

STRATEGIC MANAGEMENT FORUM

in association with



INDIAN INSTITUTE OF MANAGEMENT BANGALORE



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

and



ALL INDIA COUNCIL FOR TECHNICAL EDUCATION,
NEW DELHI

announces

3rd & 4th FOUNDATION COURSES OF MANAGEMENT TEACHERS' PROGRAMME ON STRATEGIC MANAGEMENT

Bangalore May 24 - 29, 2004
Kozhikode Aug 22 - 27, 2004

MANAGEMENT TEACHERS' PROGRAMME ON STRATEGIC MANAGEMENT

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 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 familiarising 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 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.

Design of the Programme

- a) The programme comprises foundation and elective courses.
- b) The programme is designed to be an integrated whole, not an assortment of courses.
- c) Each course will be conducted at one of the leading partner management institutes. Currently the partners are IIFT, IIMA, IIMB, IIMI, IIMK, IIML, MDI and XLRI.
- d) Each course will be a one-week module, having a minimum of 36 contact hours.
- e) Each course will be case method oriented.
- f) A teacher, who undergoes a minimum of six courses (foundation and electives), may be awarded a Certificate of Proficiency.

Coverage of the Foundation Course

1. Concept, significance and power of SM.
2. Emerging issues and challenges in SM.
3. Industry analysis and business level, competitive strategies.
4. Conceptual frameworks and analytical techniques used in Strategic Management.
5. Strategy processes, leadership and strategy implementation (including management of change).
6. Resource-based approach to SM.
7. Complexities, technicalities and pitfalls in managing the SM process and using the analytical techniques available.
8. Introduction to the elective courses of MTP.
9. Emerging research issues and challenges in SM area.

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 the participation in the elective courses. A person may attend foundation course at either of the two venues (Bangalore or Kozhikode).

Faculty of the Course

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

Registration Fee

Residential Rs. 5000

Non-residential Rs. 2500

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, 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. A person who has already attended any foundation course conducted by the SM Forum, need not be nominated again.

Nomination

Nominations for Foundation Course should be made on the enclosed form. Fee should be sent by demand draft drawn in favour of "SMF: Foundation 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 May 15, 2004/ Aug 16, 2004 for the courses being conducted at IIM, Bangalore and Kozhikode respectively, to:

Prof. Ganesh Prabhu Indian Institute of Management, Bannerghatta Road, Bangalore 560 076 Tele: 080 26993005 Fax: 080 26584050 Email: gprabhu@iimb.ernet.in	Prof. P. Rameshan, Indian Institute of Management, Kunnamangalam, P.O. Calicut 673571 Tele: 0495 2809111 Fax: 0495 2803010 Email: rameshan@iimk.ac.in
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Indian Institute of Management Bangalore

The Indian Institute of Management Bangalore (IIMB) is one of India's leading management institutions. Building on the basis of its highly accomplished faculty and motivated student body, IIMB strives to achieve *excellence through partnerships* with industry, and leading academic institutions, the world over. Located in India's high technology capital, IIMB is a hub of innovative activity. The Post Graduate Programme in Management (PGP) at IIMB is well known for its academic rigour and contemporary flavour. The Post Graduate Programme in Software Enterprise Management (PGSM) allows experienced software professionals to gain managerial knowledge and skills while continuing their professional careers. The International Masters Program in Practising Management (IMPM), an international collaborative executive education program jointly offered by IIMB with INSEAD, McGill University, Lancaster University and a consortium of Japanese universities is globally recognised as a major innovation in executive education. Established through a generous endowment, the N.S. Raghavan Centre for Entrepreneurial Learning (NSRCEL) at IIMB is a catalyst for entrepreneurial activity. Through the recently launched Post Graduate Programme in Public Policy and Management (PGPPM), IIMB is honing its policy and managerial capabilities in government.

Indian Institute of Management Kozhikode

Set in the picturesque locale of Kunnammangalam in the state of Kerala, Indian Institute of Management, Kozhikode, combines the serenity of natural ambience and hi-tech of modern times, to become an ideal seat for academic pursuits of higher learning. With a major part of its infrastructure nearing completion, it aims at further strengthening and enhancing its contribution in the field of management education through highly acclaimed current services like post graduate programme in management, interactive distance learning programme, short duration management development programmes, rich research and publication and consulting. The Institute has a Centre for Development of Digital Library and has a well developed IT infrastructure. It is in the process of setting up a research centre for studies on WTO. It has also initiated international academic linkages programme for joint research work, conferences and for giving international exposure to its students. It is stepping up its efforts to augment and improve intellectual infrastructure for management education in the country. The Institute is also launching a web based research platform for promoting joint research efforts on substantive managerial issues faced by the corporate and non-corporate sectors of the country.



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 India. Registered as a non-profit making Society in January, 1997, it has leading management institutions and professionals as its institutional and individual members. Starting with its first conference in 1997 at IIML, it has conducted next 5 annual conference/conventions at IIMB, IIMC, IIMA, MDI and XLRI. The seventh and eighth conventions are slated for Indian Institute of Management, Indore and Institute of Rural Management, Anand in April/ May 2004 and 2005 respectively.

Besides the above, the Forum has also undertaken a major initiative of organising a series of **Seminars/Workshops on WTO and Allied Issues**, being conducted, in collaboration with IIM (Ahmedabad, Bangalore, Calcutta, Lucknow) and IIFT, New Delhi. The first seminar was held at IIM, Lucknow in February 2001 and the second one at IIFT, New Delhi in February 2002. The third one was organized at Goa in collaboration with University of Goa and TERI, Goa and International Centre, Goa, during February 22-23, 2003. Preparations are on for the seminars at other locations.

The Forum has also taken initiative to organise **workshops on pedagogies**. The first workshop on Case Method was held at MDI, Gurgaon during April 23-24, 2002.

The Forum is stepping up its academic agenda enshrined in its Memorandum of Association, to be pursued in collaboration with patron IIMs, MDI, XLRI and IIFT. The new activities include:

- i) conducting management teachers' programmes.
- ii) encourage relevant course material development for teaching and training in strategic management,
- iii) design, review and modify curriculum for teaching the strategic management subjects in various management schools,
- iv) assist and guide relevant and significant doctoral and post doctoral research work in the country,
- v) facilitate studies on and dissemination of strategic management related issues and problems being faced by industry, business and other sectors of Indian economy and society.

Management Teachers' Programme for faculty development in strategic management area is part of this initiative.

The professional individual membership of the Forum is open to the academicians, managers and administrators having demonstrated interest in the 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:

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