



## Faculty Development Programme Corporate Strategy

Date: January 20<sup>th</sup> – 22<sup>nd</sup> 2023  
(Offline at IIM Indore Campus)

# IIMI FDP

### Programme overview:

The Corporate Strategy Course deals with the organizational and leadership challenges/choices facing multi-business firms. The course provides students with a unique perspective on how corporations formulate a vision and develop strategies to allocate resources and create synergies across their portfolios of businesses.

In this course, you will get practical and field-tested methods that corporate leaders use to achieve sustained results. Using the case study method you will examine strategies of successful and failed corporations.

**Objective:** Formulation and implementation of corporate strategy

### Content:

- Strategy formulation,
- Corporate scale scope,
- Organic and inorganic growth,
- Blue ocean strategy,
- Related and unrelated diversification,
- Innovation,
- International strategy
- Spinoffs
- Strategic dissonance
- Strategic leadership

### Faculty:

IIM Indore faculty members will handle sessions

### Target audience:

Faculties, PhD students, Masters Students.

### Delivery Mode:

The programme shall be coordinated and delivered by expert faculty members from IIM Indore. Participants will be required to attend the programme in residential mode, wherein they would be provided suitable accommodation at IIM Indore during the duration of training. Classes would be scheduled daily between 9:00 AM and 05:15 PM.

### Certification:

IIM Indore will provide 'Certificate of Participation' to participants after they successfully attend the programme.

### Contact details of the programme coordinator:

**Prof. Dr Prashant Salwan**  
Email: [psalwan@iimidr.ac.in](mailto:psalwan@iimidr.ac.in)  
Phone: +91-731-2439541

### HOW TO ENROLL

Applicant willing to participate in the programme shall enrol themselves by filling the online application form available on the website. Last date for submission of application is January 04, 2023. The applications are not complete until receipt of programme fee. Incomplete applications will not be processed.

### PROGRAMME FEE PAYMENT

The programme fee Rs. 26,550/- (Rs. 22,500/- plus 18% GST) is to be paid by way of electronic fund transfer.

### FOR MORE DETAILS, PLEASE CONTACT:

**Prof. Sanjeev Tripathi**  
Coordinator, Faculty Development Programme  
Email: [fdp@iimidr.ac.in](mailto:fdp@iimidr.ac.in)  
Tel: +91-731-2439489  
Visit: <http://www.iimidr.ac.in/academic-programmes/faculty-development-programme/>