

global
education
lab



UNIVERSITY OF
CAMBRIDGE
Judge Business School

GLOBAL INDIA LEADERSHIP PROGRAMME



9–13 March 2026 | Cambridge, UK

Designed for: CXOs, Founders, Senior
Executives, Entrepreneurs

Five Days. One Cambridge Experience. A Lifetime of Impact.

The **Global India Leadership Programme (GILP)** is more than just a course, it's a **once-in-a-lifetime opportunity** to immerse yourself in the Cambridge experience and access world-class executive education at a **fraction of the usual cost of Tier-1 programmes**.

For the first time, Cambridge Judge Business School has co-created a programme **tailored for Indian CXOs and entrepreneurs**, delivering a rare blend of academic insight, practical frameworks, and peer learning, all in a concentrated, five-day format that maximises impact without taking leaders away from their businesses for weeks.

This is **Cambridge made accessible and affordable** – a chance to challenge your thinking, expand your global network, and return with the clarity, confidence, and Cambridge-certified edge to lead India's growth story on the world stage.

Key Takeaways

Cambridge-Certified Leadership Edge

Gain world-class frameworks, insights, and strategies from Cambridge Judge Business School and return with a prestigious certificate that signals your readiness to lead on a global stage.

Real-World Impact with Measurable Outcomes

Not only will you apply cutting-edge frameworks and simulations to your business challenges, but Cambridge specialists will work with you to **translate these learnings into real outcomes**. A post-programme AI adoption assessment will measure the tangible impact of your participation, ensuring you see clear ROI.

Powerful Global Network

Join an exclusive cohort of Indian CXOs, founders, and senior leaders, building lasting relationships with peers and Cambridge faculty that extend far beyond the five-day programme.



800+ years

of Cambridge history
shaping global leaders



10,000+ startups

supported by the Cambridge
innovation ecosystem



£6.4B+ funding

raised by Cambridge deep tech and AI
ventures



Top 3 globally

for research, entrepreneurship, and
innovation



£36B UK–India trade corridor

set to grow with the Free Trade Agreement

KEY BENEFITS



Strategic Clarity

Frameworks to navigate disruption and growth



Expert Faculty

Learn from Cambridge's leading academics & practitioners



Global Network

Connect with CXOs & entrepreneurs from across India and UK



Leadership Presence

Improve communication, negotiation & boardroom impact



Real-World ROI

Measurable post-programme AI adoption assessment



Cambridge Experience

Formal dinners, punting, historic tours & networking

WHO SHOULD ATTEND

- CXOs & senior executives driving transformation
- Entrepreneurs & founders scaling innovative ventures
- Family business leaders & board members
- Senior managers preparing for global leadership roles
- Policymakers & ecosystem builders engaging with the private sector

PROGRAMME LEADERSHIP



Prof. Jaideep Prabhu

Programme Director, Vice Dean & Professor of Marketing & Frugal Innovation at Cambridge Judge Business School

The Global India Leadership Programme is about more than learning – it's about transformation. In Cambridge, we give leaders the tools to think creatively, harness AI and innovation, and shape the future of their organisations in a rapidly changing world.



Dr. Mark Bloomfield

Co-Director- GILP, AI & Leadership Expert, Fellow at Cambridge Judge Business School

AI is no longer optional for business leaders – it is the lens through which strategy, innovation, and transformation must now be viewed. Through the Global India Leadership Programme, we empower executives to harness AI responsibly and creatively, building lean, future-ready organisations that can thrive in a rapidly changing world.

Programme Content & Experiential Learning

Leadership & Strategy

- Leadership styles in Indian & global contexts
- Strategic frameworks for the AI era
- AI-based business scenario simulations
- Blue ocean strategy & sustainable advantage

Learning outcome – You will be able to recognise and adapt leadership styles for both Indian and global contexts, leading with confidence in diverse environments. You will learn to apply strategic frameworks built for the AI era, using AI-driven business simulations to test decisions and predict outcomes in a safe setting. By the end of the programme, you will know how to craft and implement blue ocean strategies that create uncontested market space and long-term competitive advantage.

Frugal AI for the CXO

- Practical AI applications for cost-efficient innovation
- Lean AI strategy: doing more with less
- Responsible & ethical AI adoption
- Building scalable AI roadmaps

Learning outcome – You will discover practical ways to integrate AI into your organisation cost-effectively, focusing on measurable impact over unnecessary complexity. You will be able to design a lean AI strategy to do more with fewer resources while remaining agile. You will understand frameworks for ethical and responsible AI adoption, ensuring compliance and trust. Most importantly, you will leave with a customised, scalable AI roadmap for your business.

Branding, Marketing & Digital Innovation

- Storytelling & brand-building
- Customer-centric growth strategies
- Leveraging data & analytics for measurable impact
- ESG marketing & emerging AI trends

Learning outcome – You will learn to tell powerful brand stories that engage customers and strengthen market positioning. You will be able to design customer-centric growth strategies that drive results and use data analytics to measure and optimise marketing impact. You will stay ahead of disruption by understanding ESG marketing and the latest AI-driven innovation trends, preparing you to future-proof your organisation's brand strategy.

Public Speaking & Negotiation

- Mastering pitches & persuasive delivery
- Storytelling for influence
- Role-play exercises to sharpen deal-making skills

Learning outcome – You will develop the ability to deliver compelling pitches, communicate with clarity, and inspire confidence among stakeholders. You will refine storytelling techniques that persuade and motivate teams, investors, and partners. Through practical role-play exercises, you will sharpen your negotiation skills and gain the confidence to handle complex, high-stakes business discussions globally.

Finance & Corporate Governance

- Boardroom dynamics & influence
- Linking brand to financial performance
- Designing growth-focused financial strategies

Learning outcome – You will understand how boardroom decisions are shaped and gain strategies to influence them effectively. You will be able to link branding and marketing investments directly to financial performance, building stronger cases for growth initiatives. You will leave ready to design and implement financial strategies that support global expansion and long-term shareholder value.

Cambridge Traditions & Networking

- Walking tour of historic Cambridge
- Punting on the River Cam
- Formal college dinner with faculty
- Peer-to-peer networking sessions

Learning Outcome – You will experience the history and traditions of Cambridge through guided walking tours, punting, and formal college dinners. You will have the opportunity to engage directly with world-class faculty and peers, exchanging ideas that spark collaboration. You will leave with a powerful new network of CXOs and thought leaders committed to driving impact in India and beyond.

Programme Structure & Dates

February 2026

Pre-programme assessment & pre-reading materials

2 x Online Sessions

Interactive sessions with lead faculty before arrival

9–13 March 2026

In-person residential programme in Cambridge

June 2026

Post-programme assessment with Frugal AI Hub to measure AI adoption outcomes



FACULTY & SPEAKERS



Prof. Jaideep Prabhu

Programme Director & Facilitator – Frugal Innovation
Vice Dean and Professor of Marketing at Cambridge Judge Business School



Dr. Mark Bloomfield

Programme Co-Director – AI & Leadership, Fellow at Cambridge Judge Business School



Prof. Shasha Lu

Facilitator – Customer-Centric Innovation in the AI Era
Associate Professor in Marketing at Cambridge Judge Business School



Prof. Lionel Paolella

Facilitator – Leadership & Strategy
Associate Professor in Strategy & Organisation at Cambridge Judge Business School



Prof. Raghavendra Rau

Facilitator – Corporate Governance

Sir Evelyn de Rothschild Professor of Finance at Cambridge Judge Business School



Prof. Eden Yin

Facilitator – Building Branding Strategy

Associate Professor in Marketing at Cambridge Judge Business School



Prof. Oğuzhan Karakaş

Facilitator – Boardroom Dynamics

Associate Professor in Finance at Cambridge Judge Business School



Prof. Kamiar Mohaddes

Facilitator – Leadership for a Sustainable World

Director of Global Executive MBA Programme at Cambridge Judge Business School



Marvin Fernandes

Facilitator – Branding for Financial growth

*Co-Director of the Centre for India & Global Business at
Cambridge Judge Business School*



Elizabeth Osta

Facilitator – AI Frameworks & Digital Innovation

Co-Lead at the Frugal AI Hub at Cambridge Judge Business School



Serish Venkata Gandikota

Facilitator – AI Frameworks & Digital Innovation

Co-Lead at the Frugal AI Hub at Cambridge Judge Business School



Guy Doza

Facilitator – Public Speaking & Art of Negotiation

Renowned Author and TEDx speaker

Master Class by Lord Karan Bilimoria



About Lord Karan Bilimoria

Lord Karan Bilimoria, Baron Bilimoria, is a British-Indian entrepreneur and life peer famed as the founder of Cobra Beer and a member of the House of Lords. He merged Indian entrepreneurial spirit with global ambition, growing Cobra from a niche import into an international brand, weathering financial crises, restructuring, and forming a joint venture with Molson Coors. Beyond business, he has held roles including Chancellor of the University of Birmingham, President (and Vice President) of the Confederation of British Industry, and crossbench peer in the House of Lords.

About His Masterclass Session

In this session, hosted at King's College in collaboration with King's E Lab, GILP participants will engage directly with Lord Bilimoria as he shares firsthand lessons on starting and scaling a global business. He will draw from his journey building Cobra Beer and navigating high-stakes negotiations, offering strategic insights into leadership, resilience, and the art of dealmaking. This will be a rare opportunity for participants to ask questions, internalise frameworks, and glean mentorship from one of the most respected Indian entrepreneurs in the UK.

Programme Fee & Packages

Package	Fee (incl. all taxes)	Inclusions
Basic	£4,900	Tuition, learning materials, formal dinner, networking dinner, sightseeing & punting, daily refreshments, participation certificate
Single Accommodation	£6,100	Basic inclusions + single room (4-Star or Equivalent)
Double Accommodation	£6,300	Basic inclusions + double room (4-Star or Equivalent)

Cancellation & Refund Policy

- **Cancellations on or before 9 January 2026** : 50% refund of the total programme fee.
- **Cancellations between 10 Jan – 7 Feb 2026** : 25% refund of the total programme fee.
- **Cancellations on or after 8 Feb 2026** : No refund will be issued.

Refunds are processed in GBP; FX fees apply if paid in other currencies

Application Deadlines

- **Round 1 (Early Bird):** 30 October 2025
- **Round 2 (Final):** 30 December 2025 *(10% higher fee)*

The Cambridge Advantage

For over eight centuries, Cambridge has nurtured some of the world's greatest thinkers — from **Isaac Newton to Stephen Hawking** and is home to a thriving innovation cluster producing **10,000+ startups**.

The **collegiate system** fosters intimate learning and deep reflection, giving participants the opportunity to dine in historic halls, walk in the footsteps of Nobel laureates, and experience a unique environment that encourages **bold, transformative thinking**.

Enrich Your Cambridge Experience

Alongside the programme, enjoy:

- Walking tour of Cambridge's historic colleges
- Punting on the River Cam
- Formal Cambridge college dinner
- Visits to innovation hubs & incubators
- Museum tours (Fitzwilliam, Whipple Science Museum)
- Cambridge University Botanic Garden

APPLY NOW

Seats are limited to ensure a highly personalised learning experience

Learn more & register

www.globaledulab.com/indialeadership

Contact us

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Programme Enquiry (WhatsApp)

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