

# SHAPING LEADERS WITH ETHOS

# LEAD COLLEGE OF MANAGEMENT



**W**hen molding future management leaders, it is important to give them personalized attention and profound care besides teaching management. Building a strong foundation is a major key to raising effective business leaders who can deal their cases with empathy and congruity. There are but only a few business management institutes in India who foster these perspectives and Lead College of Management is one such institutes.

LEAD campus is located at a picturesque, scenic location at the foothills of Dhoni, Palakkad, Kerala. Founded in 2011, under the umbrella of M/s. Prompt Charitable Trust, LEAD is AICTE approved, National Assessment and Accreditation Council (NAAC) accredited and a University of Calicut affiliated institution.

#### **Faculty Resource Power at LEAD**

LEAD stands for Leadership & Entrepreneurship Academy, Dhoni. LEAD being equipped with professionally qualified, industry oriented and competent faculties, consists of a rich blend of top class academicians and industry professionals of which a large percentage are doctorates. LEAD faculties were teaching in top notch management institutions in India and outside inheriting the modus operandi of management teaching form best institutions and implanting the same at LEAD.

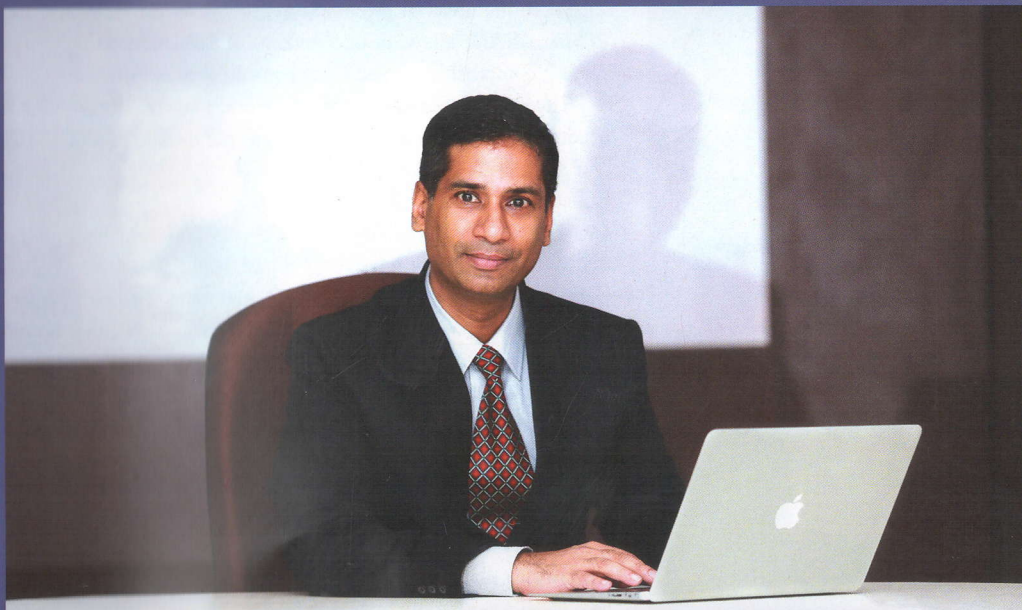
LEAD, while choosing its faculty, looks for an individual who is not only a teaching pillar but also as a good motivator and guide. The institute ensures to raise the standard of its faculty in terms of interaction and guidance, academic excellence, and through learning from the experiences envisaged in the past years. Faculties at LEAD allow students to “learn” than “teach”.

#### **Research and Consulting Activities at Lead**

Making its mark through research activities, LEAD has designed a Centre of Research Consultancy and Publication (CRCP), which cater scholarly supervision to high quality research in academic and industry domains. CRCP aims at providing services like; preliminary consultation for preparing research design, interpretation and report writing, preparation of data collection tools, suggesting some analytical tools and methods, setting a research forum with peer presence, co-researchers and members, supporting



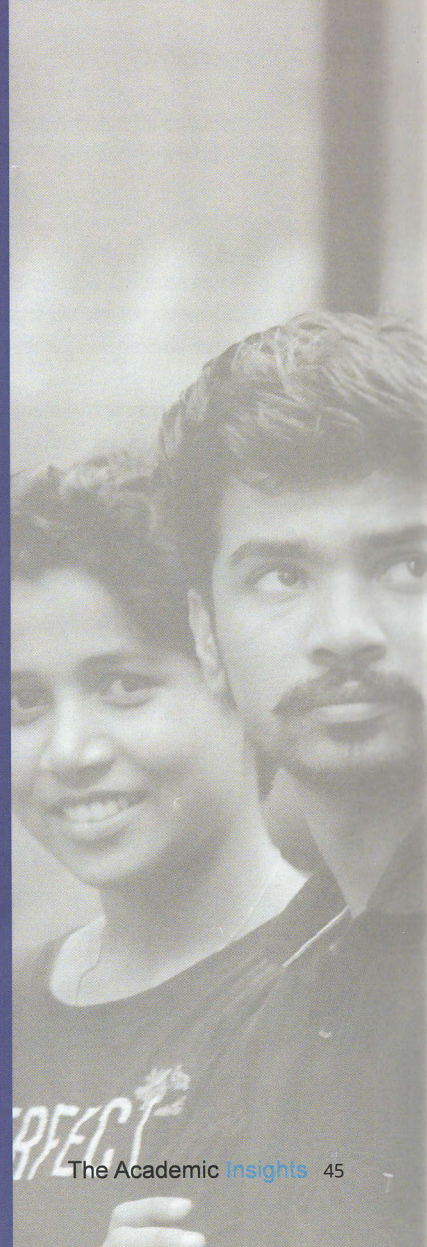
*We don't remember days,  
We remember moments...*



### Meet the LEADer

Dr. Thomas George K, Director, LEAD school of management, took his M.Sc. in Applied Psychology, M. Phil in Psychology, M.Phil in Management and obtained his Doctorate on the thesis 'Enhancing Competencies of Engineering and Management Students' from Bharathiar University. In 1994, he started his professional career as an entrepreneur of a startup computer firm called Prompt Computers.

In 2002, he set out to fulfill his calling, and took a career as a soft skill trainer focusing mainly among the youth and students. As time flew, he became an 'International Trainer' of JCI wherein he has visited 35 countries for training. Dr. Thomas is also bestowed with the prestigious 'Best Institution Builder' award by the National Institute of Personnel Management for his devotion and expertise in developing young managers.



for publication of research findings in journals, undertaking research and consultancy projects assigned by corporate and other bodies.

### Teaching and Learning Redefined at LEAD

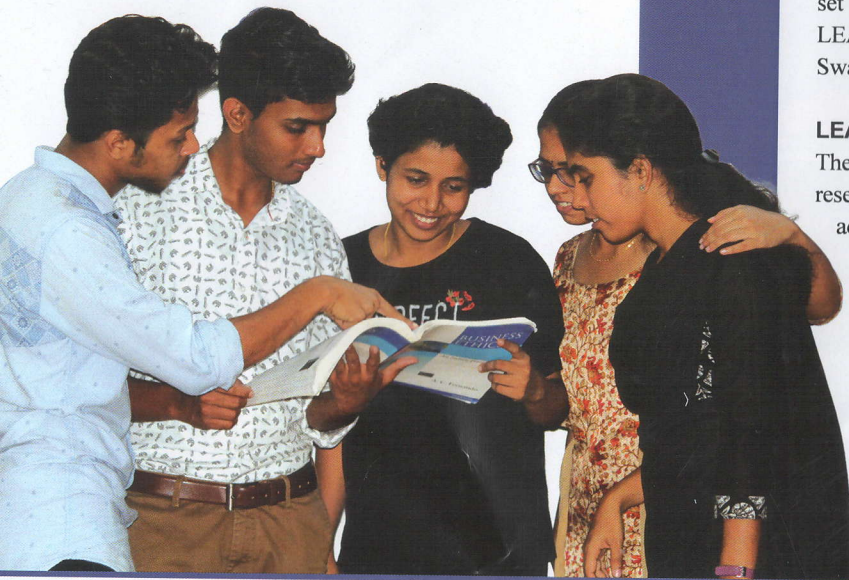
The Institute gives importance to teaching and learning and constantly watching out and cloning the pedagogical changes happening in the teaching of management and bench mark against successful institutes. Case study teaching is one of such initiatives LEAD practices for each and every course. With the objective of amalgamating textbook knowledge with industry sessions, LEAD insists on sessions where current business news is analyzed, and the sessions duly evaluated by respective faculties. Additionally, debates on current topics and stories of 'Fortune 500 companies' are internalized. 'Online certifications on emerging topics' are also encouraged for students and closely monitored by faculties.

Industry visits and research reports besides internships in a thoughtfully designed and carefully executed pattern augment the learning process pretty good. In fact, LEAD ethos subscribe to the idea that "management is often learned outside the class than inside"

### Mentoring at LEAD

Lead College of Management undertakes mentoring activities where personalized attention is given to students. 12 students are tagged to a faculty designated as mentor, and each mentor conducts an interactive sessions with their mentees, to identify their core competencies, edge, and improvement areas and start working on polishing the competencies and bridging the gap between required skills and present skills. Apart from this, the performance of mentees both in academics and skill development are tracked and the feedback is being shared with the students and their guardians.

A mentor may share with a mentee (or protégé) information about his or her own career path, as well as provide guidance,



motivation, emotional support, and role modeling," says Dr. Thomas George K, Director, Lead College of Management. Mentoring is the key differentiating factor and a potentially a value addition that distinguishes LEAD from the contemporaries.

### Industry Connect at LEAD

The institute invites eminent personalities from various organizations. The successive interactions that ensue help in molding youngsters into corporate-ready managers and bold team leaders. About 100 plus organizations, small, medium and big are constantly associated with LEAD in the areas of providing assistance by offering their experts to visit LEAD, allowing our students and teachers to participate in research, internship, projects and consulting assignments.

These organizations hand hold our students throughout their academic life and extend placements as per their requirements too.

### LEAD and the Local Community

LEAD is synonymous with local events and is a home for such endeavors: whether it religious, cultural, beaucocratic, administrative, political or neo political. LEAD maintains cordial relationship with the neighborhood and the local administration and a household name in Palakkad. The notable extension activity with which LEAD gives back to the community is through its ISR activities. LEAD students have worked as special police during Panchayath Elections, set up medical camps and eye camps for the benefit of local public. LEAD students volunteer in all the major programs like, INDEXPO, Swaralaya, and Nadham-the local meets.

### LEAD and the Entrepreneurship Initiatives

The Centre for Entrepreneurship was established in 2012 to facilitate research, learning and development, information and support, and advocacy through an application of shared-value creation and self-actualization of entrepreneurs. Our mission is to provide the skills, tools, and coaching to facilitate drive within entrepreneurs who think differently. We identify interventions and focus on asset-building within the first 500 days of business.

Moving forward, LEAD intends to start a business incubation centre for developing entrepreneurship, obtain accreditation from NBA, AACSB, EQUIS, and AMBA, and also become a Centre of Excellence in various domains including business analytics. With a lot of accolades and awards in its kitty, LEAD school of management is on its way to become one of the top self financing institutions in south India soon. 🇮🇳