भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi

Executive Management Programme in

STRATEGIC MANAGEMENT

12 Months | Starts 7th August, 2022 | Live Online Lectures

Programme offered by Continuing Education Programme (CEP), IIT Delhi

STRATEGIC MANAGEMENT – A FLEXIBILITY AND INNOVATION IMPERATIVE

In today's VUCA (Volatile, Uncertain, Complex, & Ambiguous) world, new age innovations and strategic flexibility are the key business differentiators. Old business models are getting threatened by innovative business models and thus the domain of strategy is in a flux. These changing dynamics of Strategic Management require a cohesive relook at the efficiency and effectiveness of originations along with developing the skills in leaders to craft rules of the game to gain competitiveness.

Strategic Management Process

ENVIRONMENT SCANNING » STRATEGY FORMULATION » STRATEGY IMPLEMENTATION » STRATEGY EVALUATION

1) Environmental Scanning
Analysis of internal & external factors influencing an organisation

2) Strategy Formulation
Formulate corporate, business & functional strategies

3) Strategy Implementation
Organisational structure, resource allocation & management, and decision-making process

4) Strategy Evaluation
Appraisal of internal & external factors, measuring performance, and taking remedial/corrective actions

Importance of Strategic Management

Gives Competitive Edge

Helps Achieve Stated Objectives & Desired Goals

Improves Organisational Performance

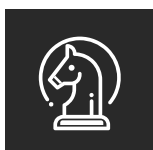Aligns People & Processes with Strategic Vision

Lets Hindsight Lead to Insights for Decisions with Foresight

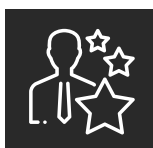# EXECUTIVE MANAGEMENT PROGRAMME IN STRATEGIC MANAGEMENT

PROGRAMME HIGHLIGHTS

A programme from DMS, IIT Delhi.
DMS is ranked **#5** in NIRF (2021) & IITD is ranked
#2 as per QS World University Ranking 2022 in India

Holistic curriculum covering organisational strategies

12-month, online programme for working professionals

120 hours of live online teaching

IIT Delhi Certification

WHO SHOULD ATTEND?

The programme is ideal for mid to senior level professionals aspiring for a management or leadership role, with a desire to be a part of organisational decision-making.

KEY LEARNING OUTCOMES

New age innovations and strategic flexibility

Developing cross-functional competencies and leadership capabilities

Learning the nuances of strategy formulation and implementation

Understanding and experiencing the design-thinking process

PROGRAMME CONTENT

Module 1: Introduction

1. Strategic Management: Introduction
2. Strategic Flexibility
3. Strategic Innovation

Module 2: Strategic Intent and Performance

4. Strategic Intent: Vision, Mission, and Objectives
5. Strategic Performance Management

Module 3: Strategic Learning

6. Learning Organisation and Strategic Learning Tools
7. Learning about External Situation
8. Learning about Resources and Capabilities

Module 4: Strategy Evolution

9. Strategy Formulation and Adaptation
10. Strategic Alliances and Networks
11. Mergers and Acquisitions
12. Global Strategy

Module 5: Strategic Resonance

13. Strategic Execution
14. Strategic Leadership and Corporate Governance
15. Management of Strategic Change

PROGRAMME CONTENT

Module 6: Strategies in Specific Areas

16. Strategic Technology Management
17. e-Business and Knowledge Management Strategy
18. Functional/Operations Strategies

Module 7: Contemporary and Comparative Strategic Issues

19. Sustainable Enterprise and Stakeholder Perspectives
20. Emerging Strategic Issues

PROGRAMME DETAILS

Delivery
Live Online Sessions delivered Direct-to-Device (D2D)

Class Schedule
Sundays: 10:00 a.m. to 1:00 p.m.

Eligibility
- Graduation in any discipline
- Minimum work experience of 5 years

Duration
- 12 Months
- 120 Hours of Learning
- 3-Hour Sessions

Evaluation
There would be 2 individual examinations and a capstone project which would be evaluated by the course coordinators. Each candidate would be evaluated for 100 marks which will have multiple evaluation components.

- Examination 1 – 20%
- Examination 2 – 30%
- Project – 30%
- Assignments & Case Studies – 20%

Admission Criteria
Admission will be on the basis of academic background, professional background (work experience) and performance in the interview process. The programme coordinators will shortlist the candidates' basis profiles.

CERTIFICATION*

Candidates who score at least 50% marks overall and have minimum attendance of 50% will receive a 'Certificate of Completion' from CEP, IIT Delhi.

*Only e-certificates will be issued by CEP, IIT Delhi.

PROGRAMME COORDINATORS' PROFILE

Dr. Sanjay Dhir
Associate Professor in Strategic Management,
DMS, IIT Delhi

Dr. Sanjay Dhir is an Associate Professor and Area Chair of Strategic Management in the Department of Management Studies, Indian Institute of Technology Delhi, New Delhi, India. He is a Fellow (Ph.D.) from the Indian Institute of Management (IIM) Lucknow.

He received the 'Teaching Excellence Award' at IIT Delhi in 2019-20 for his course on Strategic Management at DMS, IIT Delhi. He has also been awarded the "InsideIIM Professor of the Year Award" for two years in a row in 2020 & 2021. He is also the recipient of prestigious 'Mrs. Veena Faculty Research Award" at IIT Delhi 2022.

He has been nominated as an expert for the 'GNCTD state level committee on the oxygen infrastructure during COVID-19 pandemic' by the Delhi Government. He has also represented IITD and submitted the research titled "IITD Review and Recommendations for Management of Oxygen during Covid-19 Crisis for GNCTD" to the Hon'ble High Court (HC) in 2021 during the second wave of COVID-19.

He worked in the Research and Development Department of Mahindra and Mahindra (Automotive) Limited Corporation before joining academia. He has published several research papers in leading international journals (70+ Scopus publications) such as International Business Review, Journal of Business Research, Technological Forecasting & Social Change, and Thunderbird International Business Review. His case studies have been published by Richard Ivey School of Business, University of Western Ontario (Canada) in collaboration with Harvard Business School.

He has also presented and published his scholarship in globally renowned conference proceedings of several prestigious academic conferences such as Academy of Management (AoM), Academy of International Business (AIB), Strategic Management Society (SMS), Southern Management Association (SMA), and British Academy of Management (BAM).

PROGRAMME COORDINATORS' PROFILE

He has been involved in several national and international consulting/research projects which include – Bill and Melinda Gates Foundation (COVID 19 Vaccination Roll Out), Ministry of Skills Development (SANKALP), Ministry of Human Resource Development (SPARC project), Ministry of Minority Affairs (Haj Policy, Impact Study of Scholarship Schemes and Waqf Schemes), ICSSR (Visiting Scholar for UNIL, Switzerland and NRCT, Thailand), Bihar Prashashnik Sudhaar Mission (BPSM, Bihar), and Directorate General of Supplies & Disposals (DGS&D, GoI, New Delhi). He was also a core committee member of the Government of India's project – 'Unnat Bharat Abhiyaan'.

Dr. Sushil
Professor in Strategic Management,
DMS, IIT Delhi

Dr. Sushil is Abdulaziz Alsagar Chair Professor (Professor of Strategic, Flexible Systems and Technology Management) and Chair, Strategic Management Group, Department of Management Studies, Indian Institute of Technology Delhi. He has served as Deputy Director (Operations) and Dean (Faculty) at IIT Delhi. He has served as Visiting Professor and delivered seminars in many leading universities, such as Kyoto University, Tokyo, University of Minnesota, Minneapolis, MN, Stevens Institute of Technology, NJ, University of Lethbridge, Alberta, Université Paris 1 Panthéon-Sorbonne, Paris, among others. He is an active researcher and has supervised more than 70 doctoral dissertations.

He has twenty books to his credit in the areas of Flexibility, Strategy, Systems Thinking, and Technology Management and over 300 papers in various refereed journals and conferences. He is the Founder Editor-in-chief of Global Journal of Flexible Systems Management and serving on the Editorial Boards of leading international journals. He is the Editor of Book Series on Flexible Systems Management published by Springer.

Programme Fee

Particulars	Amount (₹)
Programme Fee	1,95,000
GST@18%	35,100
Total	**2,30,100**

Note: All fees should be submitted in the IITD CEP Account only, and the details will be shared post-selection.

Instalment Schedule

	Instalment I		Instalment II	Instalment III
Date	To be paid within 7 days of offer rollout	10th Oct, 2022	10th Dec, 2022	10th Feb, 2023
Amount (₹)*	50,000	50,000	50,000	45,000

* GST @18% will be charged extra in addition to the fee

Important Dates

Last date to apply	10th June, 2022
Shortlisted candidates will be informed by	15th June, 2022
Last date to submit the fee	With in 7 Days of Offer Letter
Programme start date	7th August, 2022
Programme end date	6th August, 2023

APPLY NOW

ABOUT IIT DELHI

The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the "Institutes of Technology (Amendment) Act, 1963" and was renamed as "Indian Institute of Technology Delhi". It was then accorded the status of a Deemed University with powers to decide its own academic policy, conduct its own examinations, and award its own degrees.

Since its inception, over 48,000 students have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management, and Humanities & Social Sciences. Of these, nearly 5,070 received Ph.D. degrees. The rest obtained a Master's Degree in Engineering, Science, and Business Administration. These alumni today work as scientists, technologists, business managers, and entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to administrative services, active politics or are with NGOs. In doing so, they have contributed significantly to the building of this nation and to industrialisation around the world.

For more details, please visit: www.iitd.ac.in

ABOUT CONTINUING EDUCATION PROGRAMME (CEP)

Executive education is a vital need for the companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs in the technological, business and regulatory landscape. Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या @IITD), enabling Virtual & Interactive-learning for Driving Youth Advancement @IITD for Indian as well as international participants.

These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international levels with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management.

For more details, please visit: http://cepqip.iitd.ac.in

For any feedback, please write to:
Head CEP, IIT Delhi at hodqipcep@admin.iitd.ac.in

Services provided by:

Times Professional Learning.com

Bennett Coleman and Co. Ltd.
Office No. G-02, 1802, Lotus Corporate Park, Off WEH,
Geetanjali Railway Colony, Laxmi Nagar, Jogeshwari (E),
Mumbai, Maharashtra 400063.

📞 1800-270-5400
✉ tswadmission@timesgroup.com
🌐 www.timestsw.com

Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.