



LIVE Interactive Programs on Contemporary Business Challenges and Responses [each program having a duration of 2.5 hours]

These programs are conducted over LIVE, 2 way Interactive , DIGITAL platform by Prof Ranjan Das, Chief Mentor – The Strategy Academy and Prof of Strategic Management, IIM Calcutta. The objectives of each program under this series is to [a] provide the participants with an outside-in perspective, [b] open their mind to see the big picture without losing focus, [c] motivate the participants to question conventional approach to address current business challenges and [d] make the participants feel the need to lead and seek the NEXT change before the company actually confronts the change.

Since the program will be delivered through LIVE, 2 way interactive, DIGITAL network, participants can access the live inputs from their **offices, or home or from any cybercafé**, implying that there will no traveling expenses or misc HR admin expenses for attending the program. The duration of each program under this series is 2.5 hours and the fee will be Rs 2500/- plus service tax per head. The batch size will be a minimum of 40.

Some of the Contemporary Business Challenges that are included under this series are as follows [subject to change depending on future developments]:

- **Seizing opportunities during economic slowdown**
- **Growing in markets when markets don't grow**
- **Growing through Innovation during difficult times**
- **Achieving Outstanding Performance**
- **Doing business at the Bottom of the Pyramid**
- **"Blue Ocean Strategy"**
- **Upsetting the incumbent's advantage through Disruptive Innovation**
- **Strategies for fiercely competitive markets**
- **"Strategy and Tactics of Success"**
- **"Competing for the Future"**
- **Making Customers Buy Our Products**
- **Making Sense of Central Business Direction at the Frontline and Help Frontline Officials Create Value at their level**



Advanced Management Program (AMP)

Program Objectives

Provide a strategic and leadership perspective as required by officials holding top and senior management positions. Help build a positive attitude towards achieving success

Program Objectives

GMs, VPs and CEOs

Duration

3 days on 3 consecutive Saturdays

Delivery

Deployment of Live and two way interactive Digital [web conferencing] platform thereby enabling the participants to access the live inputs from the faculty from their offices or homes as well as from any cybercafé. The participants will need a minimum of 256kbps broadband service on their PCs/Laptops and a headphone [cybercafés spread across India as well as outside India has these infrastructure readily available and hence the participants can walk into any cybercafé in case they do not have the complete infrastructure at their offices or homes]

Key Topics

- Concept of Strategy And Different Types Of Strategy
- Strategy Execution
- Innovation
- Entrepreneurship And Risk Taking
- Leadership
- Essence Of Success In Managerial And Leadership Positions

Faculty

Prof Ranjan Das, Chief Mentor - The. Strategy Academy and Prof of Strategic Management, I I M Calcutta will be the Program Director and Principal faculty Rest of the faculty will be from other IIMs, industry and the Academy

Fee

Rs 20000/- plus service tax

Key advantages of the program

- Quality inputs from faculty of the programs; these faculty are currently teaching at IIMs and other leading Business schools
- Deployment of Live Digital (two way interactive) platform enabling flexible and phased delivery on the table of the participants
- Special experience of learning in a digital environment which also test participants' willingness and attitude to accept new technology specifically and change in general
- Elimination / reduction of many non value adding cost associated with traditional face to face training programs
- Opportunity exists for company and/or participant specific customization if felt necessary
- Opportunity to network with participants from other companies.
- Fee lower than equivalent programs plus hidden cost associated with face to face training programs.

Senior Managers program(SMP)

Program Objectives

Provide a strategic perspective on business
Assist in developing an understanding of how strategy is formulated and executed
Help develop a positive attitude towards success

Target group

Managers, Chief Managers, Senior Managers, DGMs (or experience above 8 years)

Duration

3 days on 3 consecutive Saturdays

Delivery

Deployment of Live and two way interactive Digital [web conferencing] platform thereby enabling the participants to access the live inputs from the faculty from their offices or homes as well as from any cybercafé. The participants will need a minimum of 256kbps broadband service on their PCs/Laptops and a headphone [cybercafés spread across India as well as outside India has these infrastructure readily available and hence the participants can walk into any cybercafé in case they do not have the complete infrastructure at their offices or homes]

Key topics

- Analysis of Corporate Performance
- Concept of Strategy and different types of strategy
- Strategy development process
- Strategy execution
- Aligning functional Policies and Programs with business strategy
- Essence of Success in Managerial and leadership Positions

Faculty

Prof Ranjan Das, Chief Mentor - The. Strategy Academy and Prof of Strategic Management, I I M Calcutta will be the Program Director and Principal faculty Rest of the faculty will be from other IIMs, industry and the Academy

Fee

Rs 12000/- plus service tax

Key advantages of the program

- Quality inputs from faculty of the programs; these faculty are currently teaching at IIMs and other leading Business schools
- Deployment of Live Digital (two way interactive) platform enabling flexible and phased delivery on the table of the participant
- Special experience of learning in a digital environment which also test participants' willingness and attitude to accept new technology specifically and change in general
- Elimination / reduction of many non value adding cost associated with traditional face to face training programs
- Opportunity exists for company and/or participant specific customization if felt necessary
- Opportunity to network with participants from other companies.
- Fee lower than equivalent programs plus hidden cost associated with face to face training programs.

Young Managers Program (YMP)

Program Objectives

Provide a `total business` perspective to the participants Impart inputs on managerial skills required for delivering performance

Target group

2 to 8 years of experience

Duration

4 days on 4 consecutive Saturdays

Delivery

Deployment of Live and two way interactive Digital [web conferencing] platform thereby enabling the participants to access the live inputs from the faculty from their offices or homes as well as from any cybercafé. The participants will need a minimum of 256kbps broadband service on their PCs/Laptops and a headphone [cybercafés spread across India as well as outside India has these infrastructure readily available and hence the participants can walk into any cybercafé in case they do not have the complete infrastructure at their offices or homes]

Key topics

- Understanding financial statements and cost
- Analysis of Corporate Performance
- Customer and Competition analysis
- Operational excellence
- Organizational working and people processes
- Concept of Strategy and different types of strategy
- Essence of Success in Managerial and leadership Positions

Faculty

Prof Ranjan Das, Chief Mentor - The. Strategy Academy and Prof of Strategic Management, I I M Calcutta will be the Program Director and Principal faculty
Rest of the faculty will be from other IIMs, industry and the Academy

Fee

Rs 10000/- plus service tax

Key advantages of the program

- Quality inputs from faculty of the programs; these faculty are currently teaching at IIMs and other leading Business schools
- Deployment of Live Digital (two way interactive) platform enabling flexible and phased delivery on the table of the participants
- Special experience of learning in a digital environment which also test participants' willingness and attitude to accept new technology specifically and change in general
- Elimination / reduction of many non value adding cost associated with traditional face to face training programs
- Opportunity exists for company and/or participant specific customization if felt necessary
- Opportunity to network with participants from other companies.
- Fee lower than equivalent programs plus hidden cost associated with face to face training programs.

Strategy Aligned Programs - Duration 3 to 4 days, delivered on-the-table of participants through the LIVE, 2 Way Interactive, DIGITAL Platform

Programs covering following topics will be offered time to time depending > on specific requirement. Detailed design to be provided at the time of launching a specific program based on feedback on enquiries received.

- Business Strategy and Financial Management [BSFM]
- Business Strategy and Sales and Marketing Management [BSSMM]
- Business Strategy and Operations Management [BSOM]
- Business Strategy and Human Resource Management [BSHRM]

To know more about the programs

Kindly contact Prof Ranjan Das (Chief Mentor of the Strategy Academy and Professor of Strategic Management at Indian Institute of Management Calcutta) for delivering customized program designs.

For contact -

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For Enquiry and Additional Information

Write to cag1@thestrategyacademy.org / thestrategyacademy@gmail.com

Or

You can talk to **Supriyo - Mobile 9230513944**
Gargi - Mobile 9051725703 / 033 32942892

Application

Write to cag1@thestrategyacademy.org and thestrategyacademy@gmail.com giving the following details

Name

Address

Contact number

Email id

Academic Qualifications (starting with details of the last examination passed / appeared & ending with details of Class 12 examination).

Work Experience (if any)

Statement of Purpose (Describing briefly within 200 words as to why you are interested to join the program)

N.B. Before final admission we will need to verify the above details as applicable with scanned copies of your original documents.