

Indian Institute of Management Bangalore

The Indian Institute of Management Bangalore (IIMB) is one of India's leading management institutions. Building on the basis of its highly accomplished faculty and motivated student body, IIMB strives to achieve excellence through partnerships with industry, and leading academic institutions, the world over. Located in India's high technology capital, IIMB is a hub of innovative activity.

The Post Graduate Programme in Management (PGP) at IIMB is well known for its academic rigour and contemporary flavour. The Post Graduate Programme in Software Enterprise Management (PGSEM) allows experienced software professionals to gain managerial knowledge and skills while continuing their professional careers. The International Masters Program in Practising Management (IMPM), an international collaborative executive education program jointly offered by IIMB with INSEAD McGill University Lancaster University and a consortium of Japanese Universities is globally recognized as a major innovation in executive education.

Xavier Labour Relations Institute

Xavier Labour Relations Institute, widely known as XLRI, was born out of the vision of a Jesuit priest, Fr. Quinn Enright, in 1949. Since then, the institute has nurtured its commitment to 'Magis' (Excellence in Everything). XLRI has emerged as a leading business school in India, providing Post Graduate Diplomas in Business Management and Personnel Management and Industrial Relations. It has developed a well recognized strength especially in the PM&IR area. The institute has been on an expansion path over the last few years - experimenting with alternative pedagogy and teaching platforms. It was a pioneer in launching a satellite based post graduate management program in the country. The institute is also known for its friendly, informal and caring ambience which you can also look forward to during your stay on the campus.

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 9th Conference will be held at the Indian Institute of Management (IIM), Kozhikode in April-May 2006.

Besides the above, the forum has taken initiative to launch Management Teachers' Programme for faculty development in strategic management area. The programme comprises week-long foundation/elective courses, to be conducted at eight different institutions (www.smfi.org/levents.htm). The Forum has also been organizing a series of seminars/workshops on WTO and Allied Issues in collaboration with IIMs and Indian Institute of Foreign Trade (IIFT):

The professional individual membership of the Forum is open to 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 about the Strategic Management Forum of India (SMFI) please visit website <http://www.smfi.org> or contact

Prof. Krishna Kumar
Director, Indian Institute of Management, Kozhikode
& Secretary, Strategic Management Forum
Kunnamangalam P.O., Calicut 673 571
Tel: 91-495-2803003, Fax: 91-495-2803010

STRATEGIC MANAGEMENT FORUM

association with

**INDIAN INSTITUTE OF MANAGEMENT
Bangalore**

**RAWER LABOUR RELATIONS INSTITUTE
Jamshedpur**

and

**ALL INDIA COUNCIL
FOR TECHNICAL EDUCATION,
New Delhi**

announce

**FOUNDATION COURSE
OF
MANAGEMENT TEACHERS' PROGRAMME
ON
STRATEGIC MANAGEMENT**

May 2-7, 2005 at NM Bangalore
May 23-28, 2005 at XLRI Jamshedpur

MANAGEMENT TEACHERS' PROGRAMME ON STRATEGIC MANAGEMENT

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 six (foundation and elective) courses at different institutions to complete the programme. While the design of various courses will be high on academic rigour, 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 a self-development on an ongoing basis, through faculty networking. The programme also aims to familiarize the participants with emerging research and literature development in the area.

Key Objectives of the Management Teachers' Programme

- a) To groom specialist teachers for conducting Strategic Management courses in various management schools in India, through pooled national expertise.
- b) To impart them necessary teaching skills (including teaching through case method) to improve effectiveness in class-room delivery.
- c) 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.
- d) To develop close relationship among faculty for necessary academic interaction.
- e) To develop a large base of academicians in strategic management area for scholarly research on topics related to SM.

Design of the Programme

- a) The programme comprises foundation and elective courses.
 - b) The programme is aimed to be an integrated whole, not an assortment of courses.
 - c) Each course will be conducted at one of the leading, partner management institutes. Currently the partners are IIFT, IIMA, IIMB, IIMI, IIMK, IIML, MDI and XLRI.
 - d) Each course will be a one-week module, having a minimum of 36 contact hours.
 - e) Each course will be case method oriented.
- 1) A teacher, who undergoes a minimum of six courses (foundation and electives), may be awarded a Certificate of Proficiency.

Coverage of the Foundation Course

1. Concept, significance and power of SM.
2. Emerging issues and challenges in SM.
3. Industry analysis and business level, competitive strategies.
4. Conceptual frameworks and analytical techniques used in Strategic Management.
5. Strategy processes, leadership and strategy implementation (including management of change).
6. Resource-based approach to SM.
7. Complexities, technicalities and pitfalls in managing the SM process and using the analytical techniques available.
8. Introduction to elective courses in MTP.
9. Emerging research issues and challenges in SM area.

Pedagogy of the Course

The pedagogy of the course will include case discussions, lectures and exercises. Interaction with practitioners will also be organized.

For whom

The MTP will be very useful to faculty members who are teaching or likely to take up teaching the 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 courses is a pre-requisite for the participation in elective courses. A person may attend foundation course at either Bangalore or Jamshedpur.

Faculty of the Course

The course faculty shall comprise in-house faculty of the host institution and guest faculty from other partner institutions.

Registration fee

Residential	Rs. 5000
Non-residential	Rs. 2500

Registration fee covers cost of course material, lunch and tea/coffee. For residential participants, it includes accommodation, breakfast and dinner charges also.

The registration fee may be refunded partly or full, on completion of the course in case external support is received. Preference shall be given to regular, experienced faculty of AICTE approved management institutions, who are already conducting strategic management courses.

Nomination

Nominations for Foundation Course should be made on the enclosed form. Fee should be sent by demand draft drawn in favour of "SMF: Foundation Course in Strategic Management" on any schedule bank, payable at Lucknow.

The duly filled in form along with the requisite course fee should be sent by April 15, 2005 for the course being conducted at IIM, Bangalore to:

Prof. Rishiksha T. Krishnan,
Indian Institute of Management,
Bannerghatta Road,
Bangalore 560 076
Tel: 080 26993160
Fax: 080 26584050
Email: rishi@iimb.ernet.in

For the course at XLRI, the nomination and DD should be sent to:

Sunanda Dutta,
XLRI, C.H. Area (E),
Jamshedpur 831001
Email: sunanda@xlri.ac.in
Tel: 0657 2225506

Last Date: May 9, 2005

dt.....drawn on
..... payable at **Lucknow**

DDICheques should be drawn in favour of "SMF: Foundation Course" payable at any scheduled bank at Lucknow.

If you wish to register more than one person for the course, please use a photocopy of the registration form or download from Forum's website. Online registration facility would also be available from early February on the Forum's website at www.smfi.org

The registration form (s) duly filled in along with the requisite registration fee should be sent so as to *reach*

For course *at Bangalore*

Prof. Rish:kesha T. Krishnan
Indian Institute of Management, Bangalore
Bannerghatta Road,
Bangalore 560 076
Tel: +91 080 26993160 Fax :080 26584050
Email : rishi@iimb.emetin

Sunanda Dutta,
XLRI, C.H. Area (E)
Jamshedpur 831001
Email: sunanda@@ld.ac.in
Tel: 0657 2225506

Name of.....
sponsoring authority
Designation.....
Address.....
.....
.....

Seal

STRATEGIC MANAGEMENT FORUM

If undelivered please return to

Prof. Rishiksha 11 Krishnan
Indian Institute of Management Bangalore.
Bannerghatta Road, Bangalore 560 076
Tel : +91 -080 26993160
Fax: 080 26584050
Email : rishi@iimb.ernet.in