



भारतीय प्रबंध संस्थान कोषिककोड  
Indian Institute of Management Kozhikode  
*Globalizing Indian Thought*



# Simulate To Strategize: Accelerate Your Leadership Journey

December 16-20, 2024 |  
IIMK

## Overview:

**Brief Description:** In today's dynamic business landscape, strategic foresight and adaptability are paramount for executive success. Our intensive five-day Management Development Programme (MDP) offers a unique blend of experiential learning and strategic simulation, designed to empower executives with the tools and insights necessary to navigate complexities and seize opportunities. Through immersive simulations, participants will delve into diverse business scenarios, honing their decision-making skills and strategic acumen in real-time. Facilitated by seasoned faculty, this programme goes beyond theoretical frameworks, offering practical strategies and actionable insights that can be implemented in the business world. From analyzing market trends to crafting innovative strategies, participants will engage in hands-on activities, fostering collaboration, critical thinking, and leadership excellence. Join us on this transformative journey and emerge equipped to lead with confidence in an ever-evolving business landscape.

## Learning Objectives:

- Enhance decision-making abilities by analyzing complex business scenarios and formulating effective strategies.
- Cultivate adaptive leadership skills to navigate uncertainty and change in the competitive landscape.
- Apply strategic thinking to anticipate market trends, identify opportunities, and mitigate risks.
- Foster collaboration and communication skills essential for aligning teams and executing strategic initiatives.
- Gain practical insights into integrating innovation and creativity into strategic planning processes.
- Strengthen analytical skills through the interpretation of simulation outcomes and data-driven decision-making.
- Develop a strategic mindset that fosters long-term organizational sustainability and growth.
- Apply learnings from simulation exercises to real-world business challenges faced by their organizations.



## Programme Content:

- Strategy as Integrator: The need to understand firm as a comprehensive unit
- Understanding and Evaluation of Strategic Options
- Demonstration of the Simulation.
- Discussions on R&D, Production, Marketing, Finance, HR,e
- Competitor Analysis. Extracting data from published reports.
- Competitive Positioning: First Mover vs Late Mover Adv. And Disadvantages

## Facilitator:

- Vision, Mission, and Strategy
- Differentiation vs Low-Cost Value Propositions
- Broad vs Focused Strategies
- Understanding Balanced Scorecard for Performance Evaluation.
- Introduction to Success Measures
- Financial and Strategic Metrics
- Alternate Strategies
- Strategic Positioning and Tradeoffs
- Reflecting on personal and professional growth from the course
- Transferability of skills and knowledge gained to real-world global business scenarios
- Identifying areas for further development and creating action plans for future business endeavors



**PROF. SALMAN ALI**  
Indian Institute of Management  
Kozhikode, Kerala

## Participants Profile:

2+ years of experience. Mid to senior-level executives seeking to enhance their strategic thinking and decision-making skills through immersive simulation-based learning

## Pedagogy:

Simulation-based

## Duration:

5 days - 8 hours each - Total 40 hours (Mon to Fri)

## Programme Fee:

Rs. 70000 (Residential),  
Rs. 60000 (Non-Residential) + GST @ 18%





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