

Performance Management and Competitive Advantage

October 17 - 20, 2016

PERFORMANCE



Executive Education
Indian Institute of Management, Ahmedabad

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Performance Management System (PMS) is considered as the most critical component in the HRM map of organizations. Winning organizations build competitive edge using robust performance management systems that align employee performance to the organization's vision and strategic objectives. PMS helps in creating a culture wherein opportunities are provided for enhanced performance of employees and giving out optimum performance becomes a way of life.

PMS needs to be dynamic. It should initiate and reinforce individual as well as group actions critical to organizational success. Being a system that is intended to bring to line individual, team and strategic level organizational performance, it follows a cycle of interconnected activities involving the individual, supervisor and if required, significant others. The PMS cycle encompasses activities like business planning, goal setting, feedback, performance evaluation, competency development, reward and systems to support each of these activities.

Objectives

This programme outlines the process of designing and implementing an effective PMS that is aligned to strategy, communicates relevant information, and builds commitment to organization's goals. Also, the organizational dynamics and political factors associated with designing and implementing a PMS will be covered. Breaking down the silos and assumptions evolved over years is a difficult but critical part of a successful PMS system. Through interactive case studies and other learning methods, the programme would strive to provide insights into the above mentioned activities and help participants to evolve suitable interventions.

Content

- Performance Management in a Strategic Context.
- Designing PMS.
- Implementation of PMS.
- Creating a Performance Culture.
- Goal Setting and Feedback Management.
- Multi-Rater Feedback (360 degree appraisal).
- Balanced Score Card and Performance Analytics.
- Performance-oriented Development and Reward Systems.

Target Audience

This programme is intended for senior and middle level HR practitioners and line managers who are responsible for designing, developing and implementing PMS. On completion of this programme, the participant must be able to implement a basic performance management process in the organization.

Department heads/SBU heads will particularly benefit from this programme.

Faculty

- Biju Varkkey (Faculty Chair - PMCA)
E-mail: bvarkkey@iimahd.ernet.in
- Sunil Maheshwari
- Rajesh Chandwani
- Other IIMA faculty



Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **October 03, 2016**. The last date for early bird discount is **September 26, 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

Website: 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 1,20,000 (+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 **October 03, 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: **Performance Management and Competitive Advantage**
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) 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 26, 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

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