IIMB-CREDAI BUSINESS LEADERSHIP PROGRAMME

Programme Directors
Professor Venkatesh Panchapagesan
Professor Mukta Kulkarni

Programme Duration
01 October 2018 - 12 April 2019
In today’s business environment, leadership and change dominate most corporate agendas. The success of the professional depends on his ability to manage and sustain the change. To achieve this, they require keen perception, flexibility and the ability to merge management theories into action plans. Keeping these factors in mind CREDAI has initiated a programme with the Indian Institute of Management Bangalore called the “IIMB-CREDAI Business Leadership Programme” (BLP) and this will be the 6th batch of the programme.

This programme is designed to help CREDAI’s members to meet the key challenges of managing in today’s dynamically changing and complex environment. The constant flux in the business and political environment makes it crucial for business leaders to continuously review their existing worldviews and explore new ways of building and sustaining the competitive advantages for the firms they lead. This in turn calls for in-depth cross-functional knowledge and a global perspective combined with personal leadership. The proposed IIMB-CREDAI Business Leadership Programme aims to allow participants to manage this development agenda.

PROGRAMME OBJECTIVES

The objectives of BLP are to help the participants to achieve a personal and professional transformation towards visionary leadership in their organizations. The programme is aimed at helping participants to

- Become strategic thinkers and dynamic leaders who shape the industry’s future and its structure in a dynamic and fast growing industry.
- Understand and assimilate the emerging concepts, technology and business practices in achieving operational excellence. That can lead to superior competitive performance.
- Help reflect on their personal leadership skills in all the spheres they engage with – business, personal and family.

PROGRAMME FRAMEWORK AND CONTENTS

This programme is envisaged as a fully residential programme and will be organized into 5 modules of 4 to 5 days spread over 7 months, as indicated in the following table. While the number of days in each module will remain as planned, the contents may get modified to some extent or shifted across the modules.

This programme covers a lot of ground in a very short time frame. Hence, it is important that the participants attend all the modules to be get the most out of the programme. They also must allocate some time in-between the modules to work on assignments and pre-reads.
## Module Details

<table>
<thead>
<tr>
<th>Modules</th>
<th>I</th>
<th>II &amp; III</th>
<th>IV</th>
<th>V</th>
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<tbody>
<tr>
<td><strong>Theme</strong></td>
<td>Visioning the Future</td>
<td>Managing Organizational Excellence</td>
<td>Navigating the Global Economy</td>
<td>Strategic Leadership</td>
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<td><strong>Date</strong></td>
<td>01 – 05 Oct, 2018</td>
<td>Mod II 31 Oct – 3 Nov 2018 Mod III 16 – 19 Jan 2019</td>
<td>18 – 22 Feb 2019</td>
<td>8 - 12 April, 2019</td>
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<td><strong>Contents</strong></td>
<td>- The strategic context of Business – macro environment and stakeholder expectations &lt;br&gt; - Emerging Issues and Challenges for the industry in terms of competition and scope for value creation &lt;br&gt; - Visioning a desirable future for the industry in terms of its structure and configuration and the specific firm’s role in the envisioned future &lt;br&gt; - Leadership Profiling to understand the strengths and vulnerabilities</td>
<td>- Functional strategies to leverage resources and strengthen competitive positioning and execution &lt;br&gt; - Organizational excellence through integrating functional strategies into a coherent and effective firm strategy. This will include advanced topics in &lt;br&gt; - Financial Management &lt;br&gt; - Marketing Excellence &lt;br&gt; - Operational Excellence &lt;br&gt; - People Management, Project and program management Quality management and service excellence</td>
<td>- Perspectives from different parts of the world - about industry, business and leadership &lt;br&gt; - Best practices in managing the external context and organizational excellence &lt;br&gt; - Joint ventures and strategic alliances &lt;br&gt; - International marketing &lt;br&gt; - Contracts management &lt;br&gt; - Intercultural management &lt;br&gt; - International negotiations &lt;br&gt; - Managing Family Business &lt;br&gt; - International Best Practices in Real Estate Management</td>
<td>- Advanced Negotiations &lt;br&gt; - Sustaining Growth through entrepreneurial leadership &lt;br&gt; - Planning and orchestrating Future Transitions in business and family domains</td>
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### Additional Inputs
- Harvard Business Review articles
- Outbound team-building

### Target Participant’s Profile

The participants for this programme would typically be

- Senior members of the family running their successful businesses and
- First-generation entrepreneurs

The Participants should have a Bachelor’s degree in any discipline. Preferable Post-qualification work experience is 3 years and in exceptional cases applicants with less than 3 years can be considered for admission into the program.
The CREDAI IIM Bangalore Programme is unique and special in its own way. Being a Youth Wing Developer, I had the opportunity of interacting with senior well-established developers in their own region in a friendly classroom environment where we are established as equal. The faculty at IIMB have a vast pool of knowledge and are experts in their field. I would recommend this programme to all developers from all tier level cities associated with CREDAI.

Anuj Deepak Goradia, VP Projects, Dosti Realty Ltd.

It has been a wonderful journey at the Gaur Group in the past 23 years and I can proudly say that today we are one of the most trusted developer in Northern India. There was always an inner calling to learn the latest management practices so as to keep pace with the changing times of New India. So, it was with great enthusiasm and interest that I enrolled at IIMB. The learning at IIMB has been exceptional and I have been able to implement many new processes and systems within my organization which has improved overall business experience. I would recommend the course to all CREDAI members to learn better business practices.

Manoj Gaur, Director, Gaursons Realty Pvt. Ltd.
My takeaway from this program is “Learning how to learn”. Leadership and learning are indispensable to each other. Thriving in complexity requires a whole new way of looking at the world and acting within it - seeking out new perspectives looking at the interactions, zooming out to look at the larger picture is what got reinforced.

The best thing I got out of this program is the access to world class faculty and a curious mindset to look at a problem with a multidimensional approach. Worth taking the time off from one’s business to interact at such close quarters with fellow CREDAI Members from across India.

Pankaj Goel, MD, Express Properties & Infrastructure Ltd.

Good program, beyond my imagination. Thank you CREDAI. Please introduce similar International programs.

Krishna, Proprietor-Nisarga Builders

Excellent improvement in structured thinking.

Sanjeev Mahendra Mehta, MD-Apranje Estates Ltd.

It was an amazing program with a lot of Insights into different Aspects & Scenario of our industry. A new dimension of thinking and vision of what we do and why we do.

Sandeep Subramanyam, Director-Trendz Developers

Participants of 2016-2017 batch

One of the most important decision of my life to upskill myself, thereby enabling me to think and act bigger and better.

Abhishek Mehta, Director-Urban Tree Infrastructures Pvt. Ltd.

This course has been very meticulously designed to suit one’s business and open mind to think big in turn of organization and corporate style of operation. We are very glad to have be taught by the industry best professors and especially thankful to Prof. P. D. Jose and Prof. Venky for designing such a course and constantly adding small modules which we have represented to be included.

Anil Kumar Muthyala, MD, Vishnu Priya Group

The course was very useful for us to find the voids in organization. Best practice, Tools & Techniques were taught. An excellent program by CREDAI. To make the developers more professional and understand the Industry well.

Bharat Kumar, Director-Sumadhura Infracoin Pvt. Ltd.

Great learning must do for Business Managers and Leaders.

D N Choudary, Director-Cosmo Granites Pvt. Ltd.

Participants of 2015-2016 batch

I was pleasantly surprised at the meticulous way in which issues across aspects of a real state business were addressed. Subjects like succession planning, professionalization, personal improvements, coaching, owner-manager relationships, diversification, finance simplified & even spiritualism were handled in an effective way, keeping in mind the varied age groups across the class. Learnings also came from peers as much as it was from the faculty.

Abhijeet Salkar, MD, Susheela Homes&Properties Pvt. Ltd.

It gave me exposure to world class management practices which can be adopted with ease in our industry. The quality of interaction with professors and with our peers ensured that every aspect being taught has been ingrained in our system and can be adopted in our business.

Ashish Krishnaswamy, Director, Greystone Homes LLP

The course equipped me with a good understanding of the multiple facets of business management. It helped me to understand the big picture & more importantly, encouraged me to ask the right question. It helped to shape my strategic mind set and added a new dimension to the roles i play along the way.

Kishore Jain, Director, Jain Heights and Structures Pvt. Ltd.
Participants of 2013-2014 batch

I was indeed fortunate to attend the 2nd CREDAI IIMB business leadership program. It was an excellent opportunity to understand and appreciate the wide-ranging subjects covered. The entire program structure over 4 months, the committed senior professors, the serenity of residential campus, and a wonderful group of developers across the country made for a fantastic learning environment. I’m sure this program would have been more enriched over the years. Definitely, a not to miss opportunity for developers!!

Najeeb Zackeria, MD, ABAD Builders, Kerala

It was a very useful course and the sessions on negotiation, strategy, economics and finance were very good. Though in competition, the camaraderie was excellent among the participants.

Roshin Mathew, President Engineering, Brigade Group, Bangalore

This was an excellent program. It provided tremendous learning opportunities from the top class faculty, and was extremely well coordinated by Prof Jose and Prof Kumar.

Neville Vaswani, MD, Vaswani Group, Bangalore

Payable from Participant to IIMB

Programme fee per participant is Rs. 5,66,695 inclusive of GST (Rupees Five Lakh Sixty Six Thousand Six Hundred and Ninety Five only) in favour of “Indian Institute of Management, Bangalore”. The fee covers reading materials, training, food and lodging, alumni membership (does not include travel costs).

Payable from Participant to CREDAI

A nominal amount of Rs. 17,700 inclusive of GST (Rupees Seventeen Thousand Seven Hundred only) would be payable to CREDAI towards application processing fee.

HOW TO REGISTER FOR PROGRAMME

Interested participants are required to submit CREDAI’s Participation Declaration Form (provided at the end of the document) to:

Ms. Meenakshi Chopra
Confederation of Real Estate Developers’ Associations of India
CREDAI, PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi-110016
Mob: +91-9911639410, Ph: +92-11-43126200
Email: meenakshi@credai.org ; CC: seema@credai.org

CREDAI will confirm the nomination to you (participant)

The application processing fee to be paid directly to CREDAI at https://credai.org/credai-payment/online-register (Rs. 17,700 inclusive of GST)

CREDAI will confirm your nomination to IIMB

IIMB will send you email providing you the registration and payment link on IIMB website

You need to complete your registration by filling in all the details

Pay 100% fees online on IIMB website (Rs. 5, 66,695 inclusive of GST). Link for payment will be activated *ONLY AFTER* you complete your online registration

You need to complete the payment on *BOTH* CREDAI and IIMB websites to have your seat confirmed in the programme.

The Welcome Letter will be sent by IIMB to all the participants subsequently, on receipt of payment. **Kindly do not make your travel plans until you receive the Welcome letter from IIMB.**

Last date to register with payment completed – 15th September 2018
CREDAI LEADERSHIP TEAM

Mr. Getamber Anand
Chairman, CREDAI

Mr. Jaxay Shah
President, CREDAI

Mr. Satish Magar
President-Elect, CREDAI

Mr. Rohit Raj Modi
Secretary, CREDAI

Mr. A. Balakrishna Hedge
Chairman- Constitution Committee & Addl. Charge IIMB Programme
NAME OF APPLICANT (As mentioned in the Passport) __________________________________________________

NAME OF COMPANY_______________________________________________________________________________

DESIGNATION IN THE COMPANY_____________________________________________________________________

ADDRESS OF THE COMPANY _________________________________________________________________________

_______________________________________________________________________________________________

CITY____________________________________ STATE__________________________________________

MOBILE No._____________________________________ PHONE (off) ________________________________

EMAIL ID _____________________________________________

COMPANY WEBSITE_____________________________________

EDUCATION QUALIFICATION ______________________________________________________________________

YEARS OF EXPERIENCE IN REAL ESTATE BUSINESS _________________________________________________

NAME OF ASSOCIATION TO WHICH THE APPLICANT BELONGS ______________________________________

CITY____________________________________ STATE__________________________________________

PROGRAMME FEE

Payable to IIMB

Rs. 5,66,695/- (Rupees Five Lakh Sixty Six Thousand Six Hundred and Ninety Five only), inclusive of GST, for the IIMB-CREDAI Business Leadership Programme.

Payable to CREDAI

Rs. 17,700/- inclusive of GST (Rupees Seventeen Thousand Seven Hundred only) would be payable to CREDAI towards application processing fee.

DECLARATION: I hereby declare that the information furnished herein above is true to the best of my knowledge.

_____________________________________
Signature of the Applicant
ABOUT IIMB

The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. Established in 1973, IIMB today offers a range of post-graduate and doctoral level courses as well as executive education programmes. With a faculty body from amongst the best universities worldwide, IIMB has emerged as a leader in the area of management research, education and consulting. IIMB’s distinctive feature is its strong focus on leadership and entrepreneurial skills that are necessary to succeed in today’s dynamic business environment. IIMB has around 100 full time faculty members, more than 1200 students across various long duration programmes and nearly 5000 annual Executive Education participants.

The major programmes offered by IIMB:

- 2-year Post Graduate Programme in Management (PGP)
- 1-year Executive Post Graduate Programme in Management (EPGP)
- 2-year weekend Post Graduate Programme in Enterprise Management (PGPEM)
- 1-year Post Graduate Programme in Public Policy & Management (PGPPM)
- Fellow Programme in Management (FPM, doctoral programme)
- Executive Education offerings of short and long-duration programmes through open enrolment or customization, for various levels of experienced professionals across industry, and international programmes
- Faculty Development Programmes for teachers in universities and colleges
- Massive Open Online Courses (MOOCs) to management learners across the globe to create positive social impact using educational technology

IIMB has obtained the European Quality Improvement System (EQUIS) accreditation awarded by the European Foundation for Management Development (EFMD). IIMB has been ranked No. 2 in the India Rankings 2018 in the Management Education category under the National Institutional Ranking Framework (NIRF) by the MHRD. IIMB has been ranked among the Top-70 global schools by the Financial Times Executive Education Rankings 2018 for the fourth year in succession.

ABOUT CREDAI

The Confederation of Real Estate Developers’ Associations of India (CREDAI) is the apex body of Private Real Estate developers in India. CREDAI represents 11940 members across 23 state and 203 cities. In this endeavor, CREDAI interacts with Government, academics and media. In particular, AI partners with the Government in its programme of “Housing for All by 2022. CREDAI promotes fair play and transparency in the business of real estate. In particular, to safeguard the interest of home buyers, the members of CREDAI voluntarily adopt a ‘Code of Conduct’. Consumer Grievance Redressal Forum have been set up to serve as the first port of call for home buyers to register their complaints and have them resolved efficiently and cost-effectively.

Executive Education Programmes
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