



GRG CENTRE FOR ADVANCED STUDIES, COIMBATORE

**ONE-DAY PROGRAMME ON  
'MANAGEMENT IN A CHANGING BUSINESS ENVIRONMENT'**

**Preamble**

The world around us has changed dramatically over the past two decades. Changes in demography, information and communication technology, geo-political boundaries, leadership styles, and political ideologies have compelled businesses to seek newer methods of doing business. Business models have changed. Perspectives on business strategy have changed. Globalisation has made it imperative for businesses to become acutely competitive, agile, and pro-active. Management of organisation has necessitated adoption of innovative approaches.

Among all these changes, some of the ones that have had a greater impact than others on business would easily be changes in demography, changes in information and communication technology, and globalisation.

The uncertainty, ambiguity, complexity, and volatility obtaining in the environment that surrounds business demand a different approach to our conventional theories and practice of management.

This programme aims to address the changes in the business environment, the resultant challenges for leadership, and possible approaches in management that could be adopted.

**Programme Coverage**

This programme will cover the following

- What constitutes business environment?
- What are the changes in the business environment?
- How do these changes impact businesses?
- What could be the outcome of the impact on businesses?
- What are the expectations from today's manager as a leader?
- What would be the attributes of a successful business leader today?
- How can such attributes be developed or nurtured in organisations?
- What can we foresee for the managers of tomorrow?

## Methodology

The learning will be facilitated through brief lectures, discussion on cases, participant exercises, sharing of experiences, and stories.

## Participant Profile

The programme is designed for middle and senior level executives who are involved in strategic decision-making for their organisations.

## Where and When?

Venue: GRG Centre for Advanced Studies, Peelamedu, Coimbatore  
Time: 9.30 am to 4.30 pm

## Investment

The investment per participant is INR 2,250/-, exclusive of applicable taxes (currently GST 18%); this covers the programme kit, working lunch, refreshments, and other incidentals.

3 or more participants from the same organisation may avail a discount of INR 200/- per participant.

Payment to be made in favour of 'GRG Education Services', payable at Coimbatore [GSTIN: 33AAMFS4394M1ZJ]

## Registration

Please call or write to Dr Vandana Madhavkumar (7540089111/ vandana@grgcas.com) or to the Programme Office at programmes@grgcas.com

Last date for registration is 7 days before the date of the programme

## Programme Facilitator



**Prof. Balasubramanian** is currently the Director of GRG Centre for Advanced Studies, Coimbatore. He was earlier the Director of GRG School of Management Studies. He is a Graduate in Mechanical Engineering from the University of Madras and holds PG Diploma in Management (MBA) from IIM Calcutta. He is a certified Accredited Management Teacher from AIMA and a qualified administrator and interpreter of the MBTI.

He has 30 years of experience in industry - private and public sector - in India and abroad. He has worked in some of the most respected companies in India and abroad including Larsen & Toubro, BHEL, Parry & Company, and Wartsila Corporation - in senior executive positions.

Prof. Balasubramanian joined the academia in 1999/2000. He is actively involved in management education, training, and consulting. Before joining GRG in February 2007, he was a Professor at T.A. Pai Management Institute, Manipal (TAPMI).

His academic interests are in the fields of *Business Leadership and Strategy, Values and Vision*. He has conducted successful and highly rated training programmes for a large number of organizations. He is a mentor to senior executives in some organisations, including Titan Industries, Bangalore.

He is the author of a widely acclaimed book titled “*The Art of Business Leadership: Indian Experiences*” (New Delhi: Sage Publications, 2007).

**For assistance in registration and further details:**

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