



INDIAN INSTITUTE OF  
MANAGEMENT, LUCKNOW

Advanced Program in  
**Strategic Management for  
Business Excellence**

Batch 2 | From IIM Lucknow

## Objectives

**The greatest danger in times of turbulence is not the turbulence; it is to act with yesterday's strategies and logics**

In this heavily competitive and equally uncertain business environment, any organization that is committed to succeed has to constantly identify and explore strategic alternatives as well as align resources and ensure implementation. The responsibility to strategically manage and lead a business to success while balancing everyday demands and internal as well as external challenges can prove to be daunting to most leaders who do not have any structured knowledge of what strategic management entails.

This advanced program in Strategic Management offers this subject as a structured and precisely defined concept that can be implemented in a measurable fashion. The program teaches structured concepts, methodologies, skills, tools and techniques, which once implemented appropriately and effectively, are likely to ensure that such strategic initiatives achieve the desired outcomes.

## Benefits



**Certificate of Completion  
from IIM Lucknow**



**Gain In-Depth Understanding of  
Strategic Management Concepts**



**Coverage of all the Pertinent &  
Dynamic Aspects of Strategy**



**6 days of On-Campus  
sessions**



**Learn from the expert faculty  
of IIM Lucknow**



**IIM L MDP Alumni status**

# Syllabus

## MODULE 1: STRATEGIC ANALYSIS

- Concepts of Strategic Management, Creating Competitive Advantage
- External Analysis and Industry Structure
- Internal Analysis
- Case Analysis

## MODULE 2: BUSINESS ENVIRONMENT

- Economic Indicators
- Economic Policy Instruments
- Global Economic Environment

## MODULE 3: FINANCIAL MANAGEMENT

- Financial Statement Analysis
- Risk and Return, Valuation of Bonds and Shares, Cost of Capital and Beta Estimation
- Budgeting Decision
- Valuation of Firms

## MODULE 4: FUNCTIONAL STRATEGY FORMULATION

- Operations Strategy
- Supply Chain and Logistics Management
- Sales and Marketing Strategy
- Services Marketing
- Strategic Marketing

## MODULE 5: BUSINESS & CORPORATE STRATEGY FORMULATION

- Business Strategy
- Corporate Strategy: Creating Value Through Diversification
- Mergers and Acquisitions
- Strategic Alliances
- Vertical Integration
- International Strategy

## MODULE 6: ENTREPRENEURSHIP & INNOVATION

- Entrepreneurial Strategy
- Incubating Startups
- Case Analysis
- Technology, Innovation and Strategy
- Valuations of Unlisted Private Firms

## MODULE 7: STRATEGY IMPLEMENTATION

- Management of Change
- Creating Effective Organization Design
- Strategic Control and Corporate Governance
- Ethics
- Implementing Sustainability
- Case on Sustainability Paradigm
- Implementing Innovation & Fostering Corporate Entrepreneurship

## MODULE 8: STRATEGIC LEADERSHIP

- Persuasion and Influencing Skills
- Leadership Communication - Audience Centric Communication
- Leadership Styles
- Thinking Skills
- Leadership Excellence
- Human Resource Management

## MODULE 9: ADVANCED CONTEMPORARY THEMES IN STRATEGY

- Competition & Law
- Case of Digital Age Mega Corporations
- Managing in a VUCA World
- Summing Up

### CAMPUS COMPONENT

*This program includes 2 on-campus interventions of 3 days each, which will take place at IIM Lucknow - Noida campus. The dates for the on-campus modules will be communicated subsequently. Attendance to the campus component is mandatory for all participants. However, the campus visit dates may be rescheduled due to any revised advisory from the government authorities or the institute's policy on residential training, owing to COVID-19 related developments at that time. In case of such rescheduling, adequate notice will be provided to participants to make necessary travel arrangements.*

## Who Should Attend

- **Industry Leaders** - Leaders responsible for making critical business decisions and setting the strategic course of action for the organization
- **Business Unit & Divisional Heads** - Responsible for establishing and achieving growth objectives for their respective Business Units
- **Middle-Level Executives** - Professionals aspiring to move into leadership roles and contributing to the organizational growth and revenues

## 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

- Working professionals with a minimum of **7 years** of work experience
- Enrolment in this course is dependent upon participants clearing an online self-assessment test. The application fee to take the assessment test would be Rs.1500 + GST / USD 25 which will be non-refundable. If and only if the applicant clears the assessment, he/she will be able to enrol for the course

*Note: For program aspirants with more than 20 years of work experience, selection will be on a case-to-case basis*

## Selection Criteria

- Completed application form
- Satisfaction of the pre-defined qualification and work experience criteria
- Substantiating Documents
- Clearing the Entry Assessment

## Benefits Of IIM L Executive Alumni Status

- Receipt of all programme brochures and newsletters from IIM Lucknow (MDP Office)
- Details of Souvenirs available with the MDP office can be shared.
- Lifelong access to a network of distinguished IIM Lucknow Executive Alumni
- Access to the IIM Lucknow Campus Library (onsite access)
- 10% discount in fee for any additional program (Open program, Online) at IIM Lucknow (Lucknow and Noida campus)
- 10% group discount on the fee for reference of participants (Minimum group of five)
- A one time registration fee of Rs.10,000 + GST is payable directly to the Institute upon successful completion of the program

## Program Details

- **Program Commencement:** 19 September 2021
- **Schedule of Classes:** Sundays from 10.00 a.m. to 01.15 p.m. IST (3 hours)
- **Duration:** 9 months
- **Program Fee:**  
**For Indian Participants** - INR 2,50,000 + GST  
**For International Participants** - USD 4950  
*Instalment Options Available*
- **Application Fee:**  
**For Indian Participants** - INR 1500 + GST  
**For International Participants** - USD 25

## Pedagogy

The primary method of instruction will be through LIVE lectures that will be beamed online via Internet to student desktops/laptops or classrooms. The pedagogy will comprise of a balanced mix of lectures, case studies, live-corporate examples and general discussions. All enrolled students will also be provided access to Talentedge's Cloud Campus - SLIQ - through which students may access other learning aids, reference materials and assessments, case studies, projects and assignments as appropriate. Throughout the duration of the program, students will have the flexibility to reach out to the professors, real time during the class or offline via SLIQ Platform to raise questions and clear their doubts.

## Certification

Successful candidates will receive a Certificate of **Successful Completion from IIM Lucknow**. Candidates will not qualify for successful Completion if they fail in more than two courses or overall attendance for program is less than 75%. Those with requisite participation but unable to complete successfully will receive a **Certificate of Participation**.



## Assessment

A minimum of 75% attendance to the LIVE lectures is a prerequisite for the successful completion of this course. The course may require participants to work on individual/group assignments and/or assessments. The main objective of such assignments/assessments will be to help the participants apply their conceptual learning in the course to actual organizational decision scenarios. The participants will have to secure the minimum pass marks in the respective evaluation components. Evaluation methodology is the discretion of the faculty. The methodology may include online assessments, assignments, presentations, projects or any other component as decided by the faculty. Participants who successfully complete the same and satisfy the requisite attendance criteria, will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation certificate.

## Faculty



**DR. ANADI PANDE**

**PROFESSOR OF STRATEGIC MANAGEMENT  
IIM LUCKNOW**

Dr. Anadi Pande is a Professor of Strategic Management at IIM Lucknow. He is also the Faculty In Charge and Director of IIM Lucknow's Incubator, which is a Section 25 company. He had three periods of engagement with IIM Lucknow as a full time faculty. These being December 2000 to March 2006; August 2014 to October 2015; and November 2016 to present. He is a unique amalgam of academics and industry. He worked with Tata Motors Ltd. for sixteen years and was identified for leadership positions through a fast track scheme of the company. He was Head of Project Engineering at TML's Lucknow plant during its formation and later was Head of Vehicle Assembly factory. He worked for Hero Honda motors for eight years as part of the leadership team being Head of Corporate Planning and Corporate HR. He built alliances for the group; leading separation negotiations to give strategic freedom to Hero Honda (separation of JV). As Project Head, he built the world's largest capacity two wheeler factory at Haridwar. He has deep IR experience. In 2014 he moved to Larsen & Toubro, Mumbai, where he was Head - Corporate Strategy/Initiatives, reporting to Chairman. Later he joined Hero Cycles Ltd as Director, Corporate Strategy and Corporate HR, reporting to CMD. There he joined the Board of Directors of a British Subsidiary, Avocet Sports, Manchester. He writes and uses cases for pedagogy and has published research in both national and international blind peer reviewed journals of repute.

## Faculty



### **DR. CHANDAN SHARMA**

**Professor Business Environment  
IIM LUCKNOW**

Chandan Sharma is faculty of Business Environmental at Indian Institute of Management, Lucknow, India. He teaches Macroeconomics, International Economics and Finance, Public Economics and Econometrics. His research focuses on Industrial Economics, Infrastructure, Development Economics, Political Economy and Shadow Economy. He has worked extensively on firm-level productivity, ICT, R&D, Infrastructure and growth nexus, Optimum currency Area (OCA) and International reserves. He has completed several research projects sponsored by Government of India and multilateral agencies. He is a recipient of Best Young Economist award-2013 given by the Indian Econometrics Society. He received a Ph.D. from University of Delhi.

## For More Details

Visit - [www.talentedge.com](http://www.talentedge.com)

Write in to - [enquiry.dtd@talentedge.in](mailto:enquiry.dtd@talentedge.in)

Call at +91 - 9873022020

