Accelerated Management Programme: Increasing Managerial Effectiveness

This programme gives a firm-wide perspective of different functions to effectively solve business issues and create business leadership for the future. Inputs would be provided on strategy formulation and implementation, financial analysis and decision making, customer profitability management, operations and supply chain management and leading effective teams. By integrating the learning across functions it will help you develop a cross-functional understanding of business management.

Programme content

The programme focuses on key areas influencing business and management financial systems, execution, value creation and leadership. You will gain a practical understanding of methodologies employed to implement the best global practices. Analysing Firm Performance

- Financial performance analysis and review
- Cost of capital
- Business valuation
- Project evaluation and resource allocation
- Strategic Thinking and Implementation
  - Strategy execution
  - Decision making in uncertain environments
  - The role of technology in business transformation
- Creating and Delivering Customer Value
  - Understanding the consumer
  - Market segmentation, targeting and positioning
  - Pricing
  - Supply chain management
  - Sourcing and distribution strategies
- Sales force management
- Leadership and Change Management
  - Leadership perceptions
  - Emotional intelligence in leadership development
  - Importance of EQ in learning organisations
- Leadership and change
What you will gain

- Prepare to take on broader responsibilities that require leading outside your area of expertise
- Improve your capacity for strategic decision making, to think faster and more creatively about current competitive strategies and solutions
- An appreciative understanding of organisational dynamics to improve the design and implementation of new initiatives, and avoid destructive conflicts
- Build capabilities for leading cross functional teams
- Develop knowledge in core areas of business, including finance, marketing, management, and strategy, helping you make confident, well-informed decisions as managers

Participant profile

Accelerated Management Programme is designed for functional heads and high-performing line and staff executives who need to develop general managerial perspective and transition into a general management role.

Faculty

Leading faculty from global B-schools.
Programme fee
INR 3,50,000 plus tax
Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability.

Programme dates
The programme starts at 7.00 pm on Jun 16, 2013 and concludes at 5.00 pm on Jun 30, 2013

Venue: ISB, Hyderabad Campus

How to apply
• Download the application form from www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or)
• Mail us at execed@isb.edu for more details (or)
• Write to us or call us at the contact details mentioned on the back page

Few Participating Organisations from Previous Years
• Ernst & Young India Private Limited
• Marico Limited
• National Stock Exchange of India Limited
• Asian Paints Nepal Pvt Ltd
• Bajaj Finance Ltd
• Bharat Petroleum
• Castrol
• NIIT
• Philips
• Mars India

Other programmes recommended
• Negotiation Strategies
  Jun 13 - 14, 2013 - Hyd
  Oct 14 - 15, 2013 - Hyd
  Feb 11 - 12, 2014 - Hyd
• Stepping into Leadership
  Aug 26 - 29, 2013 - Hyd
  Nov 5 - 8, 2013 - Mohali
  Feb 9 - 12, 2014 - Hyd
• Leading Teams for High Performance
  Oct 3 - 5, 2013 - Hyd
  Jan 7 - 9, 2014 - Hyd
“The programme is very well designed and is delivered by quality faculty. A great peer group in the classroom further helped me understand varied perspectives to business problems.”

Rohit Datta, GM - Project Management, Philips Electronics India 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.