

MANAGING BUSINESSES IN INTERNATIONAL MARKETS

July 25-27, 2019



Executive Education
Indian Institute of Management Ahmedabad

Managing Businesses in International Markets

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Over the last decades, multiple firms have decided to venture out in international markets. While it started with developed market firms' entry in emerging markets, many emerging market firms have now focused on exploring opportunities in International Markets. S&P 500 firms now earn 30% of their revenue from their international markets. Despite being an important parameter in a firm's bottom line, it is not uncommon to notice that multiple organizations have failed in making in-roads to international markets. Most popular press articles have blamed culture for such failures. However, many global managers have realized that the entire process of internationalization must be managed accurately to become successful in global markets.

This programme is intended to serve an audience who is willing to learn the science of international marketing. We cover a broad range of topics essential for success in international markets. The program is diverse and experts from multiple areas and geographies join hands to give you a holistic perspective. We begin with selection of international markets (accessing opportunities and challenges in International Markets) and mode of entry decisions (Mergers and Acquisition vs. Alliances). This we call is the first step in the process of internationalization. Then, we focus on negotiations in international markets which is a critical second step. Finally, we delve into how to make data driven decision making in international markets. In this module we focus on export marketing strategies as well as on firms which have established customer engagement in international markets.

We as a group believe that managing international business is a scientific process and would like to train managers in acquiring this expertise to minimize failures in international markets.

Objective

After the completion of the programme, you should be able to make the following decisions scientifically:

1. Selection and mode of entry decisions to International Markets.
2. Negotiation in International Markets
3. Use of customer analytics to craft effective customer relationship management strategies in International Markets.

Day 1 & Day 2 (1 session): International Market Selection and Market Entry Strategy

- International Market Selection (Assessing Opportunities and Challenges in International Markets).
- Mode Entry Strategies (Mergers and Acquisition vs. Alliances).

Day 2 (Before Lunch): International Human Resource Management

- Negotiations in International Markets.

Day 2 (After Lunch) and Day 3: Managing Customers in International Markets

- Export Marketing Strategies.
- Customer Engagement Strategies (Using data to make decisions about export marketing as well as about firms with global operations in B2B as well as B2C space).

Pedagogy

Cases, Computations, and Activities.

Participants' Profile

This programme is intended to the managers of the domestic as well as the multinational firms where international business strategies play a significant role in influencing performance. Specifically, managers who are exporting to multiple international markets, wish to increase their share of exports in an international markets or even wish to establish their own operations internationally are most suitable for this course. Similarly, managers who are interested in establishing international business operations, exporting to different markets or operating in multiple international markets. The course is open for all levels of management as well as entrepreneurs with global ambitions.



Faculty

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Moses, Aditya (Faculty Co-Chair)

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Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **July 11, 2019**. The last date for early bird discount is **July 4, 2019**.

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:

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 their having attended all the sessions of the programme.

Venue and Accommodation

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

IIMA norms do not allow participants to have guests staying 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 11, 2019**. 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 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 organization)
4. Purpose of Remittance:
Managing Businesses in International Markets
5. IIMA Permanent Account Number (PAN):
AAT11247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA GST Registration Number:
24AAAT11247F1Z4 (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 listed on our website www.iima.ac.in/exed.

Discount

Early Bird Discount: Nominations received with payments on or before **July 4, 2019** 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 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 Agri-business 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 enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year e-Mode (online + campus) 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
- Organizational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- 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 कार्यक्रम
भारतीय प्रबंध संस्थान अहमदाबाद

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