



ABOUT XLRI

XLRI, the oldest B-school in India, was founded in 1949 by a few visionary Jesuit Fathers to bring a change in the economy and society at large. The institute always strives to be a management school with a difference.

XLRI VIL short-term programs include a wide range of sector-specific courses in management delivered via Direct to Desktop (D2D) technology. The platform is supported by multiple technical partners and designed to simulate a real-time, interactive learning environment with live two-way audio and video communication.

The short-term programs integrate functional and general management approaches to provide participants with insights into managerial concepts and techniques relevant to strategic decision-making. The courses are constantly upgraded to keep up with the ever-growing challenges of a global business environment.

Participants may take up virtual classes in the evenings through the week or over the weekends. The programs are open to individual applicants as well as company-sponsored applicants. Upon successful completion of each short-term program, participants are awarded a certificate of completion

FOR MORE DETAILS

Visit - <https://xlri.ac.in/executive-education/vil/short-term-courses>

or scan to get the course page URL

 **0657-665-3462/3276/73/75/72**

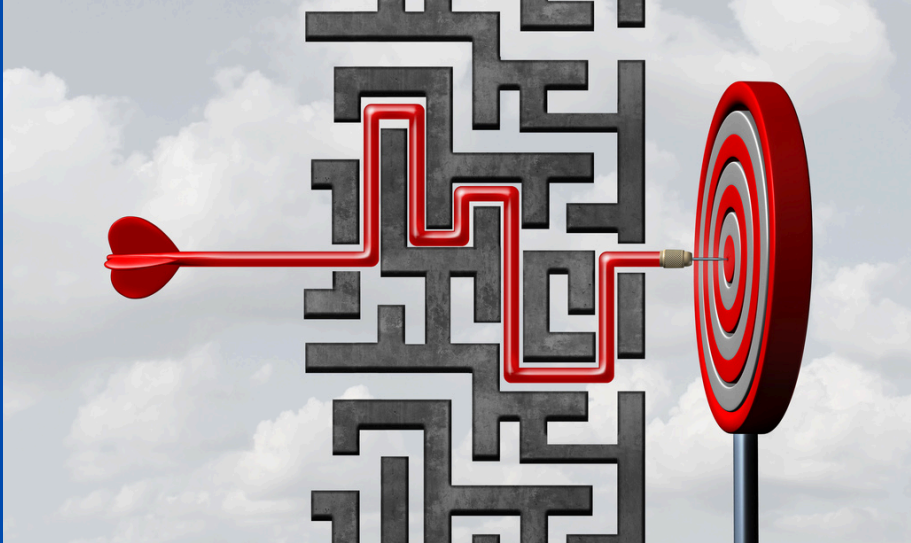
 **emdp@xlri.ac.in**



EXECUTIVE DEVELOPMENT PROGRAMME IN STRATEGIC MANAGEMENT

Batch 11

Session : Sunday 10.00 am to 01.00 pm



COURSE OBJECTIVE

Strategic management is no longer the prerogative of top management or corporate headquarter. Middle-level managers play a crucial role in the process of organizational decision-making. Though they heavily contribute to the strategic decision-making process, which defines the path and the pace of the organization, many middle-level managers are not fully aware of the various tools and frameworks of strategic management. Thinking primarily at the operational level often binds organizations into silos of partitioned thought. A strategic perspective enables liberation from these silos and promotes the achievement of goals at the organizational level. The participants will develop expertise in analyzing a firm's external and internal environment to identify and create competitive advantage as well as to formulate, implement and evaluate cross-functional decisions that directly affect the ability of the organization to achieve its stated objectives. At the end of this program, the participants should understand what allows certain organizations to make profits while others fail to do so. Why can specific organizations sustain their economic gains over extended periods compared to other organizations?

PROGRAM HIGHLIGHTS

- To understand the tools and frameworks in strategic management,
- To appreciate the difference between business-level and corporate-level strategies
- To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes as they occur in complex organizations
- To develop the ability to identify strategic issues and design appropriate courses of action
- To conduct a credible business analysis from holistic and multi-functional perspectives
- To understand the relevance of macro-level factors such as globalization or policy reforms for pursuing sustainable growth strategies

ELIGIBILITY

- For Indian Participants - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country.
- Working professionals with a minimum of 3 years of work experience. Startups and NGOs will not be considered as work experience.

WHO SHOULD ATTEND

- Executives who are handling key strategic roles in their organizations
- Executives engaged in the operational and functional decision-making process which would impact the growth and profitability of their respective business unit or organization
- Young executives who aspire to move into roles that will require them to engage in strategic thinking and decision making.

PEDAGOGY

The primary method of instruction will be interactive LIVE sessions that will be beamed online via the Internet to student desktops/laptops or classrooms. The dominant pedagogy will be participative discussion and lectures by a group of XLRI Jamshedpur faculty of the Strategic Management Area. The faculty will frequently refer to corporate anecdotes to connect the theoretical understanding with reality. A textbook may be prescribed for the program, but each faculty teaching the modules may share their presentations and refer to additional readings

COURSE CONTENT

- Fundamentals of Management
- Introduction to Strategic Management
- External Environment Analysis: Porter's 5-force framework
- Internal Analysis: Resource-Based Strategy
- Competitive Strategies
- Corporate Strategies
- International Business & Globalization
- Corporate Restructuring
- Corporate Governance
- Innovation and Design Thinking
- Entrepreneurship
- Corporate Sustainability
- Public Policy & Non-market Strategy

On-campus component

Dates of on-campus immersion sessions will be communicated at a later date. Attendance to the on-campus module is mandatory for all participants. On-campus modules are subject to the conditions that prevail at the point in time. In the rare case of on-campus component cancellation, alternate options for the respective on-campus modules will be made available via online sessions scheduled as extended sessions.



BENEFITS TO PARTICIPANTS

- Certificate of Completion from XLRI
- A program that covers the entire gamut of strategy - including relevance for small and new ventures and large international firms, from business strategy to corporate strategy, and from formulation to implementation.
- Gain exposure to all the relevant frameworks in strategy, including all leading theoretical perspectives in strategy.
- Project work expects a practical implementation of strategic tools and frameworks. Here, participants will analyze the challenges and opportunities of an organization - preferably the present organization of the participants or the organization where they worked in the past.



PROGRAM DIRECTOR



Dr. Apalak Khatua

Qualification : B.Arch [BEC, Shibpore]. FPM [IIM-C]

Apalak Khatua is an Associate Professor in the Strategic Management area at the XLRI-Jamshedpur. Apalak received his doctorate from IIM Calcutta, India. Apalak teaches subjects such as Strategic Management, Corporate Strategy, International Business, Managing Innovation, and Blue Ocean Strategy. He has also taught in various executive programs for Public and Private Sector Companies. Before joining the doctoral program Apalak did his graduation from IEST, Shibpur (formerly B. E. College), and he has also worked as an architect.

COURSE FACULTY

Prof Apalak Khatua, Strategic Management Area, XLRI Jamshedpur
B.Arch (Bengal Engineering College, Shibpur), FPM (IIM Calcutta)

Prof Arindam Mondal, Strategic Management Area, XLRI Jamshedpur
B.E. (Bengal Engineering College, Shibpur), FPM (IIM Calcutta)

Prof Indrajit Mukherjee, Strategic Management Area, XLRI Jamshedpur
B.Tech (IIT-KGP), PGDBM (IIM Calcutta), FPM (IIM Calcutta)

Prof Kalyan Bhaskar, Strategic Management Area, XLRI Jamshedpur
B.E. (NIT Bhopal), FPM (IIM Ahmedabad)

Prof Manoj T Thomas, Strategic Management Area, XLRI Jamshedpur
B.E. (NIT Raipur), PGDRM (IRMA), M Phil Economics (CESS Hyderabad),
Fellow (IRMA)

Prof Saurav Snehrat, Strategic Management Area, XLRI Jamshedpur
B. Tech. (NIT Rourkela), MBA (University of Michigan), FPM (IIM Ranchi)

Prof Tata L Raghu Ram, Strategic Management Area, XLRI Jamshedpur
M.Sc. (Bhopal University), Ph.D. (Saurashtra University)

ASSESSMENTS

A minimum of 70% attendance to the LIVE lectures is a prerequisite for successfully completing this program. The evaluation components of the program include one comprehensive end-course assessment and a project-based assignment. Participants who successfully complete the same with a minimum of 40% of marks in the two components combined and satisfy the requisite attendance criteria, will be awarded a certificate of completion by XLRI. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a participation certificate by XLRI.



PROGRAM DETAILS



Program Fees : INR 1,25,000 + Tax

Program Start date : 22nd December 2024

Sessions day : Sunday morning from 10.00 a.m. to 01.00 p.m. IST

Program Duration: 5 months

INSTALMENT SCHEDULE

Instalment 1 INR 45,000+GST At the time of registration

Instalment 2 INR 45,000+GST On or before 30th Nov 2024

Instalment 3 INR 35,000+GST On or before 28th Feb 2025

ADMISSION PROCESS

Apply at Admission portal

Fill the application form, upload the required documents* & pay the fees

Selected Candidates will receive Admission Confirmation

*Application Requirements:

- Original Graduation Certificate and Transcript
- Work Experience letters for minimum of 3 years