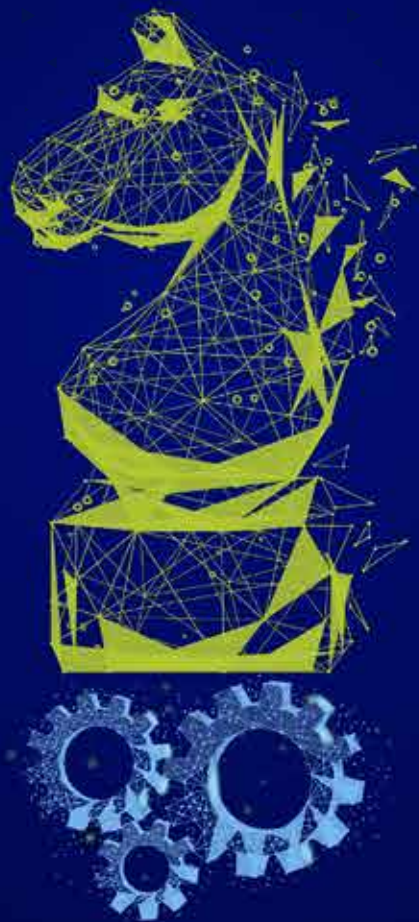




XLRI
Virtual Interactive Learning

EXECUTIVE CERTIFICATE PROGRAMME IN **ADVANCED STRATEGIC MANAGEMENT & INNOVATION**

STARTS SEPTEMBER 30, 2021 | 10 MONTHS
LIVE ONLINE SESSIONS



Maximise business growth with strategic decision-making and
innovation-driven competitive advantage

**STARTS ON**

September 30, 2021

**DURATION**10 Months
Live Online Sessions**PROGRAMME FEE**INR 1,60,000 + GST
(Exclusive of Registration Fee)

Overview

For the first time, India is 48th on the Global Innovation Index among 131 economies. OR India, for the first time, is one of the top 50 most innovative economies in the world. It ranked 48th among 131 economies on the Global Innovation Index, 2020. Increasingly, Indian businesses across sectors realise that strategic management and innovation steer competitive advantage. Thus, industry-ready professionals will need strong innovation capability to drive long-term business strategies that grow revenue, spur demand, create a resilient workforce (and agile processes), and digitally transform businesses. (Would suggest removing what's in brackets)

XLRI VIL's **Executive Certificate Programme in Advanced Strategic Management & Innovation** is meticulously curated to balance of organisational strategy, governance, performance, and practical aspects of functional domains for strategic and innovative value creation. Joining this multi-modular programme, delivered via interactive live online sessions, will help you garner the strategic and innovative mindset to smoothly transition to senior leadership roles and scale long-term business growth and transformation.

Companies with a capabilities-driven strategy are...

...**3X** likely to
grow faster than their
industry

...**2.5X** likely to be
more profitable than the
market

Source: *Capabilities-Driven Strategy + Growth*, PricewaterhouseCoopers, 2020



Who is this Programme for?

This programme is suited for mid to senior-level professionals keen on developing a strategic mindset for transitioning into senior leadership roles that drive corporate strategy.

It is also ideal for consultants and business owners looking to enhance their problem-solving and strategic planning skills for improved client management and business scaling capabilities by learning industry best practices.

Programme Highlights



Learn from one of
India's Leading
B-Schools (NIRF, 2020)



10-month Programme
with Live Online Sessions



Learn from Leading
XLRI Faculty and
Industry Experts



Engaging
Peer-to-peer Learning
and Networking
Opportunities



Gain Actionable Insights
from a Capstone Project
& Real-world Case
Studies



Receive a Prestigious
Certificate of Completion
from XLRI VIL



Programme Faculty



Dr Rajeev Roy

General Management

Dr Rajeev has a PGDM from IIM Ahmedabad and a PhD from Utkal University and is the CEO of 36Inc, Niladri Enterprises and Miles Solutions. His areas of research include entrepreneurship and innovation, and he teaches programmes on entrepreneurship and new ventures. Dr Rajeev is also known to have started six business incubators across four different countries, and his research work is regularly featured in notable national and international refereed journals and publications.

Fr Sebastian George, S. J.

Organisational Behaviour

Fr George has a PhD from Madras University and over 14 years of experience in management education across different domain areas of organisational behaviour like individual behaviour in organisations, transformational leadership, and managerial counselling. His research interests include leadership and personnel effectiveness. Fr George has conducted several Management Development Programmes (MDPs) for leading organisations on the themes of organisation building, human resource management, teamwork for star performers and leadership development.



Note: Programme Faculty is subject to change and will be confirmed closer to the programme start date.



Programme Modules

This programme has a cutting-edge curriculum that will transform you into a future-ready business leader with:

- Expertise in *pure-play strategies* covering growth and competitive frameworks, decision-making and leadership
- A practical focus on *innovation* centred on customer-driven value creation and competitive advantage for business
- A *forward-looking mindset* which integrates new business models, design thinking, corporate entrepreneurship, and digital transformation

MODULE 1: Introduction

- Strategy and Innovation

MODULE 2: Analysis Framework

- Industry structure
- Understanding the organisation (internal analysis)
- Tools and Frameworks (PESTEL, 5 FORCES)

MODULE 3: Growth Strategies

- Mergers and acquisitions
- Diversification strategy
- Strategic alliances
- Global business decisions and strategies

MODULE 4: Competitive Strategies

- Value creation and value chain analysis
- Competitive advantage and strategy
- Sustaining competitive advantage

MODULE 5: Decision-making

- Bounded rationality
- Cognitive limitations
- Strategy as forecasting
- Hidden Costs

MODULE 6: Implementation

- Scenario planning
- Balanced Scorecard
- Tracking metrics
- Risks and mitigation
- Corporate governance

MODULE 7: Leadership

- Transformational leadership & change management
- Leadership communication and stakeholder management
- Negotiation and influence

MODULE 8: Individual Creativity

- Creativity and storytelling
- Thinking styles
- Mind maps
- Morphological Analysis

MODULE 9: Innovation

- Brainstorming
- Design Thinking
- TRIZ

MODULE 10: Corporate Innovation

- Types of Innovation
- Corporate Entrepreneurship
- Lean methodology
- Jobs-to-be-done and Outcome-Driven innovation
- Blue Ocean Strategy
- Open innovation

MODULE 11: Digital Disruption & Innovation

- Technology Disruption and Innovation
- Industry 4.0 - AI, ML, IoT, Blockchain, FinTech
- Strategy and innovation in the wake of disruption

Note: Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

Capstone Project/Simulation

A distinguishing highlight of this programme is the hands-on capstone project, which is a crucial part of programme completion. This project will enable you to assimilate your learnings from the modules within the framework of real-world business challenges. Throughout the capstone project, you will be guided by experienced faculty and industry experts.



Learning Outcomes

This industry-oriented programme features a holistic set of strategic thinking and innovation theories, principles, frameworks, and a final capstone project to help you effectively tackle real-world scenarios. By joining this programme, you will become a sought-after industry-ready professional with a strategic and innovation-driven decision-making ability.



Understand industry tools and frameworks to analyse internal and external forces impacting the organisation



Gain a thorough understanding of the strategic management process and develop the ability to think and manage strategically



Gain insights and structured techniques for effective decision-making and strategy implementation



Learn various growth strategies and how corporate innovation strategies can create sustained customer value



Examine your leadership style and evolve into a transformational leader



Explore frameworks and techniques to develop your individual creativity and innovative mindset



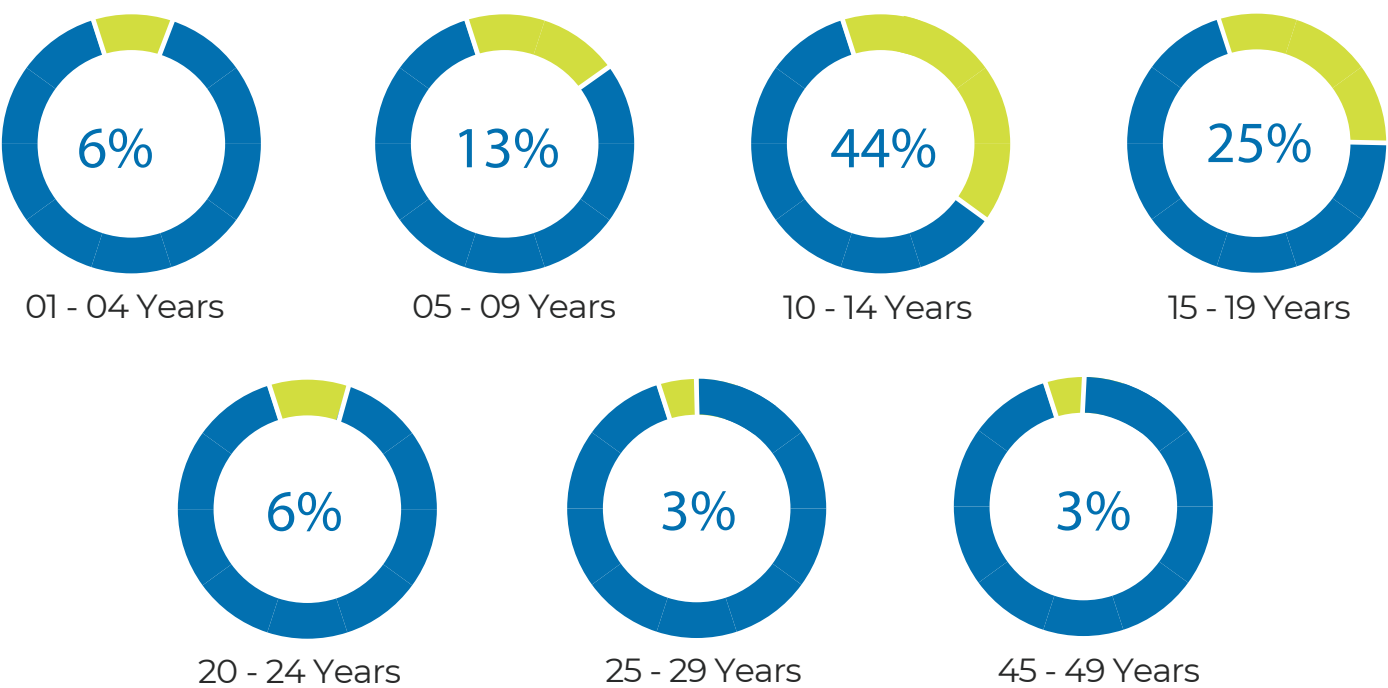
Learn about design thinking processes and frameworks to create 'out-of-the-box' solutions



Explore technology disruption and Industry 4.0 strategies for building competitive advantage and scaling business growth

Past Participant Profiles

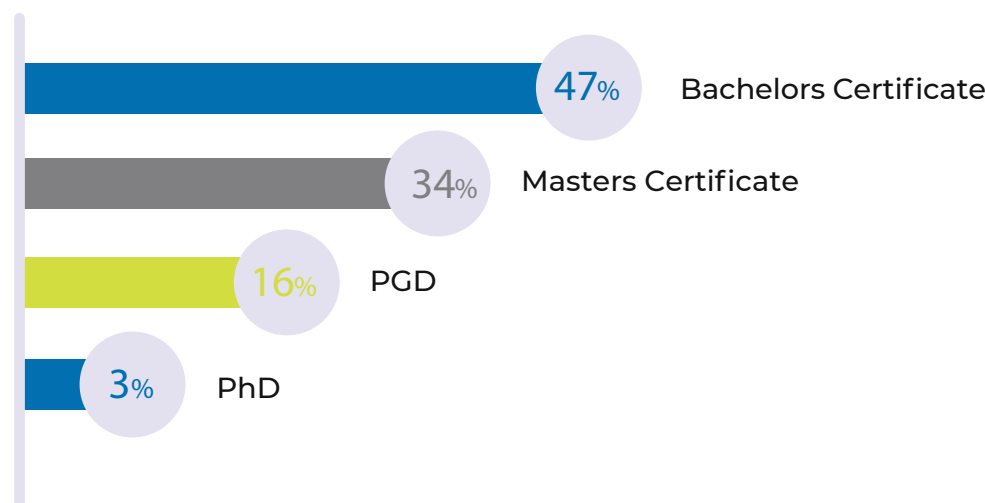
Work Experience



Functional Area



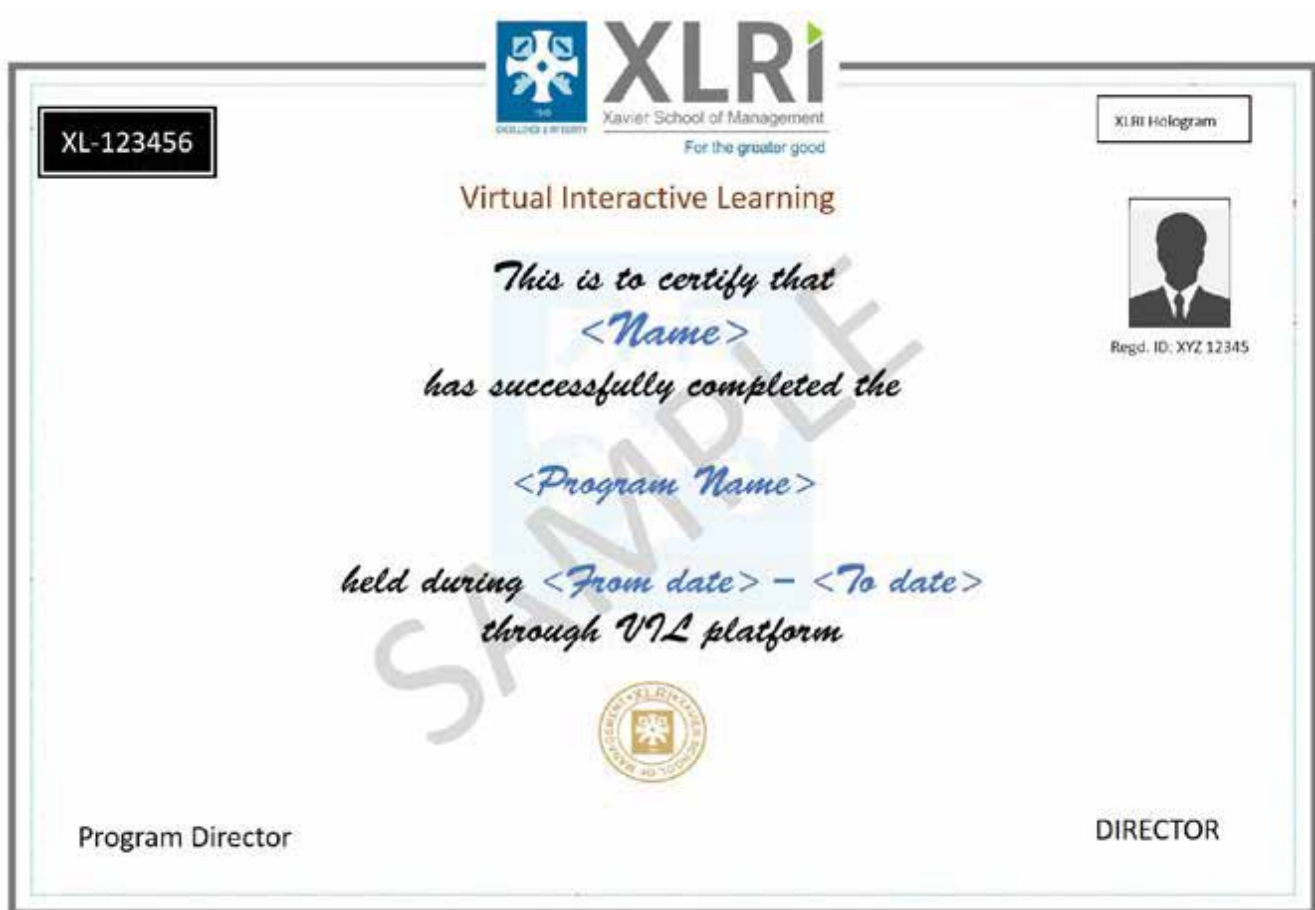
Education





Certificate

Participants will be awarded a completion certificate from XLRI VIL on completing all evaluation components, including the capstone project and maintaining a minimum attendance of 70%.



Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of XLRI VIL.



Application Requirements

Experience Documents: (Mandatory)

- For Previous Organisation(s): Relieving letters
- For Current Organisation: Current Salary Slip or Bonafide Certificate from the HR department on company letterhead

Graduation and Post-Graduation Education: (Mandatory)

- Marksheet – Individual or consolidated (all semesters)
- Passing Certificate – If Any
- Diploma/ Degree/ Doctorate

System Requirements

This programme includes live online classes conducted on Zoom. To attend a live online class you will need to have a PC/ Laptop/ Mac with:

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Processor: with Dual Core 2Ghz or higher (i3/i5/i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- Zoom software client installed on your PC/ Laptop/ Mac

Programme Details

Programme Schedule

Duration 10 Months

Academic Orientation Oct 10, 2021

Live Online Sessions 3 Hours/ week
Sunday, 12:15 PM - 3:15 PM

Programme Application Link [Click here](#) to apply to the programme.

Eligibility:

- Graduates/ Diploma Holders (10+2+3) in any discipline from a recognised university with minimum 3 years of work experience
- Selection will be based on profile and SOP. There will be no interviews

Evaluation:

- Faculty members teaching their respective modules will choose the method of evaluation most appropriate to the subject
- Assignments / Regular quizzes will be conducted online

Payment Schedule

Programme Fee INR 1,60,000 + GST (exclusive of registration fee)

Instalment Schedule

Booking Amount (Inclusive of Registration fee)	Instalment II	Instalment III	Instalment IV
At the time of registration	Oct 5, 2021	Jan 5, 2022	Apr 5, 2022
INR 22,500 + GST	INR 40,000 + GST	INR 50,000+ GST	INR 50,000 + GST

Round-wise Application Dates

	Dates
Round 1	Jul 23, 2021
Round 2	Aug 24, 2021
Round 3	Oct 9, 2021

Note: Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.

Finance options available. **Click here** to learn more.

For more information please email at xlri@eruditus.com

About XLRI VIL

With a passion for academic excellence, XLRI was established in 1949. XLRI has the vision of nurturing responsible global leaders for the greater common good and a sustainable future. It is known to be one of the best B-Schools in India. The world-class amenities and faculty at XLRI spare no effort to make its curriculum the best and deliver it most effectively. XLRI continuously scans the developments in business and society, and proactively tries to meet the challenges. The characteristic that sets XLRI apart is *magis* - the zeal to do better, never to be satisfied with being mediocre and aspire to excel. Since 2002, XLRI Virtual Interactive Learning (VIL), as a unique academic methodology, allows working professionals to continuously upgrade their knowledge and skills through continuing education without taking a break from their careers. Over 10,000 working professionals have benefited from various programmes offered by XLRI VIL.

About Eruditus

Eruditus Executive Education offers customised and open programmes in India, Singapore, Dubai and other global locations in collaboration with MIT Sloan, Columbia Business School, INSEAD, Harvard Business School (HBS), Kellogg Executive Education, Berkeley Executive Education, Wharton Executive Education, IIM Lucknow Executive Education, IIM Calcutta Executive Education and Emeritus. Our world-class executive education programmes, supported by eminent programme experts, provide an immersive learning experience integrated with actionable insights and practical business applications. The meticulously curated programmes are delivered in a different range of formats; in-class, online, as well as blended programmes. Our extensive portfolio also includes short 2-4 day in-class workshops, online courses of 2-3 months duration as well as comprehensive learning journeys that run over 6-9 months, customised to an organisation's requirement.



Apply for the programme here

APPLY NOW

For registration and any other information, please get in touch with at xlri@eruditus.com

 WhatsApp an adviser on +91 7208889990*

** Note: This number does not accept any calls. Please message your queries.*

