

Starts September 2024

# Executive Program in Strategic Management



IIM Faculty



8 Months



Online



# Message from the Program Director

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“

In the realm of strategic management, our aim is not just to foresee the future, but to create it. Through this program, we empower leaders to transform challenges into opportunities and vision into reality.

”

**Dr. Santosh Kumar Tiwari**

Program Director | Strategic Management  
IIM Amritsar



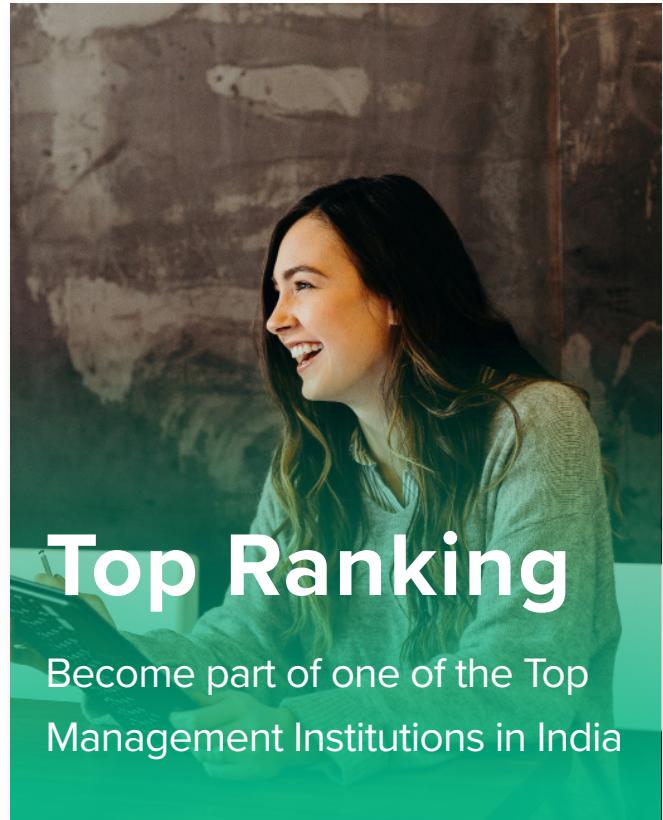
# Why choose this Strategic Management Program?

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## IIM-Amritsar

Learn from a premier Institution with global excellence



## Top Ranking

Become part of one of the Top Management Institutions in India



## Campus Immersion

Enrich your learning experience with an optional 2-day Campus Immersion



## Alumni Status

Attain Executive Alumni Status @ IIM Amritsar



# Trending Strategic Management Skills in 2024



**Functional  
Management**



**Business  
Strategy**



**Leadership  
Management**



**Risk  
Management**



**Strategic  
Leadership**



**Digital  
Leadership**

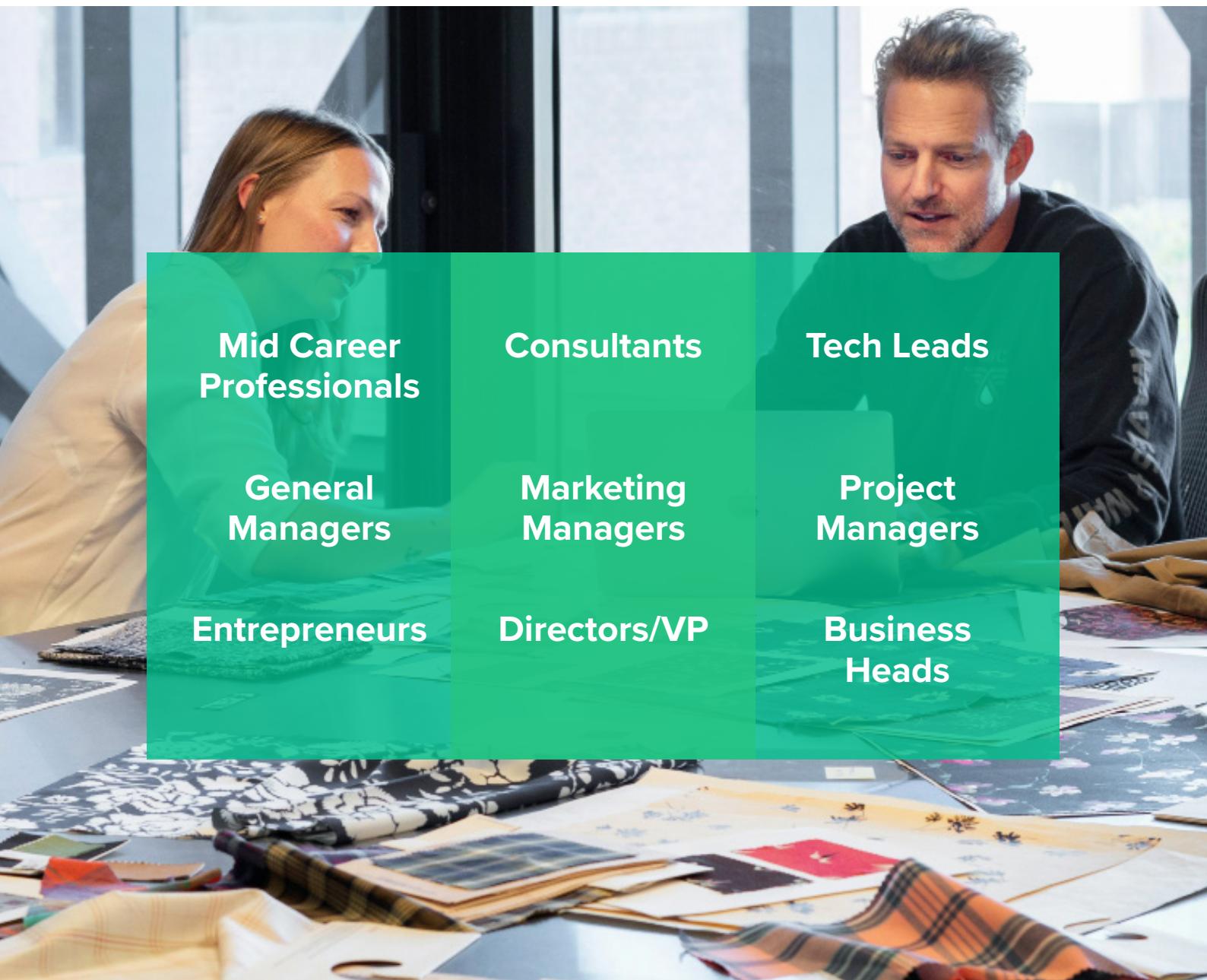
Master 2024's key executive competencies: data literacy, sustainability strategies, design thinking principles, entrepreneurship strategy, and strategy in digital era. Join our program to lead with excellence and innovation.



**From Insight  
to Impact**

# Who should enroll in this Program?

Our Strategic Management Program empowers participants with vital skills for today's dynamic business environment. Covering strategic innovation, growth strategy, digital leadership, design thinking principles & entrepreneurship strategy, the program offers a comprehensive blend of theory and practical application. Join us to master the art of strategic management in the digital age and lead with confidence.



# Why choose IIM Amritsar for Strategic Management Program?



## Top Tier Institution

Standout from the competition & move up the career ladder quickly by adding a top IIM to your resume.



## Dynamic Learning Journey

Embark on thrilling 8 months adventure exploring every facet of Strategic Management.



## Gain Strategic View

Attain a holistic understanding of strategic innovation, digital leadership & growth strategy to foster a strategic viewpoint.



## Accelerate Your Career

The program is designed for professionals who aspire to become successful Strategic Leaders & Managers.



## Applied Learning

Break free from traditional learning & get ready to conquer challenges through case studies, assignments, & simulations.

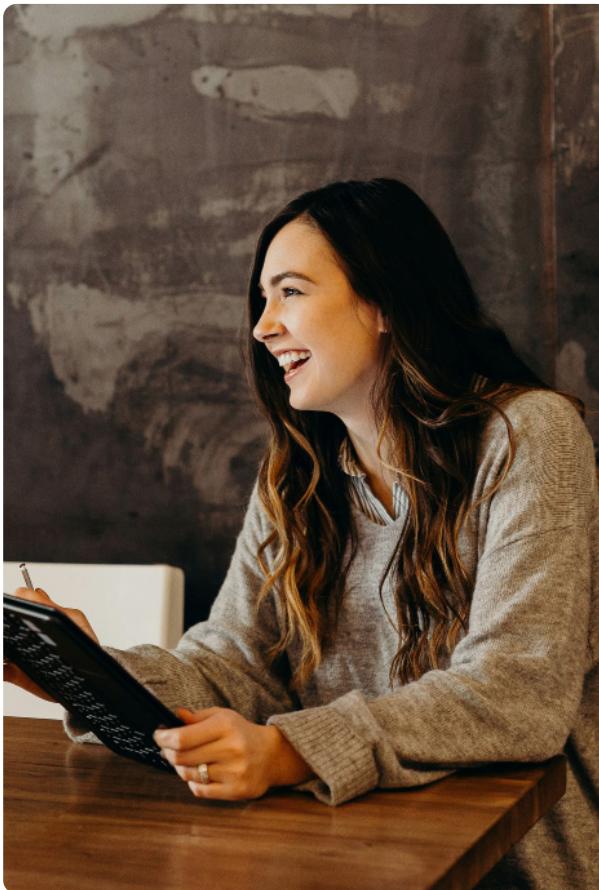


## Powerful Alumni Network

Be part of a strong executive alumni network, connect with other like-minded professionals, and gain lifetime access to this network.

# Strategic Management Program Syllabus

Learn what matters in 8 months!



# Your Learning Roadmap



# What you'll learn



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Indian Institute of Management Amritsar

## Pillar 1: Strategic Foundation

### Module 1: Foundation of Strategic Management

- Topic 1: Fundamentals of Strategic Management
- Topic 2: Vision & Mission
- Topic 3: Firm & General Environment
- Topic 4: Analysis of Industry Environment
- Topic 5: Analysis of Internal Environment: Resources & Capabilities



**Case Study :** Coffee Wars in India: Café Coffee Day 2013

### Module 2: Strategy Formulation

- Topic 6: Business Level Strategy & Models
- Topic 7: Managing Portfolio of Businesses
- Topic 8: Diversified Expansion



**Case Study :** Wal-Mart Stores Discount Operations – HBS Case No. 9-387-018



**Case Study :** Banana (A): 712451-PDF-ENG

# What you'll learn



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Indian Institute of Management Amritsar

## Pillar 2: Strategy Development & Execution

### Module 3: Strategy Implementation & Alignment

- Topic 9: Understanding Organizational Structure & Design
- Topic 10: Strategic Alignment through Organizational Structure
- Topic 11: Building a Future-Proof Organizational Structure
- Topic 12: Measuring the Effectiveness of your Organizational Structure
- Topic 13: Strategy Implementation
- Topic 14: **Strategy Simulation**

### Module 4: Strategy Evaluation & Control

- Topic 15: Balanced Scorecard
- Topic 16: Strategy in Changing World
- Topic 17: Measuring Performance to Drive Strategy
- Topic 18: Executive Compensation & Strategy
- Topic 19: Board Structure & Decision Making
- Topic 20: Emerging Issues in Corporate Governance
- Topic 21: Strategy for CSR & Sustainability



**Case Study :** Amazon in 2023: 514025-PDF-ENG

# What you'll learn

## Module 5: Functional Strategies

- Topic 22: Finance & Strategic Management
- Topic 23: Marketing & Strategic Management
- Topic 24: Operations & Strategic Management

## Module 6: Global & Entrepreneurship Strategy

- Topic 25: Driving Strategy through Design Thinking
- Topic 26: Introduction to the Field of Entrepreneurship & Dilemma
- Topic 27: Opportunity Recognition
- Topic 28: Creating Business Model & Business Plan
- Topic 29: Managing Entrepreneurial Finances
- Topic 30: Globalization & Strategy
- Topic 31: Risk & Opportunity Analysis in the context of Globalization
- Topic 32: **Decision Making Simulation**



# What you'll learn



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Indian Institute of Management Amritsar

## Pillar 3: New-age Strategic Landscape

### Module 7: Strategic Leadership

- Topic 33: Leadership & Ethical Decision-Making
- Topic 34: Personal Crucibles of Leadership
- Topic 35: Leading High-Performing Teams
- Topic 36: Leadership Communication
- Topic 37: Strategic Succession Planning
- Topic 38: **Leadership & Team Management Simulation**

### Module 8: Change Management & Culture

- Topic 39: Change as a Competitive Advantage
- Topic 40: Leading Change & Organizational Transformation
- Topic 41: Stakeholder Management & Engagement
- Topic 42: Managing Resistance to Change
- Topic 43: Organizational Culture as a Strategic Capability
- Topic 44: Changing Org Culture for Implementing New Strategy

# What you'll learn



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## Module 9: Strategy in Digital Age

- Topic 45: Classical Thinking on Strategic Role of IS
- Topic 46: IT-Driven Strategic Change
- Topic 47: Business Models for Digital Platforms
- Topic 48: Transformation Imperatives in the Digital Era
- Topic 49: Strategic Repositioning in the Ecosystem Economy
- Topic 50: Artificial Intelligence & Competition
- Topic 51: Enterprise Resource Planning (ERP) Systems

\* IIM Amritsar reserves the right to make any change to the Program Structure, Context, Collateral Material and related aspects without prior notification to the participants. It is essential to note that any such modifications will be communicated to you by IIM Amritsar via email.

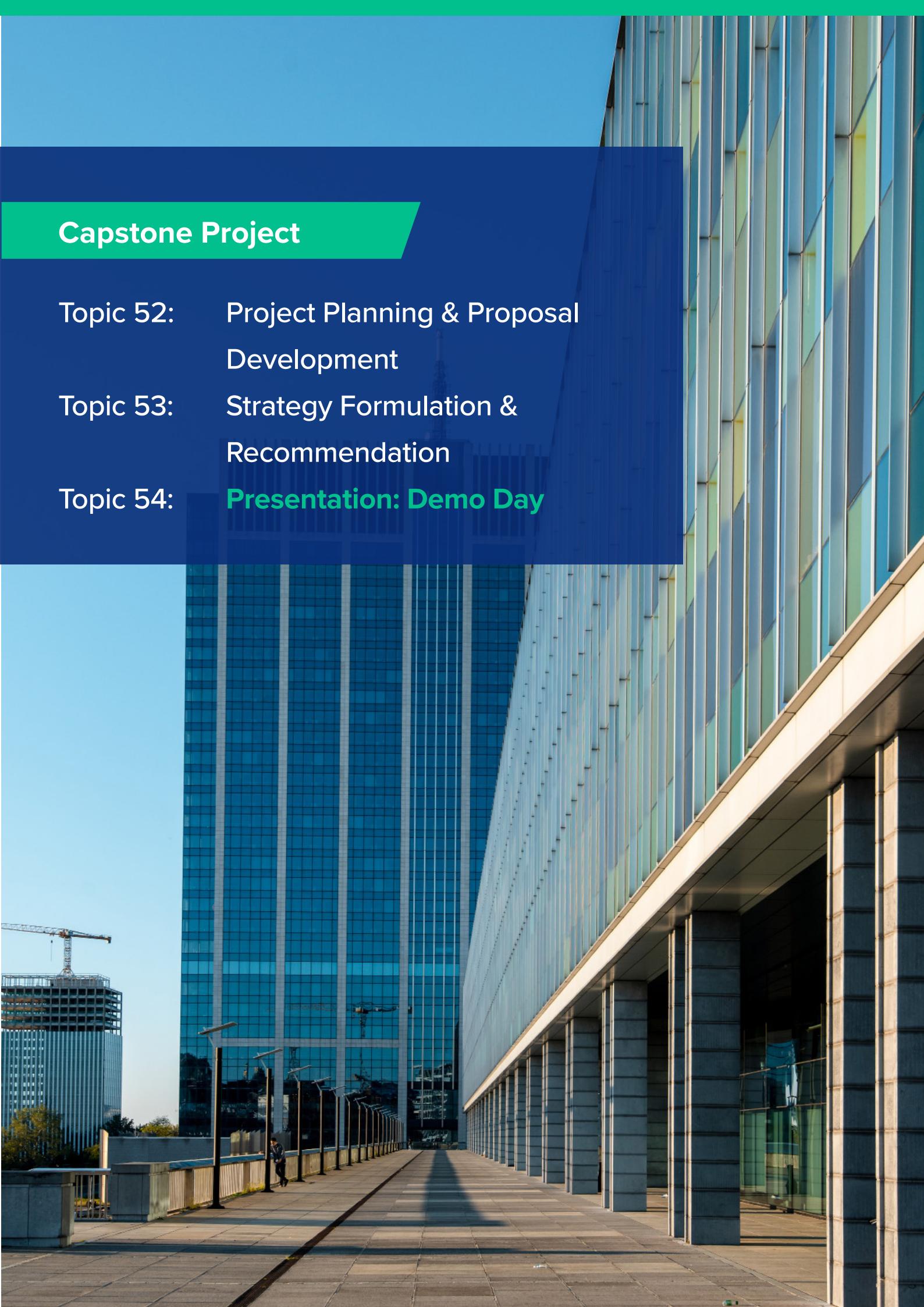


## **Capstone Project**

**Topic 52:** Project Planning & Proposal Development

**Topic 53:** Strategy Formulation & Recommendation

**Topic 54:** **Presentation: Demo Day**



# Learn live from Top IIM Faculty



**Dr. Santosh Kumar Tiwari**

Assistant Professor  
Strategic Management



**Dr. Sunil Reddy Kunduru**

Assistant Professor  
IT and Computational Systems



**Dr. Vartika Dutta**

Assistant Professor  
Org. Behaviour & HR



**Dr. Arun Kumar Kaushik**

Associate Professor  
Marketing Management



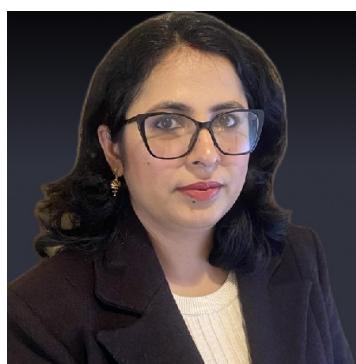
**Dr. Pankaj Gupta**

Assistant Professor  
Finance, Acc. & Control



**Dr. Nabendu Paul**

Assistant Professor  
Finance, Acc. & Control



**Dr. Harpreet Kaur**

Associate Professor  
Quant. Methods & Ops  
Management

# Transformative Simulations

## for World-Class Learning



### Strategy Simulation

Challenge your decision-making and strategic planning skills with real world business scenarios. Navigate complex challenges, foresee consequences, and prepare for leadership roles in a controlled environment.



### Decision Making Simulation

Navigate through intricate scenarios and confront tough choices. Experience the ripple effects of your decisions in a risk-free environment, refining your strategic foresight and leadership skills.



### Leadership & Team Management Simulation

Sharpen your ability to manage and mitigate risks under pressure. This interactive experience tests your strategic thinking and team management skills, preparing you for real-world leadership roles.



## Network, Engage, and Interact at prestigious IIM Amritsar Campus

Gain a unique opportunity to participate in a **two-day Campus Immersion (optional)** at the picturesque campus of Indian Institute of Management Amritsar. Build lifelong connections with your peers, participate in workshops and hackathons, & experience student life at one of top IIMs in India. Some unique features you can expect in the immersion:

- Networking with Peers
- Interaction with Faculty
- Offline Classes
- Management and Leadership Simulation

\* Campus Immersion fee: Additional INR 14,000 + GST for 2 days subject to minimum required number of participants. (includes meals & accommodation)



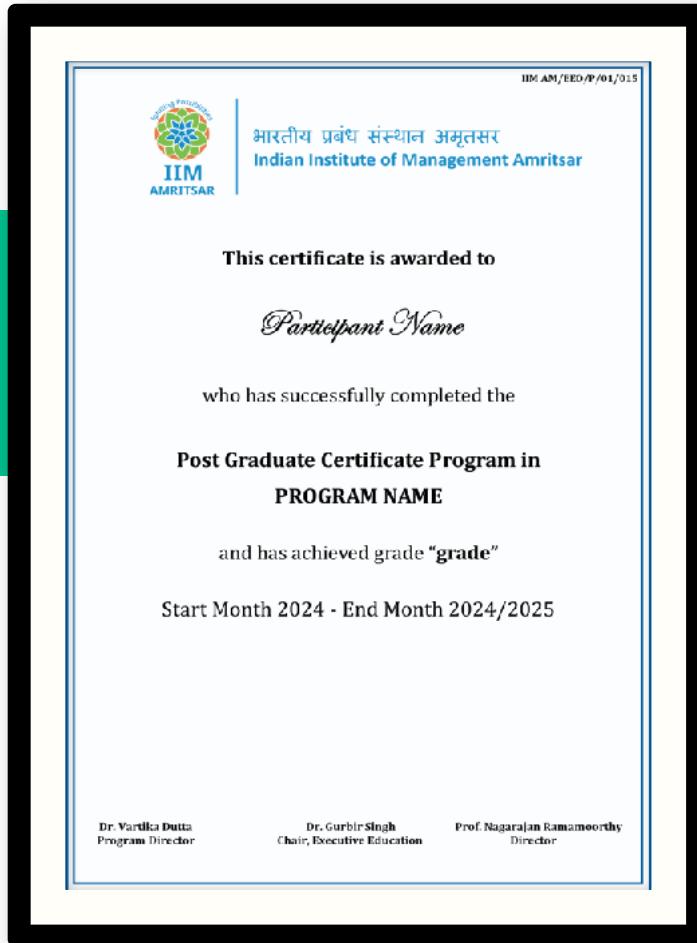
## Attain IIM Amritsar Executive Alumni Status

On successful completion of Executive Program in Strategic Management, candidates will be eligible for executive alumni status at IIM Amritsar. The benefits of the lifetime membership of executive alumni status include:

- **Batch & Individual E-mail IDs**
- **Access to IIM Amritsar Executive Alumni Network**
- **Access to Library and Campus Visits**
- **Invitations to Institute's Diverse Yearly Events**
- **Alumni Association's Assistance with Career Development**



# Key Program Highlights



**8 months**

Comprehensive Learning

**80**

Hours of Live Classes

**9**

Modules

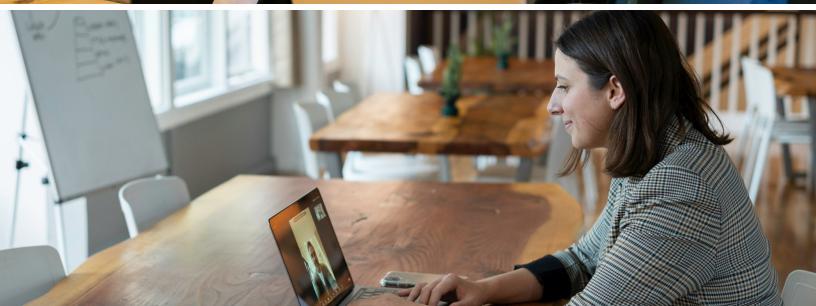
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Capstone Project

**4**

Career Assistance Sessions

# Career Support with 4 Powerful Sessions by Accredian



## 1-On-1 Career Counselling

Our career coach will help you with all your career related queries

## Resume Preparation

We'll help you craft a sharp resume to boost your shortlisting chances

## Simulated Mock Interviews

Participate in a mock interview to be ready for the real thing

## Interview Resources

Get access to 2024 Interview Resources



“ Career coaching begins with self discovery and unfolds through strategic guidance. We are here to illuminate your path, amplify your strength, and navigate the terrain of growth with you. ”

**Manjusha Jaggi**

Career Coach, Accredian

# Admission Process

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Apply at ...

Fill the application form and pay the fee

Selected Candidates will receive Admission Confirmation Letter from IIM-Amritsar

## Application Deadlines

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Application Fee: INR 5000 + GST

Program Fee: INR 1.8 Lakh + GST

*Interest Free EMI Options Available*



# Program Snapshot

## START DATE

22nd September 2024

## CLASS TIMINGS

10 AM - 1 PM IST on Sundays\*

## DURATION

8 Months

## WEEKLY SCHEDULE

Online classes on Sundays

Self practice/assignments on weekdays

## ELIGIBILITY CRITERIA

Total Years of Experience: **3+ Years**

Education: **Graduate** (*more than 50% score*)

## ATTENDANCE CRITERIA

Participants are expected to attend 70% of the live sessions.

## PROGRAM FEE

INR 1.8 Lakhs + GST

## APPLICATION FEE:

INR 5000 + GST

Flat discount of INR 20,000 on one-time payments

## Speak with Program Mentor



+91 85957 09940



भारतीय प्रबंध संस्थान अमृतसर  
Indian Institute of Management Amritsar

in association with

**accrediān**  
credentials that matter



admissions@accrediān.com



www.accrediān.com

\*Any change to the terms and conditions in this brochure will be communicated in writing to the participants. For clarification, Participants are advised to contact IIM Amritsar to prevent any confusion or misunderstanding.

# Premier Learning Partner | Accredian

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Accredian is a distinguished academic institution committed to fostering education and research in cutting-edge technologies, including AI/ML, Data Science, Product Management, General Management, Business Management, Fintech & Blockchain, Strategy & Leadership, and Senior Management. Through our industry-focused programs, Accredian aims to equip working professionals not only with skill sets but also to provide them with a transformative learning experience, enabling career advancement.

Our mission is to make world-class education accessible and to enable high impact careers for everyone.

**10,000+**

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**Alumni Network**

**80%**

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**Positive Career Impact**

**4.5/5**

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**Program Satisfaction**

**1.6 Million**

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**Class Hours Delivered**

