GENERAL MANAGEMENT

ISB-KELLOGG GLOBAL ADVANCED MANAGEMENT PROGRAMME

ISB PHASE: JAN 05 - 12, 2014 / KELLOGG PHASE: FEB 23 - 28, 2014

Real Results through Learning
The ISB-Kellogg Global Advanced Management Programme brings together two exceptional institutions - The Indian School of Business and the Kellogg School of Management, the pioneers in management training. Together, we have designed a programme that will give global leaders a unique opportunity to learn in two of the world’s most invigorating business environments - India and the United States of America. This programme will focus on business areas of critical importance to you and the top and senior management of your organisation. The programme will address your business concerns under the following heads - transformational leadership, winning the global war for talent, creating global brands, becoming a successful global competitor, strategic finance, core competencies and strategic innovation, winning through cost-effective service excellence, global operations and supply chain management, cross-cultural management, and customer-centric organisations. As Schools that are on the fore-front of global business education, the ISB and Kellogg Executive Programmes share a common focus on practicality. So this programme will bring our unique corporate-academic partnership of world-renowned faculty and business leaders, drawn from our unprecedented international corporate and academic network, to our classrooms. Our pedagogy encourages debate, discussion and information sharing among participants. So you will learn not just from our faculty, but also from frequent formal and informal discussions with your peers. The Global Advanced Management Programme will be a challenging and energising learning experience. We will be delighted to welcome you to the ISB and Kellogg communities.

Ajit Rangnekar
Dean
The Indian School of Business
Programme content

Core Competencies, Strategic Alignment, and Innovation

• Strategic thinking through a competencies lens
• Types of core competencies
• Changing the rules of the game - growth through strategic innovation
• Strategic alignments and misalignments
• How to achieve sustainable competitive advantage

Winning the Global War for Talent

• People as the most valuable resource for organisations
• Aligning people to strategy
• Getting extraordinary results from ordinary people

• Selecting, developing and retaining the best talent
• Leadership as starting point for performance
• Attraction for global managers
• Manager’s mindset
• Management of cultural diversity
• Compensation management for global careers
• Strategies for managing global GenY workforce

Creating Global Brands

• Understand the role of brand identity, experience and personality
• Building brands as lifeblood of international competitiveness
• Shaping brands as the face of customer-focused organisations
• Challenges in moving from regional to global brands
• Sustaining brand strength in overcrowded markets

Strategic Finance
• Finance in context: Aligning finance to strategy
• Finance tools and frameworks for global leaders
• Benchmarking against your competitors
• Creating value through application of strategic finance thinking
• Selecting among competing financing options

Becoming a Successful Global Competitor
• Macro-trends affecting local and global companies
• Strategies for internationalisation
• Selecting among competing options of international markets
• Organisational dilemmas: Balancing global integration with local customisation
• Key competencies of successful global competitors

Transformational Leadership
• Management vs Leadership
• What is transformational leadership?
• The make-up of effective leaders
• Values-based leadership
• The global dimension of leadership

Cross-Cultural Issues
• Manage cross-cultural relations
• Negotiate a successful international venture
• Consider international and cultural differences
• Understand how cultural differences influence the success of new products and services

Global Operations & Supply Chain Management
• A framework for global operations, supply chain strategy & structure
• Managing inventory & uncertainty across the global supply chain
• Sourcing strategies
• World-class business practices in Quality management
• Product and process quality assurance
• Six Sigma standards
• Conformance with local quality standards

Customer Focused Organisation
• Creating a customer-centric organisation
• Creating winning value propositions
• Managing brands and customer experiences

Scenario Building and Planning
• Exploring future scenarios that will affect you, your work, your customers and your business
• How to think and learn ‘from the future’ and identify tomorrow’s critical steps looking back from the future
• Identifying the market forces shaping the world of business in the future

Technology and Innovation
• Adoption of technology developed in other countries
• Investment in bringing technology to India

Risk Management
• Credit/ currency/ financial risk
• Market risk
• Operational risk

Management of Change
• Mindsets of existing managers
• Bringing in flexibility
• Changing old leadership styles
• Aligning with world-class leaders

**Stakeholder Management and Crisis Management**
• Importance of stakeholder commitments
• Building relationship with stakeholders
• Developing mutually shared understandings and expectations
• Communicating and on-going management of stakeholders
• Crisis Leadership and team building
• Managing crisis
• Media and crisis communication
• Supporting people and organisation after crisis

[What you will gain]
• Industrial insights of working within an environment of a fast-growing emerging economy, and from the world’s most influential, globalised country
• Gain exposure to the latest thinking and experiences of internationally known academicians, an outstanding peer network and industry captains
• Understand more about yourself, your leadership characteristics, and competencies
• Ability to reflect on your business and its activities, and your career as a business leader
• Better equipped for the challenges ahead in the highly competitive global business environment

[Participant profile]
The ISB-Kellogg Global Advanced Management Programme has been designed for senior executives with at least fifteen years of management experience, who are in positions of decision-making and strategic responsibility. At, or close to, the top of their organisations, the likely job titles will be: CEO, CFO, COO, President, Managing Director, Vice-President, Regional Director, Country Manager, General Manager and Divisional Director. International in focus, the programme will be of particular interest to participants from Indian companies and foreign multinationals operating in India, as well as other parts of Asia, and Africa.

[Faculty]
Leading faculty from global B-schools
Few Participating organisations from previous years

- Reliance Industries
- Capgemini India Pvt Ltd
- Cisco Systems India Pvt Ltd
- Marico Ltd
- Oracle India Pvt Ltd
- Nokia India Ltd
- Dabur India Ltd

Programme fee

INR 6,50,000 plus tax
fee includes food and accommodation during ISB and Kellogg Phase.

Programme dates

ISB Phase: The programme starts at 7.00 pm on Jan 5, 2014 and concludes at 5.00 pm on Jan 12, 2014.

Venue: ISB, Hyderabad Campus

Kellogg Phase: The programme starts at 9.00 am on Feb 23, 2014 and concludes at 5.00 pm on Feb 28, 2014.

Venue: Kellogg, Evanston Campus

How to apply

- Download the application form from www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or)
- Write to us at execed@isb.edu for more details (or)
- Call us on +91 40 2300 7041/42

Other programmes recommended

- Leadership Skills for Top Management
  Feb 10 - 14, 2014 - Hyd
- Transformational Leadership: Tapping into your Personal DNA
  Feb 10 - 14, 2014 - Hyd
“Excellent programme for all senior managers who intend to stay relevant in the current market context.”

George Paul,
Executive Director, Bharat Petroleum Corporation Ltd

Being part of the ISB CEE Alumni makes business sense

ISB CEE has a strong alumni community of more than 22,000 business leaders, senior professionals and entrepreneurs. Participation in CEE programmes makes you a part of this elite and vibrant community and gives the opportunity to network with high-achieving peers across diverse industries. CEE alumni gain exclusive access to premium learning events, including speaker series, conferences and learning sessions.
• Offers organisations the basis for more effectively investing in learning and development
• Ensures the application of learning in the workplace
• Facilitates impact measurement to applied learning in the organisation