

## DETAILED PROGRAMME INFORMATION

<b>Course Name</b>	<b>Open MDP on “Building Strategic Intuition using AI”</b>
<b>Course Name as on Certificate</b>	<b>Building Strategic Intuition using AI</b>
<b>Certificate Issued by</b>	Indian Institute of Management (IIM) Jammu
<b>Institute</b>	Indian Institute of Management (IIM) Jammu
<b>Introduction</b>	<p>In an era dominated by rapid technological advancements and constant market disruptions, conventional strategic thinking and analytical decision making is no longer sufficient. The time and information available to managers to take decisions is shrinking by the day. Organizations must possess strategic intuitive capital and build the same by learning to <b>blend analytical rigor with creative insights</b>—a practice known as <i>strategic intuition</i>. The essence of strategy as per Clausewitz is what he calls <i>coup d’oeil</i>, which in French means ‘glance,’ By building coup-d’oeil ability, leaders can develop strategic intuition which is emerging as a core enabler in emerging competitive environments especially in times of crisis. While AI can execute detailed analytical facets of decisions, managerial intuition is very much important for superior decision making.</p> <p>Drawing inspiration from the work on <b>Strategic Intuition</b>, and building on advances in <b>Artificial Intelligence</b>, this program helps leaders unlock their intuitive intelligence and use AI as a strategic co-pilot. The ability to harness AI tools—from data-driven platforms to generative models—for insight, ideation, and decision-making is now a core leadership capability.</p> <p>This program offers a powerful perspective on innovation: rather than relying solely on brainstorming or analytical deduction, it encourages participants to learn how great strategic ideas actually form—through flashes of insight, guided by experience and deep pattern recognition It strives to empower leaders to develop strategic intuition to build predictive and prescriptive strategies.</p>
<b>Course Objectives</b>	<p>Strategic Intuition will provide an uncommon and effective framework for strategic idea generation and present practical tools to analyze business problems, see how others throughout history have solved similar issues, and generate original and aligned solutions to your complex business challenges.</p> <p>By the end of this program, participants will be able to:</p> <ul style="list-style-type: none"> <li>● Understand the neuroscientific and psychological micro foundations of strategic intuition</li> <li>● Examine how history’s greatest innovators—from Napoleon to Steve Jobs—used intuitive thinking to make breakthrough decisions.</li> </ul>

	<ul style="list-style-type: none"> <li>● Leverage <b>AI tools</b> (like large language models, data analytics platforms, and visualization engines) to stimulate strategic thinking and accelerate ideation</li> <li>● Distinguish between tactical problem-solving and innovation-worthy strategic challenges</li> <li>● Build actionable strategies that align intuition with data, organizational capability, and market insights</li> <li>● Apply structured techniques to foster innovation culture within their teams and functions</li> <li>● Develop a personal practice of using strategic pause, reflection, and AI augmentation to make better business decisions</li> </ul>
<b>Eligibility</b>	<ul style="list-style-type: none"> <li>● Indian and International participants</li> <li>● It is better if participants have working experience to the tune of 3-5 years or above, irrespective of their functions, hierarchical position and business involvement.</li> </ul>
<b>Target Segment/ Who Should Attend</b>	<ul style="list-style-type: none"> <li>● The program has been designed explicitly for Employees/Representatives from Development and Labor Sector in the Public/Private Sector, Multinational and Government Organizations, Central and State. Participants from Non-Profit Organizations, Researchers, and Young Professionals are also welcomed.</li> <li>● Trade union leaders and members; HR professionals or IR champions</li> <li>● Employee representatives in Works Committees or Joint Consultative Forums</li> <li>● An organisation can maximise its return on investment from the program by sponsoring a group of 2-4 members/employees who share direct work relationships.</li> <li>● Aspiring CXOs/Business Leaders who want to leverage the program to accelerate their Leadership journey.</li> </ul> <p>This immersive and interactive residential program is tailored for business leaders and mid-to-senior professionals who are looking to sharpen their strategic problem-solving, unlock innovation, and develop competitive, AI-powered strategies for their organizations</p>
<b>Type of Certificate</b>	Certificate of Completion for participants successfully passing the evaluation criteria.
<b>Total No. of Hours</b>	18 hours of teaching /3 days
<b>Pedagogy</b>	<ul style="list-style-type: none"> <li>● The program would utilise various tools: chapters, Journal Papers, Popular Readings, Case Studies, Role Plays, Simulations, Group Activities, Experiential Learning, Project Work Games and Videos.</li> <li>● The sessions would involve discussing critical concepts, conducting case study discussions, and analysing videos. This would be supplemented with assignments.</li> <li>● It also includes diagnostic instruments for the participants to assess their conflict resolution/negotiation/personality dimensions. A subsequent debriefing session helps them address weaknesses, if any.</li> </ul>
<b>Course Content</b>	<p><b>Day 1 – Foundations of Strategic Intuition</b></p> <ul style="list-style-type: none"> <li>● Introduction to Strategic Intuition (based on Columbia’s model)</li> </ul>

	<ul style="list-style-type: none"> <li>● Difference between Expert Intuition and Strategic Intuition</li> <li>● Historical cases: Strategic breakthroughs from history and business</li> <li>● AI Overview: Introduction to AI tools for decision support</li> <li>● Workshop: Self-assessment on strategic thinking styles</li> </ul> <p><b>Day 2 – Enhancing Intuition with AI</b></p> <ul style="list-style-type: none"> <li>● Cognitive science of creativity and insight</li> <li>● Leveraging Generative AI (e.g., ChatGPT, Bard, Claude) for idea generation</li> <li>● Using AI for competitive benchmarking and pattern recognition</li> <li>● Case Simulation: Strategy development using historical analogies + AI insight</li> <li>● Hands-on Labs: Prompt engineering, data analysis tools, dashboards</li> </ul> <p><b>Day 3 – Actionable Strategy and Innovation Culture</b></p> <ul style="list-style-type: none"> <li>● Converting ideas into aligned strategic initiatives</li> <li>● Overcoming organizational blocks to innovation</li> <li>● Leading teams with intuitive insight and data-driven confidence</li> <li>● Roleplay: The executive decision-making room with AI as a silent partner</li> <li>● Final Project: Group presentation on an AI-powered strategy for a live business challenge</li> </ul>
<p><b>Key Programme Highlights/USP</b></p>	<ul style="list-style-type: none"> <li>● The course design is based on the cutting-edge research from global <b>Leadership Labs</b></li> <li>● Exclusive <i>AI + Strategy Integration</i> that simulate real-world challenges</li> <li>● Immersive learning through a residential setting to foster reflection, networking, and experimentation</li> <li>● Includes toolkits and frameworks adapted by renowned labs</li> <li>● Post-program access to curated AI prompt library and strategic templates</li> <li>● Final group challenge that applies strategic intuition to a real-world organizational context</li> </ul>
<p><b>Program Faculty</b></p>	<ul style="list-style-type: none"> <li>● Prof Brig Neeraj Soni, IIMJ</li> <li>● Prof Sanjay Gupta, IIMJ</li> </ul>
<p><b>Assessment</b></p>	<p>A minimum of 70% attendance to the LIVE lectures is a prerequisite for completing this program. The evaluations are designed to ensure continuous engagement with the program and encourage learning.</p>
<p><b>Program Fees</b></p>	<p>Residential Fee: ₹ Rs 45000 per participant – plus applicable taxes and surcharges.</p> <p>The program fee includes 3 days of accommodation, meals, registration, study materials, a training kit, and a half-day field-based experiential trekking-based learning exercise.</p> <p>Early Bird Offer: ₹ 40000/- plus applicable taxes and surcharges. Register by 15<sup>th</sup> October 2025</p>

<b>Program Commencement</b>	9:00 AM on November 10, 2025,
<b>Program Conclusion</b>	7:00 PM on November 12, 2025