



Executive Development Program in **Advanced Strategic Management**

From IIM Raipur



TALENTEGE 

Live & Interactive Digital Learning

Program Overview

Unveil the most powerful strategies, and be on your way to professional progress!

The Executive Development Program in Advanced Strategic Management aims to build an in-depth understanding in the participant about strategy and strategic management. Mid-level managers responsible for making strategic decisions in line with the business goals, must be fully aware of the various tools and frameworks that provide a helping hand for the same. Post the completion of this course, the participant will be able to decipher the various intricacies of planning and execution of the most appropriate strategy that will bind the organization at an operational level.

This course would be of immense value to experienced practitioners, managers and business owners, who are ready to step into independent leadership roles and consultants. The ultimate goal of a strategic manager is to implement the most suitable strategy, in the most effective manner, and see it through to successful completion.

The specific objectives of the course are:

- Provide an understanding, from first principles, about “strategy” and “strategic management”
- Enable participants to decipher the context in which strategy is formulated and strategic management practiced
- Provide participants an exposure to models, frameworks and other tools of Strategic Management
- Promote strategic thinking among the participants

Program Highlights



Certificate of completion from IIM Raipur

Opportunity to gain a certificate of completion from IIM Raipur



Transition to Higher Levels of Management

Facilitate smooth transition of middle managers to shoulder senior management responsibilities



6-Day On-Campus Immersion Modules

Participate in 2 On-Campus interventions of 3 days each to be held at IIM Raipur, that provide participants with an opportunity to experience the campus, meet the faculty and network with fellow participants



360-Degree Understanding of Strategic Management

Get an all-round understanding of factors which contribute to achieving high performance, growth and sustainability to business



Leading Theoretical Perspectives

Gain in-depth understanding of strategy and strategic management of business



Qualify to earn Executive Alumni status from IIM Raipur

Participants successfully completing the program and registering with IIM Raipur, by paying an alumni fee will receive an “Executive Alumni” status from IIM Raipur

Eligibility

Education

- For Indian Participants - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline
- For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country

Work Experience

- Minimum of at least 5 years of work experience

Who Should Attend

- **LEADERS:** Professionals who have the responsibility to carve out strategic directions for their business units and/or organization
- **MANAGERS & FUNCTION HEADS:** Mid-level managers and function heads seeking to transition into general management roles and assume corporate level leadership positions
- **EXECUTIVES:** Those preparing for the roles of corporate strategists, business unit leaders, managers of diverse global teams, P&L Leaders etc.
- **PROFESSIONALS:** Working professionals from varied domains like Finance, Marketing, HR, Manufacturing, etc. who are presently engaged in or intending to move into positions that require them to address strategic issues

Certificate

Certificate of Completion will be awarded to participants successfully passing the evaluation criteria and satisfying the attendance requirements.

Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation certificate.



Pedagogy

The primary method of conduct of this program will be through ONLINE LIVE lectures. The program will leverage a blended learning approach and utilize a combination of LIVE lectures, case analysis, discussions, exercises, assignments, group/individual presentations, term projects, quizzes and tests. All enrolled students will also be provided access to our institute library through remote access authorization which will enable them to access other learning aids, reference materials, assessments, case studies, projects and assignments as appropriate.

All enrolled students will also be provided access to our SLIQ Cloud Campus through which students may access other learning aids, reference materials, assessments, case studies, projects and assignments as appropriate. Throughout the duration of the course, students will have the flexibility to reach out to the professors, real time during the class or offline via our SLIQ Cloud Campus to raise questions and clear doubts.

Syllabus

MODULE 1 - Understanding Role of Strategy in Business

- Origins of strategy: Underlying philosophy and historical trajectory
- Definitions of strategy and its implication
- Strategic thinking under different world views

MODULE 2 – Why Organizational Growth and Performance Need Strategy

- Understanding logic of business and business models
- Organizational Aspiration & Strategic Management
- Business Environment and Industry Analysis
- Resource Based View of the Firm
- Corporate Strategy
- Strategy Evaluation - Balanced Score Card

MODULE 3 - Competition and Developing Competitive Advantage

- Competition & Competitive Advantage
- Competitive intelligence
- Competitive Dynamics
- Growth and Diversification
- Models and frameworks for analysis and decision making

MODULE 4 - International Business for Growth

- Risks in International Business
- Economic Integration and Cooperation
- Foreign Market Evaluation & Entry
- International Business Strategy & Operations
- Joint venture and alliances

MODULE 5 - Mergers and Acquisitions

- Motives of M&As
- Understanding M&A process
- M&A valuation and deal structuring
- Post-merger integration

MODULE 6 - Role of Innovation in Securing Strategic Advantage

- Innovation as fountainhead of strategy
- Innovation - Content and Process
- Design Thinking
- Technology Strategy
- Business Model Innovation
- Innovation Management

MODULE 7 - Strategy Execution, Leadership and Change Management

- Organizations - Theory, structure and systems
- Leadership - Traits, Skills and Practice approaches
- Establishing Structural Change
- Change management - The soft side
- Job Design and Understanding Strategic Failure

MODULE 8 - Ethics and its Influence on Emergent Strategy

- Limits of business domain
- What is the right thing to do
- How value system influences decision making
- Role of networks in business strategy

MODULE 9 - Strategy for Emerging Markets and Knowledge Economy

- Firms in Emerging Markets and their Strategies
- Internationalization of emerging market firms
- Business Models in a Knowledge Economy

Campus Component

This program includes two on-campus components of 3 days each which will take place at IIM Raipur campus. On-Campus session 1 will be held at the beginning of Term 2, the specific dates for which will be communicated in due course, in line with Government's advisory on Covid-19 related situation. On-Campus session 2 will be held towards the end of the program.

Attendance to both the On-Campus Components is mandatory for all participants of this course.

Faculty



Lt. Col. Dr. Samar Singh

FPM (IIM Ahmedabad), PGDM (IIM Kozhikode), M.Tech (IIT Kharagpur), B.Tech (IIT Bombay)

His areas of interest in academics are focused on the human element in the field of strategic management and include Strategy as Practice and Leadership as Practice in context of Indian family businesses, Group Relations, Business Ethics, Philosophy, and Role of Innovation in Strategy Emergence/Evolution.

He has served in the Corps of Engineers of the Indian Army for 23 years and has had the opportunity to serve all over India – from Jammu and Kashmir to Kerala – in wide ranging capacities, with different organizations (within and outside Army), in operations and in peace. An avid outdoor activity loving person, he is well versed in different adventure sports such as car rallying, sailing, scuba diving, hang gliding, white water rafting and rowing.



Prof. Satyasiba Das

Post Doc (National University of Ireland, Galway) Dr.Philos (Norwegian University of Science and Technology, Trondheim, Norway), MBA (Hult International Business School, Boston, US), M.Phil (Norwegian University of Science and Technology, Trondheim, Norway)

Prof Satyasiba Das is currently working as Associate Professor in Strategic Management at Indian Institute of Management Raipur, where he teaches core, advanced and executive management programs. Prof Das is a highly accomplished academic and consultant with a comprehensive scholastic and professional background in Entrepreneurship and venturing process, Technology and Innovation Management, and Growth Strategy. He has received an MBA degree from Hult International Business School, USA; M.Phil in Social Change, and Dr Philos from Norwegian University of Science and Technology, Trondheim, Norway. He is also a recipient of EU Marie Curie Postdoctoral fellowship for 2007-2010 and worked with National University of Ireland Galway and Government of Ireland.

In the early decade long international consulting career, he has led more than fifty multi-disciplinary teams to deliver complex time bound consulting projects for EU member states, preeminent development agencies, and private sector organizations. Some of his clients include World Bank; Asian Development Bank; UNIDO; Government of India (Various Departments); Siemens Healthcare (Laboratory) Diagnostics, USA; The Telegraph, UK; Volkswagen, India; DNV, Norway; ABB; and Indian Oil. Prof Das is associated with multiple medical device start-ups from inception stage to successful commercialization of the products. Prof Das has nearly 75 international publications in international journals, cases, and conferences. He teaches Advanced Competitive Strategy, Strategic Execution and Corporate Restructuring, New Venture Creation, and Digital Strategy for Business at IIM Raipur.

Assessment

Evaluation methodology is the discretion of the faculty. The methodology includes online exams, case analysis, class contribution and any other component as decided by the respective course faculties. A minimum of 75% attendance is a prerequisite for the successful completion of this program. The program may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the program to actual organizational decision scenarios. The participants will have to secure the minimum pass marks in the respective evaluation components.

Program Details

- **Program Commencement:** 20 June 2021
- **Schedule of Classes:** Sundays from 10.00 a.m. to 01.15 p.m. IST (3 hrs)
- **Duration:** 1 Year

Program Fee

- **For Indian Residents:** INR 1,80,000 + GST
- **For International Residents:** USD 3800
- **An additional charge of INR 1500 + GST per day is payable towards boarding charges (including twin-sharing accommodation and meals) at IIM Raipur for the On-Campus immersion session.**

(installment options available)

About IIM Raipur



Indian Institute of Management (IIM) Raipur was set up by the Government of India, Ministry of Human Resource Development in 2010 at Raipur, the capital of Chhattisgarh. Ranked 19th amongst B-Schools in India by Govt of India MHRD-NIRF Rankings 2019, IIM Raipur offers flagship 2 years full-time Post-Graduate Program in Management (MBA) as well as the Post Graduate Program in Management for Working Executives (PGPMWE). IIM Raipur believes in preparing ethical leaders who are not only committed to business, commerce and industry but are also socially conscious towards their contribution in nation-building and bring in name for the country globally. IIM Raipur is also committed to excellence in research and has a strong doctoral (Ph.D.) program along with a supportive ecosystem promoting research within the faculty fraternity. IIM Raipur has strong international collaborations for student exchange programs with prominent universities and institutes in 13 countries across the globe including Australia, Chile, Germany, France, Greece, South Korea, Mexico, New Zealand, Austria, Peru, Russia, Slovakia and Thailand.

IIM Raipur Online also offers consulting services to design and implement policies, systems and processes in functional and cross-functional areas of business. Besides, regular in-campus and in-company training programs are conducted by IIM Raipur faculty members for supporting industry requirements. IIM Raipur started functioning out of its sprawling new campus in Atal Nagar, Raipur from 2018. The new campus spread over 200 acres is a state-of-the-art campus offering a blend of modern architecture, culture and heritage of Chhattisgarh.

For More Details

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