



कार्यकारी शिक्षा  
भारतीय प्रबंध संस्थान अहमदाबाद  
वस्त्रापुर, अहमदाबाद 380015

EXECUTIVE EDUCATION  
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD  
VASTRAPUR, AHMEDABAD 380015

**Professor Ajeet N. Mathur**  
Faculty Chair, International Business

September 24, 2019

Dear Sir/Madam,

This is to announce our Executive Education Programme '**International Business**' from August 27 to 29, 2020.

By studying how companies succeed and why they fail when they do business abroad, participants will be able to connect practices with concepts at the cutting edge of knowing what works.

We invite participation from leaders, managers, entrepreneurs, policymakers involved with responsibilities for international business or those likely to be involved. The previous programme drew participation from CEOs, Directors, Presidents, Vice-Presidents, General Managers and Profit Centre Heads.

This course is designed on the basis of knowledge available from research and practices all over the world, including research by IIMA. We will provide a platform to reflect upon new directions, creative actions, difficult choices, sustainable strategies, modalities of organising and managing intellectual capital and organisational knowledge.

The course will offer frameworks and insights for examining and understanding the complex nature of the challenges in the context of WTO, TRIPS, and GATS, overcoming the liabilities of foreignness and outsidership. We shall also cover the range of choices for managing institutional and cultural diversity in foreign commercial presence and coping with various kinds of risks, including country risk and political risk.

More details are available from the enclosed brochure. You can avail the fee benefits of multiple nominations as mentioned in the brochure. Do let us know if you need more nomination forms. Alternatively, photocopies of the form enclosed can be used. The last date for receiving completed nomination forms is **July 24, 2020** and last date to avail early bird discount is **January 24, 2020**.

If you have any questions, feel free to get in touch with me or Mr. Abhishek Maurya, Programme Coordinator.

With best wishes,

Yours sincerely,

Ajeet N. Mathur  
Professor of Strategy and International Business  
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Abhishek Maurya  
Programme Coordinator  
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Enclosed: Brochure and Nomination form

Phone: +91 79 7152 6400 • Email: exed@iima.ac.in • Website: www.iima.ac.in/exed



Executive Education  
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

# INTERNATIONAL BUSINESS

August 27 to 29, 2020



# INTERNATIONAL BUSINESS

August 27 to 29, 2020

The fiercely competitive business environment makes incessant demands for connecting with new sources of value. Competing and collaborating can both involve arenas of action beyond national borders. By studying how businesses succeed and why they fail when they do business abroad, participants in this programme will be able to connect practices with concepts at the cutting edge of knowing what works.

## What will be learnt?

The programme will draw on the cutting edge of insights from business practices, international business strategy research, case studies of experiences of exporters, investors, collaborators in joint ventures and business partners pursuing opportunities in cross-border value chains, value-grids and constellations. There will also be identification and discussion of implications for organisation structures, institutionalised systems and management processes that arise from responses to governance frames, competitiveness and international economic relations.

## Pedagogy and Faculty

We will learn from case studies, exercises and insights introduced into the programme sessions by IIMA faculty members and leading practitioners doing business abroad who have insights to share from their research and practice. Participants will have opportunities to draw on their own experiences, reflect on them and bring issues and challenges to work on them.

## For Whom

This programme would be useful for CEOs, Directors, Presidents, Vice-Presidents, General Managers, and Profit Centre Heads with responsibilities for decisions concerning international business; government officials concerned with trade or trade-substituting investment policies for foreign direct investments, and policymakers concerned with internationally leveraging intellectual property rights and organisational knowledge using enabling provisions in multilateral fora such as WTO, TRIPS, GATS, besides plurilateral arrangements and bilateral agreements.

This programme is designed to provide an opportunity to expand your understanding of choices for strategies and organisation of international business, particularly various forms of foreign commercial presence, movement of natural persons and product-services linkages. It recognises that developing capabilities for doing business abroad requires particular attention to managing institutional and cultural diversity, and understanding and preparing for various kinds of risks including country risk and political risk.

## About the Faculty Chair, International Business



Professor Ajeet N. Mathur

Ajeet N. Mathur is Professor in Strategy and International Business in the Business Policy Area, IIM Ahmedabad. He has published 29 books and over 150 scientific papers in various refereed journals and anthologies. His interests are at the crossroads of economics, human behaviour in groups, law, strategic management of organisational knowing and international business. These are reflected in his multi-disciplinary and inter-disciplinary work with corporates and as an expert on change management, institutional design and missing markets with ILO, WHO, ADB and the European Commission.

Before joining IIM Ahmedabad, he served as Founding Professor of International Business, University of Tampere, Finland, EU-TEMPUS Professor of European Integration and Internationalisation, and as IFCI Chair Professor, Indian Council of Research on International Economic Relations. He has held visiting academic appointments at K.U. Leuven, Belgium, University of Edinburgh, Cornell University, University of California at Berkeley, University of Bielefeld, Germany, Helsinki School of Economics, Aalto University, Turku School of Economics, Royal University of Bhutan, and Fresenius University, Cologne.

A recipient of the President of India's Medal and the Bharat Chamber of Commerce Gold Medal, he received his Ph.D. degree from the Indian Institute of Science, Bangalore. In his early career, he worked in various positions of responsibility with Tata Economic Consultancy Services, ITC Limited and the Times Group for more than a decade before his appointment as a tenured Professor at IIM Calcutta where he taught and researched for ten years. He has been a Fulbright Scholar and a Friedrich Ebert Stiftung Scholar. He was nominated India's National Expert on Managerial Productivity with APO, Tokyo. He is the Project Director, Finland-India Economic Relations. He is the recipient of the Prestige Award as "Professor of the Year 2014" and Academy of Management Awards in 2016 and 2017.

He has been a member of the Board of Directors with Corporates in India and Europe and is consulted by businesses, governments, international organisations and the policy research community. He served a term as the Director and CEO, Institute of Applied Manpower Research with the rank of Secretary to the Government of India. He is profiled and biographically cited in various international directories.



## Nominations and Inquiries

Only nominations with fees received by the Executive Education Office by the closing date for nominations **July 24, 2020** would be considered. An early bird discount is available for nominations received by **January 24, 2020**.

Organisational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater role effectiveness.

All nominations are subject to review and approval by the programme faculty. A formal acceptance letter will be sent to selected nominees. Nominees are required to make their travel plans to arrive on August 26, 2020 by 16:00 hours after receiving the acceptance letter.

For nomination forms and more information, please contact:

**Mr. Abhishek Maurya**

Programme Coordinator

Indian Institute of Management Ahmedabad  
Vastrapur, Ahmedabad 380 015.

**Phone:** +91-79-7152 6421

**Mobile:** +91 9909038771

**Email:** armaurya@iima.ac.in

**Website:** www.iima.ac.in/exed

## Certificate

The participants will receive a certificate of participation on completion, after attending the programme.

## Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus from the afternoon of August 26, 2020 to August 29, 2020.

IIMA norms do not allow participants to have guests stay with them during the programme.

## Programme Fee and Payment

INR **1,75,000 plus 18% GST** per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

Only nominations with fees would be considered eligible. Withdrawals with refund of fee are permitted until **July 25, 2020**. For any cancellations after that, there would be no refund of fees. If the programme is oversubscribed and we cannot accept a nomination the fee would be refunded to the person/organisation concerned.

The programme fee can be paid in any one of these two ways:

### [A] Electronic Fund Transfer:

For more information, please visit the respective programmes listed on our website [www.iima.ac.in/exed](http://www.iima.ac.in/exed).

1. Name of Beneficiary:  
**Indian Institute of Management Ahmedabad**
2. Savings Bank A/c No. 309007929889, RBL Bank Limited, Ahmedabad Viva Complex Branch (IFSC Code: RATN0000158, MICR Code: 380176004)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance: **International Business**
5. IIMA Permanent Account Number (PAN):  
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):  
AHMI00189A
7. IIMA GST Registration Number:  
24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

### [B] Payment Gateway:

For more information, please visit the respective programmes in our website ([www.iima.ac.in/exed](http://www.iima.ac.in/exed)).

## Discount

**Early Bird Discount:** Nominations received with payments on or before **January 24, 2020** are entitled to an early bird discount of 7%.

**Group Discount:** Any organisation sponsoring four or more participants will be entitled to a group discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.



## Alumni Association

Participants in IIMA Executive Education Programmes for the first time on or after April 1, 2012 become eligible for alumni status and the alumni identity card after participation in one or more programmes for a total of 21 days both of which will be awarded on payment of a one-time alumni fee of INR 10,000.

## Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

### Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- Two-Year e-Mode (online + campus) Post Graduate Programme in Management (ePGP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)

The Institute has 103 faculty members working in the following management areas and centres:

### Disciplinary Areas and Groups

- Ravi J. Matthai Centre for Educational Innovation
- Centre for Innovation, Incubation and Entrepreneurship (CIIE)
- Centre for Management in Agriculture (CMA)
- Centre for Management of Health Services (CMHS)
- Gender Centre
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Misra Centre for Financial Markets and Economy (MCFME)

- NSE Centre for Behavioural Science in Finance, Economics and Marketing

### Interdisciplinary Centres

- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Gender Centre
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation



**Kasturbhai Lalbhai Management Development Centre (KLMDC)** located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



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Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)



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INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

## NOMINATION FORM

# International Business

August 27 - 29, 2020

Executive Education, IIMA, Vastrapur, Ahmedabad 380 015 • Phone: +91-79-7152 6400 • Email: exed@iima.ac.in

### TO BE FILLED IN BY THE NOMINEE

#### PERSONAL PROFILE

<b>First Name</b>					<b>Last Name</b>				
Gender M/F	Age Years	Date of Birth	DD/MM/YYYY	Nationality					
Email (Official)				Email (Personal)					
Mobile				Phone					
Organisation									
Sector									
Designation									
Position of Nominee	Top Mgt. <input type="checkbox"/>	Senior Mgt. <input type="checkbox"/>	Middle Mgt. <input type="checkbox"/>	Junior Mgt. <input type="checkbox"/>					
Designation to Whom You Report									
Present Responsibilities									
Reason(s) for Joining the Programme and Expectations									
Organisational Address									
City			Pin		State			Country	
Residential Address									
City			Pin		State			Country	

PROFESSIONAL PROFILE			
<b>Education</b>			
Degree (Start with Highest)	Year	College/University	
<b>Work Experience</b>			
Organisation (Start with Current)	Position	Years of Experience	
<b>Programmes Attended at IIMA</b>			
Programme Title	Duration	Years	
<b>Programmes Attended Elsewhere</b>			
Institution	Programme Title	Duration	Years

Date \_\_\_\_\_

Signature \_\_\_\_\_

TO BE FILLED IN BY THE SPONSOR					
Sponsor Name			Designation		
Organisation					
Goods & Services Tax Number (GST)			Permanent Account Number (PAN)		
Office Address					
City	Pin	Country	Mobile		
Phone	Fax	Email			
<b>Information on Organisation</b>					
Total Assets (Last Year)			Total Sales Turnover (Last Year)		
Major Products/Services					
Form of Organisation	Proprietary	Partnership	Public Sector	Public Ltd.	Others (Specify)

Date \_\_\_\_\_

Signature \_\_\_\_\_

Please Indicate the Sources of Information of This Programme	
➤ Advertisement (Please Specify)	➤ From Website (Yes/No)
➤ Brochure Received by Post (Yes/No)	➤ E-mail Received from Exed. Office (Yes/No)