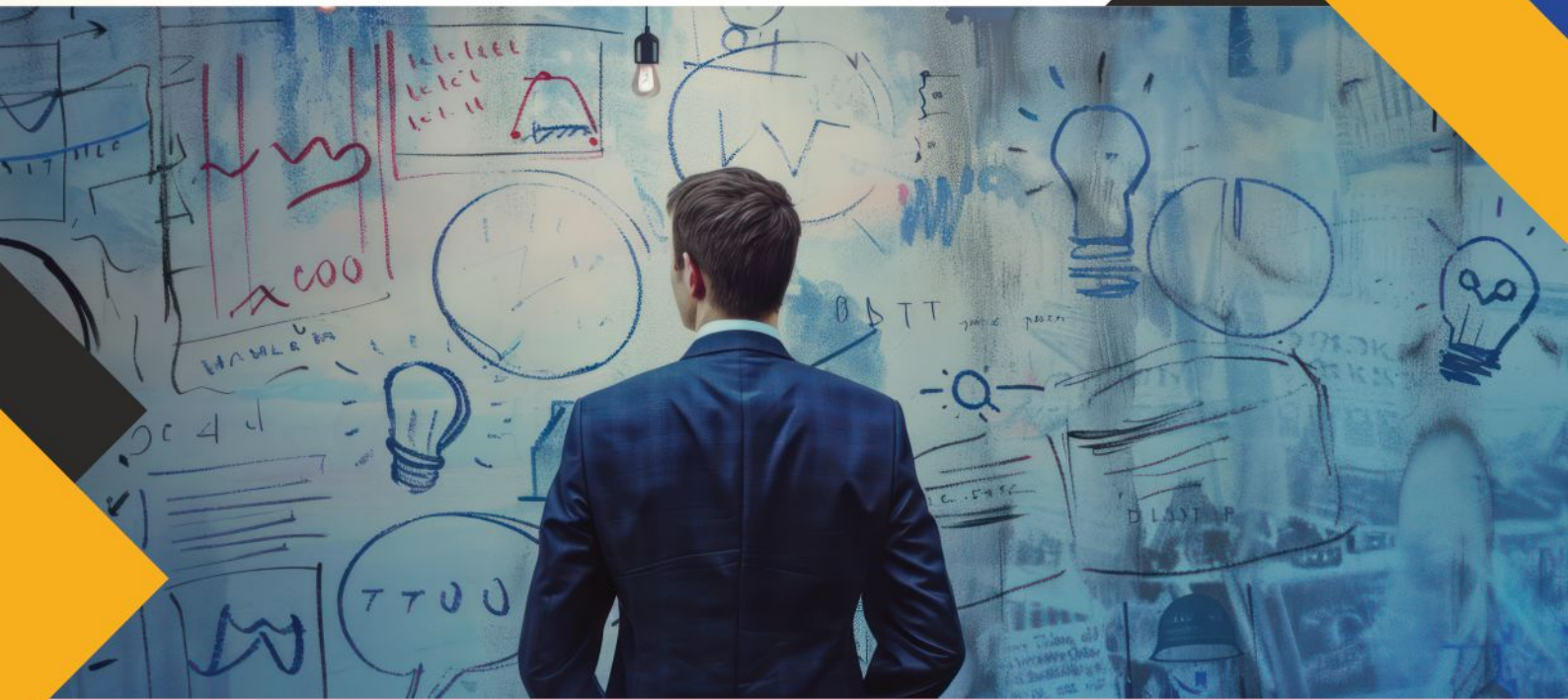




सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

भारतीय प्रबंध संस्थान इंदौर INDIAN INSTITUTE OF MANAGEMENT INDORE



STRATEGIC THINKING

October 14-16, 2025

Location: IIM Indore Campus





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Overview:

The field of strategic management deals with the major intended and emergent initiatives taken by the general managers on behalf of owners, that involve utilization of some resources to enhance the performance of firms in their external environment. Performance, within the conversation of strategic management, deals with superior returns on investments. Superior returns are measured with respect to the firm's (i) past performance, (ii) competitors and (iii) benchmark indices. The issue of superior returns is addressed by raising two critical managerial questions namely,

- How and why do some firms outperform others?
- How do they sustain such performance?

The above questions shall be reviewed by invoking the various concepts from the functional disciplines of management and integrating them into a coherent whole. A systemic approach, involving internal and external environmental analysis, identifying opportunities, formulating strategies, and executing them, is adopted.

This course also introduces Business Strategy and Competitive Strategy. Specifically, this course deals with corporate strategy, influences and outcomes of corporate strategy, leadership, and corporate governance.

Objectives:

- Analyze a complex situation and identify the key manifested problem and the underlying strategic tension or paradox.
- Will be able to understand tools and techniques for analyzing the external environment, the industry environment, and the internal environment.
- Analyze the information and identify the alternatives available.
- Develop the ability to take a position and argue the same based on the analysis done.
- Develops an understanding of the Sustainable Competitive Advantage of the firm.
- Study generic business information available and negotiate the ambiguity to identify the aspects relevant to the problem identified.
- Develops an understanding and differences in business level (generic) strategies.
- Appreciate the role of the corporate office in modifying firm scope
- Understand influences and outcomes of corporate strategy.

Content:

- Introduction to Strategic Management Concepts, Vision, Mission, Goals and Objectives
- Environment and the Firm, PEST, and Scenario Planning.
- Industry Analysis – Porter's 5 Forces.
- Internal Environment Analysis - Core Competencies, Resource Based View
- Competitive Strategies - Cost Leadership Differentiation WTP/WTS
- Corporate strategy: Going from single business to multi-business firm.
- Business Model
- Strategic Alliance
- Mergers & Acquisitions
- Internationalization
- Innovation strategy / Corporate venturing
- Role of leadership in strategy

Target audience:

Executives working in strategic roles in the organization.



Fee:

The fee for the programme is Rs. 54,000/-* per participant (Includes course material, room on twin sharing basis and board expenses) GST, as applicable, will be additional.

Discount:

An organization sponsoring five or more participants to an MDP will be entitled to a group discount of 10% on the total fee payable provided that at least five participants actually attend the programme. If the actual participation is less than 5, a refund may be made after deducting the full fee of actual number of participants who attend the training programme. The group discount would be applicable only to short duration programmes of up to 20 days.

Accommodation:

Participants opting for accommodation at Indore will be provided room on twin sharing basis, in furnished air-conditioned rooms. Accommodation is on twin sharing basis from noon of day before the first day to noon of the day after the last day of the programme. In case a participant desires accommodation on single occupancy basis, the same may be provided on request, on first-come first-served basis, subject to availability and applicable accommodation charges.

Status of IIMI Alumni for Executive Education Programmes:

The participant who completes the programme successfully will be eligible for the Executive Education Alumni status of IIM Indore. The participant is required to apply separately along with the necessary fee of Rs.1,000/-+ GST @18% per person (for two years) and Rs. 10,000/- + GST @18% per person (for Lifetime) to register his name with IIM Indore Executive Education Alumni.

Benefits of IIM Indore's Alumni include:

- a) Subscription to the brochures and newsletters from IIM Indore
- b) Access to the IIM Indore Campus Library (on-site access only)
- c) Official email ID of the institute

The Executive Education Alumni status will be available on request and participants will be required to follow the documentation process set-up by the Alumni office. Mere successful completion of the programme, application submission, and fee does not entitle a participant to be eligible for executive education alumni status. IIM Indore reserves the right to confer executive education alumni status.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice. Only the courts at Indore will have the territorial jurisdiction to try any disputes arising in respect of the Executive Alumni membership being granted.

Registration:

Participants are generally to be sponsored by organizations. However, application by Individuals may also be accepted. A formal communication regarding the acceptance of nomination/application will be sent to nominees prior to commencement of the programme. Nomination form(s) and programme fee through Electronic Fund Transfer must reach the MDP Office 15 days prior to commencement of the programme.

Contact details of the programme coordinator:

Prof. Prashant Salwan, Professor of Strategy and International Business

Email: psalwan@iimidr.ac.in • Tel:- 07312439541



About IIM Indore

Indian Institute of Management Indore (IIM-I) is an autonomous public business school located in Indore, Madhya Pradesh, India. IIM Indore has received the prestigious Triple Crown accreditations - first from the Association of MBAs, AMBA in 2016 (a UK-based accreditation agency), second from the AACSB in 2019, and third from the EFMD Quality Improvement System (EQUIS), the globally recognized international organization for management development, in December 2019. IIM Indore is the second IIM in India to receive these triple accreditations.

National and International Rankings

IIM Indore, due to its consistent efforts in improving academic standards and achieving academic excellence in all its programmes, has achieved commendable rankings by various National and International ranking agencies. Presently, IIM Indore is ranked 8th in the NIRF ranking (a Ministry of HRD, Government of India initiative), 61st globally in the Executive Education (Open) programmes and 85th globally in the Executive Education (Customized) programmes in the FT Ranking and 25th rank (Asia) in QS World Rankings for our global MBA.



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