

GOA INSTITUTE OF MANAGEMENT



How to Compete and Gain Competitive Advantage

February 15-21, 2022

Online



ABOUT **MDPs @ GIM**

The MDPs at GIM provides an intense and transformative learning experience designed to fit the requirements of seasoned mid-career executives. The programmes will equip the participants with various critical capabilities to succeed in an ever-changing global business environment.

Our programmes are designed and delivered to meet the needs of the executives who have the drive to lead innovations, be the champions of change and have the passion for solving complex business challenges. Our programmes are led and facilitated by experienced faculties who share with the participants their research-driven insights and their knowledge of current industry best practices



WHY **THIS PROGRAMME**

Every firm needs to compete in the industry it operates for its own survival. The essence of competition is therefore to create and maintain competitive advantage with respect to competitors. Hence, every manager needs to be equipped with the tools/concepts to understand how market structure shapes competition, anticipate the response of other actors in the industry, respond to competitor's actions and recognise that often an organization's profit depends on the action of other firms in the industry.

PEDAGOGY

The program will be delivered through a mix of lectures cum discussions and cases. At the end, participants will compete in a simulation game and apply their learnings to run a company.



PROSPECTIVE PARTICIPANTS

The program is intended to be beneficial to general managers and middle level managers who have responsibility for the performance of the company or business unit within their company.

LAST DATE FOR NOMINATION

In order to finalize contents and confirmation of speakers, participants need to send their nominations latest by

January 31, 2022.

PROGRAMME COORDINATORS

Prof. Hemant Kumar Padhiari

General Management and Strategy

Goa Institute of Management Goa, India Email:

hemant@gim.ac.in

Phone (O): +91-832-2366882 (M): +91- 9511872150

Dr. Hemant Kumar Padhiari is a Fellow of IRMA, Anand. He received his Bachelor's degree in Engineering from National Institute of Technology, Silchar, Assam and MTech. from IIT-BHU, Varanasi. He worked in the infrastructure industry for five years before joining Goa Institute of Management (GIM) as a faculty in the General Management and Strategy Area. He teaches courses on Strategic Management, Business Models, Competitive Strategy, Capstone Business Simulation, Digital Transformation, Platform Business and Design Thinking. He has worked in several consultancy projects namely State of the Panchayats for Ministry of Panchayati Raj, GOI, Mid Term appraisal of the 11th Five Year Plan for the State of Goa and Disaster Management Plan for the Govt. of Goa. He is also interested in writing cases for the courses he teaches.

How to Compete and Gain Competitive Advantage

Programme Agenda

Day 1

Topic

Inauguration of MDP

Introduction to Competition and Competitive Advantage

Industry Analysis

Value Creation and Value Capture

First Mover Advantage

Day 2

Topic

Positioning

Entry Choices- Entrants Advantage

Entry Choices- Incumbents Advantage

Price Competition- Anticipating Rivals Response

Day 3

Topic

Price Competition- Threats and Commitment

Horizontal and Vertical Scope

Capacity Pre-emption

New Product Competition

How to Compete and Gain Competitive Advantage

Programme Agenda

Day 4

Topic

Introduction to Capstone Simulation- Running a company

Familiarising with Capstone Simulation Dashboard

Practice Round 1

Practice Round 2

Day 5

Topic

Competition Round 1

Competition Round 2

Competition Round 3

Competition Round 4

Day 6

Topic

Debrief and Discussion

Competition Round 5

Competition Round 6

Competition Round 7

How to Compete and Gain Competitive Advantage

Programme Agenda

Day 7

Topic

Competition Round 8

Final Discussion and Analysis

Reserve Slot

Reserve Slot

COURSE FEE

- Rs. 25,000 + 18% GST per participant.
(Software and Licenses at actual cost)
- The MDP would be delivered on online mode.
- The registration fees are received through NEFT/IMPS.

Following are the bank details:

Bank Account Number: **23611450000016**

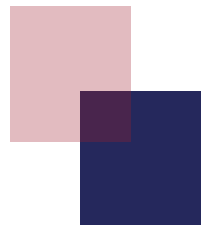
Beneficiary Name: Goa Institute of Management

Bank Name: HDFC Bank (Sanquelim Branch)

IFSC Code: **HDFC0002361**

Account Type: Savings Account

**Now you may also pay the fees
directly through the website**





FOR **REGISTRATIONS**

**MDP OFFICE
GOA INSTITUTE OF MANAGEMENT
GOA**

Mail: mdpoffice@gim.ac.in,

Mobile: 9834161149