



IIM

भारतीय प्रबंध संस्थान विशाखपट्टनम्
Indian Institute of Management Visakhapatnam

Starts August 2024

Executive Program in Strategic Management

12 Months | Online | Top Faculty Led



Ministry of Education
Government of India

सत्यमेव जयते



Message from the Program Director

“

This program will bring new perspectives & learnings to expand your thought process and will help you emerge as a successful strategic leader. ”



Dr. Sushil Kumar

Program Director | EP in Strategic Management
IIM Visakhapatnam



Why choose this Strategic Management Program?



IIM-V

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 at IIM with a 3-day Campus Immersion

**Alumni
Status**

Attain Executive Alumni Status @ IIM Visakhapatnam



Trending Strategic Management Skills in 2024

**Strategic
Planning**

**Digital
Leadership**

**Corporate
Strategy**

**Change
Management**

**Decision
Analytics**

**Strategic
Evaluation**

Enhance your grasp of Strategic Management skills to drive your organization's growth. From management basics to strategy, this program prepares you for the most in-demand skills required in Managers and Leaders in 2024.

A portrait of a young man with dark hair and brown eyes, smiling warmly at the camera. He is wearing a light blue button-down shirt with thin white stripes and a dark blue textured tie. The background is softly blurred, showing what appears to be an interior space with warm lighting.

**Embark on a
Transformative
Journey**

Who should enroll in this Program?

Enroll in the Strategic Management Program, tailored for aspiring strategic leaders seeking to enhance their skills. Propel your career trajectory, whether aiming for entrepreneurial endeavors or assuming an executive role. From mastering business strategy to navigating risk management and leveraging innovative growth strategies, our program empowers you to thrive as a strategic leader.



Why choose IIM Visakhapatnam 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.

Gain Strategic View

Gain insights into strategic management, covering business strategy, risk management, growth and innovation strategy, & AI for strategic leadership.

Applied Learning

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

Dynamic Learning Journey

Embark on a thrilling 12 months adventure exploring every facet of Strategic Management.

Accelerate Your Career

Unleash your potential with our Program, designed for those ready to lead and innovate in the ever-evolving business world.

Powerful Alumni Network

Be part of a strong executive alumni network connecting with other like-minded professionals & get access to this network for lifetime.



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Up Next >>

PROGRAM SYLLABUS

Learn what matters in 12 months!

What you'll learn

Pillar 1: Strategic Planning

Module 1: Foundations of Strategic Management

- Topic 1: Introduction to Strategic Management
- Topic 2: Strategic Intent & Mission Development
- Topic 3: Environmental Scanning & Analysis
- Topic 4: External & Internal Analysis

Module 2: Corporate Strategy Formulation

- Topic 5: Corporate-Level Strategy & Diversification
- Topic 6: Portfolio Analysis & Management
- Topic 7: Vertical Integration Strategies
- Topic 8: Mergers, Acquisitions, & Alliances



What you'll learn

Module 3: Business Strategy Formulation

- Topic 9: Industry & Competitive Analysis
- Topic 10: Competitive Advantage & Positioning
- Topic 11: Market Segmentation & Targeting
- Topic 12: Product & Service Differentiation
- Topic 13: Pricing & Revenue Models

Module 4: Functional Strategies

- Topic 14: Finance Strategies
- Topic 15: Marketing Strategies
- Topic 16: Operations Strategies
- Topic 17: Human Resources Strategies



What you'll learn

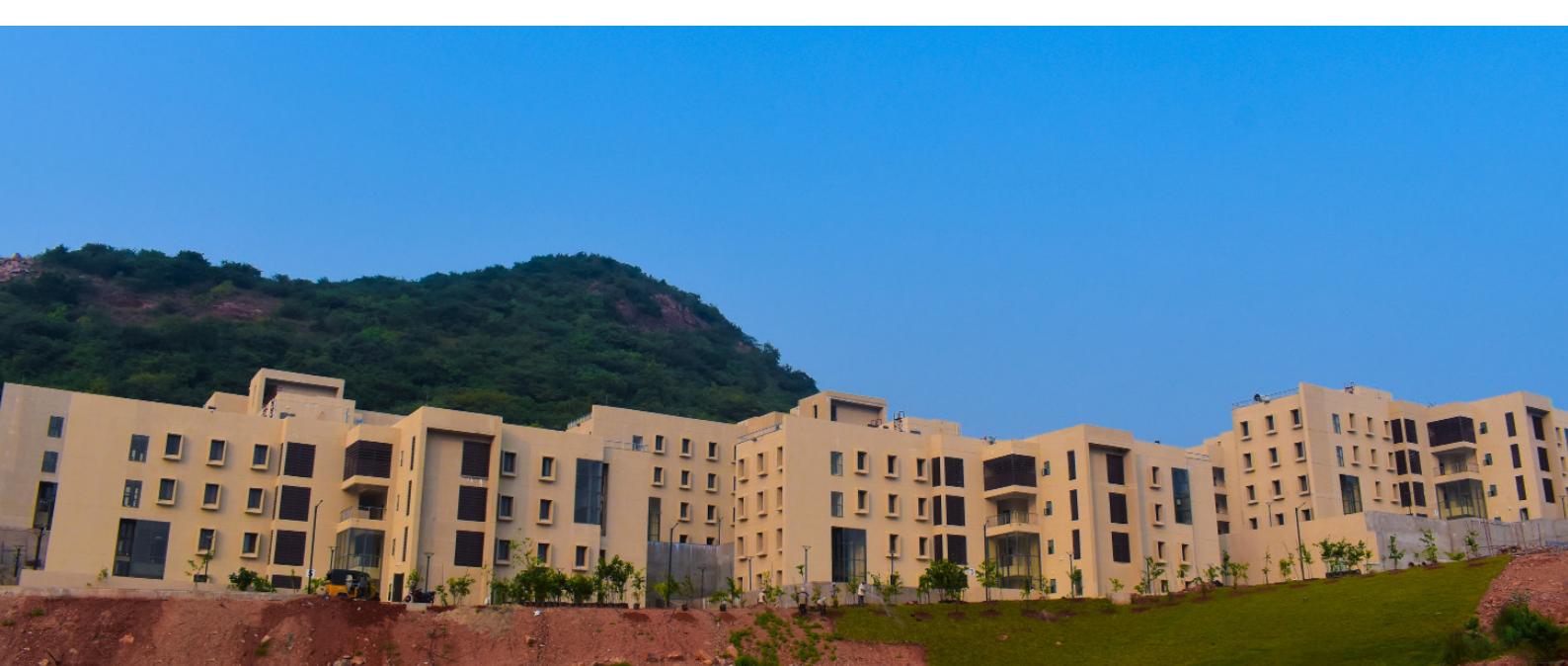
Pillar 2: Strategy Implementation & Evaluation

Module 5: Strategy Execution & Change Management

- Topic 18: Strategy Cascading & Alignment
- Topic 19: Resource Allocation & Budgeting
- Topic 20: Change Leadership & Organizational Culture
- Topic 21: Project Management & Execution

Module 6: Strategy Evaluation & Control

- Topic 22: Performance Metrics & Key Performance Indicators (KPIs)
- Topic 23: Balanced Scorecard Implementation
- Topic 24: Strategic Audit Processes
- Topic 25: Continuous Monitoring & Feedback Mechanisms



What you'll learn

Module 7: Strategic Communication for Leaders

- Topic 26: Crafting Compelling Vision Statements
- Topic 27: Stakeholder Engagement Strategies
- Topic 28: Communication Strategies for Successful Change
- Topic 29: Storytelling for Influence

Module 8: Ethics, Governance & Sustainability

- Topic 30: Corporate Social Responsibility (CSR) & Ethical Leadership
- Topic 31: Corporate Governance & Compliance
- Topic 32: Sustainability Strategy & Environmental Ethics

Module 9: Strategic Risk Management

- Topic 33: Identifying & Assessing Strategic Risks
- Topic 34: Mitigating & Managing Strategic Risks
- Topic 35: Integrating Risk Management into Strategic Planning
- Topic 36: Crisis Management & Resilience

What you'll learn

Pillar 3: Strategic Innovation & Digital Leadership

Module 10: Digital Transformation for Strategic Leaders

- Topic 37: Digital Transformation Strategies
- Topic 38: Data-Driven Decision Making
- Topic 39: Leading in the Digital Age
- Topic 40: Ethical & Social Implications of Digital Leadership
- Topic 41: Fundamentals of AI & its Applications in Business
- Topic 42: AI & Strategic Decision-Making
- Topic 43: Building an AI-Driven Culture & Team
- Topic 44: AI Strategy & Business Transformation

Module 11: Business Model Innovation & Design Thinking

- Topic 45: Design Thinking & Innovation
- Topic 46: Fostering an Innovative Culture
- Topic 47: Strategies for Developing & Implementing Innovation
- Topic 48: Measuring & Leading Innovation in the Digital Age

What you'll learn

Module 12: Analytics for Strategic Leaders

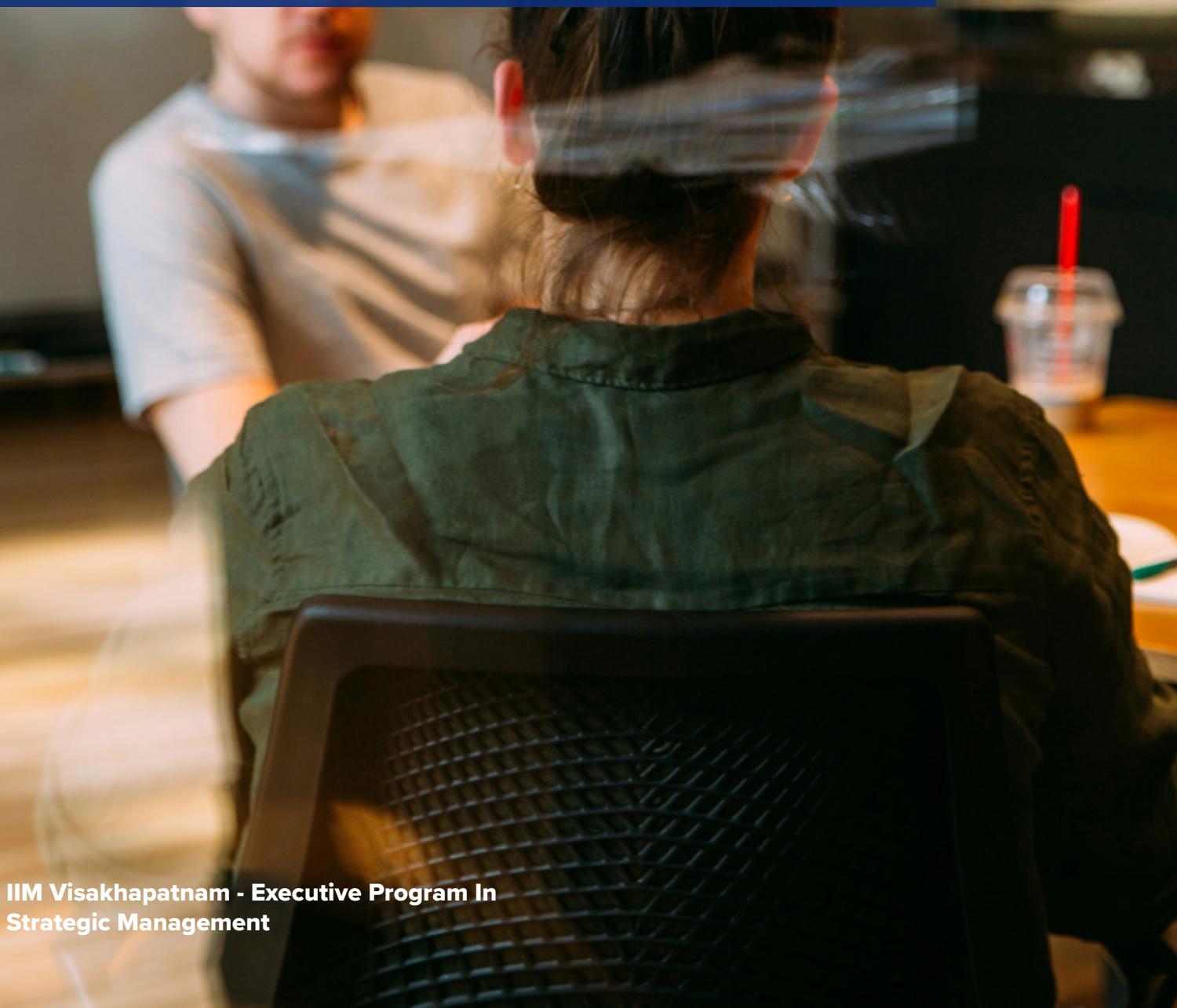
- Topic 49: Data-Driven Decision Making
- Topic 50: Predictive Analytics: Shaping Future Strategies
- Topic 51: Mastering Business Insights with PowerBI
- Topic 52: Strategic Dashboards for InBusiness Verticals

Key tools covered in this program



Capstone Project

The capstone project explores integrating traditional strategic management with modern business challenges, assessing tools for innovation, competitive analysis, and adaptation, ultimately aiming to empower future leaders to navigate dynamic markets and drive sustainable growth and success in their organizations.



Learn Live from Top Industry Practitioners



Dr. Sushil Kumar

Program Director
Assistant Professor



Prof. Deepika Gupta

Program Co-Director
Assistant Professor



Dr. Amit Shankar

Associate Professor
Marketing



Prof. Joysula Srinivas

Associate Professor
Information Systems





Transformative Simulations

for World-Class Learning



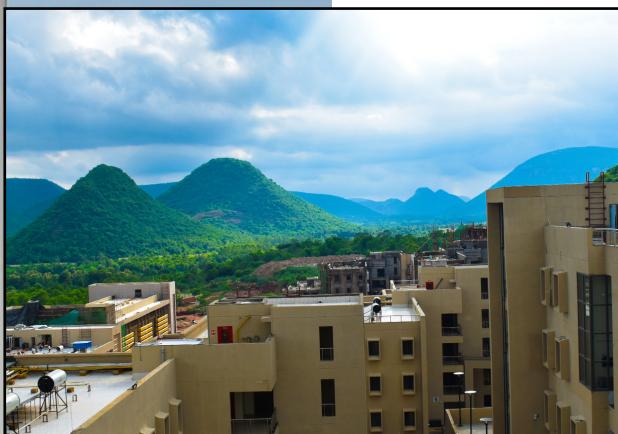
Strategy Planning Simulation

Explore strategy firsthand through our Strategy Planning Simulation. Analyze market trends, set goals, and devise actionable strategies for your virtual organization.



Strategy Execution Simulation

This immersive experience replicates real-world scenarios, allowing individuals to make strategic decisions and witness their immediate impact on virtual organizations.



Innovation Simulation

Explore the innovation journey from ideation to implementation. Make key decisions to spark creativity, disrupt markets, and gain competitive edges.

Network and Interact at the Campus of Prestigious IIM Visakhapatnam

Gain a unique opportunity to participate in a **3 day Campus Immersions** at the picturesque campus of Indian Institute of Management Visakhapatnam. Build lifelong connections with your peers, participate in workshops and hackathons, & experience student life at one of the top IIMs in India. Some unique features you can expect in the immersion include:

- Networking with Peers
- Interaction with Faculty
- Offline Classes
- Product & Strategy Simulations
- Valedictory Ceremony

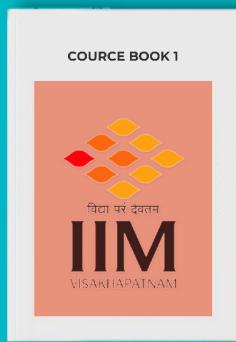


Welcome Kit

Upon enrolling in the prestigious IIM Visakhapatnam program, students are equipped with a comprehensive welcome kit. This thoughtfully curated kit enhances the student experience and fosters a conducive learning environment.



2 COURSE BOOKS



PEN DRIVE



IIMV ID CARD



IIMV BOTTLE

NOTEBOOK



IIMV NOTEBOOK

IIMV BAG PACK

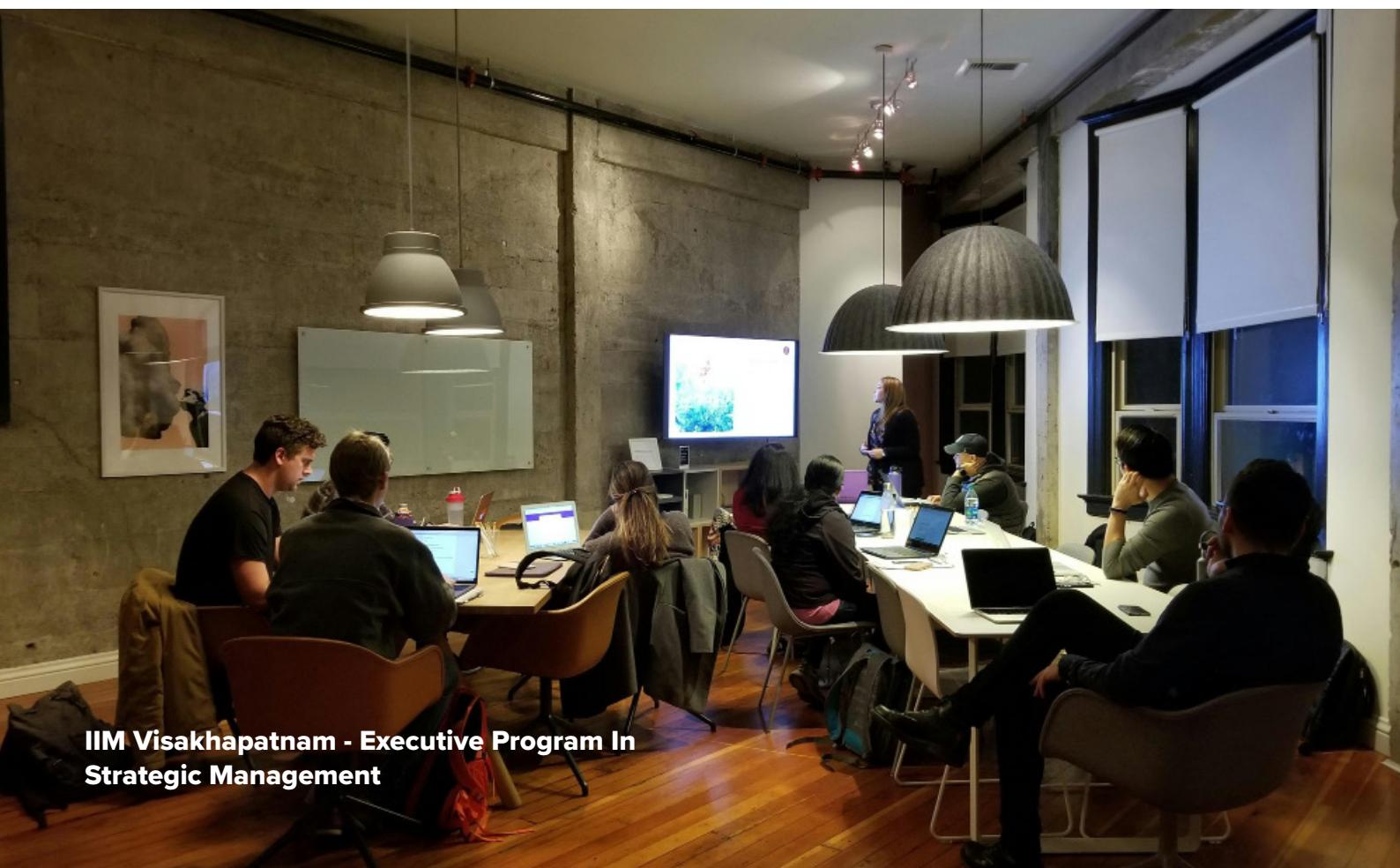


*The depicted representation does not accurately reflect the actual physical objects received. Please note potential differences in appearance, especially for books provided by IIMV with varied covers based on the course.

Attain Executive IIM Alumni Status

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

- Batch & Individual E-mail IDs
- Lifetime Executive Alumni Identity card
- Monthly access to IIM(V)ibes and IIMV newsletter
- Access to IIM Visakhapatnam Executive Alumni Network
- Access to Library and Campus Visits
- Alumni City Meetups



Assessment & Evaluation

At IIM Visakhapatnam, your business acumen thrives under rigorous assessment. We evaluate your critical thinking, problem-solving, and communication skills through diverse components:

- **Quizzes, in-class exercises, and assignments**
- **Attendance**
- **Oral examinations/presentations/Simulations**
- **End-module examination**
- **Four-point scale will be adopted for evaluating a student in individual modules.**

Our criteria ensure you graduate not just with knowledge but with the ability to apply it in real-world scenarios, ready to lead in the dynamic business landscape.



Key Program Highlights

12 months

Comprehensive Learning

140+

Hours of Live Classes

12

Modules

1

Capstone Project

6

Career Assistance Sessions



Career Support with 6 Powerful Sessions



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

- Apply at iimv.acredian.com
- Fill the application form and pay the fees
- Selected Candidates will receive Admission Confirmation Letter from IIM-V

Application Deadlines

Program Fee: INR 2.9 Lakh + GST

Application Fee: INR 10,000 + GST

Round	Date	Seats	Scholarship	Applicable Fee
1	30 June 2024	15	INR 50,000	INR 2.4 L + GST
2	15 July 2024	20	INR 30,000	INR 2.6 L + GST
3	After 30 Jun 2024	50	NIL	INR 2.9 L + GST

Program Snapshot

START DATE

Batch Inauguration: 25th August 2024

CLASS TIMINGS

3 PM - 6 PM IST on Saturdays*

DURATION

12 Months

WEEKLY SCHEDULE

Online classes on Saturdays

Self practice/assignments on weekdays

ELIGIBILITY CRITERIA

Total Years of Experience: **5+ Years**

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

PROGRAM FEE

INR 2.9 Lakhs + GST

Application Fee:

INR 10,000 + GST

EMI Options Available!

Speak with Program Mentor



+91 81308 97175



in association with



admissions@accredian.com

www.accredian.com

* IIM-V reserves the right to change class timings & curriculum as per faculty schedules & updates to curriculum.

The World is your Campus

Experience a Transformative Journey to develop a world-class Leadership Mindset to thrive as a Global Strategic Leader.

