



IIM LUCKNOW

PRACTICE LEADERSHIP. NOT A PROFESSION.

JOIN THE ADVANCED PROGRAM IN STRATEGY FOR LEADERS FROM IIM LUCKNOW (BATCH 03)

- Explains the basic concepts and framework of strategy at different levels of management
- Provides an in-depth insight into advanced areas in strategy
- **Eligibility:** Working professionals who are graduates/post graduates in any discipline with minimum 50% marks and having a work experience of minimum 5 years
- **Duration:** 6 months

ADVANCED PROGRAM IN STRATEGY FOR LEADERS (APSL)

- Batch 03

PROGRAM OBJECTIVES

- To expose participants to basic concepts and framework of strategy
- To learn strategy formulation at different levels of management
- Link strategy formulation and strategy implementation
- To give an in-depth insight into advanced areas in strategy

PROGRAM HIGHLIGHTS

- Unique program focusing on strategy and its implementation for leaders
- Program is a perfect blend of theory, practical aspect of strategy, strategy implementation, project work and campus visit
- 3 campus visits (8 days) which will include case studies discussion and presentations
- Certificate directly from IIM Lucknow

WHO SHOULD ATTEND

- Managers seeking to sharpen their strategic effectiveness
- Professionals who currently hold or are likely to hold decision making and strategic planning roles
- Consultants who are working on strategic change initiatives

ABOUT IIM LUCKNOW

- Indian Institute of Management Lucknow was set up by the Government of India in 1984. IIM Lucknow's mission is to be a global, socially conscious and integrated school of management
- IIM Lucknow was the first IIM to start an additional campus in the country. The distinctive positioning of Noida Campus as a leader in executive education is being accomplished through long-term executive education programs

For more information about the institute, please visit www.iiml.ac.in

PEDAGOGY

Each module will consist of a balanced mix of lectures, case discussions, corporate examples and general discussions.

PROGRAM DESIGN AND DURATION

- Duration: 6 Months
- Frequency: Once a week
- Class Schedule: Wednesdays, 6:30 pm to 9:30 pm
- Delivery: Through classes at NIIT Imperia Centre for Advanced Learning in your city*, using Synchronous Learning Technology Platform. Attend classes at your closest NIIT Imperia centre (Imperia has 60+ centers across India)
- In addition, there will be a mandatory 2-day campus module at IIM Lucknow-Noida Campus at the beginning of the program, 3-day campus module at the end of the second term and 3-day campus module at the end of the third term.

PROGRAM STRUCTURE AND CONTENTS

(Applicants are advised to go through the detailed program content as well at <http://bit.ly/APSL03dpc>)

First Term:

- Why is strategy needed?
- Introduction to functional areas like Marketing, Finance, HRM etc.
- Conceptual framework in strategic management
- Using analytical tools for strategy
- Evaluation of business environment: General, Industry and Competitor
- Competitive rivalry and dynamics
- Appraise resources, capabilities and competencies
- Develop business, corporate and international strategy

Second Term:

- Cooperative strategies and alliances
- Mergers, acquisitions and restructuring
- Entrepreneurship and innovation as strategy
- Blue Ocean Strategy

Third Term:

- Corporate governance and ethics
- Structure and controls with organisation
- Disruption as competitive strategy
- Bottom of pyramid strategy
- Group based project discussion

PROGRAM FACULTY

Senior faculty from IIM Lucknow will conduct this program. Profiles of the faculty are available at www.iiml.ac.in

EVALUATION

- Evaluation by: IIM Lucknow
- Evaluation Structure:
 - Comprehensive examination covering all the aspects taught, towards the completion of the program
 - Project report submission and presentation
 - Case study discussions and presentation

The final decision on evaluation methods rests with the institute and may change without prior intimation.

CERTIFICATION

Participants meeting requisite attendance requirements and clearing the comprehensive evaluation will be awarded '**Certificate of Successful Completion**'. Participants not clearing the comprehensive evaluation but meeting requisite attendance criterion will be awarded '**Certificate of Participation**'.

ELIGIBILITY CRITERIA AND SELECTION PROCESS

- Applicants should be working professionals/self-employed (need to submit supporting proof)
- Graduates (10+2+3)/post graduates in any discipline with minimum 50% marks [(aggregate- considering results of all years (e.g. 3 or 4 together)] recognised by UGC/AICTE/DEC/AIU
- Minimum 5 years of work experience post completion of graduation is required as on March 1, 2015



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Eligible applicants will be selected on the basis of their performance in the Program Aptitude Test (PAT) to be conducted by NIIT Imperia, together with the assessment of background and motivation (Statement of Purpose-Annexure I of the Application Form) based on the application form submitted.

Selected applicants need to resubmit the latest proof of current employment at the time of registration.

FEE AND PAYMENT SCHEDULE

- Program Fee: ₹1,29,470/- + 12.36% Service Tax = ₹1,45,473/-
- The fee above is inclusive of all academic charges, examinations and taxes
- Books/Cases: ₹6,000/- (Additional to the program fee)
- All fees are non-refundable. Fees can be paid by cash, or cheque/demand draft drawn in favour of 'NIIT Ltd. Imperia Collection A/c'
- A deferred payment facility exists for fee payment with the following schedule:
 - With Application# - ₹11,236/-
 - On Registration (Mar 2015) - ₹61,501/-
 - Installment 1 (May 2015) - ₹36,368/-
 - Installment 2 (Jul 2015) - ₹36,368/-

(Participants need to submit the PDCs towards future Installments as per the due date at the time of registration).

A mandatory Campus Module fee is to be paid vide DD before every campus visit. This amount includes boarding and lodging expenses. Travel arrangements for the campus visit have to be made by the participants themselves.

Campus installment to be paid vide DD drawn in favour "Indian Institute of Management Lucknow" payable at Noida.

Campus Installment 1 (April 2015 - tentative): ₹13,500 (₹6,750 per day)

Campus Installment 2: ₹20,250 (₹6,750 per day)

Campus Installment 3: ₹20,250 (₹6,750 per day)

*Initial payment will be refunded completely if the applicant is not selected for the program by the institute. This does not include the application fee of ₹1,124/-.

Initial payment will not be refunded in case of any/all of the following conditions:

- a) The application is found to be incomplete or inaccurate at any stage of scrutiny (Appearing in PAT does not confirm application acceptance/clearance of scrutiny)
- b) The applicant is offered a seat for the program and does not join before the date mentioned in the offer letter

It is the responsibility of the applicant to ensure that the application is complete in all respects. The selection offer letter is for a specific batch of a program. Neither the offer for admission nor the initial amount is transferable to any other program or batch.

BANK LOAN FACILITY

Program fee can be availed as Customised Education Loan from leading banks to enable the participants to spread the repayment over a period of 36 months. However, the eligibility of the applicant for bank loan and the loan amount will be as per the concerned bank norms.

HOW TO APPLY

Visit www.niitimperia.com to fill the application form online. Application forms can also be obtained from local NIIT Imperia Centres or downloaded from www.niitimperia.com.

Application fee of ₹1,124/- and initial amount of ₹11,236 is payable at the time of application submission.

Application Foreclosure Clause

Please be aware that seats are limited at every location for this program. Therefore,

- Applications can be foreclosed anytime (at all or some select locations) without any prior notice
- Applicants are advised to apply as early as possible to avoid rejection of their application form

Batch Start Date##: On or after March 2015

Please refer www.niitimperia.com for important dates and admission specific information and for details on other academic processes and student facilities at NIIT Imperia. Some of the facilities provided by NIIT Imperia are governed by the Institute Regulations and Terms & Conditions apply.

##Exact date to be notified. Batch start date may be subject to change by the Institute.

IMPORTANT POINTS

- The batch start date shared above is tentative and is subject to selection of threshold number of candidates in the aptitude test
- All fees are non-refundable; however if the program start is delayed for more than 3 months, the applicant is eligible to apply for a refund
- NIIT Imperia controls the extension or foreclosure of the admissions for the program subject to seat availability in the study centres
- Campus module dates & fee to be confirmed during orientation class
- Initial payment will be refunded completely if the applicant is not selected for the program by the institute. This does not include the application fee of ₹1,124/-
- IIM Lucknow does not provide any placement assistance to participants attending the program. Participants who successfully complete the program will be awarded IIM Lucknow – MDP alumni status

For more details, please visit www.niitimperia.com
Call: 1800 266 0304 or Email: imperia@niit.com

NIIT IMPERIA Centres:

North: Delhi/NCR: South Ex, Gurgaon, Dwarka, Noida, Greater Noida, Pitampura, Faridabad, Preet Vihar, Janakpuri, Connaught Place, Rajouri Garden, Ghaziabad, Green Park; **Allahabad; Jaipur; Dehradun; Kanpur; Lucknow; Chandigarh; Varanasi**

South: Bengaluru: Jayanagar, Yelahanka, Bommanahalli, Malleshwaram, Vijayanagar, Koramangala; **Chennai:** Mylapore, Sholinganallur, Anna Nagar; **Hyderabad:** MehdiPatnum, Secunderabad, Basheerbagh, Habsiguda, Kukatpalli; **Cochin; Coimbatore; Nagpur; Mysore; Mangalore; Trivandrum**

West: Ahmedabad; Indore; Bhopal; Vadodara; Mumbai: B K C, Borivali, Andheri West, Mulund, Thane, Kalyan, Vashi, Vikhroli; **Pune:** Deccan, Hadapsar, Chinchwad, Kothrud

East: Kolkata; Bhubaneswar; Guwahati



To attend information session for the program, register at www.bit.ly/APSL03dpc
Download detailed program contents at www.bit.ly/APSL03dpc

For complete addresses and contact numbers, visit www.niitimperia.com.