

# Strategies for Growth

September 9-13, 2019



Executive Education  
Indian Institute of Management Ahmedabad

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This programme provides an opportunity to understand and examine the various strategies that organizations can adopt to achieve sustainable and profitable growth in the new global and competitive environment. It recognises that while formulating strategies for growth to maximise shareholder value, organizations are required to address the needs of their shareholders and accept responsibility for a larger set of stakeholders, namely, customers, suppliers and members of society. It delineates frameworks and concepts that are helpful in thinking through the growth dilemmas. It identifies and discusses issues in sustaining the growth momentum.

## Objectives

- Delineate the context and rationale for pursuing growth
- Explore issues in taking charge and leading growth
- Articulate and help think through the growth dilemmas
- Identify and evaluate growth options
- Discuss the frameworks, models and principles of sustainable growth
- Design systems for monitoring execution and sustaining the momentum for growth
- Provide a platform for sharing experiences in formulating and implementing growth strategies

## Programme Highlights

The programme would cover the following aspects of strategies for growth:

### Growth strategy: Context and rationale

- Role of vision in formulating strategy
- Strategic Planning in VUCA environment and industry analysis
- Disruptive business models and blue ocean strategy
- CSR strategy

### Arena for growth

- Internationalization and blue ocean strategy
- Vertical integration
- Diversification: Related and unrelated

### Modes of growth

- Innovation and internal development
- Strategic alliances and joint ventures
- Mergers and acquisitions

### Leadership for growth

- Manager as Entrepreneur
- CEO: narcissist or inclusive orientation

### Issues in resource mobilization and execution

- Problem solving and Design thinking
- Turnaround Strategy
- Corporate strategy and managing portfolio of businesses

## Participants' Profile

The programme is meant for owners, CEOs, Directors, Presidents, Vice-Presidents, and General Managers of large and medium-sized organizations with aspirations for growth and its sustenance. Organizations would benefit more from the programme if they sponsor a team of top and senior executives.

## Pedagogy

The programme would use a mix of pedagogies like case method, panel discussion, role play and simulation and presentations.

## Faculty

- Dixit, Mukund R.
- Karna, Amit
- Maheshwari, Sunil
- Sharma, Sunil (Faculty Chair)  
Email: sunilsharma@iima.ac.in
- Singla, Chitra
- Sud, Mukesh
- Sugathan, Anish



## Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **August 26, 2019**. The last date for Early Bird discount is **August 19, 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](mailto:exed@iima.ac.in)

**Website:** [www.iima.ac.in/exed](http://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 1,50,000 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 **August 26, 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:  
**Strategies for Growth**
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 listed on our website [www.iima.ac.in/exed](http://www.iima.ac.in/exed).

## Discount

**Early Bird Discount:** Nominations received with payments on or before **August 19, 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 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 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
- Organisational 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  
भारतीय प्रबंध संस्थान अहमदाबाद

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