



INDIAN INSTITUTE OF MANAGEMENT  
INDORE



## Faculty Development Programme Strategic Management for Changing Times January 3-7, 2022 (On-campus)

# IIMI FDP

**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

### 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

**Certificate:** Upon completion of the programme a certificate of participation will be issued by IIM Indore.

### Contact details of the programme coordinator:

Prof. Srinivas Gunta,  
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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 December 20, 2021. The applications are not complete until receipt of programme fee. Incomplete applications will not be processed.

### PROGRAMME FEE PAYMENT

The programme fee of Rs. 44,250/- (Rs. 37,500 plus 18% GST) is to be paid by way of electronic fund transfer..

**Testimonial:** Thank you for teaching strategy and the strategy of teaching – excellent examples, thought provoking insights! – **Sireesha Nanduri, Assistant Professor, CMS B-School and Research Supervisor, Jain (Deemed to be University), Banagalore. (2020 participant)**

### For more details, please contact:

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**Testimonial:** Case discussions, anecdotes, models, frameworks, movie clips and appropriate examples used to demonstrate and elaborate the contemporary thoughts on strategic management provided multitude of perspectives on the topic ...you could successfully LIGHT the LAMP! – **Mr, Mukesh Ranjan Das, Chief General Manager, HRD & Retail Academy, Indian Oil Corporation Limited. (2020)**