

GOA INSTITUTE OF MANAGEMENT



How to Compete and Gain Competitive Advantage

February 15-21, 2021



ABOUT **MDPs @ GIM**

The MDPs at GIM provides an intense and transformative learning experience designed to fit the requirements of seasoned mid-career executives. The programmes will equip the participants with various critical capabilities to succeed in an ever-changing global business environment.

Our programmes are designed and delivered to meet the needs of the executives who have the drive to lead innovations, be the champions of change and have the passion for solving complex business challenges. Our programmes are led and facilitated by experienced faculties who share with the participants their research-driven insights and their knowledge of current industry best practices



WHY **THIS PROGRAMME**

Every firm needs to compete in the industry it operates for its own survival. The essence of competition is therefore to create and maintain competitive advantage with respect to competitors. Hence, every manager needs to be equipped with the tools/concepts to understand how market structure shapes competition, anticipate the response of other actors in the industry, respond to competitor's actions and recognise that often an organization's profit depends on the action of other firms in the industry.

PEDAGOGY

The program will be delivered through a mix of lectures cum discussions and cases. At the end, participants will compete in a simulation game and apply their learnings to run a company.



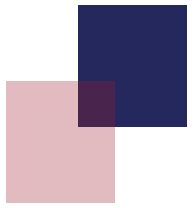
PROSPECTIVE PARTICIPANTS

The program is intended to be beneficial to general managers and middle level managers who have responsibility for the performance of the company or business unit within their company.

LAST DATE FOR NOMINATION

In order to finalize contents and confirmation of speakers, participants need to send their nominations latest by

January 31, 2021.



PROGRAMME COORDINATORS

Prof. Hemant Kumar Padhiari

General Management and Strategy
Goa Institute of Management Goa, India

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How to Compete and Gain Competitive Advantage

Programme Agenda

Day 1: Feb 15, 2021

Time	Topic	Faculty	Venue
08:30 am – 09:00 am	Inauguration of MDP		
09:00 am - 10:30 am	Introduction to Competition and Competitive Advantage	Prof. Hemant	
10:30 am-11:00 am	Tea Break		
11:00 am -12:30 pm	Industry Analysis	Prof. Hemant	
12:30 pm- 02:00 pm	Lunch		
02:00 pm – 03:30 pm	Value Creation and Value Capture	Prof. Hemant	
03:30 pm-04:00 pm	Tea Break		
04:00 pm – 05:30 pm	First Mover Advantage	Prof. Hemant	

Day 2: Feb 16, 2021

Time	Topic	Faculty	Venue
09:00 am - 10:30 am	Positioning	Prof. Hemant	
10:30 am-11:00 am	Tea Break		
11:00 am -12:30 pm	Entry Choices- Entrants Advantage	Prof. Hemant	
12:30 pm- 02:00 pm	Lunch		
02:00 pm – 03:30 pm	Entry Choices- Incumbents Advantage	Prof. Hemant	
03:30 pm-04:00 pm	Tea Break		
04:00 pm – 05:30 pm	Price Competition- Anticipating Rivals Response	Prof. Hemant	

Day 3: Feb 17, 2021

Time	Topic	Faculty	Venue
09:00 am - 10:30 am	Price Competition- Threats and Commitment	Prof. Hemant	
10:30 am-11:00 am	Tea Break		
11:00 am -12:30 pm	Horizontal and Vertical Scope	Prof. Hemant	
12:30 pm- 02:00 pm	Lunch		
02:00 pm – 03:30 pm	Capacity Pre-emption	Prof. Hemant	
03:30 pm-04:00 pm	Tea Break		
04:00 pm – 05:30 pm	New Product Competition	Prof. Hemant	

Day 4: Feb 18, 2021

Time	Topic	Faculty	Venue
09:00 am - 10:30 am	Introduction to Capstone Simulation- Running a company	Prof. Hemant	
10:30 am-11:00 am	Tea Break		
11:00 am -12:30 pm	Familiarising with Capstone Simulation Dashboard	Prof. Hemant	
12:30 pm- 02:00 pm	Lunch		
02:00 pm – 03:30 pm	Practice Round 1	Prof. Hemant	
03:30 pm-04:00 pm	Tea Break		
04:00 pm – 05:30 pm	Practice Round 2	Prof. Hemant	

Day 5: Feb 19, 2021

Time	Topic	Faculty	Venue
09:00 am - 10:30 am	Competition Round 1	Prof. Hemant	
10:30 am-11:00 am	Tea Break		
11:00 am -12:30 pm	Competition Round 2	Prof. Hemant	
12:30 pm- 02:00 pm	Lunch		
02:00 pm – 03:30 pm	Competition Round 3	Prof. Hemant	
03:30 pm-04:00 pm	Tea Break		
04:00 pm – 05:30 pm	Competition Round 4	Prof. Hemant	

Day 6: Feb 20, 2021

Time	Topic	Faculty	Venue
09:00 am - 10:30 am	Debrief and Discussion	Prof. Hemant	
10:30 am-11:00 am	Tea Break		
11:00 am -12:30 pm	Competition Round 5	Prof. Hemant	
12:30 pm- 02:00 pm	Lunch		
02:00 pm – 03:30 pm	Competition Round 6	Prof. Hemant	
03:30 pm-04:00 pm	Tea Break		
04:00 pm – 05:30 pm	Competition Round 7	Prof. Hemant	

Day 7: Feb 21, 2021

Time	Topic	Faculty	Venue
09:00 am - 10:30 am	Competition Round 8	Prof. Hemant	
10:30 am-11:00 am	Tea Break		
11:00 am -12:30 pm	Final Discussion and Analysis	Prof. Hemant	
12:30 pm- 02:00 pm	Lunch		
02:00 pm – 03:30 pm	Reserve Slot		
03:30 pm-04:00 pm			
04:00 pm – 05:30 pm	Reserve Slot		

REGISTRATION FORM

MANAGEMENT DEVELOPMENT PROGRAM

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Goa Institute of Management, Goa

Please fill the form and email to (hemant@gim.ac.in)

Name: _____

(Kindly note, the above mentioned name will be printed on the certificate)

Male: Female: Date of Birth: _____

Designation: _____

Department: _____

Company Name: _____

Work Experience (years): _____

Communication Address: _____

Phone / Mobile number: _____

Email ID: _____

To whom do you Directly Report to? _____

How many employees report to you? _____

Expectations from the Programme: _____

Signature:

Date:

COURSE FEE

- Rs. 25,000 per participant (inclusive of 18% GST)
- The MDP would be delivered in online mode.
- The registration fees are received through NEFT/IMPS.

Following are the bank details:

Bank Account Number: **23611450000016**

Beneficiary Name: Goa Institute of Management

Bank Name: HDFC Bank (Sanquelim Branch)

IFSC Code: **HDFC0002361**

Account Type: Savings Account

