



**Workshop
On
“Business Strategy for Successful Business Legends”**

Topic :	Workshop on “Business Strategy for successful Business Legends” by Mr. A. Sandeep, Dean IIPM , organized for students of MBA and BBA
Date of event :	February 16, 2012
Aim of the Event	<p>"Great CEOs are Great Leaders" who, though not solely responsible, but contribute majorly in the success of any business. The truth is that CEOs are flawed individuals who are operating in a complex and imperfect world...they are intensely driven to achieve and they operate in a marketplace that measures achievement almost wholly in the short term. They confront a world that moves faster than ever before, and really, there is little doubt about their unwieldy organizations that they easily control.</p> <p>Our Institute organized a workshop on Strategic Management and its practical implications and the main objective of this session was to make students understand the concept and learning what all strategies that work or not work to make a business successful. Some of the topics covered were:</p> <ul style="list-style-type: none">➤ Meaning of Strategic Management➤ How CEO of Fortune 500 companies functions?➤ Why CEOs fails?➤ Why the leaders do what they do?➤ Case study - Honda captures the USA market ; CEO Strategy perspective

<p>Description of the event</p>	<p>The Session started with a great zeal to learn both from speaker and audience side. Speaker introduced himself as an Alumni of IIM Lucknow, presently Dean at IIPM and taking subjects of Strategic Management and Mergers and Acquisitions. The speaker initiated his session by interacting with students and asking them leading questions, like- what they understand by the term “Strategic Management”.</p> <p>Students responded with their different opinions such as:</p> <ul style="list-style-type: none">• Making Long Term Goals• Risk Management• Competitive Advantage• SWOT Analysis• Wealth Maximisation <p>Speaker accepted few and corrected others by giving proper jargons to unorganised thoughts of the students. Sir, then went on to explain the term Wealth Maximisation with the help of financial formulas.</p> <p>After healthy discussion over CEOs responsibility in strategic management, the speaker conducted an activity on Case Study where he made small groups of 4-5 in audience and asked them to sit in a form of group and distributed very interesting case study on Honda capturing USA Motor cycle market. He then asked the students to read the case study and to “identify the top 3 Planned strategies that Honda US used to succeed in American Market.” This was a group activity where team have to jot down 3 strategies as a solution to that case study.</p> <p>After a couple of minutes, one student out of every group presented their idea of best strategy and the answers collected were like :</p> <ul style="list-style-type: none">• Ride 50cc in Los Angeles• Targeting Japanese community in Los Angeles• Reinvested cash from selling bikes• Carrying 25% of each product
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- Approaching retailers directly
- Survival strategy etc.

However, at the end, the speaker told the audience that there was not a single planned strategy and then sir went on explaining the case study line by line to justify it in a very impactful, interesting and lucrative manner.

We are sure that this wonderful session will help students to gain insight into Strategic Management as a concept and practice.