

# DERIVING STRATEGIC VALUES FROM BUSINESS ENVIRONMENT

DURATION: 12 HOURS (OVER TWO DAYS)

## PROGRAM CONTEXT

The world economy has witnessed tumultuous twists and turns over the last two decades, progressing through crises of recessions and uncertainties amidst hope for sustained recoveries. It has redefined interconnectedness among the economies and globalization of markets. The outcome manifests in the transformations in the character of competition as economies and businesses try to adjust to the ongoing change. All these have a meaningful impact on the environment for doing business, warranting rapid changes in technology, organizational structure, and business strategies in the move towards a nimbler and more risk-tolerant operating model.

India and its business have also gone through a similar evolutionary process. These changes on the one hand have thrown up new challenges to Indian business, on the other they have created opportunities for them too. To face these challenges and to benefit from the opportunities, managers need to scan, assess and forecast the business environment and its dynamics. Based upon such assessment and forecasts, appropriate business strategies can be formulated to give them long-run competitive advantages. This program is aimed at imbining in the participants a capacity to identify and analyze business environment factors, incorporate them in designing business strategy and possibly understand the future trend of such factors.

## PROGRAM OBJECTIVES

- To introduce different market and non-market factors of business environment.
- To make the participants appreciate the usefulness of macro-economic variables for business decision making.
- To engage participants in simulation games for them to have exposure to methods of incorporating these business environment factors in strategic decisions.

## TARGET PARTICIPANTS

Learners should have minimum 7 years of corporate experience

## PEDAGOGY

Lectures, group activities in classroom, simulations

## SESSION PLAN (EACH SESSION IS OF 90 MINUTES' DURATION)

Session No.	Training Titles
<b>Session 1</b> (Day 1: 9.00 – 10.30 a.m.)	<b>Introduction</b> <b>Structure of Business Environment</b> <ul style="list-style-type: none"><li>• Market Factors: competition characteristics of a specific industry</li><li>• Non-Market Factors: economic and non-economic factors</li></ul>
<b>Session 2</b> (Day 1:11.00 a.m – 12.30 p.m.)	<b>Inflation, Interest Rate, Exchange Rate and Business</b> <ul style="list-style-type: none"><li>• Analyzing impact of variability of inflation, interest rate and exchange rate on business performance</li><li>• Institutions, Markets &amp; Policy – Implications for Business</li></ul>
<b>Session 3</b> (Day 1:2.00 – 3.30 p.m.)	<b>Group Activity on Forecasting of Macroeconomic Variables</b> <p>The participants will be divided into various small groups and each group will be given a separate dataset with an agenda to forecast certain macroeconomic variable based on introductory discussions</p>
<b>Session 4</b> (Day 1:3.45 – 5.15 p.m.)	<b>Business in a Globalized Era</b> <ul style="list-style-type: none"><li>• Facilitators and Inhibitors of Business in the Global Arena</li><li>• Global Value Chain</li><li>• Prevalent geo-politics and its probable impact on Indian business</li></ul>
<b>Session 5-6</b> (Day 2:9.00 a.m.-12.30 p.m.)	<b>Evaluation of Indian Economy: A Group activity based on data provided by the Instructors</b> <b>Implications for business – in terms of outlook etc. for specific industry</b>
<b>Session 7-8</b> (Day 2: 2.00 – 5.15 p.m.)	<b>Business Simulation</b> <p>A strategy game will be circulated among the participants. This is a Group Activity. Based on the facts given, also utilizing various options in certain decision variables, the participants will have to do a profitability analysis over a given time horizon.</p>

## PROGRAM DIRECTOR/S



### **Prof. Subhajit Bhattacharyya**

Dr. Subhajit Bhattacharyya has over 30 years of working experience in corporate and academia. He joined IMT Ghaziabad in November 2002 and remained associated with IMT Group of Institutions since. Over the last twenty-one years, he has contributed to the growth of the IMT Group of Institutions in various capacities, including as Program Chairperson, Dean and Director at multiple campuses.

Dr. Bhattacharyya has received his Ph. D. degree in Economics from Indira Gandhi Institute of Development Research, Mumbai, a leading policy research institution in the country set up by the RBI. He has rich experience of over 20 years in teaching courses in Economics and Business Environment at IMT Ghaziabad, IIM Lucknow, Haifa University, Israel, Kedge Business School, Marseille, France, IMT Dubai and other places.

Dr. Bhattacharyya has designed and delivered multiple management development programs for the companies like Asian Paints, Power Grid Corporation, GSI, Abbott Laboratories and others.



### **Prof. Manas Paul**

Dr. Manas Paul is currently a professor in the Economics Environment and Policy area of IMT Ghaziabad. He has more than 20 years of post-PhD experience as an Economic Strategist across the banking, finance, and education sectors. His domain expertise includes macro/business research across Sovereign Wealth Fund, Global/local banks, and primary dealership institutions in India and other global markets. He has expertise in taking macro calls, trend analysis, forecasting, statistical tools/methodologies, and research management. His previous roles included Strategy Economist at SGRF (now OIA), Ministry of Finance, Sultanate of Oman, Vice President - Business and Economics Research Axis Bank Ltd, and Chief Economist at STCI Ltd.

## ADMINISTRATIVE DETAILS

**Date(s):** April 18 and 19, 2024 (Thursday and Friday)

**Mode:** Offline (Residential)

**Fee:** INR 25,000 per participant (plus 18% GST as applicable) covering professional fee, program kit and boarding/lodging

**Venue:** IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

Note: On successful completion of the program, the participants will be awarded a Certificate of participation from the Institute.

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