



विद्या परं दैवतम्

IIM

VISAKHAPATNAM

Professional Program in

**Advanced
Corporate Strategic Management**

Batch - 4



About IIM Visakhapatnam

Indian Institute of Management Visakhapatnam (IIMV) is an institution of national importance under the Indian Institutes of Management Act 2017. It is a professionally managed, Board-governed corporate body.

The IIM Act 2017 enjoins the Institute to attain standards of global excellence in management education, research, and allied areas of knowledge.

Within a short period, the Institute has built a reputation for providing high-quality comprehensive and holistic management education, blending theory with practice. IIMV is grooming leaders who can contribute as professional managers, entrepreneurs, and stewards of existing and emerging enterprises in the private, public, and social sectors. Its research is focused on advancing new knowledge, innovation and thought leadership.

The faculty of the Institute, blending industry experience with their impeccable academic and research credentials, bring real-world knowledge to the classroom for learning outcomes of lasting impact.

The Institute has two campuses with state-of-the-art facilities in Visakhapatnam. Its city campus is located in the salubrious precincts of Andhra University. The permanent campus, a world-class GRIHA-5 Star rated facility on 230 acres of land, is situated at Gambheeram Village, Anandapuram Mandal, about 25 kilometres from the temporary campus, on the National Highway (NH) 16 to Kolkata. Nestled among three hills with a nearby waterbody, it boasts of serene and scenic environs set in sylvan surroundings. With aesthetics and ambience of a high order, it is an ideal precinct for the earnest pursuit of academic and professional interests.

Unique Strengths of IIM Visakhapatnam

- Vision to champion and excel in educating and nurturing entrepreneurial leaders in creating innovative solutions for business, government, and society.
- Mission: (a) to be a pre-eminent business school focusing on contextually-relevant solutions for techno-managerial problems, leveraging global best practices and knowledge resources; (b) to foster an environment that encourages creative learning for innovative outcomes; (c) to promote relevance and excellence in all academic, research and allied knowledge pursuits; (d) to demonstrate commitment to ethical and sustainable management practices; and (e) to contribute to professionalization of management education with diversity, equity and inclusivity as key drivers.
- Core values of academic freedom, equity, excellence, professionalism and sustainability.
- Grooming leaders who can contribute as professional managers, entrepreneurs, and stewards of existing and emerging enterprises in the private, public, and social sectors.
- The faculty of the Institute, with PhDs from top notch institutions of India, who blend industry experience with their impeccable academic and research credentials, and bring real-world knowledge to the classroom, for learning outcomes of lasting impact.
- Peer-reviewed, high-impact research focused on advancing new knowledge, innovation and thought leadership.
- Offer of on-campus programs such as (a) two-year MBA; and (b) two-year Mahatma Gandhi National Fellowship program in Public Policy & Management, funded by the Ministry of Skill Development & Entrepreneurship, GoI.
- Offer of full-time PhD program in many management disciplines, supported by the University Grants Commission, GoI.

- Offer in hybrid mode of:
 - A specialized two-year MBA program in Digital Governance & Management sponsored by the Ministry of Electronics & Information Technology, GoI. This program is for officers from the civil services of India.
 - A two-year Executive MBA program for working professionals.
- Many post-graduate certificate programs (four-months to one year duration) in a variety of specializations.
- Being a sought-after destination for executive education programs. The sponsors include departments of the GoI (e.g., DPE, DoPT, DRDO), large central public sector enterprises (e.g., IOCL, HPCL, NTPC, PowerGrid, HSL, MDL, MCL), the Central Vigilance Commission, and renowned private sector organizations (e.g., L&T).
- Having one of the fastest growing incubators in the country. Committed to nurturing and promoting startups, entrepreneurship development initiatives are receiving national recognition and funding from the ministries of the GoI as well as reputed public and private sector organizations.
- Having a first-of-its-kind Board-approved Start-up Policy, with allocation of 1% of the budget to an Innovation Fund, to encourage entrepreneurship in students by providing them with seed funding and prototype grants.
- Recognition as industrial-research organization by the Department of Scientific & Industrial Research, GoI.
- Having the prestigious Dr B R Ambedkar Chair Professorship endowed by the Ministry of Social Justice & Empowerment, GoI.
- Being a signatory to the PRME (Principles for Responsible Management Education), an initiative of the United Nations Global Compact. It also a member of the UN Sustainable Development Solutions Network.
- Having a 240-acre campus in salubrious, serene, sylvan and scenic surroundings in the popular “City of Destiny”, Visakhapatnam, with a beautiful beach one side and a majestic hill-range on the other.
- Net-zero status in energy, water and carbon footprint once the campus project is fully completed this year.
- Forging ahead of all new-generation IIMs (for successive years) in the NIRF ranking of the MoE, GoI.

IIM Visakhapatnam is thus a trend-setter and path-breaker!

About upTop



The speedy pace of the universal revolution compels working professionals not only to gain mastery of current trends, digital transformations, and platforms but also to be able to connect that knowledge to their daily job. The ability to adapt and learn evolving trends can often unlock the next step in career advancement.

upTop is a dedicated platform for working professionals to help them to adapt, overcome, improvise and stay UP on the TOP in the career climbing race.

We believe that continuous learning is the key to maintaining a competitive edge and achieving rapid career growth. The concept is just not to offer rapid executive development programs but to make professionals self-aware of different career stages and the need for continued development, also helping working professionals to self-realize the essential of filling the gaps to have swift career growth.

The principle of executive education is not to follow traditional learnings but to welcome the right set of combinations in the development programs well aligned with the industry needs. We do believe that the executive programs cannot be uniform or traditional but have to be aligned with emerging industry inclinations as executives require highly actionable insights, frameworks, and strategies to apply in their own roles and processes which will empower them to meaningfully contribute to the success of their organizations and to their career growth. An ISO certified Company **29990 : 2010**

upTop is the authorized admission partner for this program of
IIM Visakhapatnam.

Always **UP** on the **TOP**...



Program Overview

Strategy is a firm's theory of how to gain and sustain competitive advantage. Strategic management is cross-functional: it involves the integration of the firm's operations, finance, marketing, systems, human resources, and R&D functions. Hence the strategic management course is referred to as the 'capstone' course in Management. Our perspective in this course will be that of a general manager or a chief executive officer and students are expected to reflect and appreciate their approach towards competitiveness, profitability, and growth. We believe this would inculcate a "general management" perspective i.e., the capacity to view the firm in its "totality" and in the context of its environment.

The program will aim to help students develop the analytical skills needed to understand and assess the external drivers of the superior performance of for-profit firms. This is a capstone course that enables students to bring together strategic aspects from primarily five functional areas, i.e., R&D, Marketing, Human resource, Operation, as well as Finance. The course integrates various business disciplines and helps students to apply functional and strategic management theories and concepts to decision-making, business planning, strategy formulation and execution. The course will connect theoretical classwork to the business world. Students learn by doing as teams apply theories and concepts, to a 'real-world' simulation.



Course Introduction

- Integrate the skills and knowledge you have acquired in your previous work environment to perform various environmental (both internal and external) appraisals/ analyses for strategy formulation.
- Develop a strong understanding of how firms compete by engaging with the important analytical approaches that underlie the domain of strategic management.
- To examine, apply and evaluate the various types of generic business/corporate strategies firms adopt and strategic choices/decisions firms make to gain and sustain competitive advantage.
- To synthesize various aspects of strategy implementation and evaluate strategy implementation as essential to good strategic management.



Pedagogy

To capture the pragmatic, action-oriented nature of a manager's job involved in business, we shall primarily use the case method of teaching, and supplement the case discussions with readings, lectures, role plays or other inter-active exercises, as necessary. The skills this course seeks to develop can be sharpened only through practice. This calls for exposing you to the "real world" in the classroom! The case method has been found to be the most suitable pedagogical device in this regard. It enables one to simulate, as closely as is feasible, the "real world" in the classroom.

A major part of the course is based on experiential learning through a simulation. The course will use the CESIM Global Challenge Business Simulation. The CESIM Global Challenge Business Simulation is used by numerous business schools world-wide. The Business Simulation is conducted with students organised into teams representing different firms within an industry, which compete against each other over several years. Each firm begins at the same starting point but progresses based on decisions made by it. The simulation will give student-driven teams an opportunity to make important trade-offs and decisions regarding marketing, operations, product decision, human resources, logistics, and finance issues in a simulated business environment.

Program Curriculum

Module I: Industry Analysis

- Competitive forces, environmental analysis
- Introduction to Strategy - Past-Present-Future
- Strategic Consulting and Strategic Planning
- Industry Analysis
- Economic Foundations of Strategy

Module II: Business Strategies: Part-I

- Strategy formulation
- Resource analysis
- Cost competition
- Differentiation
- Platform Business Models

Module III: Business Strategies: Part-II

- Foundations of Strategy Formula on
- Planned vs. Emergent Strategy
- Environmental Uncertainty and Strategic Planning
- Scenario Planning
- Firm Resources and capabilities
- Value Creation and Value Chain
- Competitive Advantage
- Competitive Strategy
- Business Strategy in a Globalized Digital & Highly Regulated World

Module IV: Strategy Process Part-I

- Planning
- Strategic change
- Implementation

Program Curriculum

Module V: Strategy Process Part-II

- Balanced Scorecard
- Strategy and organisational Structure
- Strategy and organisational Culture
- Sustainability
- Business Ethics

Module VI: Corporate Strategies

- CESIM Simulation

Module VII: International Business

- Global strategies
- International trade theories
- National competitiveness
- Market entry strategies

Module VIII: Leadership & Strategy

- Strategic Leadership and Change Management
- Leading High-performance Teams
- Leading organisations into a new paradigm/growth strategy

Module IX: Campus Workshop on Design Thinking

- Design thinking framework, challenge framing & idea on, tools & techniques, prototyping, and test cycles.

Simulation

Simulation is the imitation of a real-world process or system using a computer program or model. It involves creating a virtual environment or system that behaves like the real-world counterpart and allows users to interact with it in a controlled manner. Simulations are used in various fields, including science, engineering, medicine, entertainment, and education, to study, test, or demonstrate the behavior of complex systems or processes that may be difficult or dangerous to replicate in real life. Simulation can be done using a range of tools, from simple physical models to advanced computer simulations that incorporate artificial intelligence, machine learning, and virtual reality technologies.

Tools Covered by upTop

upTop will provide free courses as Complimentary to the participants. The complimentary sessions will be conducted on Saturdays & shall also provide certificate on successfully completion of complimentary programs.



Key Highlights

Learning cutting-edge concepts and theoretical frameworks in Corporate Strategy from the best in the business at the convenience of your home/workplace.

Opportunity to network with a group of highly motivated and ambitious individuals on a growth trajectory.

Opportunity to test your learnings and skills by managing a firm in a simulated environment and competing against your peer group.

Opportunity to co-create knowledge in the form of a case study. Selected case studies which meet the academic rigour of IIM V will be taken forward for publication.

Program Details

Duration

5 Months (Total 60 Hours)

Format

Live Interactive Sessions

Program Fee

INR 77,000 + 18% GST (Pay in easy EMI's)

Inauguration Date

02nd March, 2025

Eligibility Criteria

- Bachelor's degree/ Diploma in any discipline with consistent academic performance.
- Familiarity with high-school mathematics and good oral and written communication skills.
- Preference will be given to candidates with 3 years of work experience after completion of Graduation.

Course Schedule

2:50 hour sessions every Weekend (Live) (Inclusive 20 minutes break)

Attendance

Minimum 80% attendance is mandatory for successful completion of the program.

Evaluation

Performance of participants will be monitored through continuous evaluation on assessments, quizzes & project work.

Campus Immersion (Optional)

There will be 2 days of on-campus learning towards the end of the programme at IIM Visakhapatnam.

The in-campus modules are subject to the conditions that prevail at that point of time. These conditions pertain to the pandemic or other unavoidable reasons. In case the on-campus module is not confirmed due to less than 30 participants, the same will be included in the total number of online sessions.

Campus Immersion Fee : INR 15,000 + GST (Double Occupancy)

*Campus immersion fee is over and above the fee payment of the course



Campus Immersion Welcome Kit



Disclaimer: Please note that the welcome kit displayed in this brochure are for illustrative purposes only. The actual items included in the welcome kit may vary and are subject to change without prior notice and only be issued to participants who come to the campus visit at the end of the course. Welcome kit will not be dispatched virtually to any participants. Campus visit approval from IIM Vizag subject to minimum participants number required for campus visit.

Programme Director

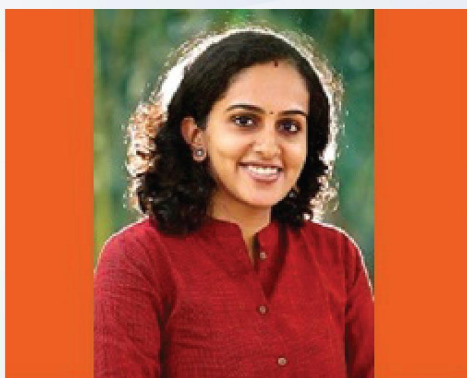


Amit B Chakrabarti

Programme Director

PhD IIM Kolkata

Prof. Amit comes with a varied industry experience of more than eight years and teaching experience of more than six years. After he graduated from Jadavpur University, he started his professional career in a start-up firm. Subsequently, he completed his MBA from the Indian Institute of Management Bangalore in 2004 and joined a retail consultancy organization, KSA Technopak. Later he joined Indian Oil Corporation Ltd, where he completed assignments in retail sales, corporate communication and consumer sales. He returned to academics after completing his PhD at the Indian Institute of Management Calcutta. As part of his academic assignments, he worked at the Indian School of Business Hyderabad and TAPMI before joining the Indian Institute of Management Visakhapatnam. He is one of the founding faculty members at the IIM Visakhapatnam. Recently he completed the Global Colloquium on Participant-Centered Learning at the Harvard Business School. Prof. Amit regularly publishes in international journals and participates in leading management conferences worldwide. His research interests lie in ownership and its influence on strategy and firm performance. He is also active in the Executive Education Space, having recently conducted programs for some of the leading Corporates in India.



Kaveri Krishnan

Programme Co - Director

PhD IIM Bangalore

She completed her PhD from Indian Institute of Management Bangalore, specializing in the Finance & Accounting Area. Her work largely focuses in the area of credit rating. Her dissertation explores the efficacy of the credit rating process in India. The thesis also analyses the determinants of credit rating and the impact of the regulatory disclosure requirements on the credit rating process. Her broad research interests lie in the area of Credit Rating, Corporate Finance, and Investments. Prior to her doctoral degree, she completed her MBA and Engineering degree. After her Master's degree, she worked in the industry for about three years.



Who Should Attend?

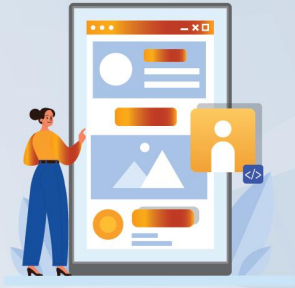
*Professionals who want to gain
a deeper understanding of
Corporate strategy.*



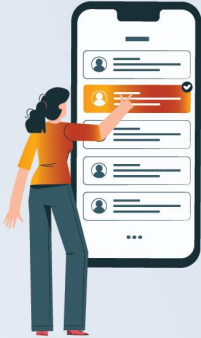
Wall of Certificate



Admission Process



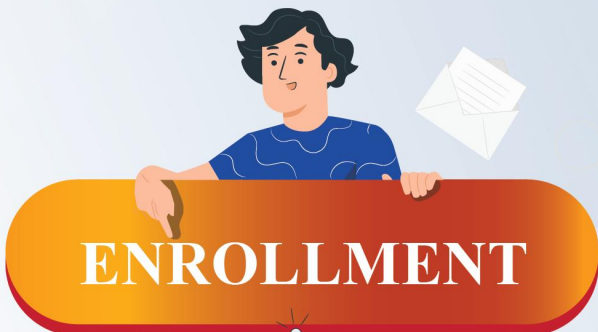
Online Application



Profile Shortlisting



Profile Approved



ENROLLMENT




In collaboration with

upTop
Adapt by Learning

Universal Potential Talent Optimization Platform

Sec 44, Gurgaon, 122003 India

 Info@uptop.in

 7737798131 / 7737799131

Note- upTop is the authorized admission partner for this program of IIM Visakhapatnam.

All the sessions will be delivered in the English language only.