

U21Global Case Study

To boost
Satyam's strategic
leadership
excellence, and
further its “trusted-
advisor” strategic
relationships with its
customers around
the globe.



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B Rama Raju
Co-founder and CEO
Satyam Computer Services



Introduction

U21Global not only admits individual students to its graduate programmes but also works very closely with corporations around the world. Some corporate clients include Citigroup, Maersk, CNBC, HP, Singapore Tourism Board, Indian Oil Corporation (IOCL) and Satyam. This is an example of how U21Global and Satyam have worked together in the area of customised corporate programmes.

Satyam Computer Services

Satyam Computer Services (NYSE: “SAY”) is a leading global consulting and IT services company, offering a wide array of solutions customised for a range of key verticals and horizontals. From strategy consulting right through to implementing IT solutions for customers, Satyam straddles the entire IT space.

It has excellent domain competencies in verticals such as Automotive, Banking & Financial Service, Insurance & Healthcare, Manufacturing, Telecom-Infrastructure-Media-Entertainment-Semiconductors (TIMES). As a diverse end-to-end IT solutions provider, Satyam offers a range of expertise aimed at helping customers re-engineer and re-invent their businesses to compete successfully in an ever-changing marketplace.

Satyam's network spans 55 countries, across 6 continents. Nearly 40,000 dedicated and highly skilled IT professionals, work in development centers in India, the USA, the UK, the UAE, Canada, Hungary, Singapore, Malaysia, China, Japan and Australia and serve over 558 global companies, including over 163 Fortune 500 corporations.

Since 1944, the American Society for Training and Development (ASTD) presents the ASTD BEST Awards to companies that demonstrate enterprise-wide success through employee learning and development. In 2007, the ASTD BEST Award first place ranking went to Satyam Computer Services, in recognition of Satyam's efforts of providing quality education opportunities for their staff.

Certificate of Global Business Leadership



What was the Business Imperative to go in for the CGBL Programme?

The CGBL programme, termed as the Certificate of Global Business Leadership, will equip selected leaders at Satyam with best-in-class skills taught in MBA programmes to expand and deepen global strategic leadership capabilities.

The objective and focus of the programme is to boost Satyam's strategic leadership excellence, and further its "trusted-advisor" strategic relationships with its customers around the globe.

Speaking on the partnership, B Rama Raju, co-founder and CEO, Satyam Computer Services, said, "Having recognised the need to grow global leaders, we have continuously taken initiatives to create an eco-system for nurturing this growth. It is also imperative to arm ourselves with current best practices from global innovators in education and training."

"The three-year tie-up today will enable us to draw upon the required learnings and thought processes from their knowledge base and experiences, and we are glad to extend the same to our associates," Raju added.

What solution did U21Global provide?

U21Global (the online graduate school backed by the Universitas 21 network of recognised global universities) and Harvard Business School Publishing HBSP (a wholly owned subsidiary of Harvard University) collaborated in defining, selecting and delivering suitable learning content for the programme. While HBSP provides significant leadership development content, case studies, and online leadership modules; U21Global delivers suitably integrated additional content, participant management, and assessment processes.

How is the programme Implementation being done?

Satyam School of Leadership (SSL) plans to enhance the global business leadership skills of more than 3,000 Satyam leaders over the next three years. The 6.5 month programme, fully sponsored by SSL, has been developed and designed exclusively for the company and the selection of the participants is based on nominations and performance. U21Global makes the final eligibility decision with the SSL team, based on a detailed evaluation process of each application.

Assessment of course participants includes a Harvard Business School case analysis which is a team assignment, and a reflective and integrative final project. Assessments are thoroughly grounded in real world contexts, and often include a live workplace related case. Innovative facets of the CGBL programme include the Peer Mentorship offering and the effective use of iPods for leaders traveling to client sites. The Peer Mentorship enables course participants to draw upon the wealth of dynamic business experiences of senior leaders who have graduated from the programme.

How is the Progress of the programme/tie-up so far?

The U21Global partnership commenced in April 2006, designed to extend over the duration of three years, while drawing upon a faculty of well-known professors from all over the world. Over 300 associates have graduated from the programme within the first 1¹/₂ years. Our associates are also very pleased with the programme as they have given an average of 86% approval rating to the evaluation of subject and faculty.

For information on how U21Global can help you or your company attain your development goals, please call us at
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