



INDIAN INSTITUTE OF MANAGEMENT
INDORE



IIMI
FDP

Faculty Development Programme Strategic Management for Changing Times November 21-Dec 1, 2020 (Online Mode)

Programme overview: While strategic management is supposed to be a long-term view, in times such as these, where change is rampant and unpredictable, we look at what strategy entails and its relevance in times to come. Starting with a quick introduction to strategic management, the programme is intended to highlight the changes in the environment, and the need for a new look at strategic management, with novel ways of analysing and engaging. The programme is designed with a wide variety of pedagogical mix.

Objectives:

- To provide an overview of Strategic Management
- To establish the need for a relook at Strategy, given the changing times
- To delineate how strategic management changes in a digital world
- To underline the increasing linkages between strategy and society
- To emphasize the trade-offs in navigating the VUCA world
- To highlight the necessity of Blue Ocean strategy
- To equip the participants with new frameworks and ways of analysis
- To expose the participants to a wide variety of pedagogies

Contact details of the programme coordinator:

Prof. Srinivas Gunta,
E-mail: srinivasg@iimidr.ac.in,
Phone: +91-731-2439543

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 November 12, 2020. The applications are not complete until receipt of programme fee. Incomplete applications will not be processed.

For more details, please contact:

Professor Subin Sudhir,

Coordinator, FDP

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Visit: <http://www.iimidr.ac.in/academic-programmes/faculty-development-programme/>

Content:

- Introduction to Strategy; Competitive Strategy; Corporate Strategy; Strategy Formulation and Implementation
- Resource-based View and Understanding Emerging Economies
- Strategy in a Digital World: The E- in E-business
- Strategy & Society: Stakeholder Capitalism & Corporate Social Responsibility
- Surviving in the VUCA world: Black Swans, Dragon Kings & Gray Rhinos
- Blue Ocean Strategy: Converting non-customers into customers

Faculty: IIM Indore faculty members will handle sessions

Target audience: Faculty members who have taught only core courses but not elective courses in Strategy; Faculty members who have hitherto taught allied subjects like Marketing, Finance, OB & HR and are interested in teaching core courses in Strategic Management

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.

Certificate: 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.

PROGRAMME FEE PAYMENT

The programme fee of Rs. 17,500 (Rs. 14,830 plus 18% GST) is to be paid by way of electronic fund transfer.

Name of Beneficiary: Indian Institute of Management Indore

Savings Bank A/c: 53018623445

Name of the Bank: State Bank of India

Branch: IIM Indore Campus, Rau, Indore

IFSC: SBIN0030525

Branch Code: 30525