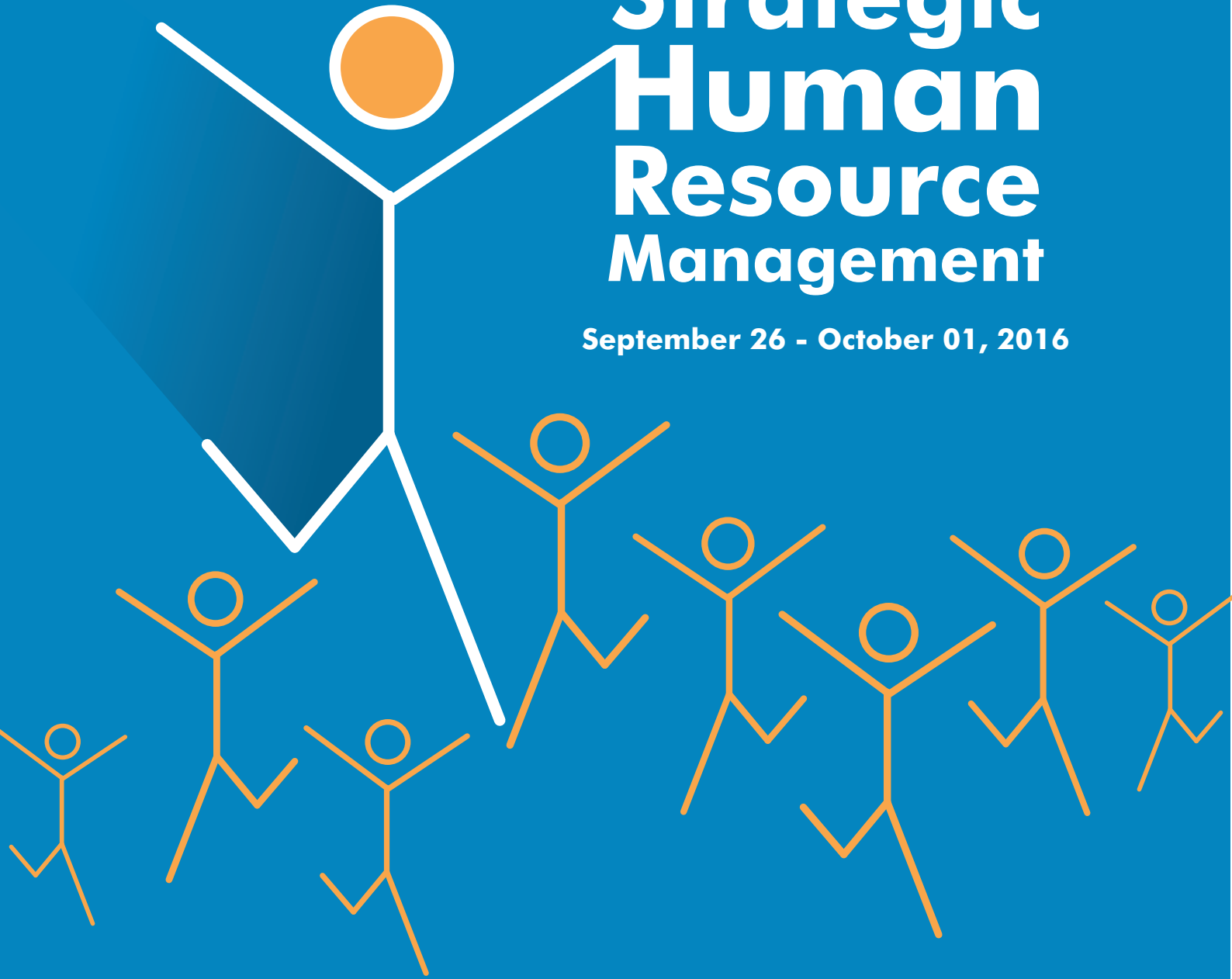


# Strategic Human Resource Management

September 26 - October 01, 2016



Executive Education  
Indian Institute of Management, Ahmedabad

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September 26 – October 01, 2016

In the current economy, organizations are facing rapid changes in the business environment. Technological innovations, wide fluctuations in economic conditions, political changes across the globe and changing social norms make it essential for organizations to look at their Human Resource Management practices differently. It is increasingly important for Human Resource Managers to find ways to create sustainable source of competitive advantage through engagement of talented people. Such sustainable advantage will enable the organizations to not only to respond effectively to the competition but also to the dynamism in the business environment. With this perspective, IIM Ahmedabad is happy to offer its third offering on Strategic Human Resource Management.

## Objectives

In the above context, this programme has the following objectives:

- To help participants to appreciate the significance of human resource management as a strategic tool in organizations.
- To develop capability to understand strategic HR issues in organizations and thus enable the participants to make appropriate choices in dynamic business environment.
- To enable participants to create sustainable sources of competitive advantage in organizations through application of concepts of strategic human resource management.

## Content

The programme will have the following themes:

- Designing Human Resource Systems for Sustained Competitive Advantage
- Managing in High Growth Industries: Strategic HR Issues
- Managing in Mature Industries: Strategic HR Issues
- Managing in Declining Industries: Strategic HR Issues
- Managing Professionals: Strategic Challenges
- Managing Sales Team for Competitive Advantage
- Managing Workers and IR: Strategic Issues
- Strategic HR Diagnosis
- Corporate Strategy and HRM
- Managing International Business: Strategic HR Issues
- HRM in M&A: Strategic Issues

## Pedagogy

The programme will be primarily case-based with some background readings for the assigned case. Participants will receive the cases on or before September 15, 2016 to enable them to come prepared for the programme.

## Target Audience

The following persons will find the programme useful:

- CEOs, heads of HR and Strategic Management
- Those who are involved in strategic planning and implementation
- Those who are responsible for designing and implementing organizational structure and human resource management systems

## Faculty

- Bhat, Ramesh
- Dixit, Mukund R.
- Kaul, Asha
- Maheshwari, Sunil (Faculty Chair - SHRM)  
E-mail: Sunilm@iima.ac.in
- Varkkey, Biju
- Verma, Sanjay



## Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **September 13, 2016**. The last date for early bird discount is **September 05, 2016**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

### Officer - Executive Education

Indian Institute of Management, Ahmedabad  
Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4472-78

Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)

E-mail: [exed@iima.ac.in](mailto:exed@iima.ac.in)

Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)

## Venue and Accommodation

The programme will be held at the Indian Institute of Management, Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

## Programme Fee and Payment

INR 1,40,000 (+15% service tax) per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **September 13, 2016**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.



The programme fee can be paid in one of these three ways:

### [A] Electronic Fund Transfer:

1. Name of Beneficiary:  
**Indian Institute of Management, Ahmedabad**
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad  
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance: **Strategic Human Resource Management**
5. IIMA Permanent Account Number (PAN):  
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):  
AHMI00189A
7. IIMA Service Tax Registration Number:  
AAATI1247FST001

After making the payment, please e-mail us the complete transaction details immediately so that we can link your remittance with your nomination.

### [B] Payment Gateway

Please visit the IIMA website  
([www.iima.ac.in/exed](http://www.iima.ac.in/exed)) for more information.

### [C] Demand draft/cheque payable at par at Ahmedabad

The cheque/draft should be in favour of **“Indian Institute of Management, Ahmedabad”** and sent directly to Executive Education Office through courier or speed post.

## Discount

**Early Bird Discount:** Nominations received with payments on or before **September 05, 2016** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

**Group Discount:** Any organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

## Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of Rs.10,000.

## Indian Institute of Management, Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

### Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges

The Institute has about 97 faculty members working in the following management areas and sectors:

### Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Information Systems
- Marketing
- Organizational Behaviour
- Human Resource Management
- Production and Quantitative Methods
- Public Systems Group

### Interdisciplinary Centres

- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- Gender Resource Centre
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation



**Kasturbhai Lalbhai Management Development Centre (KLMDC)** located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा कार्यक्रम  
भारतीय प्रबंध संस्थान, अहमदाबाद

Executive Education

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