



**CET SCHOOL OF MANAGEMENT**  
**COLLEGE OF ENGINEERING TRIVANDRUM**  
**Management Development Program**  
**on**  
**STRATEGIC MANAGEMENT SKILLS FOR EXECUTIVES**  
**7<sup>th</sup> and 8<sup>th</sup> November 2024**



**Venue : SP GRAND DAYS, Near Flyover, Panavila Junction, Trivandrum**

**Coordinator**

**Dr. Jnaneswar.K, Associate Professor & Associate Dean (Research), CET SOM**

**Co-Coordinator**

**Dr.Vijaya S. Uthaman, Assistant Professor, CET SOM**

## **CET SCHOOL OF MANAGEMENT**

College of Engineering Trivandrum (CET) started MBA programme in 1985 as an evening programme to enrich the practicing managers in professional management. This programme has been well received by the practicing management fraternity and continues to be in the forefront. A Management school of the current status with full time MBA programme was started in the year 2000. CET is the pioneering institution in management education under APJ Abdul Kalam Technological University (APJAKTU). Twenty two batches of students have already completed the full-time programme and Thirty four batches have completed the Evening MBA Programme here. CETSOM is set up in a newly constructed block, having state-of-the-art facilities. CETSOM is accredited by the National Board of Accreditation (NBA) and an approved centre for carrying out management research. Nineteen scholars have been awarded PhD in Management from CETSOM.

## **COLLEGE OF ENGINEERING TRIVANDRUM**

The College of Engineering Trivandrum (CET), located in Thiruvananthapuram, Kerala, is one of the oldest and most prestigious engineering institutions in the state. Established in 1939, it offers undergraduate, postgraduate, and doctoral programs in various engineering and management disciplines. CET is renowned for its quality education, state-of-the-art infrastructure, and strong emphasis on research and innovation. The institution has consistently ranked among the top engineering colleges in India and has produced numerous successful engineers, technologists, and leaders in the industry and academia. With a commitment to excellence and a rich history of academic achievements, CET continues to be a cornerstone of engineering and management education in Kerala and beyond.

## **ABOUT THE COURSE**

Strategic decision making is of high relevance and critical for a firm's success in a dynamic liberalized and globalized environment. Managers must continuously assess the available skills, resources and competencies, analyze their competitor moves and evaluate their fast changing business context to develop proactive strategies. In this program, the first day's sessions will elaborate strategy concepts, and the process of strategy making; describe what is strategic thinking, and why is it important for managers across levels; and highlight the need for deep analysis. The first day's session will also introduce the concepts around industry analysis and external context analysis, using and going beyond popular frameworks like Porter's five forces model. The session will help participants analyze the internal resources, skills, capabilities, and competencies of the firm, and help them evaluate the relationships between their resources and sustained competitive advantage using the VRIN test. The second day's session will discuss about strategy formulation, strategic factors analysis, quantitative techniques for strategic decisions. The course also discusses case studies for strategy formulation.

## **OBJECTIVES**

- To develop good understanding of internal and external factors used for strategy formulation in companies.
- To learn about the applicability of strategies in different contexts to enable them to become effective strategists.

## COURSE OUTCOME

The participant will be able to generate strategy for the function in which the person is involved in the organization.

Handouts, course material, lunch, tea/snacks will be provided.

## PARTICIPANTS

The programme is targeted at working professionals from industry, government, academicians, investors, consultants and researchers from all functional disciplines who are involved directly or indirectly involved in strategy development and implementation.

### The programme will cover the following modules

- Introduction to Strategic Management – strategy content and process
- Understanding the external context of the firm-industrial organization perspective
- Understanding the internal context of the firm – resource based view of the firm
- Strategy Formulation I- Business strategy, corporate strategy
- SWOT analysis and Case study I
- Quantitative techniques for strategic decisions- decision making under certainty, risk and uncertainty, Decision trees
- Strategy Formulation II-Functional strategy, strategic choice
- Case study II

## RESOURCE PERSONS



**Dr. Suresh Subramoniam** is Professor and Director at CET School of Management, College of Engineering, Trivandrum. He is B.Tech in Mechanical Engineering from Kerala University, MS in Industrial Engineering from Louisiana State University in USA and Ph.D in Management from Kerala University. He has thirty five years of experience in ISRO, CET School of Management, Prince Sultan University in Saudi Arabia and Sohar University in Oman. Fellowship and Dr JM Mahajan Award were conferred upon him by the Indian Institution of Industrial Engineering for his contributions in the field of IE and Management. He has also conducted several training programmes for executives from industry, conferences and workshops



**Dr. Jnaneswar. K** is an Associate Professor and Associate Dean (Research) at CET School of Management, College of Engineering Trivandrum. He has Doctoral degree in Management from University of Kerala. He is an Accredited Management Teacher (AIMA) with more than twenty years of experience in both industry and academics. He has experience in preparing the strategy development plan of institutions. He has presented research papers in International conferences organized by IIMs and IITs. He has publications in various Scopus and ABDC indexed journals. He has also organized international conferences.



**Dr. Vijaya Uthaman** is Assistant professor, CET School of Management, College of Engineering Trivandrum. Her area of expertise include Operations management and Strategic management. She has published several articles in peer-reviewed national and international journals, contributed 4 book chapters and edited a book.

## **VENUE & DATES**

The programme will be held at SP GRAND DAYS, Near Flyover, Panavila Junction, Trivandrum on November 7<sup>th</sup> and 8<sup>th</sup>, 2024.

Participants will have to make their own arrangements for travel and stay.

## **FEE**

**Registration Fees: Rs 8000/- (Inclusive of 18% GST)**

**Admission will be based on first come first served basis due to limited seats. Apply on or before 31<sup>st</sup> October, 2024.**

## **HOW TO APPLY?**

### **Step 1: Payment of Fees**

Payment can be done through NEFT or RTGS to the following bank account.

**Account Name: Centre for Continuing Education**

**Account No: 57005991583**

**IFSC: SBIN0070268**

**Bank: STATE BANK OF INDIA**

**Branch: Engineering College – Kulathur, Trivandrum**

### **Step2: Submit the Google Form**

**<https://forms.gle/m49rcYt1DSrBRgCj7>**

### **For Enquiries**

**Dr. Jnaneswar.K, Coordinator,**

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**Associate Professor & Associate Dean(Research)**

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