

STRATEGIC MANAGEMENT FORUM

ANNOUNCES

ELECTIVE COURSE OF
MANAGEMENT TEACHERS' PROGRAMME
ON
**INTERNATIONAL
BUSINESS STRATEGY**

NEW DELHI

19-23 DECEMBER 2005



in association with



**INDIAN INSTITUTE OF FOREIGN TRADE
NEW DELHI**

and



**ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
NEW DELHI**

MANAGEMENT TEACHERS' PROGRAMME ON INTERNATIONAL BUSINESS STRATEGY

Introduction

Strategic Management (SM) courses are compulsory courses in curriculum of MBA and other arrangement 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 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 Objectives

- (a) To groom specialist teachers for conducting Strategic Management Courses in various management schools in India, through pooled national expertise.

- (b) To impart them necessary teaching skills (including teaching through case method) to improve effectiveness in class-room delivery.
- (c) 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.
- (d) To develop close relationship among faculty for necessary academic interaction.
- (e) To develop a large base of academicians in strategic management area for scholarly research on topics related to SM.

Design of the Programme

- (a) The programme comprises foundation and elective programmes 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.
- (b) 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.

About the IBS Course

The course is an extension of the Strategic Management concepts in the international perspective. It aims at examining international business with an integrative framework covering [a] Strategy formulation, [b] Strategic implementation, and [c] Strategic evaluation & Control and exposes the participants to the strategies used by the firms to become and remain competitive in the Global Environment. It also highlights Country Selection for value addition activities, Routes of Internationalization & leveraging global scale advantages. It provides knowledge of the operational options, methods and strategies available to corporate managers wanting to enter or expand into the global market place.

Coverage of the IBS Course

The course is divided in six modules. The key focus in each module will be as follows:

- Module I Globalisation of Markets & Competition**
- History & dimensions of IB
 - Phenomenon of globalisation
 - Drivers of globalization
 - Diagnosing industry globalisation potential
- Module II Elements of Global Strategy**
- Globalisation imperatives
 - Yip's globalisation triangle and framework
 - Porter's & Prahalad's framework
 - Four elements of global strategy
- Module III Country Entry & Attractiveness**
- Entry strategies - Objectives, timing & mode
 - Country attractiveness - Market & industry opportunities
 - Facets of country risk analysis
- Module IV Global Marketing, Finance and Operations Strategies**
- Creating global marketing
 - Designing global products & services
 - Global sourcing & logistics
 - Global financial strategy
- Module V Organising and HR Perspectives**
- Elements of global organization & structural options
 - Strategic Alliances
 - Cross-cultural management & structural designs
 - Global HR wheel & HR issues
 - Cultivating a global mindset

Pedagogy of the Course

There is a strong emphasis on dialogue and your participation in discussions. To get the most out of this course, you need to participate actively in the discussions. Participation requires preparation before class, attendance in class, and presentation of ideas to the class. Case studies will be widely used to illustrate the different dimensions of Internationalisation of strategies. In addition, the case analyses will heighten the awareness of the differences across national settings and provide you the opportunity to utilize a repertoire of practical and theoretical tools. You will develop an appreciation (and hopefully a greater tolerance) for ambiguity and alternative points of view, which may come handy in class room Management of Strategy Classes.

For Whom

This course will be useful to faculty members who are teaching or likely to take up teaching advanced courses in Strategic Management. It will also benefit those who are already handling the functional areas of Management and trying to bring the international nuances of strategy into their courses. A person must have attended any of the foundation courses conducted by SM Forum.

Faculty of the Course

The course faculty shall comprise in-house faculty of the host institution and guest faculty from other partner institutions.

Registration Fees

Residential	Rs. 5,000
Non-residential	Rs. 3,000

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

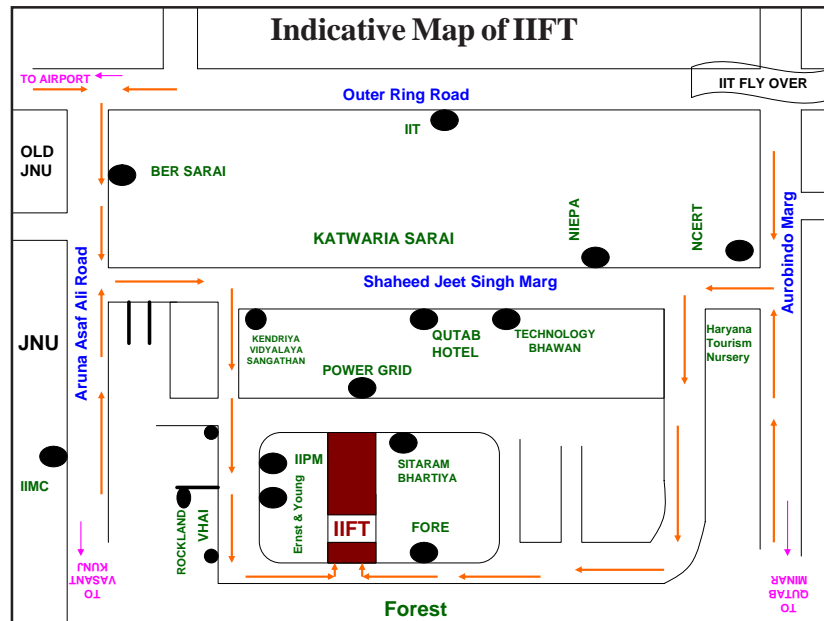
The registration fee may be refunded partly or full, on completion of the course. A person who has received full refund in a foundation course may not get full refund in the immediate next (elective) course. He may, however, get full refund in the subsequent elective course in which he participates.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

Preference shall be given to regular, experienced faculty of AICTE approved management institutions, who are already conducting strategic management courses.

Nomination

Nominations for IBS 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 **30th November 2005** to:

Dr. K. Rangarajan
Professor & Programme Director
Indian Institute of Foreign Trade
IIFT Bhawan, B-21 Qutab Institutional Area
New Delhi-110 016
Tel: 26965124, 26966563, 26965051 Extn. 314
Mobile: 9810902051 • Fax: 26853956, 26867851,
Email: rangarajan@iift.ac.in



Indian Institute of Foreign Trade

The Indian Institute of Foreign Trade (IIFT) was set up in 1963 by the Government of India as an autonomous organisation to help professionalise the country's foreign trade management and increase exports by developing human resources; generating, analysing and disseminating data; and conducting research. The Institute visualises its future role as:

- A catalyst for new ideas, concepts and skills for the internationalisation 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 students 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 programmes is diverse, catering to the requirements of aspiring International Business executives and mid-career professionals alike. These are:

- Ph.D. Programme
- Two-year MBA (International Business) - full time, New Delhi
- Three-year MBA (International Business) - part time, New Delhi & Dar-es-Salaam
- Executive Masters in International Business
- Executive Masters in International Business (thru VSAT)
- Certificate Programme in Export Management
- Certificate Programme in International Business Language

(Please visit website www.iift.edu for further details)

IIFT has, over the years, undertaken path-breaking research studies with organisations 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 Programmes.

Strategic Management Forum

Strategic Management Forum is an association of strategic management professionals from industry, academic and public administration fields, 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 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 Forum has taken a major initiative development of specialist faculty in strategic management area in the form of **Management Teachers Programme (MTP)**. The programme comprises week-long modular foundation/elective courses, being conducted at eight different institutions (visit www.smfi.org/events.htm for details). A person has to undergo the foundation as well as a minimum of five elective courses to complete the programme.

Besides the above, the forum has undertaken a major initiative of organising a series of seminars/workshops on WTO and Allied Issues in collaboration with IIMs and Indian Institute of Foreign Trade (IIFT) and other academic institutions. Four national seminars had been organised so far. The Forum also organizes workshops on Case Method.

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

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

Prof. Krishna Kumar
Secretary, Strategic Management Forum
Director
Indian Institute of Management, Kozhikode
Kunnamangalam P.O., Calicut-673 571
Tel : 91-495-2803003, Fax : 91-495-2803010
E-mail: kk@iimk.ac.in