grasp the concepts from the roots and enhances the research, critical thinking, and writing skills thereby.



## PhD Level Guides

SNATIKA learners will be supported by our PhD level Guides upon the batch start date. SNATIKA's PhD level Subject Matter Experts will help you with all the challenges you face academically throughout the program.

## Session Dates

Aspiring candidates may join in any one of our yearly sessions.

You can check the website ([www.snatika.com](http://www.snatika.com)) for current information on the closing date of admissions and the batch start date.



## Selection Process

Selection is based on the details provided during the application process. Admission is granted on a first-come-first-served basis.

# INFORMATION

## Program Format- Online

The entire duration of the bachelors program is delivered through state-of-the-art Learning Management Systems.

You'll study the first stage through SNATIKA's LMS and the second stage is delivered through the our partner's LMS.



## Duration of the Program

The duration of the program is 12 months. All SNATIKA programs are self-paced; providing flexibility to our learners.

This duration only changes in case you fail to meet the requirements of the assignment and the deadline passes.

## Program Fees

Please visit our website ([www.snatika.com](http://www.snatika.com)) to check the updated fees for the respective programs.

All learners are required to deposit the fee in full within 5 days of receiving the admission offer letter email.

To ease the financial burden on your shoulders, we offer an Instalment option for depositing the program fee.



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## For further details

web: [www.snatika.com](http://www.snatika.com) | email: [info@snatika.com](mailto:info@snatika.com)



INDIA

+91 8047183355



NIGERIA

+234 1 8880209



SOUTH AFRICA

+27 21 8259877



REST OF THE WORLD

+ 44 20 3287 6900