

# STRATEGIC MANAGEMENT FORUM

IN ASSOCIATION WITH

## INDIAN INSTITUTE OF FOREIGN TRADE



Announces Elective Course for  
MANAGEMENT TEACHERS PROGRAMME

On

Management Of Global Strategic Alliances

13<sup>th</sup> February – 17<sup>th</sup> February, 2017 at IIFT Kolkata  
Campus



# Management Teachers Programme On Management of Global Strategic Alliances



The raising levels and forms of competition and the resources deployed by the firms to tackle such competition have brought in new thinking in strategy. What are the ways by which the firms can minimize resources directed towards handling the competition at the market? Strategic thinking on this question has resulted in business alliances. The concept of alliances has come a long way and has taken varying shapes. This course addresses the strategic alliances among the organizations and how the firms use the same for their successful growth in the competing world.

## Course Objectives:

The major objective of this course is to discuss and assess the importance and potential competitive advantages created by strategic alliances within and across industries as an alternative growth and expansion strategy of a firm. The participants will be exposed to various aspects of strategic business alliances including motives for alliances, different structures of alliances, the process of identifying potential strategic partners, the strategies in developing good governance structure and managing relationship to maximize value creation for alliance partners.

## Key Objectives of the Programme

i. To groom specialist teachers for conducting Strategic management courses in various management schools in India, through pooled national expertise.

ii. To impart them necessary teaching skills (including teaching through case method) to improve effectiveness in class-room delivery.

iii. To keep them updated about the state-of-the-art in Management of Global Strategic Allowances, to be able to incorporate changes in syllabus on a continuous basis.

iii. To develop close relationship among faculty for necessary academic interaction.

iv. To develop a large base of academicians in strategic management area for scholarly research on topics related to SM.

## Design of The Programme

The programme comprises foundation and elective programmers on strategic management. Participation in **foundation course is a pre-requisite** for the participation in the 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.



## Faculty

The Course Faculty shall comprise in house- Faculty of the host Institutions and guest faculty from other partner Institutions

## Registration

**Residential: Rs.10,000**

**Non-Residential: Rs 7500**

Registration fee covers cost of course material, lunch and tea/coffee. For residential participants, it includes twin sharing accommodation, breakfast and dinner charges also.

The registration fee may be refunded partly or full, on completion of the course, upto 30 nominations received on first come first served basis. Preference shall be given to regular, experienced faculty of AICTE approved management institutions, who are already conducting strategic management courses.

Nominations for Elective Course should be made on the enclosed form. Fee should be sent by demand draft drawn in favour of **“Indian Institute of Foreign Trade, payable at Kolkata”**.

The duly filled in form along with the requisite course fee should be sent by **27<sup>th</sup> January, 2017** for the courses being conducted at IIFT

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## Better For Whom

The MTP will be very useful to faculty members **who are teaching** or likely to take up teaching the 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 programmers on strategic management in their organizations.



## Course Content

The course, **Management of Global Strategic Alliances** has been divided into five modules which are as given below:

Module	Objectives & Topics
1	<p><b><u>Revisiting Levels &amp; Types of Strategies</u></b></p> <p><i>Objectives:</i> This module revisits the concept of Strategy and form basis for the rest of the sessions.</p> <p><i>Topics:</i> RBV and IO approaches to Strategic Management Three levels of Strategy and decisions Corporate and Business level strategies Growth strategies &amp; Competitive strategies Contemporary issues &amp; challenges in Strategic Management</p>
2	<p><b><u>Strategic Alliances – Basics, Structure &amp; Typology</u></b></p> <p><i>Objectives:</i> This module introduces the concept of Strategic Alliance, its evolution and links it to the structure of different typologies.</p> <p><i>Topics:</i> Meaning and Evolution SA Continuum Offensive &amp; defensive uses of SA Business – level, Corporate level and Cross Border Alliances</p>
3	<p><b><u>Strategic Alliances &amp; Functional Integration</u></b></p> <p><i>Objectives:</i> This module elaborates the functional level integration of alliances across the organizations.</p> <p><i>Topics:</i> SA &amp; Marketing SA &amp; Finance SA &amp; Operations</p>
4	<p><b><u>Management of SAs</u></b></p> <p><i>Objectives:</i> This module focuses on how the SAs are managed. It deals with the structural arrangements among the SA partners, the issue of trust and facing conflicts among the partners.</p> <p><i>Topics:</i> Stages in the implementation of SAs Criteria for partner selection Issue of trust and structures for implementation Do's and Don'ts in SA Conflict Resolution</p>

**Evaluation of SAs****Objectives:**

This module throws light on how to evaluate the success of SAs. What are the parameters of evaluation and how they are measured are dealt in this module.

**Topics:**

Approaches to Evaluating SA performance

Types of performance measures

Future of SAs

## Strategic Management Forum

The Forum organised its first conference at the Indian Institute of Management, Lucknow January 1997. The second conference was held in Indian Institute of Management Bangalore in May 1999, the third conference at Indian Institute of Management Calcutta in May 2000, fourth at Indian Institute of Management Ahmedabad in May 2001. The fifth annual convention was held at Management Development Institute, Gurgaon in April 2002 and the sixth at XLRI, Jamshedpur in April 2003. The seventh and eighth annual conventions were held at Indian Institute of Management Indore and IIFM Bhopal in May 2004 and 2005 respectively. The ninth convention was held at IIMK during May 18-20, 2006. This was followed by Conventions at IIT Bombay, IIT Kanpur, IIM Bangalore, IIM Lucknow, IIM Indore, IIM Kozhikode and IIM Calcutta in 2007, 2008, 2009, 2010, 2012, 2013 and 2014 respectively. The first International Conference was held at IIM, Ahmedabad in December, 2010. The Eighteenth Convention was held at IIFT, New Delhi in December, 2015.

The Forum also took a major initiative of launching week-long foundation and elective courses for Faculty Development. These modular courses help the faculty members in specialising in strategic management area. The courses are conducted by IIFT, IIMA, IIMB, IIMI, IIMK, IIML, MDI and XLRI with financial support from AICTE. Twenty foundation courses were conducted in March 2004 to December 2012. Forty elective courses have been conducted so far. So far a total of 665 people have undergone foundation courses. Further a total number of 1019 faculty members have attended elective courses conducted so far. By June, 2014 over 120 faculty members had attended 4 or more courses, sixty eight among them having attended 6-9 courses.

## Indian Institute Of Foreign Trade



The **Indian Institute of Foreign Trade (IIFT)** was established in 1963 as an autonomous body under the Ministry of Commerce & Industry to contribute in the skill building for the external trade sector of India. It has come a long way to successfully develop into a unique institution involved in imparting knowledge through research and training in international business and trade. The Institute was granted “Deemed University” status in 2002. **The National Assessment and Accreditation Council (NAAC) has recognized IIFT as Grade ‘A’ Institution in 2005 as well as in 2015.** Over the years, the IIFT has emerged as the national university with focus on International Business Management and Strategy, and such focus is reflected in all three major activities of the Institute: Research, Training and Education.

The Institute visualizes its future role as:

A catalyst for new ideas, concepts and skills for the internationalization of the Indian economy. The primary provider of training and research-based consultancy in the areas of international business, both for the corporate sector, Government and the student's community.

An institution with proven capability to continuously upgrade its knowledge base with a view to servicing the requirements of the Government, trade and industry through both sponsored and non-sponsored research and consultancy assignments.

The Institute's portfolio of long-term programmers is diverse, catering to the requirements of aspiring International Business executives and mid-career professionals alike. These are:

Two-year MBA (International Business)

Three-year MBA (International Business) (Evening)

Executive Masters in International Business

Certificate Course in Export Management

(Please visit website [www.iift.edu](http://www.iift.edu) for further details)

IIFT has, over the years, undertaken path-breaking research studies with organizations like WTO, World Bank, UNCTAD and the Ministry of Commerce & Industry, Government of India. The Institute has also trained more than 40,000 business professionals across 30 countries in various facets of international business and trade policy via its Management Development Programmers.