

# STRATEGIC MANAGEMENT FORUM

in association with

INDIAN INSTITUTE OF  
MANAGEMENT LUCKNOW

and

ALL INDIA COUNCIL FOR  
TECHNICAL EDUCATION  
(AICTE), NEW DELHI

announces

ELECTIVE COURSE OF  
MANAGEMENT TEACHERS'  
PROGRAMME

ON

**Management of Change and  
Transformations**

IIM Lucknow Campus

September 27 – October 02, 2004



**Indian Institute of Management  
Lucknow**  
Prabandh Nagar, Off Sitapur Road,  
Lucknow – 226 013.

## About the Strategic Management Forum

Strategic Management Forum is an association of strategic management professionals from industry, academic and public administration fields, to propagate the concept and practice of strategic management in the country. Registered as a non-profit making body in January 1997, it has leading management institutions and professionals as its institutional and individual members. The Forum has been organizing conferences at leading management institutions of the country, covering important issues for advancement of theory and practice of strategic management. The 9<sup>th</sup> Convention will be held at the Indian Institute of Management (IIM), Kozhikode in April-May 2006 (visit [www.smfi.org](http://www.smfi.org) for further details).

The Forum has taken a major initiative development of specialist faculty in strategic management area in the form of *Management Teachers Programme* (MTP). The programme comprises week-long modular foundation/elective courses, being conducted at eight different institutions (visit [www.smfi.org/events.htm](http://www.smfi.org/events.htm) for details). A person has to undergo the foundation as well as a minimum of five elective courses too complete the programme.

Besides the above, the Forum has undertaken a major initiative of organizing a series of seminars/workshops on WTO and Allied Issues in collaboration with IIMs and Indian Institute of foreign Trade (IIFT) and other academic institutions. Three national seminars have been organized so far and the fourth will be held in February 2005. The Forum also organizes workshops on Case Method.

The professional individual membership of the Forum is open to the academicians, managers and administrators having demonstrated interest in strategic management. Business organizations and academic institutions engaged in teaching/training of strategic management can become institutional members.

For further details visit website <http://www.smfi.org> or contact

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## **MANAGEMENT TEACHERS' PROGRAMME ON MANAGEMENT OF CHANGE AND TRANSFORMATIONS**

### **Introduction**

Strategic Management (SM) courses are compulsory courses in curriculum of MBA and other management programmes in the country. There is, however, a paucity of well trained, specialist teachers for the subject. It is necessary to develop such a faculty base in the area for increasing effectiveness of teaching the SM subjects.

Looking at the requirements of the country, Strategic Management Forum has launched a Management Teachers' Programme (MTP) for grooming Strategic Management Teachers. The programme comprises a series of modular (Foundation and Elective) courses of 1-week (36 contact hours) duration each, to be conducted through a consortium of leading management schools.

A faculty has to undergo at least six (foundation and elective) courses at different institutions to complete the programme. While the design of various courses will be high on academic rigor, there will be equal emphasis on practical orientation. The participants would also have the opportunity to develop acquaintance with 6 or more leading management schools of the country and the faculty thereof, to engage in self-development on an ongoing basis, through faculty networking. The programme also aims at familiarizing the participants with emerging research issues in the SM area. Over a period of time they are expected to significantly contribute to research and literature development in the area.

### **Key objectives of the Management Teachers' Programme**

- To groom specialist teachers for conducting Strategic Management courses in various management schools in India, through pooled national expertise.
- To impart them necessary teaching skills (including teaching through case method) to improve effectiveness in class-room delivery.
- To keep them updated about the state-of-the-art in strategic management, to be able to incorporate changes in syllabus on a continuous basis.
- To develop close relationship among faculty for necessary academic interaction.
- To develop a large base of academicians in strategic management area for scholarly research on topics related to SM.

### **Design of the programme**

The programme comprises foundation and elective courses. Each course will be a one-week module, having a minimum of 36 contact hours. The programme is designed to be an integrated whole, not an assortment of courses. A teacher who undergoes a minimum of six courses (foundation and electives), may be awarded a Certificate of Proficiency.

### **Focus of the 'Management of Change and Transformations (MCT)' Course**

The environments in which organizations operate are changing so rapidly, that a successful organization has to manage change both within and outside the organization. With the emergence of information technology, the way organizations function has undergone a drastic change in itself. Organizations have adapted their operations, communications, and even work practices to meet these challenges.

On the other hand, transformational changes are being witnessed in the way corporations compete across different nations, cultures, and industries. A leader in this context has to come out of the traditional viewpoint of managing transformations in the same vein as managing change.

The course is multi-dimensional in nature covering the strategic, organizational, and human resource management issues, familiarizing participants with change management issues including, internal and external triggers of change, resistance to change, process of change, and change strategies; issues in managing transformations; and management of environmental transformations

### **Pedagogy**

The course will use rigorous analysis and critical examination of Indian and foreign cases, and lectures. Practicing managers might also be invited to share their change experiences and strategies.

### **Intended participants**

The MTP will be very useful to faculty members who are teaching or likely to take up teaching strategic management courses. It will also benefit those who wish to develop expertise for research work in this area. In-house trainers may also benefit from the same for organizing training programmes on strategic management in their organizations. Participation in foundation course is a pre-requisite for the participation in the elective courses. A person must

have attended any of the foundation courses conducted by SM Forum.

### Faculty of the Course

The MCT course will be coordinated by Prof. R Srinivasan, IIM Lucknow. The course faculty shall comprise of faculty from IIM Lucknow and guest faculty from other partner institutions.

### Registration Fees

Residential: Rs.5000.00

Non-residential: Rs.3000.00

Registration fee covers cost of course material, lunch and tea/coffee. For residential participants, it includes accommodation, breakfast and dinner charges also. The course will have a maximum of 30 participants received on first come first reserve basis. IIM Lucknow reserves the right for acceptance of a nomination. Preference shall be given to regular, experienced faculty of AICTE approved management institutions, who are already conducting strategic management courses.

The registration fee may be refunded partly or full, on completion of the course. A person who has received full refund in a foundation course may not get full refund in the immediate next (elective) course. He/ she may, however, get full refund in the subsequent elective course in which he participates. Refund of fee in the elective course shall also depend upon the performance during the course.

### Nominations

Nominations for MCT Course should be made on the enclosed form. Fee should be sent by demand draft drawn in favor of "Indian Institute of Management Lucknow" on any scheduled bank, payable at Lucknow. The duly filled in form along with the requisite course fee should be sent by 17<sup>th</sup> September 2004 to:

#### The Senior Administrative Officer (AS)

Indian Institute of Management Lucknow

Prabandh Nagar, Off Sitapur Road

Lucknow – 226 013.

Phones: 0522-2734101-123

Fax: 0522-2734026/ 2734025

Email: [mdp@iiml.ac.in](mailto:mdp@iiml.ac.in)

URL: [www.iiml.ac.in](http://www.iiml.ac.in)

### About the Indian Institute of Management Lucknow

• Indian Institute of Management Lucknow is one of the premier business schools in India. From the sprawling 200 acres purpose-built campus, the Institute offers world-class education in all major areas of management and provides an ambience for genuine intellectual pursuit, excitement and professional growth.

- IIM Lucknow is all set to launch its Global Executive Management Programme and World class conferencing facilities at its 20-acre satellite campus at NOIDA.
- The Institute has an internationally acclaimed Post Graduate Programme in Management, and Fellow Programme in Management known for their quality, rigor and global orientation. Many of its illustrious alumni hold leading positions in both industry and academics in top organizations across the world.
- IIM Lucknow has also launched Post Graduate Programme in Agri-Business Management (PGP ABM) focusing on the food and agri-business sector with a strong international orientation.
- IIM Lucknow has established collaborations with a number of business schools in Europe, Australia, and Canada for faculty and students exchange.
- The institute's carefully designed and high-impact management development programmes train business leaders, senior executives, and practicing managers from various sectors of the economy in all disciplines of management education and thought. The institute provides cooperation and support to industry and the government through its large number of consulting assignments and research projects.
- The institute enjoys enormous respect and patronage from the corporate world, international agencies and government. Many leading organizations have generously donated funds in the form of Chair Professorships for academic pursuit and research.
- The institute is located 19 Kms from the Lucknow railway station and 33 Kms from the Lucknow airport, on the Lucknow-Sitapur highway. It has well equipped air-conditioned lecture rooms and comfortable on-campus, air-conditioned board and lodging arrangements on single occupancy basis for MDP participants.

### Electives offered during 2004-05

- Management of Change and Transformations (IIM Lucknow)
- Strategic Alliances and Joint Ventures (IIM Indore)
- Designing Organisations in Uncertain Environment (XLRI Jamshedpur)
- International Business Strategies (IIFT, New Delhi)
- Mergers, Acquisitions and Divestitures (IIM Ahmedabad)
- Nuances of Strategy Implementation (IIM Kozhikode) (Tentative)
- Management of Technology (MDI, Gurgaon)