

Faculty of the Course

The ITS course will be led by Prof. A. Sahay (arun.sahay@bimtech.ac.in), Dean (Research), BIMTECH, (Formerly at MDI, Gurgaon), a veteran from both industry and academic world. The course faculty shall comprise of faculty from BIMTECH, guest faculty from other partner institutions and experts from industry.

Registration Fee

The course is residential and the fee is Rs. 7500

Registration fee covers twin sharing accommodation, breakfast lunch and dinner as also course material. Snacks and Tea/Coffee will be served during the session breaks. The course will have a maximum of 30 participants received on first come first served basis. BIMTECH reserves the right for acceptance of a nomination. Preference shall be given to regular, experienced faculty of AICTE approved management institutions, who are already conducting strategic management courses. SMFI may later refund the fee partly or full, on successful completion of the course, in the form of waiver of fee in a subsequent course.

Nominations

Nominations for Innovation & Technology Strategy (ITS) Course should be made on the enclosed form. Fee should be sent by demand draft drawn in favour of "SMF – Management Teachers' Programme" on any scheduled bank, payable at Lucknow. The duly filled in form along with the requisite course fee should be sent by March 19, 2012 to:

Prof. A. Sahay

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Birla Institute of Management Technology

Knowledge Park-II, Plot No-5
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STRATEGIC MANAGEMENT FORUM

in association with



announces

Elective Course of
Management Teachers' Programme
on

Innovation & Technology Strategy

Date: APRIL 2 - 6, 2012

Venue:

Birla Institute of Management Technology
Greater NOIDA, National Capital Region, Delhi

MANAGEMENT TEACHERS' PROGRAMME

Introduction

Strategic Management (SM) courses are compulsory courses in curriculum of MBA and other management programmes in the country. There is, however, a paucity of well trained, specialist teachers for the subject. It is necessary to develop such a faculty base in the area for increasing effectiveness of teaching the SM subjects.

Looking at the requirements of the country, Strategic Management Forum has launched a Management Teachers' Programme (MTP) for grooming Strategic Management Teachers. The programme comprises a series of modular (Foundation and Elective) courses of 1-week (36 contact hours) duration each, to be conducted through a consortium of leading management schools.

A faculty has to undergo at least six (foundation and elective) courses at different institutions to complete the programme. While the design of various courses will be high on academic rigor, there will be equal emphasis on practical orientation. The participants would also have the opportunity to develop acquaintance with 6 or more leading management schools of the country and the faculty thereof, to engage in self-development on an ongoing basis, through faculty networking. The programme also aims at familiarizing the participants with emerging research issues in the SM area. Over a period of time they are expected to significantly contribute to research and literature development in the area.

About the Strategic Management Forum

Strategic Management Forum is an association of strategic management professionals having members from industry, academic and public administration. Its objective is to propagate the concept and practice of strategic management in the country. Registered as a non-profit making body in January 1997, it has leading management institutions/ corporates and professionals as its institutional and individual members. The Forum organised its first conference at the Indian Institute of Management, Lucknow in January 1997. Since then it has regularly organized annual conference in different IIMs, IITs, IIFM, Bhopal, Management Development Institute, Gurgaon and XLRI, Jamshedpur.

Besides the annual convention, the Forum has also undertaken a major initiative of organising a series of Seminars / Workshops on WTO and Allied issues, conducted in a building block manner, in collaboration with IIMs, IIFT New Delhi, University of Goa and other reputed Management Schools/organisations.

Another major initiative undertaken is the week-long foundation and elective courses for Faculty Development. Sixteen foundation courses and twenty four elective courses have been conducted so far. Over 550 faculty members have undergone foundation courses and over 650 faculty members have attended one or the other of the twenty seven elective courses conducted so far. The next elective course on Innovation & Technology Strategy is being organized at Birla Institute of Technology where the creator of this popular elective course and a founder member of the strategic management forum has moved.

Key Objectives of the Management Teachers' Programme

- To groom specialist teachers for conducting Strategic Management courses in various management schools in India, through pooled national expertise.
- To impart them necessary teaching skills (including teaching through case method) to improve effectiveness in class-room delivery.
- To keep them updated about the state-of-the-art in strategic management, to be able to incorporate changes in syllabus on a continuous basis.
- To develop close relationship among faculty for necessary academic interaction.
- To develop a large base of academicians in strategic management area for scholarly research on topics related to SM.



About Birla Institute of Management Technology

Established in 1988, under the aegis of Birla Academy of Art and Culture, it offers postgraduate and doctoral courses in General Management, International Business, Insurance, Retail Management and Sustainable Development. Globalisation, Innovation, Entrepreneurship and Inclusive Growth are ingrained in the curricula. The Institute has been consistently ranked among the top 10 private B'Schools in India. It has developed strategic alliances with Business Schools in Europe, UK and USA for collaborative research, training and exchange programmes for students and faculty. The lush green fully residential Wi-Fi campus at Greater Noida (NCR) is one of its kinds in Northern India.

Birla Institute of Management Technology integrates knowledge, research, industry experience and international exposure to offer comprehensive programmes for managers, executives, faculty and post graduate & doctoral students. The driving force at BIMTECH is a team of distinguished faculty who have extensive experience and expertise in diverse fields. International faculty exchange and joint research projects further strengthens the intellectual capital.

As part of continuing education with an objective to strengthen ties between corporate and academia, several Management Development Programmes (MDPs) are regularly conducted. The institute gives great importance to faculty development and accordingly conducts various Faculty Development Programmes (FDPs) regularly.

Design of the Programme

The programme comprises foundation and elective courses. Each course will be a one-week module, having a minimum of 36 contact hours. The programme is designed to be an integrated whole, not an assortment of courses. A teacher who undergoes a minimum of six courses (foundation and electives), may be awarded a Certificate of Proficiency.

Coverage of Innovation & Technology Strategy (ITS) Course

This course aims to provide a comprehensive perspective on strategies for Innovation & Technology. It brings out management aspects of innovation & technology and discusses the relationship between business strategy and innovation & technology strategy.

- **Understanding Technological Environment:** Overview, Planning, Forecasting, Technology players,
- **Integrating Innovation, Technology and Business Strategy**
- **Innovation & Diffusion:** Technology Innovation, Technology Diffusion, Research & Development, technology Networking.
- **Product & Process Development:** New product/process concept, prototyping, Testing & Validating, Manufacturing & Servicing
- **Management of New technologies:** Biotechnology, Environmental technology, Nano technology, Space technology etc
- **Technology Transfer:** In house, Between firms, Between Nations
- **Intellectual property rights:** TRIPs, Copyright & Related Rights, Patents, Trade Marks, Other IPRs
- **Technology Valuation & Financing:** Technology Funds, Venture Capital, Angel Fund, Sector Fund, Stage Fund

Pedagogy

The course will use rigorous analysis and critical examination of Indian and foreign cases, and lectures. Practicing managers might also be invited to share their change experiences and strategies.

Intended participants

The course will be very useful to faculty members who are teaching or likely to take up teaching strategic management courses. It will also benefit those who wish to develop expertise for research work in this area. In-house trainers may also benefit from the same for organizing training programmes on strategic management in their organizations. Participation in foundation course conducted by Strategic Management Forum is a pre-requisite for the participation in the elective courses.