



भारतीय प्रबंध संस्थान काशीपुर
Indian Institute of Management Kashipur



EXECUTIVE DEVELOPMENT PROGRAM IN
**STRATEGIC
MANAGEMENT**

Online Classes & Campus Immersion

16th Batch



Batch Intake 50 Candidates Only



ABOUT IIM KASHIPUR

The Indian Institute of Management Kashipur is set up with the mission to drive academic excellence using innovative teaching methods, promoting research and practice of sustainable leadership. The institute commenced operations in July 2011 with a vision to become, over the next 10 years, one of the top business schools in India developing leaders who can perform globally. The fraternity diligently follows the core values of mutual respect, lifelong learning, the pursuit of excellence, transparency, and integrity.

The flagship program of the institute are Master of Business Administration (MBA) and Master of Business Administration (Analytics) which are full time, two-year residential programs. The institute also offers a two-year weekend Executive Master in Business Administration (MBA-WX) for working executives. Doctoral Program– PhD and Executive Fellow Program (EFPM) are the two doctoral programs launched in 2015 and 2014 respectively. The faculty at IIM Kashipur represents one of the best mixes of academic and industrial experiences.

The 200-acre campus spreads loudness and cheers in the serene town of Kashipur, nestled in the lap of Himalayas. The vibrant youth converging from across the country has lent life to and energized the beautiful campus. The institute brags of being situated in one of the densest industrialised districts in the nation with more than 180 ventures that have set up their plants in and around the region. This places the institution at a vantage moment when it comes to 'Learning by Doing' through regular industry interaction and live projects.

ABOUT VALUE VIDYA

Value Vidya is one of the leading Ed-Tech startups in India. We partner with top IIMs and global business schools to curate and deliver the best and most relevant executive programs for working professionals. We deliver best-in-class service to our students, which is accomplished by our constant focus on quality, integrity, consistency and customer focus. Our state-of-the-art Learning Management System (LMS) ensures a smooth and high quality learning experience for professionals. Learn from anywhere and take your career to the next level with Value Vidya.



ABOUT THE PROGRAM

Executive Development Programme in Strategic Management with IIM Kashipur focuses mainly on teaching participants as to how they can manage businesses and projects proactively with a focus on long-term strategy, rather than reacting to day-to-day hiccups.

The objectives of this program are:

- Enable participants to understand the strategic management process and the impact of the changing business environment and globalization on it;
- Provide participants an exposure to the fundamental principles and tools of Strategic Management
- Provide an opportunity to participants to analyze the experiences of companies in strategy making and implementation
- Enable participants to understand leadership competencies, change management and team management, effectively using tools and processes
- Exposure to managing high-stakes deals, settling major disputes, navigating challenging negotiations, or discovering Strategic Turnaround Leadership

WHO SHOULD ATTEND?

- Professionals who are looking to upgrade their career in management
- Entrepreneurs/Directors and CEOs
- Working professionals in an organization with an acumen and interest in Strategic Management



PROGRAM HIGHLIGHTS



CERTIFICATION FROM IIM KASHIPUR

Opportunity to earn a Certificate of Completion/Participation (as appropriate subjected to the fulfillment of course completion criteria) in Strategic Management from Indian Institute of Management Kashipur.



WEEKEND ONLINE & INTERACTIVE CLASSES

Classes are held on weekends so that learning and work can be managed together and it's easy for working professionals to attend lectures.



LEARN FROM TOP FACULTY & INDUSTRY EXPERTS

Attend live sessions by top IIM faculty and renowned industry experts in the field of Strategic Management.



INSIGHTS INTO STRATEGIC MANAGEMENT

Less than 40% companies are effective in formulating and effectively implementing strategies. Be an productive leader and learn how to formulate and effectively implement new strategies across the company.



INDUSTRY-READY PROGRAM

Industry relevant courses and certificate from premium institute of India empower successful career growth for students.



CASE-BASED SESSIONS

Real life case-based study pedagogy to enhance implementation of theoretical concepts to real life problems.



CAMPUS VISIT

The program features on campus learning at IIM Kashipur at the end of the program to complement the online component of education.



PROGRAM OUTLINE

Introduction to Strategic Management

Core Concepts in Strategic Management

- Analyzing the Environment and Internal Strengths and Weaknesses
- Crafting and Understanding Organization's Vision and Mission

Corporate Strategies

Strategic Business Unit (SBU) Level Strategies

- Financial Aspects of Strategy - Balance Sheet of Firms
- Financial Aspects of Strategy - Profit and Loss of Firms

Functional Strategies

Competitive Strategies

Managing Strategic Change and Innovation

Corporate Governance & Ethics in Strategy Formulation

Discovering Strategic Turnaround Leadership

Leadership Style

Leadership Assessment Tool

Role of Leaders in Industry 4.0

Balanced Scorecard

Entrepreneurial Strategies

Blue Ocean Strategy



PROGRAM OUTLINE

Lean Operations & Applications

Strategy Execution

- Role of People
- Role of Marketing
- Role of Finance

Strategic Leadership

Digital Transformation For Leaders

Core Leadership Skills

- Strategic decision making
- Communication
- Team building
- People Coaching/Mentoring

Strategies for Managing Change



IIM CAMPUS IMMERSION



#BackToCampusLife

EMINENT FACULTY PANEL



Prof Safal Batra
PhD (IIM AHMEDABAD)

Safal Batra is a faculty member in the Strategic Management area at IIM Kashipur since March 2015. He completed his masters from IIM Calcutta and doctorate from IIM Ahmedabad. His dissertation, exploring innovation in small businesses, was conferred the IFCI best thesis award at IIM Ahmedabad. His current research interests include entrepreneurial personality and cognition, performance of small businesses, and the dark side of entrepreneurship. He is specifically interested and engaged in developing tourism and agricultural start-ups. His research work has been published in International Small Business Journal, Journal of Knowledge Management, Australian Journal of Management, and Journal of Entrepreneurship, among others. He has been on the editorial board of New England Journal of Entrepreneurship. His research paper titled - "The seeds of legitimacy: Why some new ventures are more desirable than others", presented at the Southwest Academy of Management, was awarded the McGrawHill Distinguished Paper Award in 2017. He was selected for the Global Representatives workshop at the Academy of Management conference held in Orlando in 2013. He was a visiting Fellow at the National Taiwan University of Science and Technology in 2018.

Safal teaches core courses on Entrepreneurship and Strategic Management in the MBA program, as well as PhD seminar course on Entrepreneurship. He has designed and delivered many MDPs on Strategic Leadership and Management for corporates like Bharat Electronics, National Academy of Defence Production, NTPC, HAFED etc. He has also conducted numerous open MDPs on Strategic Management and Entrepreneurship through online channels. He is the chairperson of the "Foundation for Innovation and Entrepreneurship Development" - the entrepreneurship incubation centre at IIM Kashipur. The centre, run with the assistance of Rashtriya Krishi Vikas Yojana, and the Department of Science and Technology, seeks to incubate promising start-ups of Uttarakhand. He has been a visiting faculty at many institutes like IIM Shillong, IIM Amritsar and IMT Ghaziabad.



SAMPLE CERTIFICATE

SAMPLE

Enrollment No.
IIMKSP/2022-23/EDP/SM-B1/001


IIM KASHIPUR
भारतीय प्रबंध संस्थान काशीपुर
INDIAN INSTITUTE OF MANAGEMENT KASHIPUR

This certificate is awarded to
PARTICIPANT NAME
who has successfully completed the prescribed course, and
fulfilled all other requirements of the
**Executive Development Programme in
Strategic Management**
Conducted by IIM Kashipur
During
dd-mm-yyyy to dd-mm-yyyy

Programme Director Assistant Dean, Development Director, IIM Kashipur

SAMPLE

Enrollment No.
IIMKSP/2022-23/EDP/SM-B1/001


IIM KASHIPUR
भारतीय प्रबंध संस्थान काशीपुर
INDIAN INSTITUTE OF MANAGEMENT KASHIPUR

This certificate is awarded to
PARTICIPANT NAME
who has participated in the
**Executive Development Programme in
Strategic Management**
Conducted by IIM Kashipur
During
dd-mm-yyyy to dd-mm-yyyy

Programme Director Assistant Dean, Development Director, IIM Kashipur

NOTE:

- **This is sample certificate. Subject to be changed.**
- **Certificate of Completion/Participation will be given to participants on the basis of Assessments, Quizzes & Final Exam.**



COURSE DELIVERY

Duration: 5 months blended
Delivery mode: Plug n Learn
Frequency: Once in a week



COURSE SCHEDULE

3 hrs on Every Sunday at 9:00 AM to 12:00 PM

Commencement Date: Will be updated



COURSE PEDAGOGY

The form of delivery will be Blended (Campus, Self pace and Online), with 3 days workshop at the end of the course. All other sessions will be through digital platform & delivered LIVE by the eminent faculty of IIM Kashipur. Students will have access to Self Service Learning through which they may access Webinars, assessments, notes, Alumni testimonials etc.



ELIGIBILITY

- Graduation or equivalent degree from any recognized University or Institute.
- Corporate Nominated (graduation criteria may be considered for exemption in cases where participants have some prior experience.
- Working Professionals with a minimum of 2 years of experience.
- On case-to-case basis less experience can be considered.



PAYMENT MODE

Online payment or DD in favor of "VALUE VIDYA LLP" payable at "Bengaluru".



ASSESSMENT CRITERIA

Periodic evaluations have been built in throughout the duration of the course in the form of quiz, assignment, project, case studies and other objective/subjective assessments. The evaluations are designed to ensure continuous student engagement and to encourage learning. Students who successfully clear the same along with the requisite attendance criteria will be awarded a Certificate from IIM Kashipur.



HOW TO APPLY

To apply, working professionals can register at <https://www.ValueVidya.com> or call at +91 63661 25554.

FEE STRUCTURE & EMI PLAN

Program Fee:

For Indian Residents

INR 70,000+ GST*

For International Students

\$1,400

***Application Fee of INR 1000/-** to be paid at the time of registration

Note:- Application fee is non-refundable even if the application is rejected or enrollment is cancelled.

Installment Schedule:

1st INR 20,000 + GST* / \$500 Immediate Payment

2nd INR 25,000 + GST* / \$450

3rd INR 25,000 + GST* / \$450

No Cost 6 Months EMI Option available by our loan partner:

Pay as Low as 11,667 + GST* per month.

(11,667 + GST* x 6 = 70,000 + GST*)

* Loan option with interest available in 9 & 12 EMIs

* EMI dates may vary on a case to case basis

* 1% + GST* processing fees will be charged by loan partner in 6/9/12 months EMI.



For Admission Enquiries Please Contact :



No 14/10, 1st Floor,
RV Road, Krishnappa Cross,
Minerva Circle
Near Lalbhag Metro Station
Bengaluru-560004
Ph : 6366125554
Website :
www.ValueVidya.com
Email :
info@ValueVidya.com

