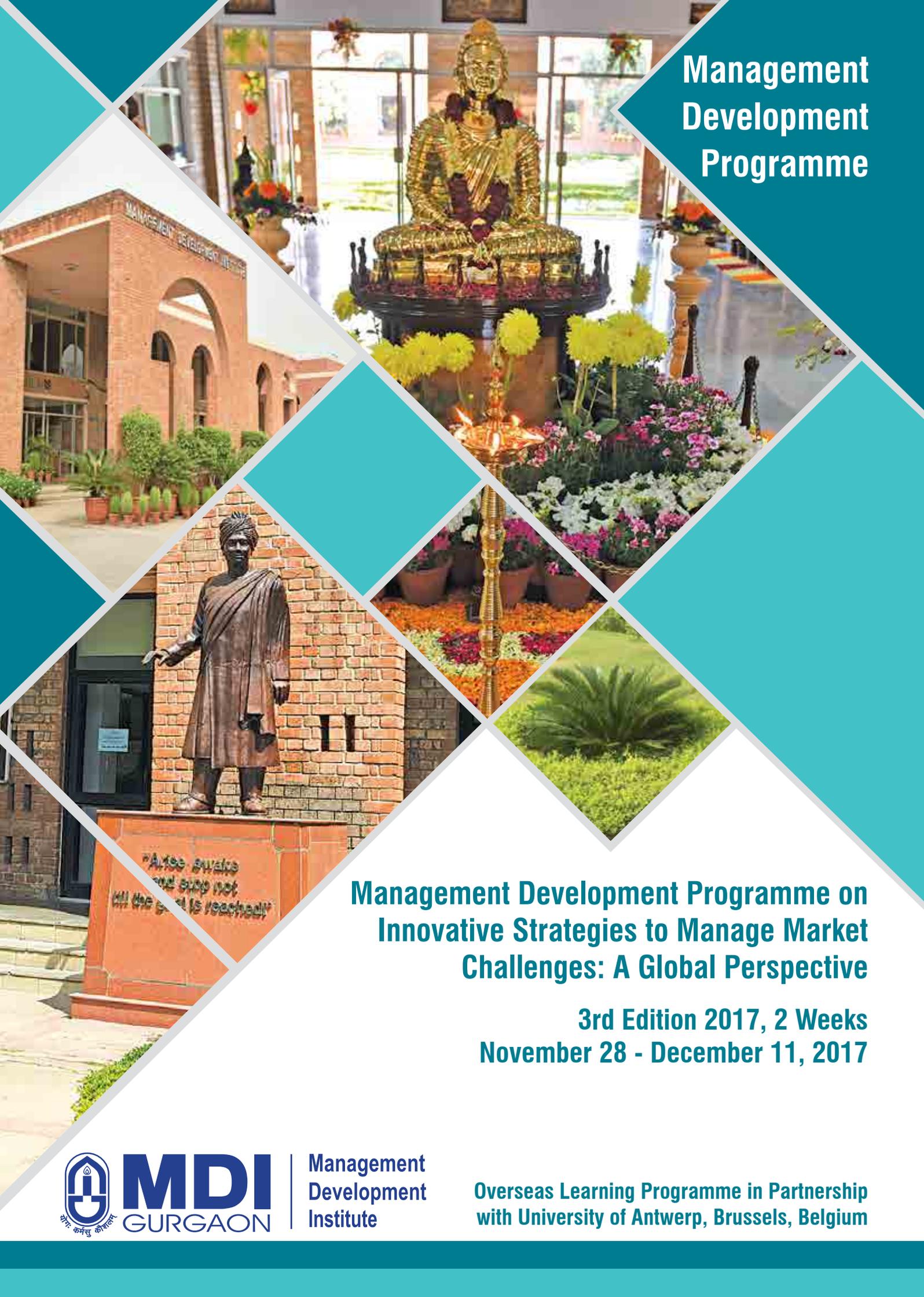


Management Development Programme



Management Development Programme on Innovative Strategies to Manage Market Challenges: A Global Perspective

3rd Edition 2017, 2 Weeks
November 28 - December 11, 2017



Management
Development
Institute

Overseas Learning Programme in Partnership
with University of Antwerp, Brussels, Belgium



MDP on Innovative Strategies to Manage Market Challenges: A Global Perspective

IMPORTANT INFORMATION

Programme Dates	:	November 28 – December 11, 2017
Programme Duration	:	2 weeks (14 days)
Venue	:	India, Belgium
Programme Fees	:	Rs. 4,00,000/- Plus GST (for detailed information, see page no. 5)
Last date for nominations	:	October, 27, 2017

Marketing in a VUCA World

In today's Volatile, Uncertain, Complex and Ambiguous (VUCA) world, Marketers face dynamic challenges that are completely different from the past. There are a number of drivers of these changes. Technology is changing at a fast pace, customers are engaging with companies at multiple platforms, competition is becoming much more intense and becoming global, new ways are being innovated to create and deliver value to customers, and product life cycles are becoming shorter and shorter, yet the marketers need to maintain growth in all the product lines offered by the companies.

The buzz over big data indicates that many companies do not know how to unlock the value that's tucked away in their data - Companies require better tools and greater knowledge about how to apply big data concepts and get greater marketing insights.

The outburst of social media has completely changed the way we understand our customers. The traditional marketing research tools are often found to be obsolete in the present fast changing marketing environment as the small and nimble, yet agile companies are able to understand the psyche of the consumers in a better and faster way as compared to the large ones, presenting a huge challenge to the sales and marketing teams to retain their market share.

Customers are shifting to mobile devices at a very rapid pace, and companies need to engage with customers at platforms which they prefer. This requires that marketers must do a much better job of optimizing sites and content for mobile devices such as iPads, iPhones, and Android devices.

New Marketing Channels are emerging to communicate and deliver product and services to customers. This complex array of channels and options the customers have is making the marketplace to nothing less than a three-dimensional chessboard.

Of equal concern to the senior and top managements are the challenges of internal marketing to make sure that employees understand and live "the brand," as well as the vision and strategy of the company. Another concern for the management is to actively engage in Reputation Management for the company in view of the rise of social media, including blogs and review sites, which has created a need to monitor posts and gauge consumer sentiment.

The above changes present a great challenge in not only design and development of products and services but also in communicating the right message to the right audience in the desired and agile way. Performing this task is often a humungous one in this VUCA World which is cluttered with information overload more importantly when it is the clutter that wades out anything which is of slightly inferior quality or the messages that are not able to hit the right chords. In a nutshell there is no scope for experimentation, especially for large organisations. In order to overcome all these challenges today's sales and marketing personnel should equip themselves with the practices followed by organisations not only in India but also at the international level. The reason is with the opening up of all sectors to all players in the world (fully or partly), the competition is taking a global shape, which sets a greater benchmark of performance for the sales and marketing personnel who need to be ready with the right armour to face these challenges.

The Programme on Innovative Strategies to Manage Market Challenges: A Global Perspective is aimed at equipping the senior and top management of organisations by providing insights and exposure into these issues at a global level. Interaction with leaders and academics in India and Europe and industry visits would provide rich exposure on the business environment and the opportunity to develop a perspective of how global business is managed.

This programme is designed to meet the needs of experienced senior and top managers in the areas of Sales and Marketing, Market Development, in Functional and Strategic roles, who wish to develop and implement effective Marketing strategies in line with their business needs. The blend of expert inputs, guest speakers and participant learning groups would ensure that participants not only gain the knowledge of 'the what', but also 'the how', to add value strategically as well as operationally.

Key Takeaways

Participants will experience a range of inputs that would provide deeper understanding of issues concerning Marketing, Sales, market Development, Customer Engagement,

Strategies in different target markets or target groups as well as enhance critical approaches and skills to effectively implement Marketing Strategies.

The programme would enable participants:

- Enhance their understanding of the potential role of Marketing Strategy in their organizations
- Gain greater awareness of how to link Marketing with Business Strategies to achieve competitive advantage
- Understand and explore the current as well as evolving needs of different target markets and target groups
- Get acquainted with Global Marketing Practices in a cross-cultural context; practices that would increase Market Growth Options for their organizations To get acquainted with the formulation and implementation of innovative strategies to exploit growth options in global market.

Programme Contents

Some of the topics that will be covered during the programme are:

1. Marketing and its role in an organization
2. Aligning Marketing with Business Strategies
3. Marketing Insights: A Global Perspective
4. Developing a culture of innovation in organizations
5. Challenges for Marketers in contemporary scenarios
6. Marketing Analytics
7. Capturing Voice of Customers: A Global Perspective
8. Innovation and Differentiation Strategies
9. Marketing in digital world
10. Marketing Strategies in Changing Competitive Landscape: A Global Perspective
11. Corporate Entrepreneurship
12. New Business Models based on Digital Strategies



How this programme will help participants make a difference to organisational success

- Preparing the company for the dynamic and changing landscape
- Identifying new opportunities by early spotting of trends and emerging developments
- Helping in setting the strategic direction for the organisation
- Managing Customers as valuable assets through customer attraction, customer retention and loyalty building
- Helping to take new cross-functional initiatives by taking the customer-first approach
- To build a strong reputation for the company and its brands
- Using customer feedback to tune up organizational processes
- Helping organisation to build superior customer value of its products and services across all functions and stay ahead of competition
- Facilitate building an innovation oriented organization culture

Pedagogy

The programme will be delivered through:

- Interactive Sessions
- Case Studies
- Small Group Sessions
- Industry Visits in Europe
- Interaction with thought leaders/ industry experts
- Field Immersion Sessions in Europe

Overall, the programme will focus on integrated issues, related with the discipline of Marketing and Strategy. There will be an emphasis on managing uncertainty and change. Theory and practice will be bridged through case studies. The programme will be action oriented with a focus on future business agenda. This will be enriched through a Diaspora providing learning through debate and experience sharing; unlearning and learning; challenging conventional wisdom with the help of active involvement and contribution of the participants.



Programme Associates

University of Antwerp, Brussels, Belgium

The University of Antwerp is one of the major Belgian universities located in the city of Antwerp. The University of Antwerp ranks as no. 3 globally according to Times Higher Education Millennial Universities in 2017, and no. 10 worldwide in the QS top 50 under 50 in 2016-17 Rankings.

The university's roots go back to Sint-Ignatius Handelshogeschool (Saint-Ignatius School for Higher Education in Commerce) founded by the Jesuit (Society of Jesus) in Antwerp in 1852. This was one of the first European business schools to offer formal university degrees. It later opened a Faculty of Literature and Philosophy (including Law) and a Faculty of Political and Social Sciences. It was renamed Universitaire Faculteiten Sint-Ignatius Antwerpen (UFSIA) in the 1960s when the Belgian government granted it university status. In the early 1970s UFSIA joined into a confederation with "Rijksuniversitair Centrum Antwerpen" (RUCA) and "Universitaire Instelling Antwerpen" (UIA), public institutions.

In 2003 UFSIA, RUCA, and UIA merged into the University of Antwerp to become the first explicitly pluralistic university in Belgium, offering philosophical, ethical, and spiritual discourse and openness towards religion and intercultural dialogue. It soon became the third largest university in Flanders with 20,000 students. In order to face the challenges posed by the internationalization of European education and research, the University is part of the Antwerp University Association (AUHA). The Catholic influence that the Jesuits had at UFSIA continues through the Saint Ignatius University Centre (UCSIA), Antwerp, founded in 2003.

Today, UA is home to 20,000 students, of which about 18 percent come from overseas with 132 countries represented through the student body. Working at the university are over 5,000 employees, including 3,000 tenured researchers and almost 700 professors. It offers 33 undergraduate degree programmes, 69 master's and 18 'master-after-master programmes'. A total of 31 programmes are taught in English and the university prides itself on engendering an entrepreneurial approach. There are nine campuses of the university that are spread throughout the diverse city of Antwerp, from the historic city centre to what is called the 'green belt' to the south.

Brussels is the home of European Union (EU). The EU parliament is also located in the city of Brussels. Brussels is the capital city of Belgium in Western Europe. Belgium is bordered by France, the Netherlands, Germany, Luxembourg, and the North Sea and is famous for openness towards intercultural dialogue.

The programme is for...

In order to maximize the value of peer group learning, participants in the programme should be operating in a strategic role. They may belong to the areas of Marketing, Sales, Strategic Planning, New Ventures/Initiatives, Strategy, or holding a strategic role in any functional area at senior or top levels. Participants would be from public and private enterprises as well as the social sector.

Faculty

The programme would draw upon the rich experience and insights of leading business leaders and academia from India and Europe.

The Programme

Programme Duration: 2 weeks (14 days)

First week of the programme will be conducted in India and the second week will be conducted at University of Antwerp, Brussels, Belgium.

Programme Fee

Rs. 4,00,000/- (INR Four Lac Only) plus the prevalent GST. It includes fee for academic inputs at MDI, boarding and lodging at MDI, cost of academic inputs at University of Antwerp, Brussels, Belgium, travel to Belgium and back. GST as applicable will be charged extra. The fee is payable with the nomination form through crossed demand draft in favor of Management Development Institute, payable at Gurugram. The enclosed nomination form should be completed and returned to - The Chief Administrative Officer (Programmes), Management Development Institute, Mehrauli Road, Sukhrali, Gurugram-122007.

Overseas Learning Programme

For Overseas Learning Programme (OLP) at Brussels, Belgium, the per diem expenses for boarding, lodging, local travel and any other personal expenses will be met by the respective organization, as per the organizational policy. However, to facilitate logistics during the OLP, MDI would facilitate the arrangements of stay in Hotels for the participants in Brussels. The Visa expenses of the participants to the said destinations will be reimbursed by MDI as per actuals on production of bills. However, getting a valid Visa will be the responsibility of the participants. MDI will provide invitation letters from the hosting organisation in Europe to facilitate the process.

Nominations

Applications will be entertained on first come first serve basis. Air bookings in this sector being heavy, early nomination is requested. It will also facilitate timely processing of the visa to Europe.

Last date for receipt of nominations/cancellations is October 27, 2017.

Cancellation charges:

Upto 27th October 2017: Rs. 10,000

After 27th October 2017: 50% of the programme fees

Programme Directors

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Management Development Institute

Management Development Institute, established in 1973, is a 40-acre campus, located in Gurugram, MDI vision is to prepare Global Leaders who create, manage and lead effective change across diverse organizations. MDI is an integrated business school involved in teaching, executive education, research and consulting.

In recognition of its premium position in the field in India, MDI has been awarded Accreditation 'A' Grade by All India Council for Technical Education. MDI is rated as one of the Top 5 B-Schools in India. Teaching activities comprise of two-year MBA programme. National Management Programme, part-time Executive MBA programme and doctoral studies. MDI turns out some 600 management graduates each year. MDI has over 36 years of experience in Executive Education. Currently, it offers 200 weeks of training programmes and trains over 3000 managers each year. Besides customized training programmes for the clients, MDI also offers 50 open executive training programmes in a year. The education model adopted at MDI is 'Integrating latest knowledge with business practices through integrated business school activities enabling organizations' pursuit of excellence' as a part of its research initiatives.

MDI Sustains following Research Centers

- Center for Supply Chain Management
- Center for Transformational Leadership
- Center for Excellence in Information Management
- Center for Excellence in Information
- Center for Entrepreneurship
- Center for Responsible Business
- Center for Positive Scholarship

The intellectual capital of MDI is a pool of 1200 man-years of knowledge with 80 tenured faculty members, 15 honorary and 120 guest faculty members supplement this.

International Collaborations of MDI

Internationally, MDI collaborates with University of Connecticut, USA; University of Waterloo; McGill University Canada; Copenhagen Business School, Denmark; McGill University, Montreal, Canada; ESCP-Europe, Berlin, Madrid, Oxford and Paris; Faculty of Business Administration, Erasmus University, Rotterdam, The Netherlands; Faculty of Business, Queensland University of Technology, Brisbane; Robert H. Smith School of Business, University of Maryland, USA; Norwegian School of Management; BI Norway School of Management; Asian Institute of Technology, Thailand; Handelshochschule Leipzig GmbH (HHL), Germany; Solvay Business School, Belgium; Sciences Po de Paris; The Centre des Etudes Europeennes de Strasbourg, Paris.

MDI has most modern facilities to provide the right ambience and environment for learning. It has a fully wired campus, with more than 650 Computers in operation. Offices, Library, Hostels, Classrooms are all connected 24 hours to networks, 55 Mbps leased line Internet connectivity is available round the clock. MDI is proud of its state-of-the-art library with a collection of over 58,000 books and around 350 print journals on management and allied subjects. The electronic library includes over 10,000 online journals and a number of premier online databases. Residential facilities include 251 Executive Suites, 519 Graduate Students' Rooms, and 90 Staff Residences. There are four Dining Halls that cater to approximately 1600 meals in a day.

About The Programme Directors

Prof. Shiv S Tripathi

E-mail: sstripathi@mdi.ac.in



Prof. Tripathi is a PhD from Vinod Gupta School of Management, IIT Kharagpur in the area of Strategy. He has close to 12 years of corporate and academic experience in organisations like Exide, ICFAI and Century Plyboards. He has presented several papers at the Indian School of Business, IIMs and IITs and conducted MDPs, workshops and seminars on retailing, innovation, managing growth and new business plans and several market research assignments helping the industry. Some of the organisations for whom he has undertaken any research assignment, conducted MDPs or provided consultancy include ICSI, BEL, LIC, IOCL, Exide, Ministry of Defence, Sri Aurobindo Institute of Culture, CESC, HCL, IETE, CMRI Multi-specialty hospital, BM Birla Heart research institute etc. His research interests include product and service innovations in large organisations, growth strategies, open innovation, strategy in emerging markets, and ambidexterity. He is a member of International Society for Professional Innovation Management, UK; Strategic Management Society, USA and Academy of Management, USA.

Prof. Vibhava Srivastava

Email: vibhava.srivastava@mdi.ac.in



Dr. Vibhava Srivastava is a PhD from MNNIT, Allahabad, and MBA from University of Allahabad. Prof. Srivastava has been in academics for more than a decade and has been highly active at all fronts viz. teaching, training, research and administration. He had worked with IMT-Nagpur, Thapar University, Patiala and GB Pant Social Science Institute, Allahabad, previously. He has published with various international and national journals of repute viz. Journal of Strategic Marketing, Journal of Relationship Marketing, South Asian Journal of Management, and Journal of Medical Marketing etc., and has presented his research in different international as well as national conferences. He has successfully conducted Various MDPs and has done consulting assignments for different organizations viz. Canon India, BEL, LIC and NTPC and Sahara Q Shop etc. His academic interests have been Marketing Strategy in contemporary scenarios, B2B Marketing, Sales & Distribution and Marketing Research etc. He is active member of Marketing Science Institute (MSI) and Industrial Marketing & Purchasing (IMP) group.

A Partial list of sponsoring organisations in past for MDPs with an Overseas Learning Programme

- Bank of Baroda
- BSNL
- Bharat Electronics Limited
- Bharat Petroleum Corporation Ltd.
- Bharat Earth Movers Limited
- Bhakra Beas Management Board
- Bongaigaon Refinery & Petrochemicals Ltd.
- Bureau of Indian Standards
- Central Coalfields Limited
- Coal India Limited
- Central Research Institute for Jute & Allied Fibres
- Central Board of Excise & Customs
- Central Bank of India
- Delhi State Indl. Development Corporation Ltd
- Department of Science and Technology
- Department of Finance & Banking
- Export-Import Bank of India
- Food Corporation of India
- Indian Overseas Bank
- IBP Company Limited
- Indian Oil Corporation Ltd.
- Indian Farmers Fertilizers Cooperative Ltd.
- Indian Space Research Organization
- Indian Railways
- Indian Council of Agricultural Research
- Kochi Refineries Limited
- Life Insurance Corporation of India
- Malabar Regional Co-operative Milk Producers Union Limited
- National Bank for Agriculture and Rural Development
- NTPC Limited
- NTPC Tamilnadu Energy Company Limited
- NTPC Vidyut Vyapar Nigam Limited
- NHPC Limited
- National Aluminium Company Limited
- National Highways Authority of India
- National Institute of Communication Finance
- Department of Telecom
- Oil and Natural Gas Corporation Limited
- Oil India Limited
- Power Grid Corporation India Ltd.
- Punjab National Bank
- Rashtriya Chemicals Fertilizer Ltd.
- Reserve Bank of India
- Reliance Energy Limited
- State Bank of Hyderabad
- Satluj Jal Vidyut Nigam Limited
- Steel Authority of India Limited
- South Eastern Coalfields Limited
- Syndicate Bank
- The Catholic Syrian Bank Limited
- Vijaya Bank

Programme Fee

The fees for the programme is Rs. 400,000/- (Rupees Four Lacs Only) + Prevalent GST. The Programme fee is split into two components. The first component comprises the Indian Phase of the Programme and the second one covers Overseas Learning Programme. The fee for the Indian Phase **Rs. 1,00,000 (Rupees One Lakh Only)**, which includes the fee for academic inputs, teaching material, books, and boarding and lodging for one week at the MDI campus. The fee for the Overseas Learning Programme is **Rs. 3,00,000 (Rupees Three Lakh Only)**. This fee covers the cost of academic inputs, economy class travel to and from Europe, local travel required for the Programme within Europe, airport transfers, medical insurance and visa. The fee for the Overseas Learning Programme does not include the cost of boarding and lodging in Europe, as well as any personal and incidental expenses incurred by each participant. These will have to be met by the respective sponsoring organisation according to their TA/DA rules. However, to facilitate logistics, the arrangements for stay abroad as well as in-city travel will be organised by MDI. GST as applicable will be charged extra.

For queries, sending nominations and any other details, contact:

Chief Administrative Officer (Programmes)
Management Development Institute,
Mehrauli Road, Sukhrali, Gurugram -122007, (Haryana)
Ph: + 91-124-4560004

Application Procedure, Registration, Fees and Expenses

You are encouraged to begin the process 30 days ahead of time. You may register for the programme by sending the application form (enclosed) by mail, email or fax to:

The Chief Administrative Officer (Programmes)
Management Development Institute
Mehrauli Road, Sukhrali, Gurugram - 122007
Telephone No.: + 91-124-4560004
Fax: + 91-124-4560005
E-mail: caomdp@mdi.ac.in

Nominations and Cancellations

The last date for receiving nominations along with the programme fees is October 27, 2017. Payments should be made in favour of Management Development Institute, payable at Gurugram. Nominations made may be withdrawn or cancelled before the last date of October 27, 2017 subject to deduction of a nominal handling charge of Rs. 10,000/- per participant. Any withdrawal received after this date will be subject to 50% deduction of the programme fees. In case of substitution there would be no additional handling charges.





Overseas Learning Programme in Partnership with

- University of Antwerp, Brussels, Belgium



MDI
GURGAON

**Management
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