



भारतीय प्रौद्योगिकी संस्थान दिल्ली  
Indian Institute of Technology Delhi

# Executive Management Programme in Advanced Strategic Management

9 Months | Starts on- 17th December 2023 | Live Online Lectures



Programme offered by Continuing Education Programme (CEP), IIT Delhi

# Strategic Management – A Flexibility And Innovation Imperative

In the contemporary VUCA (Volatile, Uncertain, Complex, & Ambiguous) landscape, thriving hinges on new-age innovations and adaptive strategies. Traditional business models are under siege from inventive counterparts, rendering the strategic arena in a state of flux. The evolving landscape of Strategic Management necessitates a comprehensive reassessment of organisational efficiency and efficacy. Equally crucial is nurturing leadership capabilities to architect the rules of engagement, fostering a competitive edge in this ever-changing paradigm.

## Strategic Management Process

**Environment  
Scanning**

**Strategy  
Formulation**

**Strategy  
Implementation**

**Strategy  
Evaluation**

- **Environmental Scanning**

Analysis of internal & external factors influencing an organisation

- **Strategy Formulation**

Formulate corporate, business & functional strategies

- **Strategy Implementation**

Organisational structure, resource allocation & management, and decision-making process

- **Strategy Evaluation**

Appraisal of internal & external factors, measuring performance, and taking remedial/corrective actions

**STRATEGY**

# Importance of Strategic Management

- Gives Competitive Edge
- Helps Achieve Stated Objectives & Desired Goals
- Improves Organisational Performance
- Aligns People & Processes with Strategic Vision
- Let's Hindsight Lead to Insights for Decisions with Foresight

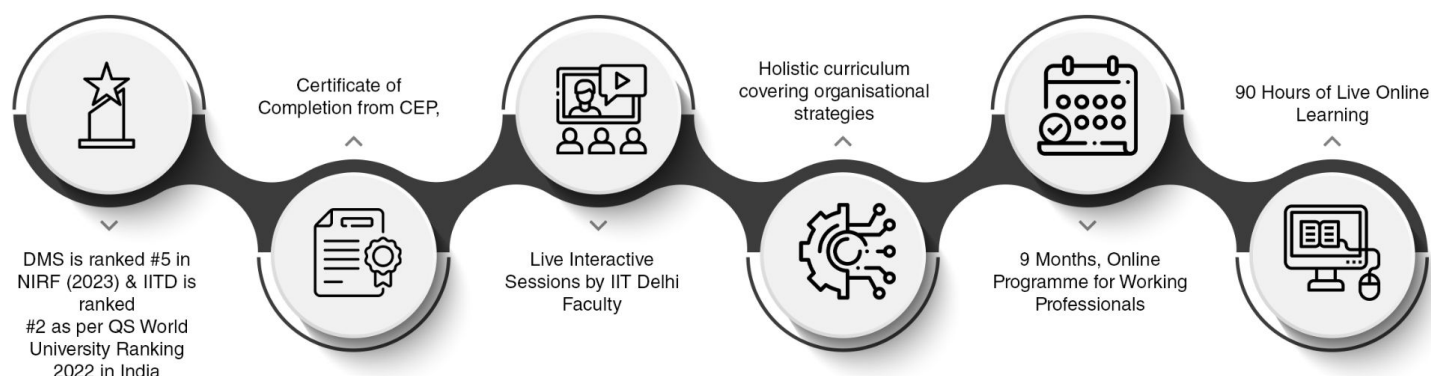
## Overview

In the dynamic landscape of business, strategic management emerges as the compass guiding enterprises towards enhanced competitiveness. It involves formulating goals, protocols, and objectives that empower organisations to excel. Grounded in a holistic evaluation of resources, it navigates the internal and external realms that shape an organisation's journey.

While breakthrough technologies and stellar products can establish initial success, true longevity necessitates strategic management. It forges a lasting imprint on the business map, ensuring sustained significance.

Elevate your strategic prowess with IIT Delhi's Executive Management Programme in Advanced Strategic Management. This immersive intake is meticulously designed for working professionals seeking to refine their skill sets and embrace leadership roles within their organisations. Embark on this transformative journey to wield the tools of strategic management and secure a resilient future for your career and enterprise.

## Programme Highlights



## Who Can Attend?

- Tailored for seasoned mid to senior-level professionals, this programme is an optimal choice for individuals with ambitions in management or leadership roles. It's specifically designed for those who aspire to actively contribute to organisational decision-making processes.

## Key Learning Outcomes

New age innovations and strategic flexibility

Developing cross-functional competencies and leadership capabilities

Learning the nuances of strategy formulation and implementation

Understanding and experiencing the design-thinking process



# Programme Content

## Module 1: Introduction

- Strategic Management: Introduction
- Strategic Flexibility
- Strategic Innovation

## Module 2: Strategic Intent and Performance

- Strategic Intent: Vision, Mission, and Objectives
- Strategic Performance Management

## Module 3: Strategic Learning

- Learning Organisation and Strategic Learning Tools
- Learning about External Situation
- Learning about Resources and Capabilities

## Module 4: Strategic Innovation

- Design Thinking & Innovation
- Process and Tools of Design Thinking and Innovation

## Module 5: Strategy Evolution

- Strategy Formulation and Adaptation
- Strategic Alliances and Networks
- Mergers and Acquisitions
- Global Strategy

## Module 6: Strategic Resonance

- Strategic Execution
- Strategic Leadership and Corporate Governance
- Management of Strategic Change

# Programme Content

## Module 7: Strategic Decision-Making in the Data-Driven World

- Data and Strategic Innovation

## Module 8: Strategic Leadership and Change Management

- Strategic Leadership in VUCA World

## Module 9: Strategies in Specific Areas

- Strategic Technology Management
- e-Business and Knowledge Management Strategy
- Functional/Operations Strategies

## Module 10: Contemporary and Comparative Strategic Issues

- Sustainable Enterprise and Stakeholder Perspectives
- Emerging Strategic Issues

Note: This is an indicative list of course topics and is subject to change as per IIT Delhi's discretion.



# Programme Details

<b>Duration</b>	<ul style="list-style-type: none"><li>● 9 Months   3 Hours Sessions   90 Hours of Learning</li></ul>
<b>Delivery</b>	<ul style="list-style-type: none"><li>● Live Online Sessions delivered Direct-to-Device (D2D)</li></ul>
<b>Schedule</b>	<ul style="list-style-type: none"><li>● Session Timings: Sundays, 10:00 am to 01:00 pm</li><li>● Commencement Date: 17<sup>th</sup> December 2023</li><li>● Application Closure Date: 15<sup>th</sup> October 2023</li></ul>
<b>Eligibility</b>	<ul style="list-style-type: none"><li>● Graduation in any discipline.</li><li>● Minimum work experience of 4 years.</li></ul>
<b>Screening &amp; Selection</b>	<ul style="list-style-type: none"><li>● Screening and selection will be done by IIT Delhi.</li></ul>
<b>Evaluation</b>	<ul style="list-style-type: none"><li>● There would be 2 individual examinations and a capstone project which would be evaluated by the course coordinators. Each candidate would be evaluated for 100 marks which will have multiple evaluation components.<ul style="list-style-type: none"><li>◦ Examination 1 – 20%</li><li>◦ Examination 2 – 30%</li><li>◦ Project – 30%</li><li>◦ Assignments &amp; Case Studies – 20%</li></ul></li></ul>
<b>Assessment Criteria</b>	<ul style="list-style-type: none"><li>● Admission will be on the basis of academic background, professional background (work experience) and performance in the interview process. The programme coordinators will shortlist the candidates' profiles.</li></ul>

**Apply Now**

# Programme Fee Details

Fee Structure	
Particulars	Amount
Total Programme Fee	INR 150,000/- + GST

Instalment Pattern		
Particulars	Amount	Payment Schedule
Instalment 1	INR 90,000/- + GST	3 days from the release of the offer letter
Instalment 2	INR 60,000/- + GST	13 <sup>th</sup> December 2023

## Easy EMI Options Available

**Note:**

\*Payment of fees should be submitted in the IIT Delhi CEP account only and the receipt will be issued by the IIT Delhi CEP account for your records.

\*Loan Options is a service offered by Jaro Education. IIT Delhi is not responsible for the same.





# Programme Certification

- Candidates who score at least 50% marks overall and have minimum attendance of 50% will receive a 'Certificate of Completion' from CEP, IIT Delhi.
- Participants who are unable to score 50% marks in the evaluation will be eligible for the 'Participation Certificate' if their attendance is above 50%.



Programme Code: .....

  **Indian Institute of Technology Delhi** 

HAUZ KHAS, NEW DELHI- 110016

**Department/Centre/School of .....**

**Continuing Education Programme**  
**On**  
**Title of the Programme**

This is to certify that

Mr./Ms. Name Of The Participant

has participated in the online certificate programme on "Title of the Programme" held from ..... to ..... by the Indian Institute of Technology Delhi.

Prof. Programme Coordinator

Prof. Head of the Department

Prof. Head/Associate Head, QIP/CEP



An initiative under eVIDYA@IITD (ई-विद्या@IITD)



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- The above e-certificate is for illustrative purposes only and the format of the certificate may be changed at the discretion of IIT Delhi.
- Only e-certificate will be provided and it will be issued by CEP, IIT Delhi.
- The organising department of this programme is the Department of Management Studies, IIT Delhi.

# Programme Coordinators



## Dr. Sanjay Dhir

Associate Professor in Strategic Management,  
DMS, IIT Delhi

Recipient of both the prestigious 'Teaching Excellence Award' as well as 'Mrs. Veena Arora Early Career Research Excellence Award' at IIT Delhi, Prof. Sanjay Dhir's research interests include Corporate Strategy, Strategic Innovation, Public Health, Strategic Thinking, and Ambidexterity. He has authored more than 90+ Scopus-indexed peer-reviewed research articles along with 6 books including 'Cases in Strategic Management' and Research monographs. Dr. Sanjay Dhir is an Associate Professor and Area Chair of Strategic Management in the Department of Management Studies, Indian Institute of Technology Delhi, New Delhi, India. He is a Fellow (Ph.D.) from the Indian Institute of Management (IIM) Lucknow. He is also the Programme Coordinator for the MBA Programme at DMS, IIT Delhi.

He has been awarded the "InsideliM Professor of the Year Award" for two years in a row in 2020 & 2021. He has also been nominated as an expert for the 'GNCTD state-level committee on the oxygen infrastructure during the COVID-19 pandemic' by the Delhi Government. He is on the National Technical Advisory Committee (TAC) for Oxygen Infrastructure Management as well as boards of national and international B-schools, Institutions as well as Government bodies. He has also represented IITD and submitted the research titled "IITD Review and Recommendations for Management of Oxygen during Covid-19 Crisis for GNCTD" to the Hon'ble High Court (HC) during the second wave of COVID-19.

He has been involved in several national and international consulting/research projects which include – the Bill and Melinda Gates Foundation (COVID-19 Vaccination Roll Out), SAMRIDH, PATH, FITT, NABCONS, Ministry of Skills Development (SANKALP), Ministry of Human Resource Development (SPARC project), Ministry of Minority Affairs (Haj Policy, Impact Study of Scholarship Schemes and Waqf Schemes), ICSSR (Visiting Scholar for UNIL, Switzerland and NRCT, Thailand), Bihar Prashashnik Sudhaar Mission (BPSM, Bihar) and Directorate General of Supplies & Disposals (DGS&D, Gol, New Delhi). He was also a core committee member of the Government of India's project – 'Unnat Bharat Abhiyaan'.

He worked in the Research and Development Department of Mahindra and Mahindra (Automotive) Limited Corporation before joining academia. His research papers are in leading international journals such as International Business Review, Journal of Business Research, Technological Forecasting & Social Change, Annals of Operations Research, and Thunderbird International Business Review. His case studies have been published by the Richard Ivey School of Business, University of Western Ontario (Canada) in collaboration with Harvard Business School. He is serving on the Editorial Board of leading academic journals as well as Track Chairs/Invited Panelist at top National and International Conferences in the area of Strategic Management.

He has also presented and published, chaired his scholarship in globally renowned conference proceedings of several prestigious academic conferences such as the Academy of Management (AoM), Academy of International Business (AIB), Strategic Management Society (SMS), Southern Management Association (SMA) and British Academy of Management

# Programme Coordinators



## Dr. Sushil

Professor in Strategic Management,  
DMS, IIT Delhi

Prof. Sushil is Emeritus Professor and member of Strategic Management Area at IIT Delhi. He has served as Deputy Director (Operations) and Dean (Faculty) at IIT Delhi. He has served as Visiting Professor and delivered seminars in many leading universities, such as Kyoto University, Tokyo, University of Minnesota, Minneapolis, MN, Stevens Institute of Technology, NJ, University of Lethbridge, Alberta, Université Paris 1 Panthéon-Sorbonne, Paris, among others. He is an active researcher and has supervised more than 70 doctoral dissertations. He has twenty books to his credit in the areas of Flexibility, Strategy, Systems Thinking, and Technology Management and over 300 papers in various refereed journals and conferences. He is the Founder and Editor-in-chief of Global Journal of Flexible Systems Management and serves on the Editorial Boards of leading international journals. He is the Editor of the Book Series on Flexible Systems Management published by Springer.

**Note: This is an indicative list of resource faculty.**



# About IIT Delhi



as per NIRF India  
Management Rankings (2023)



as per ARIIA  
Ranking (2021)

The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the "Institutes of Technology (Amendment) Act, 1963" and was renamed as "Indian Institute of Technology Delhi". It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees.

Since its inception, over 48000 students have graduated from IIT Delhi in various disciplines, including Engineering, Physical Sciences, Management, Humanities and Social Sciences. Of these, nearly 5070 received PhD degrees. The rest obtained a Master's Degree in Engineering, Sciences and Business Administration. These alumni today work as scientists, technologists, business managers and entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to administrative services, active politics, or are with NGOs. In doing so, they have significantly contributed to the building of this nation and to industrialization around the world.

## About Continuing Education Programme (CEP)

Executive education is a vital need for companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape. Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या@IITD): enabling Virtual & Interactive-learning for Driving Youth Advancement@IITD for Indian as well as international participants. These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international level with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management.



Programme offered by Continuing Education Programme (CEP), IIT Delhi