



भारतीय प्रबंध संस्थान कोषिककोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

MANAGEMENT DEVELOPMENT PROGRAM

SIMULATE TO STRATEGIZE: ACCELERATE YOUR LEADERSHIP JOURNEY

July 7-11, 2025 | December 08-12, 2025



SIMULATE TO STRATEGIZE: ACCELERATE YOUR LEADERSHIP JOURNEY

OVERVIEW

In today's fast-paced and ever-evolving business environment, strategic foresight and adaptability are essential for executive success. Our intensive five-day Management Development Program (MDP) is meticulously crafted to empower executives with the insights and tools needed to navigate uncertainty and seize emerging opportunities.

This program offers a dynamic blend of experiential learning and strategic simulation. Participants will step into immersive, real-world business scenarios, sharpening their decision-making and strategic thinking skills in real time. The sessions are led by seasoned faculty, combining academic rigor with hands-on practicality.



Throughout the program, participants will:

- ➔ Analyze shifting market dynamics
- ➔ Develop innovative, competitive strategies
- ➔ Enhance collaboration and critical thinking
- ➔ Strengthen their leadership presence

Whether you're preparing for your next big role or looking to stay ahead of the curve, this program offers a transformative learning journey. Join us and emerge with the clarity, confidence, and capabilities to lead in a complex world.



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.

PROGRAM CONTENT



Strategy as Integrator: The need to understand firm as a comprehensive unit



Vision, Mission, and Strategy



Crafting a Business Plan



Understanding and Evaluation of Strategic Options



Differentiation vs Low-Cost Value Propositions



Broad vs Focused Strategies



Understanding the Simulation Interface



Discussions on R&D, Production, Marketing, Finance, HR, etc.



Competitor Analysis. Extracting data from published reports.



Competitive Positioning: First Mover vs Late Mover Adv. and Disadvantages



Strategic Positioning and Tradeoffs



Importance of using Proforma statements.



Understanding Balanced Scorecard for Performance Evaluation.



Introduction to Success Measures



Financial and Strategic Metrics



Alternative Strategies, BCG Matrix



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

PROGRAM DIRECTOR

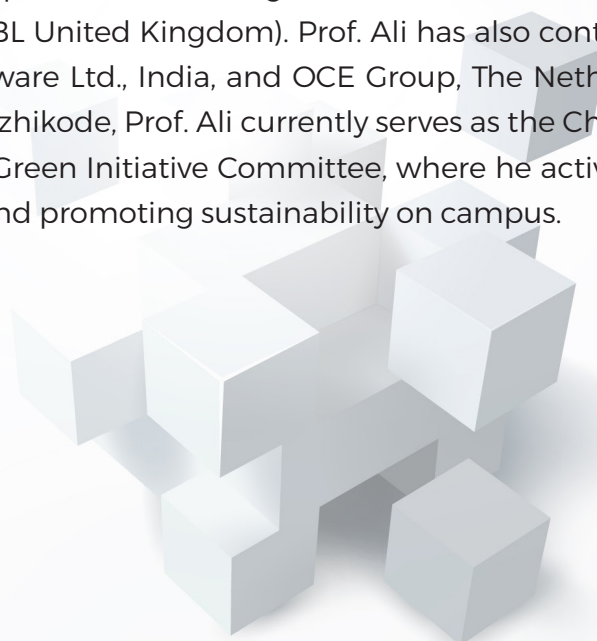


PROF. SALMAN ALI

PhD, IIM Ahmedabad
B.Tech, Univty of Calicut (First Rank)

Prof. Salman Ali is an Associate Professor in the Strategic Management Area at the Indian Institute of Management (IIM) Kozhikode. He obtained his doctorate from IIM Ahmedabad, specializing in the domain of Strategic Management and International Business. His areas of research encompass internationalization and re-internationalization of firms, global tourism and sustainable development, and digital transformation strategies. He was awarded the Best Instructor Award consecutively in 2023 and 2024 for his involvement with the X-Culture Global Collaboration Project, and also received the Best Reviewer Award for 2024 from the journal Development and Learning in Organizations, published by Emerald Publishing.

He has travelled extensively, having visited over 25 countries across six continents, and brings over 15 years of industry and academic experience. His previous roles include Assistant Professor at IIM Raipur and IIM Shillong, and Branch Director at Universal Business Links India (a franchisee of UBL United Kingdom). Prof. Ali has also contributed to organizations such as CERA Sanitaryware Ltd., India, and OCE Group, The Netherlands, through consultancy projects. At IIM Kozhikode, Prof. Ali currently serves as the Chairperson of Alumni Relations and the Campus Green Initiative Committee, where he actively engages in strengthening institutional ties and promoting sustainability on campus.



PARTICIPANT 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

PROGRAMME FEE

Rs. 90000 (Residential) + GST @ 18%

Rs. 80000 (Non-Residential) + GST @ 18%

Discount will be available for IIMK Alumni & Corporate nominations (in group)

CANCELLATION POLICY

Joining instructions will be sent to selected candidates 10 days prior to the start of the programme. Candidates are advised not to make any travel arrangements until they receive a formal confirmation email from IIM Kozhikode. In the event of programme cancellation, participants or sponsoring organizations will have the option to either adjust the fee paid against any future Management Development Programme(s) of the Institute or request a refund of the programme fee (without interest). IIM Kozhikode will not be liable for any additional expenses incurred by the participant or the sponsoring organization, and any transaction charges incurred during payment will not be refunded.





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NIRF Rankings
(Management) 2024



70th in Global, Financial
Times Open Enrolment
Rankings 2024



151+ in Global,
QS World University
Rankings 2024

ABOUT IIMK

IIM Kozhikode began its academic journey in 1997 with its flagship two-year Postgraduate Programme (PGP), leading to a Master of Business Administration (MBA) degree. Today, the Institute is on a high growth trajectory, offering one of the widest arrays of academic programs in management education. These include the Doctoral Programme in Management (PhD), Executive MBA programmes, Management and Faculty Development Programmes, and a unique PhD (Practice Track) for working professionals. In 2019, the Institute introduced programs such as the two-year MBA in Finance, MBA in Liberal Studies & Management, and the innovative one-year MBA in Business Leadership. In 2025, it further expanded its portfolio with a one-year Diploma in Management and a four-year Bachelor's in Management Studies.

IIM Kozhikode has articulated a bold institutional vision – 'Vision 2047: Globalizing Indian Thought' – aligning with 100 years of Independent India and 50 years of IIMK's own journey. Guided by the principles of *Satyam* (Authenticity), *Nityam* (Sustainability), and *Purnam* (Fulfilment), the Institute aims to nurture responsible, values-driven leaders, thinkers, and educators who contribute to building a better, sustainable world. IIMK is home to pioneering initiatives including IIMK LIVE – a first-of-its-kind startup incubation programme, the Indian Business Museum, and six Centres of Excellence across diverse domains. The Institute also has a satellite campus in Kochi, primarily catering to Executive Education.

IIMK is globally accredited by EQUIS (EFMD) and AMBA (UK), and is a member of AACSB. It is ranked 3rd in India as per the NIRF (National Institutional Ranking Framework) 2024 in the Management category. In the Financial Times (FT) Rankings 2024, IIMK's MBA is ranked #68 globally and its Open Enrolment Programme is ranked #70. In the QS World University Rankings 2024, IIMK's MBA is ranked 151+ and its Executive MBA is ranked 171+ globally.

INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

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