



# **ITEC /SCAAP/TCS Colombo Plan Course 2017 – 18**

## **Certificate Programme on Cross Cultural Understanding and Strategies for Business Growth in Emerging Economies**

**December 04, 2017 to December 15, 2017**

**(Two Weeks Programme)**

**Course Director: Prof. V Chandra**

**International Management Institute, New Delhi**

## **Aims & Objectives of the Course**

*Globalisation does not mean imposing homogeneous solutions in a pluralistic world. It means having a global vision and strategy, but it also means cultivating roots and individual identities.*

- *Gurcharan Das, former chairman and managing director, Procter & Gamble, India*

Behind every successful venture in international context is a clear understanding of cross-cultural differences. It is also observed that a key factor in case of unsuccessful deals is the communication gaps and failures that occur as a result of cultural differences and lack of recognition of the same from concerned parties.

### **The chief objectives of the program:**

To understand the relevance of cultural contexts and understanding in designing and implementing effective business.

To formulate effective growth strategies in a multi-cultural business environment: special focus on emerging economies.

### **Course Contents I Syllabus**

#### **Cross-cultural understanding:**

- The Key Concepts of Culture and its Influence on Managerial Practices
- National-Corporate and Global Culture perspectives
- Frameworks for Mapping Culture
- Challenges of a Multi-cultural Workplace
- Global Workforce Planning: Issues & Challenges

#### **Tools, Techniques and Trends:**

- Cultural Diversity in Action
- Consumer Behaviour Patterns - Evolving Trends and Techniques
- Corporate Ethnography – Aligning Intangible Assets to Business Growth
- Value Creation, Capture and Appropriation in Emerging Economies

#### **Mode of Evaluation of performance of the participants**

Integrated Project  
Case studies and interactive exercises

#### **Eligibility Criteria for Participants**

#### **Educational Qualifications**

Graduation. Working Knowledge of English Language.

#### **Work Experience required, if any**

**Age Limit**

ITEC norms is 25-45 years

**Target Group**

For Senior and Middle Managers

**Course Director:****Prof. V Chandra**

Prof. V. Chandra is a Professor in GM and HR at International Management Institute, New Delhi. She holds a Master's Degree in Social Anthropology from Andhra University and a Ph.D. from Jamia Milia Islamia, New Delhi. She has been with IMI for over two decades where she is engaged in teaching, training, research and consulting in Organizational Communication, Cross Cultural Management and International Human Resource Management. Widely traveled, she is an accomplished trainer in intercultural management issues and has conducted several training programs for public and private sector organizations. She is also a certified trainer in personality profiling. She has authored three books and published several research papers in India and abroad. Her current research interests include Organizational Communication, Work force diversity, Career and Talent Management.

**About IMI**

Nestled in Qutab Institutional Area, International Management Institute (IMI), New Delhi was established in 1981 in Collaboration with IMI Geneva (now IMD Lausanne). IMI is India's first corporate sponsored Business School with sponsorship from corporate houses like RPG Enterprises, Nestle, ITC, SAIL, Tata Chemicals, BOC and Williamson Magor etc. Over a period of time in the last 32 years the Institute has acquired a truly global status. The Institute received UNDP assistance for also various other international linkages with bodies like World Bank, UNDP, ILO, UNCTAD, Asian Productivity Organization etc. All our PGDM programmes are accredited by Association of MBAs (AMBA), UK as well as National Board of Accreditation (NBA), AICTE, Government of India. The National Institutional Ranking Framework, Deptt. Of Higher Education, Ministry of HRD, GOI in its recent rankings (April 2016) have ranked IMI New Delhi at No.7 in India Rankings 2016 and at No.1 as a Private Business School.

To provide a global prospective to the students, the Institute's flagship two year Post-Graduate Programme in Management has a student exchange programme with various European Schools such as ESC Rennes, France, MIP School of Management France, Graz University Austria, IESEG School of Management and IDRAC Lyon, France etc.

Besides this IMI is one of the empanelled Institute of the Ministry of External Affairs, GOI, for special Commonwealth Assistance Programme under which the Institute gets the executive MBA students from various Afro-Asian and Latin American countries for its 15 months Executive Post-Graduate Programme in Management. Today IMI enjoys the place of esteem among the leading management Institutes and the patronage of reputed business organization in the country. The aim, approach and activities of IMI are guided by all its stakeholders - students, alumni, corporate patrons and society in general.