



SHRI RAM COLLEGE OF COMMERCE

University of Delhi, Maurice Nagar, Delhi – 110 007
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KAUSHAL SHASHAKTIKARAN CELL SHRI RAM COLLEGE OF COMMERCE

February 26, 2024

NOTICE

REGISTRATION FOR THE CERTIFICATE COURSE

“UNDERSTANDING STRATEGY: STRATEGY & ANALYTICAL FRAMEWORKS FOR CORPORATE STRATEGY AND CONSULTING ROLES”

The Kaushal Shashaktikaran Cell of Shri Ram College of Commerce is pleased to announce the commencement of the course titled “**Understanding Strategy: Strategy & Analytical Frameworks for Corporate Strategy and Consulting Roles**”. This course equips students with the skills to analyze case studies, enabling them to develop strategic solutions and make informed decisions in real-world corporate scenarios.

Course Details:

Course Fee:	₹6,195 for SRCC students, ₹6,490 for SRCC Alumni and students from other Delhi University colleges ₹6,785 for others (Working Professionals)
Duration:	16 hrs(8 sessions x 2 hours each)
Mode:	Offline at SRCC Campus

Interested students can apply by filling up the registration form latest by March 04, 2024.

Registration link: <https://forms.gle/H1kHrj1J2DYP6Hrx9>

Please refer to the general guidelines and faculty profile as attached.

For any inquiries, please mail to: ksc@srcc.du.ac.in

Ms. Ruchika Choudhary
Co-Convenor

Prof. Aruna Jha
Convenor

Prof. Simrit Kaur
Principal

PROFILE OF THE FACULTY

Sidharth Balakrishna has over 19 years' corporate experience in senior management roles. He holds an MBA from the Indian Institute of Management (IIM) Calcutta and an Economics degree from the Shri Ram College of Commerce (SRCC). His corporate experience includes the media & entertainment, artificial intelligence, energy, supply chain, renewables and education sectors. He has been an Executive Board Director and Chief Strategy & Innovation Officer at one of India's largest conglomerates; and been employed with major oil and gas firms such as Royal Dutch Shell and Management Consultants such as KPMG and Accenture. He has authored 6 books, published by Pearson and SAGE; and numerous articles for the popular press including for the London School of Economics' (LSE), the Economic Times, the Hindu-Business Line etc. He mentors startups with MIT, Boston, USA as well as Mass Challenge Boston, New York, Texas & Tel Aviv, Israel. He is an Adjunct Faculty at a number of top management institutes including IIM Indore, IIM Calcutta, FMS, SRCC-GBO and has presented papers in over a dozen countries from London to Mozambique. He has also delivered over 200 training sessions for corporate executives including to senior management at Adani, Petronas, Trident, Greaves, Petronet LNG, Omega, RBI officials etc.

GENERAL GUIDELINES

1. Registrations are invited from students studying in Shri Ram College of Commerce and other colleges affiliated to University of Delhi only.
2. Maximum number of seats is 45. Candidates shall be shortlisted on merit basis in case of excess applications are received. Minimum 20 successful registrations are required in the course and without minimum registrations, the course shall not be commenced and fee received shall be refunded.
3. The selected candidates will be required to pay the fee in full upon confirmation of their selection. Fee shall be received in online-mode only. The fee once paid shall not be refundable or transferable.
4. On the commencement of the course, it is mandatory for the students to attend all the classes pertaining to the course. University Guidelines regarding minimum attendance shall be applicable for appearing in Final Examination.
5. The total duration of the course shall be 16 hours.
6. The classes shall be scheduled from 4:00 PM to 6:00 PM and twice a week. If required, classes may be conducted on Sunday and public holiday as well.
7. The classes will be conducted in offline mode. Some classes may be conducted in online mode but not more than 1/3rd of the total classes shall be conducted in online mode.
8. The college reserves the right to revoke the admission of any student found in any act of indiscipline, misbehaving with peers and staff or damaging the college property.

Certification of the Course

Certificate of the course shall be awarded by the Shri Ram College of Commerce.

Admission Process:

1. Interested students may apply for the course by filling the registration form shared through Google Form link in this notice and deposit the fee in online mode as per the instructions. (Link can also be accessed in Announcement Section of SRCC website)
2. The names of the provisionally selected students with waiting list will be put up in a notice on the college website. Provisionally selected students will also receive a mail from ksc@srcc.du.ac.in
3. A final selection list will be prepared and published on the college website before the commencement of classes.

Tentative Timeline

Registration Opens: 26th February, 2024

Registration Closes: 4th March, 2024

Announcement of Merit List: 5th March, 2024

Commencement of Classes: From 2nd Week of March, 2024

Merit-Cum-Need Scholarship

In order to support economically weaker section students, Merit-cum-Need based scholarships are offered in the form of 50% fee waiver to 10 percent students of total batch size. This scholarship shall be given in the form of refund after completing the course. **Only students enrolled in SRCC for a UG/PG course are eligible to apply for this.**

The applications for the scholarships will be invited after commencement of the course and eligible students may apply for this by submitting the soft copies of their relevant certificates.

Details of the session

Session 1	Understanding Strategy and Business Models 4 Fundamental questions to frame a company's Strategy Defining the Problem Statement using a Strategic approach and Design Thinking
Session 2	Using Strategy and Analytical frameworks for corporate Strategy and Case Study analysis-I Constructing Strategy Maps Using SWOT and Ansoff matrices to frame strategy
Session 3	Using Strategy and Analytical frameworks for corporate Strategy and Case Study analysis-II Diversification matrices
Session 4	Problem Solving skills Separating problems from their symptoms Value Chain Analysis Root Cause analysis: Using Ishikawa diagrams Decision Making for AirTel Decision Making for Apple Case: Ed tech industry case

Session 5	"Storytelling with data" Using data to be analytical Using an analytical approach while making Power Point presentations Case: Telecom industry churn Case: Retail stocking
Session 6	Competitive Strategy Game Theory Case: Uber Case: Amazon vs Flipkart