



Faculty Development Programme Corporate Strategy

Date: February 22nd – 26th 2023
(Online Mode with 2 Sessions Each Day)

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 classes will be scheduled on an online platform. IIM Indore will provide requisite access to the online platform via a login account.

E-certification:

Upon completion of the programme a certificate of participation will be issued by IIM Indore. The certificate will be sent by post to the participants address.

Contact details of the programme coordinator:

Prof. Dr Prashant Salwan
Email: 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 February 05, 2023. The applications are not complete until receipt of programme fee. Incomplete applications will not be processed.

PROGRAMME FEE PAYMENT

The programme fee Rs. 17,700/- (Rs. 15,000/- 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
Tel: +91-731-2439489
Visit: <http://www.iimidr.ac.in/academic-programmes/faculty-development-programme/>