



ITEC / SCAAP Course 2015 – 16

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

November 23, 2015 to December 4, 2015

(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.

- Gucharan 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 / 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 Directors:

Prof. V Chandra

Specialization : Organization Behaviour and Human Resources

Education:

Ph.D. (Jamia Milia Islamia) 1998.

M.A. (Social Anthropology) (Andhra University), 1982

Professional Certification:

Personality Profiling and Selection & Training testing from Thomas International, November 2007.

Formerly with Council for Social Development, Hyderabad, Central Institute for Educational Technology, Delhi and IMT, Ghaziabad. A certified trainer in personality profiling, worked on social problems relating to displaced persons, slum development and mass media and children. Published three books and several papers in India and abroad, both in journals and in edited volumes. Conducted several training programs on communication Skills for both public and private sector companies in India. Current research interests include organizational communications and workforce diversity and career management. Member of the American Anthropological Association, life member of Indian Industrial Relations Association and NHRD Network.

Teaching/Research Experience:

Professor, International Management Institute, New Delhi (1 Apr 05 onwards)

Professor, IMT, Ghaziabad (30 June 04 to 31 March 05)

Associate Professor, IMI (1 Jan 02 to 29 June 04)

Assistant Professor, IMI 91 June 99 to 31 Dec 01)

Research Associate, IMI (1 Feb 96 to 31 May 99)

Research Fellow, Central Institute of Educational Technology, New Delhi (1 June 94 to 31 Jan 96)

Administrative experience:

As part academic administration held the following administrative responsibilities:

Area Chair – Communication (2012 – date)

Program Director –PGDHRM (2010 -11)

Program Director – PGDM (2005 – 10)

Hostel Superintendent (2003-04)

Placement & Alumni coordinator (1997 -2003)

In addition I was member of various committees formed for addressing specific issues like: faculty performance review committee, Grievance redressal committee, etc

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.

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 countries for its 15 months Executive Post Graduate Programme in Management. Today IMI enjoys the place of esteem among the leading management Institute 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.