

About the Strategic Management Forum

Strategic Management Forum is an association of strategic management professionals from industry, academia and public administration fields, to propagate the concept and practice of strategic management in the country. Registered as a non-profit organization in January 1997, it has leading management institutions and professionals as its institutional and individual members. The Forum has been organizing conferences at leading management institutions of the country, covering important issues for advancement of theory and practice of strategic management.

The professional individual membership of the Forum is open to the academicians, managers and administrators having demonstrated interest in strategic management. Business organizations and academic institutions engaged in teaching/training of strategic management can become institutional members.

For further details about the Forum and its activities, please visit website <http://www.smfi.org> or contact

Prof. Krishna Kumar

Secretary, Strategic Management Forum

Director, Indian Institute of Management, Kozhikode

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ABOUT THE INSTITUTE

The Indian Institute of Management Kozhikode (IIMK) is the fifth IIM, established in 1996 by the Government of India in collaboration with the Government of Kerala. It aims to provide education, training, consulting, and research facilities in management. The Institute began its Post Graduate Programme in 1997. The programme is structured to respond to the intellectual capital requirements of business and industry. Notwithstanding the IIM brand equity, IIMK is ever mindful

of the "Icarus Paradox". Imitation has been replaced by innovation, and the constant endeavour is to be better than the best.

IIMK is dedicated to offering world class programmes in management. The Institute endeavours to develop the necessary environment through the synergy of faculty, students, business, industry, and technology.

The Institute encourages constant interaction with the industry. It draws from the experience of the leaders in industry by regularly inviting them to the Institute. The Summer internship, which every student undergoes after the first year of the Post Graduate Programme, further facilitates this interface.

The institute is unique in several aspects such as its high-value addition programs, best management practices, cost effectiveness, state-of-art computing facilities and the best library with a web portal for one-stop-information-shop. IIMK offers interactive on-site Learning program for working executives.

The Institute Campus has been developed in the scenic ambience of approximately 96 acres of land in the Kunnamangalam locality of Kozhikode. It is located at a place where one can have the best ayurvedic treatment at Kottakkal in the country. The site comprises of two hillocks with a valley in between and the panoramic view from the hilltop is a visual delight. The design of the Campus is aimed at preserving the existing ambience, and incorporates the strong architectural traditions of Kerala.

Elective During 2004-05

Managing Change & Transformation (IIM, Lucknow)
Strategic Alliances and Joint Ventures (IIM, Indore)
Designing Organizations in Uncertain Environment (XLRI, Jamshedpur)
International Business Strategies (IIFT, New Delhi)
Nuances of Strategy Implementation (IIM, Kozhikode)
Mergers, Acquisitions and Divestitures (IIM, Ahmedabad)
Management of Technology (MDI, Gurgaon)

STRATEGIC MANAGEMENT FORUM

In Association with



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

and



ALL INDIA COUNCIL OF TECHNICAL EDUCATION
NEW DELHI

A n n o u n c e s

Elective Course in
Management Teachers' Program

on

**Nuances of
Strategy
Implementation**

at Kozhikode | January 24-29, 2005

Nuances of Strategy Implementation

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 of India has launched a Management Teachers' Programme (MTP) for grooming Strategic Management Teachers. The programme comprises of 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 rigour, 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.

Key Objective 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 classroom 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.

Design of the Programme

- The programme comprises of 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 the Course

- ☞ Interdependence of Strategy Formulation and Implementation
- ☞ Strategic Implementation and Enlarging role of Top
- ☞ Complexities and challenges of strategy implementation
- ☞ Conceptual framework and Emerging Issues of Strategy Implementation
- ☞ McKinsey's 7S Framework in the context of Strategy Implementation
- ☞ Strategy Audit system
- ☞ Balanced Scorecard
- ☞ Change Management
- ☞ Knowledge Management
- ☞ Strategy focussed organisation
- ☞ Organisational Structure, System and Shared value
- ☞ Strategic Leadership
- ☞ Organisational Learning

Pedagogy of the Course

The pedagogy of the course will include case discussions, lectures and exercises. Interaction with practitioners will also be organized.

For Whom

The MTP 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 is a pre-requisite for participation in the elective courses. A person must have attended any of the foundation courses conducted by SM Forum.

Faculty of the Course

The course will be coordinated by Prof. P R Bhatt of IIMK and may also involve other in-house faculty of the host institution.

Registration Fee

| | |
|-----------------|----------|
| Residential | Rs. 5000 |
| Non-residential | Rs. 3000 |

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

The registration fee may be refunded partly or full, on completion of the course, up to 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. A person who has received full refund in a foundation course may not get refund in the immediate next (elective) course. Refund of fee in the elective course shall also depend upon the performance during the course.

Nomination

Nominations for Elective Course should be sent by demand draft drawn in favour of "SMF: Elective Course in Strategic Management" on any scheduled bank, payable at Lucknow. The duly filled in form along with the requisite course fee should be sent by January 10, 2005 to

Prof. P R Bhatt (Coordinator)
Indian Institute of Management Kozhikode
P O Kunnamangalam, Calicut - 673 571, Kerala, India
Phone: 0495 2809119 (O), 2762670 (R)
E-mail: prbhatt@iimk.ac.in, prbhatt@yahoo.com

Elective Course in Management Teachers' Program on
Nuances of Strategy Implementation

NOMINATION FORM

PROGRAMME TITLE: _____

Name _____

Male/Female _____ Age _____

Designation _____

Organization _____

Address for communication _____

City _____ PIN _____

Phone (O) _____ R) _____ Fax _____

e-mail _____

Any Special diet _____

Description of present responsibility _____

QUALIFICATIONS

Degree _____ Subject(s) _____ Year _____ College/University _____

WORK EXPERIENCE

Organization _____ Recent Positions held _____ No. of Years of Experience _____

1. _____

2. _____

YOUR EXPECTATIONS ON THE PROGRAMME

1. _____

2. _____

3. _____

Date _____ Signature _____

COURSE FEE PARTICULARS

Demand Draft No. _____ Date _____ Amount _____

Name and Address of the Bank on which the draft drawn _____

Prof. P R Bhatt (Coordinator)

Indian Institute of Management Kozhikode
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Dr. P R Bhatt
Programme Coordinator

November 15, 2004

Dear/Madam,

We are organising a Management Teacher's Program on Nuances of Strategy Implementation as an Elective Course on January 24-29, 2005 at Indian Institute of Management Kozhikode Calicut. I am enclosing a detailed brochure regarding topics and other information. Kindly send your nominations so as to reach us by January 10, 2005

Looking for your participation in this program

With regards

Yours Sincerely

P R Bhatt

Elective Course in Management Teachers' Program on
Nuances of Strategy Implementation

Prof. P R Bhatt (Coordinator)

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