



ENGINEERING STAFF COLLEGE OF INDIA



Autonomous Organ of The Institution of Engineers (India)
(IMS [ISO 9001:2015, ISO 14001:2015, ISO 50001:2018, ISO 45001:2018],
ISO/IEC 17025:2017 Certified, AICTE & CEA Recognized Institution)
Old Bombay Road, Gachibowli, Hyderabad – 500 032. Telangana, India

Management and Technology Division

Hybrid (Offline & Online) Continuous Professional Development Programme on

Strategic Management

Dates: 20 – 23 August 2024

at ESCI Campus, Hyderabad

INTRODUCTION

Strategic management is the ongoing planning, monitoring, analysis and assessment of the resources and processes an organization to meet its goals and objectives. Due to high turbulent global scenario organization needs to pace up its strategies to meet the global demands and be competitive in the contemporary global markets. The strategic management process helps organizations consider their present situation, develop action plans, deploy those plans and analyze their effectiveness. The process typically includes five basic stages, but the goals and outcomes can vary significantly, which depends on organizations goals, internal and external conditions. Strategic management enables an organization to have a clear understanding of its mission, its vision.

Benefits of Strategic management

- Strategic management offers financial (Increase market share and profitability, Prevent legal risk, Improve revenue and cash flow.) and nonfinancial benefits (Relieves the board of directors of responsibilities, allows for an objective review and assessment, Enables an organization to measure progress throughout time, Provides a big-picture perspective of the organization's future.)
- It helps an organization's leadership better plan for the future and meet its long-term objectives.

The key benefits, which include:

- Clear direction
- Operational Improvement
- Resource optimization
- Competitive advantage
- Risk management
- Sustainable growth

COURSE OBJECTIVE

The course aims to prepare the organizations management to achieve goals and objectives with a clear-cut direction and take advantage of emerging global scenario.

COURSE COVERAGE

The training programme focuses on clear understanding and provide deeper insights into the following topics:

- Introduction to strategic management. What is strategy?
- Five Steps in strategic management
- Balanced score card in strategic management
- External analysis: Identification of Opportunities and threats
- Internal analysis: Distinctive competencies and competitive advantage
- Functional level strategy
- Strategic management in changing environment
- Horizontal integration, Vertical integration and strategic outsourcing
- Formulating and Implementing related and unrelated diversification
- Competition in concentrated markets – High tech industries
- Strategy implementation and evaluating performance

- Case studies in strategic management

METHODOLOGY

Methodology of the programme includes class room Sessions with Lecture/discussion with audio visual aid, benched marked practices if any, video shows, Chalk & Talk sessions, group discussions, case studies, debates, sharing of experiences, etc. All the sessions will be interactive demanding active participation from all the members. Case Method of Instructions will be the main method of knowledge facilitation.

TARGET PARTICIPANTS

Engineering Managers, Executives, Scientists, Technical Officers working with PSU's, Corporate Sector, Defense, Aerospace, Process Plants will find the programme beneficial. Regarding further eligibility organizations may contact ESCI for clarification.

RESOURCE PERSONS

Faculty consists of experts from industry, research establishments and academia besides faculty from ESCI.

LEARNING OUTCOMES

- To expose Engineering managers to various perspectives and concepts in the field of Strategic Management
- The course would enable the Scientists and Managers to understand the principles of strategy formulation, implementation and control in organizations.
- To equip scientists, technologists, managers develop skills for applying these concepts to the solution of engineering problems

PROGRAMME DIRECTOR

Dr. R.S.S. PRASANTH, *FIE*

Sr. Faculty & Head

Management & Technology Division, Engineering
Staff College of India

Old Bombay Road, Gachibowli, Hyderabad - 500032

Mob: 9897020919 / Ph: 040-66304111/4112/4105

Email: mtmkt@escihyd.org/mt@escihyd.org

PROGRAMME DATES & TIMINGS

Dates: 20 - 23 August 2024

Timings : On the first day Registration will commence at **09:00 Hrs**. On all other days the programme timings will be from **09:45-17:15 Hrs** with breaks in between for tea and lunch.

COURSE FEE: Rs.22,000/- (Rupees Twenty Two Thousand only) per Participant + GST@18% Extra. Fee includes, course material, course kit, twin-sharing/single AC accommodation as per availability, breakfast, lunch, dinner, tea / coffee and snacks during the actual days of training programme.

Online: WebEx platform.

Rs. 12,000 /- (Rupees Twelve Thousand only) per participant + GST@18% Extra. Fee includes, course material, course kit & Institute overheads.

DISCOUNTS

- **Non-Residential Fee:** 10% discount on course fee is allowed for non-residential participants.
- **Group Discount:** Additional 10% discount for three or more participants if sponsored by the same organization.

Note: GST Nil for Central Govt. Departments (like DRDO, DGQA & Govt. Departments).

PAN Card No AAATT3439Q; GST No. 36AAATT3439Q1ZV. H.S. No. 999293 (Under commercial training or coaching services – clause 65(105) (ZZC) of Finance act – 1994).

Programme fee is to be paid in in favor of **“THE INSTITUTION OF ENGINEERS (INDIA) – ENGINEERING STAFF COLLEGE OF INDIA”** in the form of demand draft payable at Hyderabad. Alternatively, the payment may be made by Electronic Fund Transfer (EFT) to ESCI - **SB A/c No.0432104000039631** with **The IDBI Bank Ltd., Gachibowli Branch, Plot No. 2-53/2, JNIBF, IIIT Junction, Gachibowli, Hyderabad-500032** by RTG's/ NIFT / IFSC Code No: **IBKL0000432**. While using

EFT method of payment, please ensure to communicate us your company name, our Invoice reference and programme title.

CERTIFICATION

A Certificate of participation will be awarded to each participant on conclusion of the programme.

GENERAL INSTRUCTIONS:

- ESCI encourages participants to present case studies from their respective organizations.
- ESCI provides complimentary accommodation and boarding to the participants one day before commencement (Check-in 1200 h) and one day after conclusion (Check-out 1200 h) of the programme duration. Overstay charges will be applicable as per ESCI rules (subject to availability of accommodation).
- Well-developed Information Centre and Internet facilities are available to the participants free of cost.

Management & Technology Division, Engineering Staff College of India

Gachibowli, Hyderabad – Telangana 500 032

Phone: 040 – 66304100 (EPABX) Divn. number (Direct), 7013551765/ 9391198601 Fax: 040 – 66304105

Email: mt@escihyd.org, web portal: www.escihyd.org