Those who say there's no formula, never cracked the code.
**PROGRAMME OBJECTIVES**

The objectives of BLP are to help the participants to achieve a personal and professional transformation towards visionary leadership in their organisations. 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.

Successful completion of this programme will make the participants of BLP eligible to register as Alumni of IIM Bangalore (with a life-time membership fee which is currently Rs.3000/- per participant, payable directly to IIMB Alumni Association).

**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 5 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. Please note that this programme covers a lot of ground in a very short time frame. It is important that the participants attend all the modules to get the most out of the programme. They also must allocate some time in-between the modules to work on assignments and pre-reads.

<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>THEME</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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<tr>
<td>DATE</td>
<td>27 Nov - 1 Dec, 2017</td>
<td>Mod II 2 - 6 January 2018</td>
<td>Mod III 12 - 15 Feb, 2018</td>
<td>5 - 9 March, 2018</td>
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<tr>
<td>CONTENTS</td>
<td>• The strategic context of Business – macro environment and stakeholder expectations</td>
<td>• Functional strategies to leverage resources and strengthen competitive positioning and execution Organizational excellence through integrating functional strategies into a coherent and effective firm strategy. This will include advanced topics in</td>
<td>• Perspectives from different parts of the world – about industry, business and leadership</td>
<td>• Advanced Negotiations • Sustaining Growth through entrepreneurial leadership • Planning and orchestrating Future Transitions in business and family domains</td>
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<td>• Emerging Issues and Challenges for the industry in terms of competition and scope for value creation</td>
<td>• Financial Management • Marketing Excellence • Operational Excellence • People Management, Project and program management Quality management and service excellence</td>
<td>• Joint ventures and strategic alliances • International marketing • Contracts management • Intercultural management • International negotiations • Managing Family Business • International Best Practices in Real Estate Management</td>
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<tr>
<td>ADDITIONAL</td>
<td>• Harvard Business Review articles • Outbound team-building</td>
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<td>INPUTS</td>
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**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 that 3 years can be considered for admission into the program.
Participants of 2015-2016 batch
I was pleasantly surprised at the meticulous way in which issues across aspects of a real estate business were addressed. Subjects like succession planning, professionalisation, 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
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.

Roshni 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

PROGRAMME FEE AND TERMS

• Programme fee per participant is Rs. 5,42,698 inclusive of GST (Rupees Five Lakh Forty Two Thousands Six Hundred and Ninety Eight only) in favour of “Indian Institute of Management, Bangalore”. The fee covers reading materials, training, food and lodging. (does not include travel costs)
• Participants shall enrol for the programme by filling up the enclosed application form alongwith a RTGS/NEFT for the full amount.
• Last date for enrolling is 31.10.2017

A CREDAI Initiative - Please take advantage of the opportunity

Mr. Getamber Anand
Chairman-CREDAI

Mr. Jaxay Shah
President-CREDAI

Mr. Rohit Raj Modi
Secretary-CREDAI

Mr. A. Balakrishna Hedge
Chairman- Constitution Committee
Addl Charge IIMB Programme
The Indian Institute of Management Bangalore (IIMB) has been recognized as the No 1 Business School in Central Asia by Eduniversal, a French Consultancy Group for three consecutive years. IIMB has obtained the European Quality Improvement System (EQUIS) accreditation awarded by the European Foundation for Management Development (EFMD). 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 is fast emerging as a leader in the area of management research, education and consulting. IIMB’s distinctive feature is the strong focus on leadership and entrepreneurial skills that are necessary to succeed in today’s dynamic business environment.

PROGRAMME DIRECTORS

P. D. Jose  
Professor, Corporate Strategy & Policy - IIMB  
• Fellow in Management, IIM Ahmedabad, 1996  
• Post Graduation in Forestry Management (PGDFM), Indian Institute of Forest Management (IIFM), Bhopal, 1990  
• B.Sc. (Physics & Computers), Institute of Science, Mumbai, 1988

K. Kumar  
Professor, NSRCEL - IIMB  
• Fellow in Management, IIM Bangalore, India, 1987-1990  
• Postgraduate Diploma in Management, IIM Bangalore, India, 1979-1981  
• BE in Electronics and Electrical Engineering, Madurai Kamaraj University, Tamil Nadu, India, 1974-1979

Venkatesh  
Professor, Finance & Accounting  
• Chairperson, Real Estate Research Initiative  
• Ph. D. in Finance, University of Southern California  
• Post graduate Diploma in Management (equivalent to MBA), Indian Institute of Management Calcutta  
• Chartered Accountant  
• Cost and Works Accountant  
• Bachelor of Commerce, R.K.M.Vivekananda College, Madras University

Registration Form & Payment to be sent to  
Dinesh Bandella - Manager-CSR  
Confederation of Real Estate Developers' Associations of India  
CREDAI, PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi-110016  
M: +91-8800-721-020, Ph: 011-43126216, 43126200, dinesh@credai.org

Please follow the link to watch video on IIMB-CREDAI Business Leadership Program  
https://www.youtube.com/watch?v=HkxlplHxCxaE
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
A) CITY___________________________________ B) STATE___________________________________

PAYMENT DETAILS __________________________________________________________

KINDLY MAKE YOUR PAYMENTS THROUGH NEFT/RTGS

Bank Account Details: Indian Institute of Management Bangalore

Name of the Bank - State Bank of India, Branch - IIMB Campus, Bangalore, Address - Bangalore 560076

Account No. - 54019812503, Branch Code - 040803, IFSC CODE - SBIN0040803, MICR Code - 560002514

AMOUNTING TO RS 5,42,698/- (Rupees Five Lakh Fourty Two Thousand Six Hundred Ninety Eight only)

PROGRAMME FEE ____________________________________________

Rs 5,42,698/- (Rupees Five Lakh Fourty Two Thousand Six Hundred Ninety Eight only), inclusive of GST, for the IIMB-CREDAI Business Leadership Programme (BLP)

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

__________________________________________
Signature of the Applicant