

PROGRAM INFORMATION FORMAT

Course Name	Business Growth Strategies
Course Name as on Certificate	Management Development Program on Business Growth Strategies
Certificate Issued by	IIM Jammu
Institute	Indian Institute of Management Jammu
Introduction	The "Business Growth Strategies" is designed to equip participants with strategic thinking frameworks, practical tools, and leadership insights to address the multifaceted challenges of growth. Whether it is through innovation, diversification, international expansion, or strategic partnerships, the program will help leaders explore and evaluate multiple pathways to growth. It encourages reflective thinking, experiential learning, and collaborative problem-solving to foster a comprehensive understanding of how to lead and sustain growth in complex business ecosystems.
Course Objectives	<ul style="list-style-type: none"> • Develop strategic thinking and long-term visioning capabilities. • Understand and address organizational growth dilemmas. • Evaluate and compare different modes of growth • Strengthening leadership skills for aligning strategy with execution and driving results.
Who Should Attend	<ul style="list-style-type: none"> • Senior & mid-level managers responsible for strategy, innovation or transformation • Product managers and customer experience professionals • Entrepreneurs, startup founders and intrapreneurs driving new business ideas • Academicians
Course Content	<ul style="list-style-type: none"> • Strategic Thinking <ul style="list-style-type: none"> • Long term visioning and planning • Business model innovation • Strategy process • Modes of Growth <ul style="list-style-type: none"> • Internationalization: challenges and opportunities • Diversification possibilities and risk evaluation • Mergers & acquisition • Strategic Leadership for Driving Results <ul style="list-style-type: none"> • Aligning organization with strategy • Managing large & complex organizations • Strategy Implementation <ul style="list-style-type: none"> • Balance scorecard • Business case discussion aligned with business growth
Certification	All registered participants who successfully complete the program will earn an IIM Jammu – Certificate of Participation
Type of Certificate	Three-day open MDP certificate
Total No. of Hours	3 days/ 18 hours
Fee	Early Bird: Rs 70,000/- + GST (before 25 th July 2025) Regular: Rs. 80,000/- + GST
Date	7 – 9 August 2025

Mode	Offline
Pedagogy	<ul style="list-style-type: none"> • Design Sprint • Case studies • Interactive lectures • Group discussions • Hands-on exercises
Accommodation	Boarding & lodging arrangements will be provided at IIM Jammu campus.
Program Directors	Prof. Sanjeev Pathak, Prof. Sanjay Gupta & Dr. Pratik Maheshwari
Venue	Vedanta, MDP Center, IIM Jammu
Contact	Executive Education & Consultancy (EEC) Office; Contact No:0191-2741416 ; eec@iimj.ac.in ; www.iimj.ac.in
Other	Corrected in the hardcopy like how to reach, about Jammu city, about IIM Jammu