

Strategies for Winning in International Markets (SWIM)

August 9-11, 2018



Executive Education
Indian Institute of Management Ahmedabad

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Introduction

As the world is becoming more inter-connected and emerging economies are cornering a larger share of the global economic activity, firms from emerging economies are increasingly venturing abroad in the quest for growth and profits. To be successful in such ventures, managers need to develop an understanding of the unique challenges facing them in designing their global strategies such as, which countries to enter, which entry mode would be most suitable and how would the organisation manage the control and coordination challenges of its foreign operations. Strategies for Winning in International Markets (SWIM) will provide a fine grained understanding of these challenges, and use cutting edge research to provide analytical and theoretical frameworks to make decisions about these challenges.

Objectives

The main objective of this programme is to help decision makers/managers learn how to SWIM (Strategize for Winning in International Markets).

Firms' managers encounter various opportunities to expand in foreign markets but they struggle to evaluate which opportunity to capture and how. This programme provides a deep dive into the strategic decisions that aspiring multinationals face in their expansion in foreign markets. It focuses on firm level decisions that need to be made for an effective global expansion strategy including choice of country, sequence and speed of entry, mode of entry, strategic configuration and knowledge management challenges. These challenges/decisions form the natural next step after understanding the overall context of cultural, political and institutional diversity in which these firms operate. Ultimately, firms will make decisions about their internal configurations and strategies after understanding the external context; we provide a deep understanding of these internal issues that managers need to focus on/ be cognizant of while planning their growth abroad.

Programme Highlights

The programme will cover following topics:

- Opportunities and challenges in international or foreign markets
- What your firm's competitive advantage is and how you should leverage it
- What goes into deciding the choice of country for expansion
- Choice of global strategy
- Mode of entry: Alliances and Mergers and Acquisitions
- Knowledge management: Managing knowledge transfer from corporate headquarters to subsidiaries and vice versa.

Participants' Profile

The programme would be most useful for senior management (Presidents, CEOs, Vice Presidents, and Directors) in organisations who are charged with decision making responsibilities for growth in foreign countries. Further, the programme is also useful for managers of organizations (irrespective of size) that plan to expand abroad or has already expanded abroad and wants to learn more about possible growth strategies.

Pedagogy

The case method of study will be the primary educational method. The focus will be on case studies of various organisations that are operating in emerging markets. In addition, a mix of lecture-discussions and in-class exercises will be employed. Participants will engage as protagonists of situations, reflect on daily learnings, and arrive at personal insights that will help them be more effective as leaders in MNCs.

Faculty

- Gupta, Anuja (Rutgers University)
(Faculty Co-Chair)
Email: anuja.gupta@rutgers.edu
- Maheshwari, Sunil (IIM, Ahmedabad)
- Singla, Chitra (IIM, Ahmedabad)
(Faculty Co-Chair)
Email: chitras@iima.ac.in



Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **July 26, 2018**. The last date for early bird discount is **July 19, 2018**.

Organisational 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:

Executive Education

Indian Institute of Management Ahmedabad

Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4461 to 69 and 4472 to 77

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

Email: exed@iima.ac.in

Website: www.iima.ac.in/exed

Certificate

A certificate of participation will be issued to the participants at the end, subject to attending all the sessions of the programme.

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 80,000 plus 18% GST 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 **July 26, 2018**. 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/organisation concerned.

The programme fee can be paid in one of these two 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 organisation)
4. Purpose of Remittance:
Strategies for Winning in International Markets
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA GST Registration Number:
24AAATI1247F1Z4 (SAC: 999293)

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

[B] Payment Gateway

For more information, please visit the respective programmes in our website (www.iima.ac.in/exed).

Discount

Early Bird Discount: Nominations received with payments on or before **July 19, 2018** 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 organisation sponsoring 4 or more participants will be entitled to a discount of 7% on the total fee payable provided that at least 4 participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation 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.

“An excellent programme for business leaders who want to expand & grow internationally, to know the pros & cons, and plan the right strategy to grow.”

- Mukesh Vyas (Participant, 2017-18)

“This programme helps one create an excellent framework for decision making on the choice of markets/modes of entry/risks involved before entering into export markets.”

- Sundar Subramanian (Participant, 2016-17)

“Excellent campus. Excellent faculty. Selection & content of topics and cases are very useful. This programme will help for sure to improve your efficiency and overall growth of the company.”

- E.N. Komathan (Participant, 2016-17)

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 INR 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 offers short duration programmes through open enrolment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and college
- Two-Year Online Post Graduate Programme in Management (ePGP)

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

Disciplinary Areas and Groups

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

Interdisciplinary Centres and Groups:

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy 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
भारतीय प्रबंध संस्थान अहमदाबाद

Executive Education

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Vastrapur, Ahmedabad - 380 015, India

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