

Program Duration: 6 Months

Program Schedule: Saturday 12:15 PM – 3:15 PM

Selection Criteria

- Retail Applications + credentials and Corporate Nominations from Multiple Corporate
- Applicants will be selected based on their profile & work exposure

Program Fees (in INR):

Application Fee	2,000/-
Program Fee	75,000/- + S.Tax

Note: Taxes will be additional as applicable. Any variation in the service tax rate of 15% shall be to student account.

Instalment Schedule

	I	II
Amount (INR)	42,000/- + S.Tax	35,000/- + S.Tax

Program Director



Manoj T Thomas is currently Associate Professor and Chairperson, Strategic Management Area at XLRI: Xavier School of Management. For the last nine years during his tenure at XLRI, he has been teaching courses on Strategic Management, Resource Based Strategy, Corporate Sustainability, International Management and Entrepreneurship. Prior to XLRI he has worked for nearly eight years in research and consulting. His research interests are in the area of resource based strategy and technology management, and he has several national and international publications in these areas.

Important Dates

Application Closure Date: 27th Feb, 2017 | **Last Date of 1st Installment:** 1st Mar, 2017
Orientation and Briefing: 3rd Mar, 2017 | **Class Start Date:** TBD



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Executive Development Program in Strategic Management

Batch-3





About XLRI

Xavier School of Management, widely known as XLRI was founded in 1949 by Fr. Quinn Enright in the Steel City of Jamshedpur. Fr. Enright visualized XLRI to be a partner in the liberation and development journey of independent India with a vision of "renewing the face of the Earth". Fr. Bill Tome joined hands with him to bring that vision to fruition. Both, together with the other Jesuit companions, worked tirelessly towards translating the Vision "Renewing the face of the earth" into action.

Over the last few decades, XLRI Jamshedpur has contributed its best to the professional growth and management of innumerable institutions that serve the public especially organized industry, labour, service agencies engaged in rural development, education, health and other public systems. Besides the focus on developing managerial competence among the pupils through acquisition of specialized knowledge and skills, the Institute emphasizes the importance of developing a sense of social justice with right attitudes and values of discipline, dedication and commitment among all its members.

XLRI spares no effort to make its curriculum world class and deliver it in the most effective manner. It constantly scans the developments in business and in society and tries to proact to meet the challenges. Its world-class faculty with its commitment and deep sense of service delivers the curriculum very effectively. They are also deeply involved in research and consultancy. Their involvement in industry makes their teaching very relevant and current. XLRI VIL programs have helped thousands of junior, middle and senior executives across the length and breadth of the country to update their knowledge & their skills to climb the career ladder.

These multiple programs aim to serve many sections of society and many areas of management.

About Hughes



Hughes Global Education, is a premier interactive onsite learning through satellite based education and training service initiate by Hughes, for corporate and working professionals/ Students. It has live, interactive, real-time, two way video, voice and data classes, and spread across 85+ classrooms in 50+ cities. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). First of its kind in the country, started in 2001, this platform seamlessly integrates the strengths of the traditional method of education – classroom teaching – with the latest in technology.

Key Benefits

- ▶ Added advantage of theoretical and practical aspects from renowned faculty
- ▶ Benefits of Traditional Brick & Mortar Model (through Hughes, pioneers of 'Class Apart' learning methodology)

Strategic management is no longer the preserve of top management. The middle manager is now being perceived as a very important cog in the strategic management process. Though they contribute to formulation and implementation of strategy and of solving problems that define the direction of the firm, many middle level managers are not aware of the formal processes and tools of strategic management. Thinking primarily at the functional level, often binds organizations into silos of partitioned thought. A strategic perspective enables liberation from these silos, and promotes achievement of goals at the organization level. In recent years, there has been a lot of discussion on organizational competencies and resources as the starting point of strategy. However, many organizations still continue with the traditional strategic management framework as their formal mechanism for planning. Yet, many leaders and managers implicitly use the resource based logic in making strategic decisions. This program intends to explicate the role of industry analysis, innovation focus and resource based thinking in strategizing for growth.

Program USP

- ▶ Recognized certification coming from a reputed institute like XLRI
- ▶ XLRI is among the top 10 Indian B-schools & a pioneer in starting the program of this kind not only in India but in Asia-Pacific. Course content and structure designed entirely by XLRI
- ▶ One of the most rigorous and quality online programs in the country in management
- ▶ Specifically designed for working executives with all the flexibility benefits of Interactive Onsite Learning.
- ▶ Lectures imparted by eminent faculty from XLRI and Industry experts.
- ▶ Virtual Live program with real time experience.
- ▶ In case of absenteeism. Student can request for an archive of the session.
- ▶ Seamless technology that can transmit lecture videos effectively at high speed home broadband connection.
- ▶ No complicated hardware or software installations required.

Eligibility

- ▶ Applicants should be working professionals/self-employed.
- ▶ Graduates (10+2+3), Diploma holders (10+2+3) in any discipline
- ▶ Minimum 3 years of work experience, full time paid employment post completion of Diploma / Graduation as on application closure date.

Course Content

- The strategy concept and strategic thinking
- Strategy formulation and planning
- Strategy implementation
- Managing strategic change
- Strategy evaluation
- Corporate strategy
- Mergers and acquisitions and strategic alliances
- International business strategy
- Managing resources and resource based thinking
- Strategy for the bottom of the pyramid
- Sustainability as strategy

Pedagogy

- ▶ The primary method of instruction will be through LIVE lectures that will be beamed online via internet to student desktops/laptops. The lectures will be delivered by eminent faculty from XLRI.
- ▶ All participants will also be granted 24X7 access to XLRI's AIS comprising of learning aids, study materials, reference materials, assessments, case studies and assignments etc. as per the requirement of the programme. Students can chat real time with the professors during the live class and also connect with HGEIL program manager related to their queries offline on the AIS.
- ▶ The pedagogy will be highly interactive. It will leverage use of technology. It will consist of a judicious blend of lectures, real life case studies, quizzes and assignments