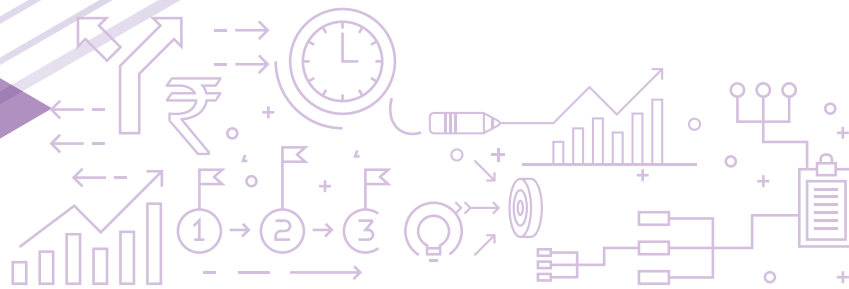




Learning Outcomes

- a. Learn how a business is built & run in dynamic and competitive contexts.
- b. Developing a vision, strategy and action plan for functional actions in a team environment running a business.
- c. Learn how to ensure the team sticks and aligns to a discussed and defined strategy over business time-cycles. This includes team alignment on need for a mid-course revision in case warranted by the competition around.
- d. Develop customer centricity by understanding product attributes, customer needs and market segmentation.
- e. Understanding cross-functional challenges and importance of aligning all organisational activities towards a common team and organisational goal.
- f. To appreciate that resources are finite and limited and hence need to be judiciously sourced and used. This comes with appreciation that every business decision has a financial impact on the top line and bottom-line in a competitive context.
- g. To identify critical success factors & risks in all functions that are complementing to achieve business success. Aligning such success factors & risks to material & people resources.
- h. Understand and prioritise key organisational challenges and take timely action in a dynamic business and competitive environment.
- i. Understand the importance of creating & using goal-based metrics and measurement through a balanced scorecard tool to drive company performance.
- j. Finally, to understand and appreciate that it is when all functions and teams collaborate and complement that the business achieves success. Thence every person and action is important for business performance. Companies become great riding on achieving collaborative common business goals rather than disparate individual (people/functional) excellence.





Pedagogy

- a. Business Strategy Simulation based on Experiential Learning
- b. Case studies
- c. Role plays
- d. Team Presentations
- e. Group exercises

Programme Highlights

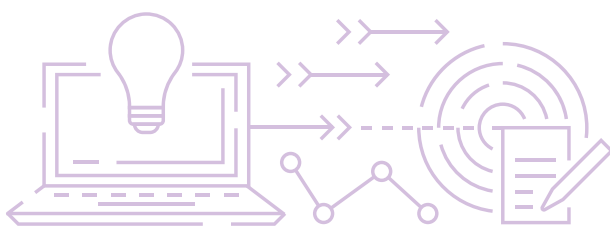
- Highly Experienced Senior Facilitator, a Fellow of IIMA, Former CEO at an MNC, Former Vice Chancellor and a CXO trainer having trained more than 2000 mid-senior and CXOs across public and private companies
- Business Simulation: A real-time experiential learning pedagogy involving running virtual businesses in a competitive context
- Training on integration of business functions in a 'do-it-yourself' mode with strong learning impressions on difficult and challenging business leadership skills for the VUCA environment

Faculty Details

Dr. Kamal Kishore Sharma is a Fellow of IIM Ahmedabad with 30 years of experience across PSU, Civil Services, MNC, Academic Institutions and Startup Ecosystems. He has served tenures as CEO at an MNC, a University Vice Chancellor & Director at multiple Startups. He is currently a Startup Facilitator, CXO Trainer & Adjunct Professor of Strategy at Adani Institute of Infrastructure Management. He leverages his vast experience across organisational, functional, role contexts & workshops to bring real life examples while enabling the participants through the learning process. Company – Jai Corp, MRF, Essar Steel, Ansal Group, Adani Group, Sanghi group, SAIL etc. & scores of open workshops.



He can be reached at: kk.sharma@aiim.ac.in





Programme Details

Modules

- i. Understanding Vision Building & Business Strategy Formulation
- ii. Case study – Understanding business in a competitive context, Industry analysis
- iii. Understanding the customer, market segmentation, product/service attributes & positioning
- iv. Product Management, Production Planning, Capacity Planning, Forecasting
- v. Market Segment: Positioning and Promotions
- vi. Manpower Planning & HRD interventions
- vii. Understanding Financial statements, Balance Sheet, P&L & Cash Flow
- viii. Financial planning & Corporate Financing
- ix. Research Projects – Innovation, Productivity planning & research
- x. Understanding Du Pont Analysis on organisational performance
- xi. Team dynamics & Negotiation skills
- xii. Performance assessment, prioritising challenges, action alignment and mid-course corrections.
- xiii. Risk analysis (scenario & option analysis)
- xiv. Board Room presentation on Company Health, Resource Needs and Strategic Alignment

**Leadership of Business,
Leadership of Results and
Leadership of People**



Testimonials of previous participants

"Dr Sharma did a course with Essar Steel on Business Simulation way back in 2014. The program's purpose was for middle management & operations executives with a view to orient them through strategy formulation and execution exercise and what does it mean to them in their day to day operations. Dr Sharma is very energetic and knowledgeable professional and did justice to the course agenda and understanding by the participants. I wish him all the best in his future endeavours."

Prashant Joglekar,
Ex- Essar Steel - Head Learning & Development

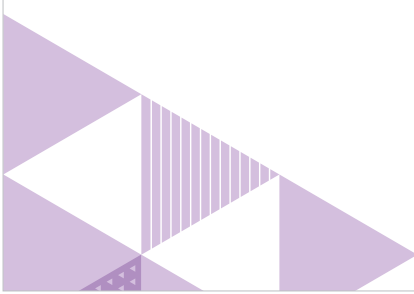
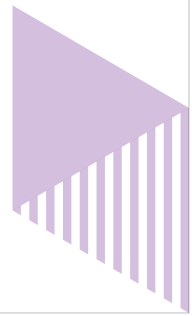
"In the simulation, I realised the huge power of the 'fail-learn-redo' cycle in understanding business, making strategy & execution in a safe and controlled environment away from workplace where cost of failure is immense. How else I could sum this up. Fantastic experience. Great learning. Thanks Dr. Sharma."

Ajay Bishnoi,
DGM (T), IOCL, Jodhpur

Having gone through a number of management training programs, I had still never realised the power of simulation to make learning of the complex elements of business strategy in a competitive environment and inter-functional dependence so easy. I could fail, I did but I learned more from that. I feel your interventions really enhanced the learning power of this exciting simulation tool

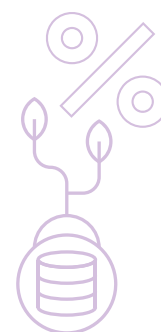
Chinmaya Jangid,
Senior Manager - GE-SBI Cards Pvt. Ltd, Gurgaon

Who should attend? (Ideal Candidate)

- i. Working Executives with at least 5 years of work experience.
 - ii. Executives involved in core organization functions.
 - iii. Role as Team Leads, Functional Decision Makers, (heads & deputies), Strategy & CoOrdination
 - iv. Hi-Potential and Fast Track Executives
- 
- 

Programme Fees:

Per Participant	Rs. 28,000/- + GST, All inclusive
Adani Group Employee (Discounted Fee)	Rs 24,000/- plus applicable taxes (per participant)
Group Discount	2 to 4 Participants: 22,000/- + GST 5 or More Participants: 20,000/- + GST



Please Note:

- Minimum Participants: 25, Maximum Participants: 30
- Duration: 2 full days of engagement. 9.30 AM till 6.30 PM. Saturday: 9:30 AM to 3:30pm.
- Late evening decision making rounds shall also be a part of the programme.
- Participants shall be awarded a "Certificate of Participation" from the Adani Institute of Infrastructure Management upon successful completion of the programme.
- The fee is inclusive of tuition fee, program material, meals and refreshments for all days.
- Accommodation at the AIIM Guest House is available at 1200/- per person (Including Taxes) per day on a twin sharing basis, and 2100/- (Including Taxes) per person, per day on a non-sharing basis.
- Since available seats are limited, registration for the programme is on a first come, first serve basis. Applicants are advised to apply well in time.
- Programme fees is non-refundable once the programme has commenced.
- For unforeseen reasons, Adani Institute of Management is entitled to cancel the programme at its absolute discretion, without liability.
- Payment for the programme can be made through NEFT, Draft, Cheque Credit Card and Paytm.
- **Bank Details:**

Name of the Bank	AXIS Bank Ltd.
Name of the Branch	Shantigram Township Branch, Gandhinagar
IFSC / NEFT Code	UTIB0003414
Name of the Account to which the amount is to be credited.	Adani Institute of Infrastructure Management
Account Type	Current
Account No.	918020066887625
Purpose of Remittance (description)	Programme Fee for Strategic Decision Making Simulation

Information

Individual / Corporate nominated applicants may send in their nominations to mdp@aiim.ac.in along with a proof of remittance of fee.

Should there be the need for any help or assistance please contact:

Mr. Keshav Bhatia, Head - Executive Education

Adani Institute of Infrastructure Management

Mobile No: +91-9898141576 | Email id: keshav.bhatia@aiim.ac.in

MDP Office: 1st Floor, AIIM Building, Adani Shantigram, S.G. Highway, Ahmedabad 382421, Gujarat, India

About AI

The Adani Institute of Infrastructure (AI) is a self-financed institution promoted by the Adani Group under AIER to enhance the cause of much-needed infrastructure in India. AI is engaged in building a world-class institute for infrastructure education to generate and disseminate managerial and technological knowledge of the highest value through impactful industry engagement and multidisciplinary research. AI has two divisions namely Adani Institute of Infrastructure Management (AIIM) and Adani Institute of Infrastructure Engineering (AIIE). AIIM offers an AICTE approved, 2-year full-time PGDM (Infrastructure Management) & MDPs under the Executive Education Initiatives, whereas AIIE offers three 4-year bachelor's degree engineering programmes.

About AIIM

Established in 2009, AIIM has been at the forefront of infrastructure management education in a specialised and scientific manner, with its synthesis of research, education, and consulting. AIIM's success is built on an interdisciplinary approach by bringing a systems perspective to grand challenges in areas such as infrastructure management, energy, health care, education, and allied sectors

Other MDPs offered

The institute has a pool of experienced faculty, and access to industry experts from the Adani Group to design and deliver customised MDP programmes if required. An extensive range of short and long term MDPs are offered in all areas of management, on a regular basis.

A few upcoming MDPs:

- Executive Programme in Management - 4
- Finance for Non-Finance Executives
- Strategic Costing and Management Control Systems
- Interpersonal Effectiveness & Leadership Styles
- Emerging Leaders Programme
- Business Leaders Programme

Notifications for upcoming MDPs are regularly updated and available on the institute website.

Kindly write to mdp@aiim.ac.in for any clarifications.

Glimpses Of The Last Programme



Inaugural Session by Mr. Ashish Rajvansi, CEO - Adani Defence



Dr. Kamal Kishore Sharma invigorating minds



Intense Discussions Underway



It's all about teamwork



Sharing Reflections



At 7:30pm, the intensity continues!



One for the memories!

Adani Institute of Infrastructure Management
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S.G. Highway, Ahmedabad 382421, Gujarat, India

Board: +91-79-25556517

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