**Indian Institute of Management Indore**

**Programme Name: Creating and sustaining national competitive advantage**

**Programme Duration: 05 days residential**

**Programme Date: 04 – 08 November, 2019**

Aim: “National prosperity is created, not inherited. It does not grow out of a country’s natural endowments, its labor pool, its interest rates, or its currency’s value, as classical economics insists. A nation’s competitiveness depends on the capacity of its industry to innovate and upgrade. Companies gain advantage against the world’s best competitors because of pressure and challenge. They benefit from having strong domestic rivals, aggressive home-based suppliers, and demanding local customers.

In a world of increasingly global competition, nations have become more, not less, important. As the basis of competition has shifted more and more to the creation and assimilation of knowledge, the role of the nation has grown”. Michael E. Porter

The aim of this program is to help conceptualise how a country can develop its competitive advantage where in its people, firms develop capabilities and competencies as well as how a country government can develop policies which would enhance the competitiveness of its firms and make it resources add value globally.

**Objectives**

* National competitiveness
* Increasing Firm Scope
* Product strategies
* Customer mission
* Profitability and Profit growth
* Create and Sustaining Competitive advantage
* Value Capture Model (VCM).

**Contents-**

* Strategic planning tools (Formulation, implementation, analysis, competitive analysis, scenario planning)
* Factor Conditions, Demand Conditions, Related and Supporting Industries
* First strategy structure and rivalry
* 12 pillars of country competitiveness
* Consumer Behavior
* Segmentation, positioning
* Product strategies
* Internationalization
* Increasing consumption
* HRM Strategies
* Channel strategies
* Ecosystem of value creation and capture
* Service strategy
* Technology strategy

**Target audience:**  For Top management people, Sr Managers, Functional Heads

**Certification**

IIM Indore will provide ‘Certificate of Participation’ to participants on successful completion of the programme.

**Accommodation**

Participants would be provided accommodation on single occupancy basis, in furnished air-conditioned rooms. Accommodation is on single occupancy basis from noon of day before the ﬁrst day to noon of the day after the last day of the programme.

**Enquiry**

Management Development Programmes (MDP) Office

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