



INDIAN INSTITUTE
OF MANAGEMENT
INDORE

ANISUMA
TRAINING INSTITUTE
Dubai, UAE



INDIAN INSTITUTE OF MANAGEMENT INDORE

भारतीय प्रबंध संस्थान इंदौर

EMIC BLOCK
WORK OFFICE
OFFICES
RECEPTION
LIBRARY
CICCI

ADVANCED
MANAGEMENT PROGRAMME
FOR SENIOR LEADERS

September/October 2024 to February 2025

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PROGRAMME OVERVIEW

Today's world is changing at an unprecedented rate and as per Joseph Schumpeter's theory of "creative destruction", business cycles operate under continuous flux and need innovations to drive growth.

Solving complex problems, examining internal and external factors affecting organizations, devising strategy for maintaining bottom line are just a few critical areas that make or break today's businesses. Organizations require business leaders who are flexible, adaptable and capable of leading high-performance teams, focusing on company sustainability and most importantly leading the change to be successful.

The Advanced Management Program (AMP) is meant to assist senior executives become more perceptive and influential leaders who can help their organizations gain a competitive edge. It familiarize you to the most recent trends, ideas and concepts that are influencing global business.

The core objectives of the program is to help you



Become a transformational leader



Develop an overarching strategy through innovation



Enhance competitive advantage



Drive Organizational changes



Create value for all stakeholders



WHO SHOULD ATTEND?

AMP for ambitious senior management professionals who want to advance into general management cadre and have a desire to stay ahead of the competition.

AMP is best suited for corporate executives who want to acquire high level of strategic, high-performance, and self-aware leadership skills in order to make a personal and professional impact.

AN IDEAL CANDIDATE IS THE ONE WHO

holds leadership positions - including business heads and senior functional heads.

hold C-suite level positions at mid-size or family businesses.

is an Entrepreneur.

has at least 15 years of work experience, including minimum 5 years or more as a senior executive.



PROGRAMME MODULES

MODULE 1: U.A.E MODULE

Face to Face Sessions in Dubai – 09 Days

The advanced module will teach learners how to solve difficult problems, get a better grasp of macro trends from an outside-in viewpoint, build, and execute strategies, and use frameworks as a toolbox.

Participants are required to devote about extra 8-10 hours each month for reading the module content, preparing the case studies, and participating in virtual group discussions.

MODULE 2 : CAMPUS MODULE

Campus Immersion at IIM Indore - 06 Days

The campus module will help participants to synthesize the learnings along with the evaluation using highly integrated modules over a period of six days immersion program, on IIM Indore campus.



Group discussions /
Case study analysis



Capstone Project
Presentation



COURSE CURRICULUM

CUSTOMER EXPERIENCE MANAGEMENT & INTERNATIONAL MARKETING

- Understanding Customer Experience: Creating Winning Touchpoints
- Customer Portfolio Management and Customer Profitability
- Excellence in Service Delivery and Management
- Elements of International Marketing
- Excellence in Global Branding
- Creating a Customer Experience Programme to Succeed

SYSTEMS THINKING FOR ELIMINATION OF BUSINESSES CONSTRAINTS

- Logical Thinking Process Basics
- Resolving conflicts and dilemmas
- Building a Current Reality Tree
- Holistic Problem Solving
- Throughput Accounting for Decision Making
- TOC solution for Manufacturing, Supply Chains, Sales and Marketing, Managing Projects

DRIVE VALUE CREATION THROUGH ORGANIC & INORGANIC INVESTMENT

- Investment Analysis : Project Cash Flows and Decision Metrics
- Project Cash Flows and Decision Metrics: Case Discussion
- Interaction of Corporate Investment and Financing Decision
- Cross-border Acquisitions

ART OF NEGOTIATION

- International Negotiation
- Power in Negotiations
- Complexity in Negotiations
- 9 Party Negotiation



COURSE CURRICULUM

IMPLEMENTING STRATEGY INNOVATIVELY



- Understanding two-sided markets like Uber and eBay
- Why digital world is different.
- What VUCA is?
- Surviving and Thriving in a VUCA world

M&A AND INTERNATIONAL STRATEGY



- M&A due diligence and deal structuring
- Post-merger Integration + Role of integration Managers + Change Management
- OLI model + Uppsala model of internationalization
- Motives of Internationalization+Challenges in FDI
- Platform Strategy

CHANGE MANAGEMENT



- Competition and Collaboration
- Managing Networks
- Transformational Leadership
- Managing Culture
- Managing Organizational Transformation
- Managing change and influencing others

TRANSFORMATIONAL LEADERSHIP



- Who is a great "Leader"?
- Leadership – The Decision Dilemma
- Understanding and Managing Others
- Goal Setting and Visioning for better performance
- Measuring and Managing Performance Effectively

NEW VENTURE PLANNING



- Idea, Opportunity, and You
- It's time to Start Up: Validating and Testing Business Ideas
- Resource Mobilization and Launching the Venture
- Career Dilemma, Choice vs. Chance

TEACHING PEDAGOGY



CASE STUDY PEDAGOGY

The case study method dives into complicated business issues faced by top executives. A case study is a decision problem that the learner needs to solve as a chief decision-maker with aid of peer group brainstorming, viewpoints and counterpoints. Through conversations with the faculty and peer group, the case study approach aids in the development of knowledge and skill sets.



BUSINESS SIMULATIONS

Business simulations are a realistic, relevant, and engaging way to learn. A simulation provides hands-on experience to a participant playing variety of roles that helps them make complicated business decisions. Participants take on role-play as entrepreneurs, investors, and potential workers dealing with the challenges of negotiating agreements, determining the proper personnel balance, forming connections, and making key early choices that impact long-term success.



EXECUTIVE PEER GROUP INTERACTIONS

AMP allows you to engage and share ideas with a group of peers outside your organization. During the program, you will work with a smaller group to:

- ◆ Gain new insights from executives who span industries and countries.
- ◆ Exchange different perspectives during the case study discussions
- ◆ Present your findings and choices on the case study issues in a group setting.
- ◆ Receive constructive feedback from peers.



LEARNING BETWEEN SESSIONS

Between in-class sessions, you will have the chance to put what you have learned into practice at work. You will also get the chance to reflect on your job and offer new perspective to your company.



DISTINGUISHED FACULTY

IIM Indore has 104 well-qualified internal faculty who are supplemented by adjunct faculty members with significant industry or domain knowledge. IIM Indore’s participant-centered approach to management education has resulted in the deputation of 25 IIM Indore faculty members to Harvard Business School’s Participant-Centered Learning Program.

A diverse team of IIM Indore faculty members, all of whom are seasoned academicians with substantial research and corporate experience, will lead AMP. These faculty members have taught business executives all around the world through executive training and corporate consultancy.



“Complex business problems require simple and implementable solutions. In AMP the participants will learn how to use holistic thinking to generate powerful solutions for problems in Operations, Supply Chains, Projects, Finance, Sales, Marketing and Distribution.”

Prof. Harshal Lowalekar
Faculty - Operations

“In a globalized world business leaders need to understand and analyze the macroeconomic performance of economies and their interlinkages to formulate effective business strategies. The Global Economics module of AMLP aims to achieve this objective.”

Prof. Ganesh Kumar
Faculty - Economics

“Master the art of transformational leadership and strengthen the personal characteristics to sail through complex negotiations.”

Prof. Himanshu Rai
Faculty - Negotiation

“Become a strategic analyst, craft your corporate strategy, and lead corporate entrepreneurship. Spearhead implementation and realize your strategic vision.”

Prof. Manish Popli
Faculty - Strategy

“The programme would enable participants to gaining new perspectives for evaluating organic and inorganic growth opportunities.”

Prof. Radha Ladkani
Faculty - Finance

NETWORKING & CERTIFICATION

NETWORKING

On completion of AMP, each participants will be recognized as IIM-Indore alumnus and become a full member of alumni community, which is available to graduates of all IIM Indore management programs, offered via Anisuma, Dubai and links with past, present and future participants.

Currently, this elite network of IIM alumni includes over 750+ graduates from around the GCC, many of whom work for reputable regional and international businesses in the MEA area. Participants will benefit from lifetime learning, business concept creation, entrepreneurial pursuit, as well as networking events and refresher programs that will continue to harness connectedness and professional development possibilities as members of the alumni community.

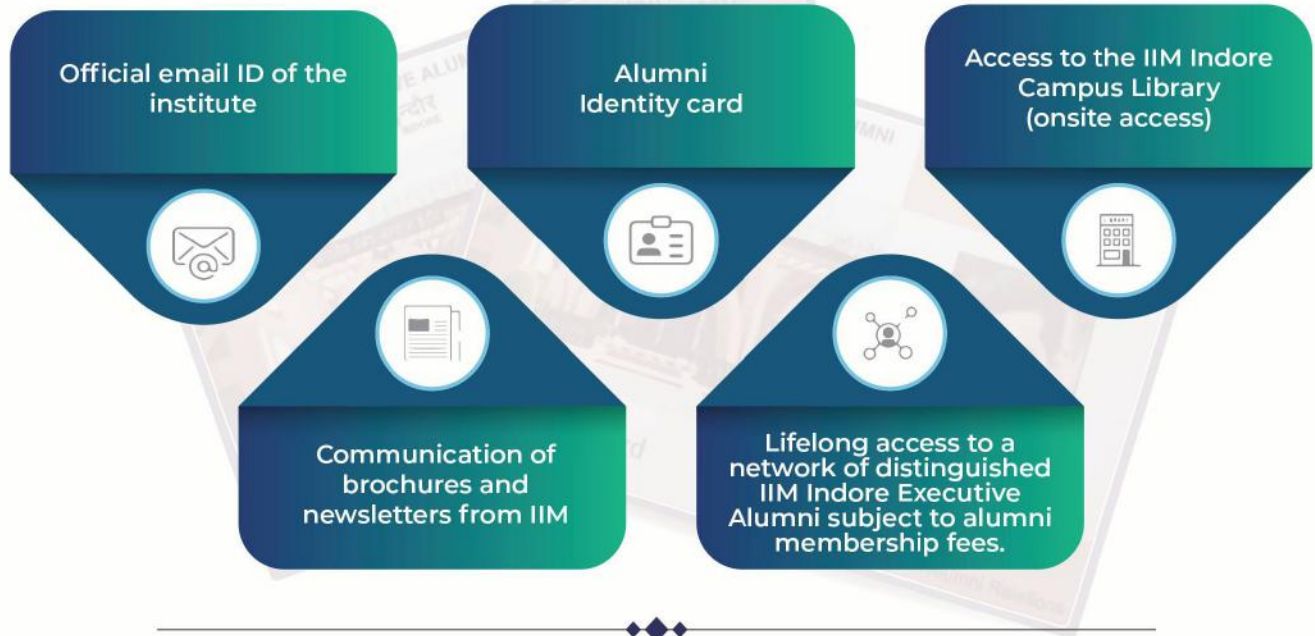
CERTIFICATION

On successful completion of the programme, the participants will be awarded a Certificate of Completion of “Advance Management Programme for Senior Leaders”.



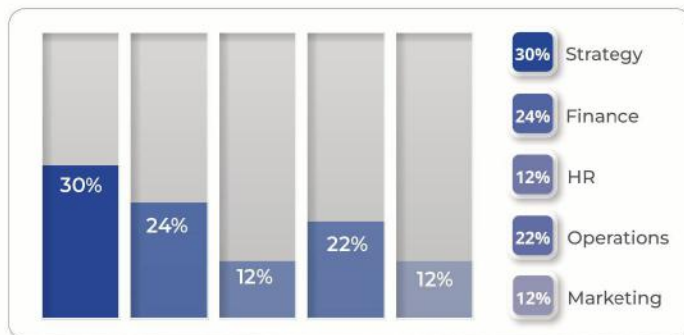
ALUMNI BENEFITS & PROFILE

ALUMNI BENEFITS

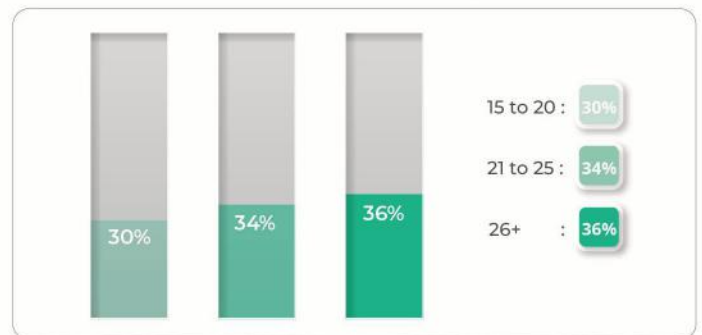


ALUMNI PROFILE

Roles Held



INDUSTRY EXPERIENCE (YEARS)



TESTIMONIAL



PRACHI SATOSKAR

Commercial Director, GFK – An NIQ Company

I joined the Advanced Management Program because I found the program was very well-structured in terms of strengthening the foundation by covering subjects like Marketing, Finance, Economics, Negotiations, Leadership on one hand and, at the same time introducing relevant topics of New Venture Planning, Merger & Acquisitions etc. and overall covered a whole gamut of topics ranging from crafting the overarching strategy to driving innovation in the VUCA world; from mastering the art of multi-party negotiation to becoming a transformational and authentic leader.

The promise that the program will support to make personal and professional impact is very well maintained and, personally, I have leveraged the frameworks, as part of the consultative selling when I speak to clients across different business functions and, discuss the solution with my clients in their language.



HERAT KUMAR

General Manager - Value Creation - Middle East and Africa Region,
Yokogawa Middle East & Africa B.S.C

In today's complex & uncertain world, for any business to leap, it demands transformational leaderships rather than transactional type. AMP from IIM-Indore has meticulously drafted all stages to cover the journey to manage challenges effectively. The core subject of Strategic operation & marketing, Theory of constraints, Change Management, Negotiations, Corporate Finance & Leadership qualities are taught, discussed, and debated in physical live classes at Dubai with absolute high-quality teaching and highly experienced peer group.

AMP learnings will not only help me to add right value for my customers on win-win basis but also to efficiently manage my internal work within the organization.



IRFAN NAIK

Head of Marketing, Stanley Black & Decker, Inc.

Advance Management program from IIM Indore is a very well curated program offering senior leaders in Dubai, an opportunity to learn from the best professors involved in shaping the future leaders of tomorrow. The diversity of the topics covered, and the unique pedagogy creates the best learning experience for everyone to maximize knowledge sharing.

As business leaders, one is faced with multitude of business challenges, and I wanted to improve my understanding about high performance leadership. The program brought the flavor of how to seek, interpret, develop, and finally, devise strategy for a well-balanced solution to a business case. The learnings from this program will help me immensely in the way I approach different activities of my function and to consciously work on solution mindset. It is a right step in the direction of transformational leadership journey.



MOHIT PANDEY

Head Of Sales META, Seagate Technology

Having worked with multinational organizations, I was exposed to many good practices. However, with Advance Management Programme, I felt a level better because, I got many new dimensions to tackle real world situations and the learning would continue to help me keep getting better on my leadership journey. I am glad that I enrolled and would recommend this program very highly to seasoned professionals.

ABOUT ANISUMA

Anisuma Training Institute is a prominent creator and supplier of customized training and executive education programmes for working professionals in a variety of areas in the GCC. We work with premier institutions across the world to provide customized training and high-quality executive education programs. We want to undertake training programs in the field of management, lifestyle, health, and tourism. Anisuma has successfully held 22 batches of various Management programmes for executives and has an alumni strength of 850+ participants, thanks to a team of highly qualified and industry experienced experts from the field of Retail and Distribution businesses.

MISSION

- ◆ Development of human capital by creating and delivering career development programmes in partnership with leading educational institutes of the world.

OBJECTIVES

- ◆ To promote high quality on-the-job education opportunities for the working executives.
- ◆ To provide value added services to businesses in the GCC region.

FOUNDERS



DR. MAHESH CHOTRANI

- Founder Director & Managing Partner**
- Cumulative work experience of over 28 years
 - PhD (IIM Lucknow)
 - Advanced Management Programme for Senior Leaders (IIM Indore)
 - MBA (IIM Lucknow), M. Fin (MU), LLM (MU)
 - Former Vice President, Jacky's Electronics U.A.E



MANOHAR PUNJABI

- Founder Director**
- Cumulative work experience of 38 years
 - BMS - (DU)
 - Executive Director, Jacky's Group Of Companies, Global

ADVANTAGE



Industry Leaders & Local Pioneers



Ensure You Absorb & Internalize the Program



5 Different Programs



Smooth Functioning of The Programme



Connect with 850+ Anisuma Alumni

ENROLMENT

IMPORTANT DETAILS

Programme Duration	: 6 Months
Sessions (Details)	: 9 days Face to Face classroom sessions in Dubai (U.A.E): 9:30am to 5:30pm : 6 days Face to Face classroom sessions at IIM Indore: 10.00 am to 5.00pm
Leadership Level	: C-Suite level Position, Business Heads, Senior Functional Heads & Entrepreneurs

SELECTION CRITERIA

As the seats for the Program are limited, the criteria for selection will be strictly prioritized on:

- Academic background
- Professional experience

REGISTRATION PROCESS

Last Date to Submit Application	: July 31, 2024
Enrollment Confirmation to Applicants	: September/October 03, 2024
Programme Fee Payment	: Within 5 days of confirmation
Inauguration and Session begin	: September/October 2024

PROGRAMME FEE

FEE INCLUDES:

Dubai Sessions	: Tuition, Course Material, Lunch and Refreshments.
Indore Sessions	: Stay at IIM Indore Campus with all meals & refreshments for 6 days
Application taxes (5% Vat) extra.	
Full payment	: AED 28,000 (Full Fee to be paid within 5 days of confirmation)
Installments	: AED 29,500 (PDCs need to be submitted within 5 days of confirmation) AED 8,500 (within 5 days of confirmation) AED 4,500 (monthly payments paid every month for 5 months)
*Early Bird Discount	: Registrations received with payments on or before early bird deadline will be entitled to an early bird discount of 10%. Check with Registration Office for more details.

CONTACT INFORMATION

For Registration and any other information, please contact

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IIM INDORE DIRECTOR'S MESSAGE



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*IIM Indore mission is –
“to be a contextually-relevant
business school with
world-class academic
standards that develop
socially-conscious
managers, leaders,
and entrepreneurs.
IIM Indore is one of the
fastest growing institutions
in the world today”.*

Prof. Himanshu Rai
Director, IIM Indore



Rankings



Established in 1996, Indian Institute of Management, Indore (IIM Indore) has been a leader in the field of management education, interfacing with the industry, government, and PSUs. It is promoted and nurtured by the Ministry of Education, Government of India, and an institute of national importance under the Indian Institutes of Management Act 2017.

Situated atop a scenic hillock, the 193-acre campus of IIM Indore is an ideal set up with the resources of latest teaching aids, rich learning resources, a strong IT backbone and a very contemporary infrastructure to support contemplative learning. IIM Indore is committed to excellence in management education, research, and training, use of contemporary participant-centric pedagogies and teaching methods and establishing a presence in the emerging segments of management education.

The institute is recognized as premier management institution, comparable to the best in the world for teaching, research and interaction with industries and prides itself with Triple Crown accreditations from AMBA, AACSB, and EQUIS. Financial Times ranked IIM Indore in Top 100 Global MBA Programmes in 2023, QS World University Ranking put IIM Indore in Top 150 for Global MBA.

For IIM Indore, last few years of its growth have proved to be the most rewarding years in terms of international expansion, introduction of new programmes, development of infrastructural facilities, and enhancement in terms of presence of world class faculty. With over 104 well-qualified internal faculty, IIM Indore offers participant-centered approach to management education.

IIM Indore endeavors to reach out to the world with best management practices and in association with our Middle East Partner - Anisuma Training Institute, we are launching the 2nd batch of our flagship “Advanced Management Program for Senior Leaders” designed for seasoned business executives who want to take on greater leadership responsibilities in their organizations. This program is designed exclusively for participants from GCC Countries. With a well curated program, we are embarking on a global journey of spreading innovative management education based on international practices and Indian wisdom.

IIM Indore at present, has an alumni strength of 700+ in Gulf Cooperation Council (GCC) Countries and is growing at fast pace. The alumni community provides an excellent platform for lifelong networking, professional connect for developmental opportunities. Moreover, we invite you to be a part of this endeavor.



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