

Learn Today **Lead** Tomorrow

Certificate Program in
**Strategic Management &
Business Essentials**

In collaboration with



Leadership Profile



"Hero Vired and INSEAD have collaborated to create a strategic management program that will not only provide our learners with conceptual knowledge of core business functions but hands-on learning of strategies necessary to make them successful leaders."

This program integrates principles from several business areas, with a strong emphasis on strategy, to prepare learners for high impact leadership positions."

Akshay Munjal

Founder & CEO,
Hero Vired



"India is an important market for us, and we see immense potential in the country's business executives and leaders. Our mission at INSEAD is to teach, encourage, and inspire leaders who will make their organizations more productive and efficient,"

Sameer Hasija

Dean of Executive Education, and
Professor of Technology & Operations Management,
INSEAD

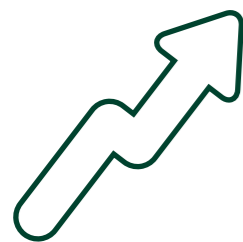
About the Program

INSEAD's Strategic Management and Business Essentials Program is designed to provide participants with the knowledge and skills necessary to **lead, innovate, influence, and strategize** in the constantly evolving global business environment. This program is designed for professionals who are looking to advance their careers and make a meaningful impact in the business world.

One of the key benefits of this program is that it provides participants with a comprehensive understanding of how to develop and execute successful business strategies. You will **learn** how to identify key trends and opportunities in the industry and develop **strategies** that enable you to stay ahead of the curve.

In addition to strategy development, the program also focuses on enhancing **leadership** skills. Participants will learn how to **lead teams, communicate** effectively, and **build** strong relationships with stakeholders.

Finally, you will learn how to build and **manage** relationships, **negotiate** effectively, and **influence** stakeholders to gain support for their ideas and initiatives. These skills are essential for driving change and achieving strategic objectives, especially in large organizations where collaboration and buy-in are critical.



Lead



Innovate



Influence



Strategize



Curriculum Highlights

CORE INSEAD MODULES

Design Thinking

Catalyzes the beginning of a process that culminates in 'Design Thinking,' which is a human-centered approach to innovation that integrates needs of people, the possibilities of technology and the requirements of business success.



Branding

This module incorporates the understanding of the value chain of 'Branding' which spans across creating, communicating, delivering and optimizing the value proposition.



Influencing without Authority

This module provides participants the opportunity to test their leadership skills and influence without authority in a computer-simulated organization.



Blue Ocean Strategy

This interactive module looks at how managers can systematically search for and identify innovative opportunities for business using Blue Ocean Strategy tools, frameworks, and methodologies.



Business Simulation

In this module, you will have the opportunity to apply what you learn in an engaging LiveCase experiential simulation.



CORE INDUSTRY MODULES

Applied Economics and Finance

This module helps with the understanding of essential macroeconomic concepts and producer/consumer theories. It will develop an understanding of core finance concepts, financial statements, working capital, capital expenditure, and risk management.



Marketing

Learn about consumer insight and developing marketing strategy; the 4 Ps, value proposition, customer segmentation, pricing strategy, and formulating optimal go-to-market strategies.



Applied Design Thinking

Apply design thinking concepts and frameworks to introduce/improve products/services and solve real problems.



Leading Self, Teams and Organizations

Using real-world case studies, this module will expose you to the various leadership challenges one faces in business and in career as one grows. It will develop reflective insight about leading self, leading teams, and leading change and transformation in organizations.



Business Strategy and Strategic Thinking

This module demystifies strategy. It explains the application of the five forces that shape strategy, how companies create competitive advantage and that strategy is about choices and trade-offs. Various case studies will be used to expose you to diverse business situations and help you learn how strategies are developed and executed.



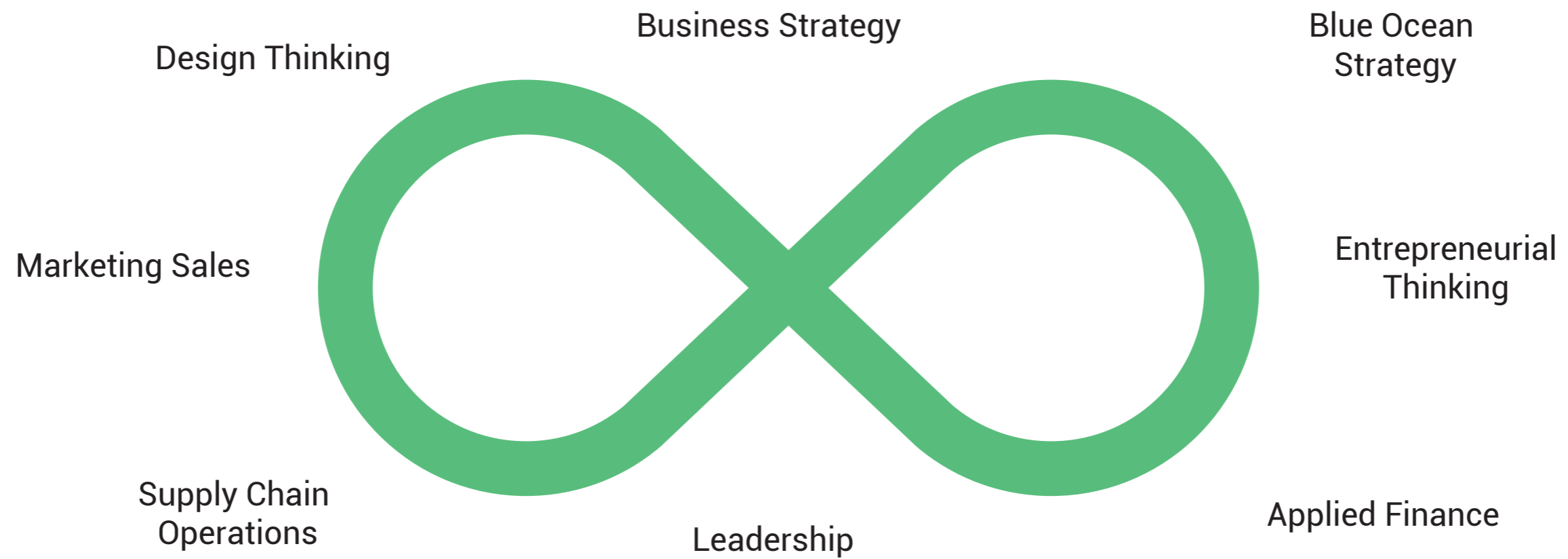
Supply Chain, Operations and Logistics

This module develops capability around solving various supply chain challenges; application of inventory management and designing effective supply chain networks.



Program Duration	Hero Vired Live Teaching	INSEAD Live Teaching	Hands-on Workshops and Masterclasses
6 Months	20 Hours	20 Hours	100+ Hours
Self-Paced	Live Teaching	Total Effort (Learning Hours + Self-Work)	Total Weekly Commitment
2-3 Hours per week	6-8 Hours per week	200+ Hours	8-10 Hours

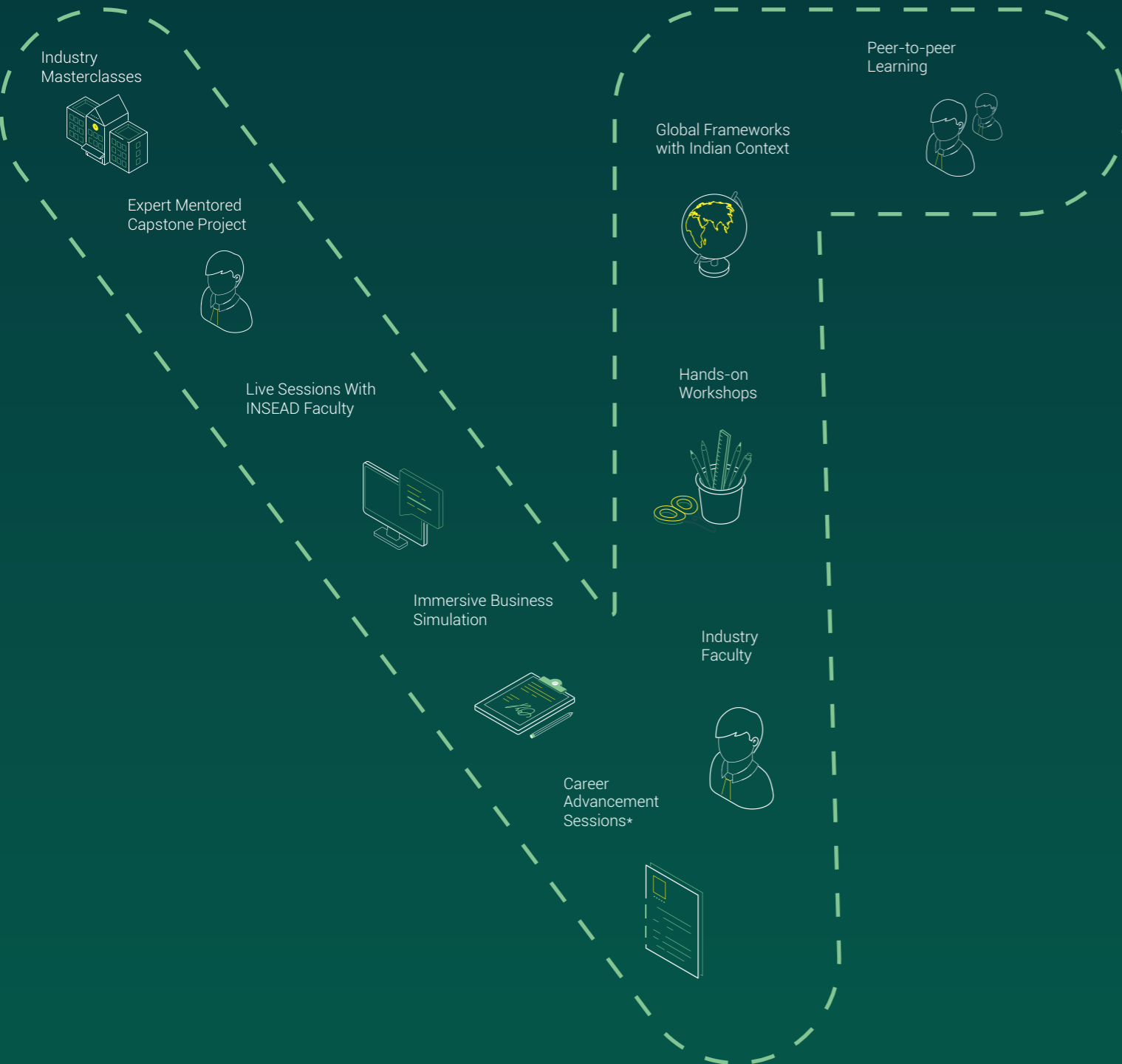
Program Capstone Project



SMBE Project enables learners to apply their new learnings to their business challenges and or their entrepreneurial ideas. They practice growth mindset, connect the dots by solving real business problems and present these applied learnings to all in cohort in the final group learning weekend.

Program Benefits

The program offers robust research-based and practically tested frameworks which will equip learners to make important business decisions.

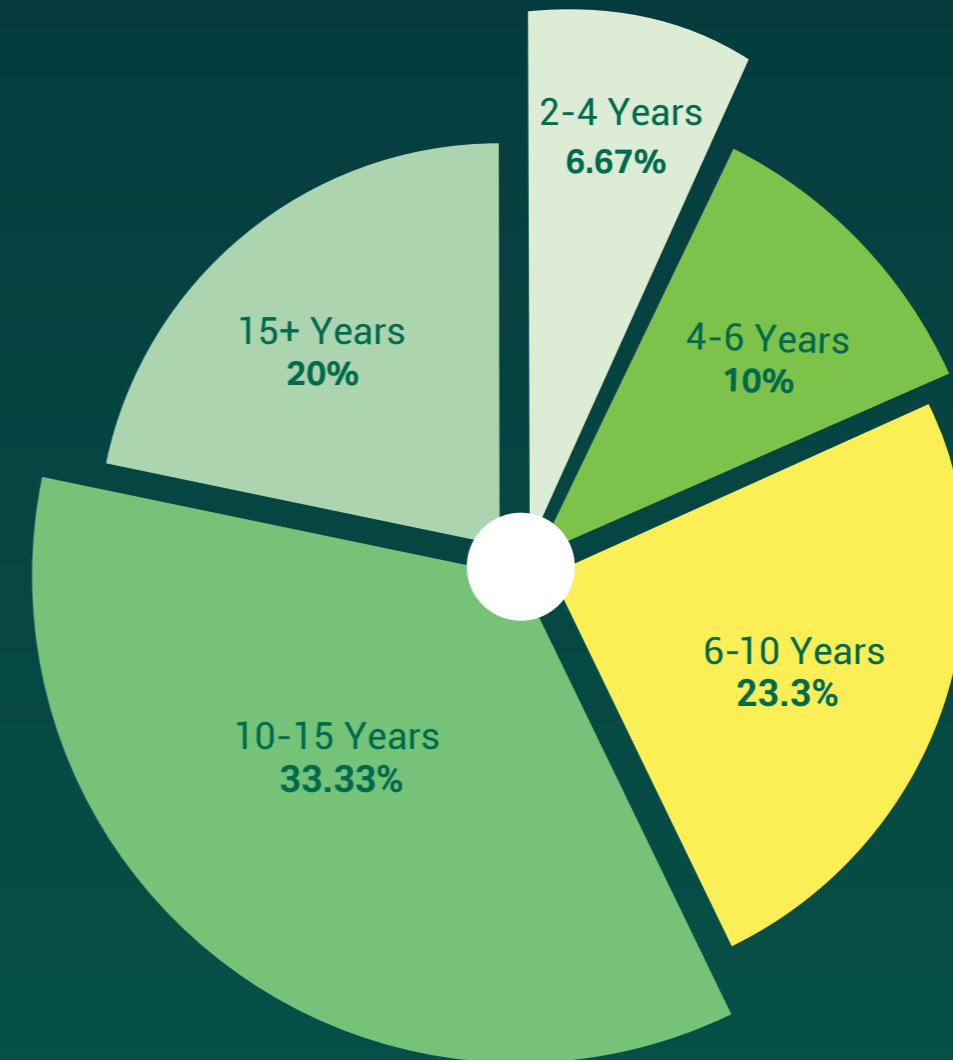


*All career service-related components of the program are managed by Hero Vired.

Participant Profile

Work Experience of Learners

The average work experience of learners is approx 12 years.



Cohort includes learners in roles in companies such as

- Samsung
- Britania
- TATA Consultancy Services
- Cigna
- Ceratzit
- IBM
- HDFC Ergo
- Udan

INSEAD Faculty



Branding, Customer Focus, Communication Strategy, Consumer Behaviour and International Marketing Strategy

Amitava Chattopadhyay is a Professor of Marketing, the GlaxoSmithKline Chaired Professor of Corporate Innovation and Marketing Area Chair at INSEAD.



Amitava Chattopadhyay



Strategy, venture capital (VC), innovation and entrepreneurship

Antoine Duvauchelle is an entrepreneur and Lecturer at INSEAD. He is co-founder of LiveCase, an educational technology business creating next generation gaming and simulation products for education and training.



Antoine Duvachelle



Leadership, Creativity, Influence, Change, Communication, Organisational Behaviour, Groups & Teams and General Management

Dr. Thomas Mannarelli joined the Organisational Behaviour area at INSEAD in 1997 and specializes in issues related to creativity, innovation and leadership in organizations.



Thomas Mannarelli



Professor of Strategy Chair, Strategy Area

He is a Professor of Strategy and the John H Loudon Chair of International Management at INSEAD. At INSEAD, he teaches and directs Executive Education programmes on competitive, collaborative, and Blue Ocean Strategy.



Andrew Shipilov



Professor of Technology and Operations Management Chair, Technology and Operations Management

Manuel E. Sosa is the Director of the Heinrich and Esther Baumann–Steiner Fund for Creativity and Business at INSEAD. His professional experience includes systems engineering in the petrochemical industry and development and deployment of computer-aided engineering software applications.



Mannuel Sosa

Key Industry Experts



Strategy, Operations, Growth, Restructuring, Turnaround, M&A, Change Management and Consulting

He is a qualified Chartered Accountant (CA) and holds an Executive MBA from ISB (Indian School of Business). He has over 27 years of professional experience across business consulting, manufacturing, and service industries.



Rajiv Bajaj



Inventory Management , Logistics & Distribution , Capacity Planning And Purchasing & Scheduling

Logistics and Supply Chain professional with 34 years of corporate experience in the functional areas of Purchasing, Scheduling, Inventory Management, Forecasting and Distribution in different industries across India & Asia-Pacific regions.



Shyam Ramamurthy



Marketing Sales in diverse industries, FMCG, Ecommerce, B2C

Soumita has over 15 yrs rich experience, across B2C Sales & Marketing. She leads career and industry readiness preparedness & career coaching at Hero Vired across programs.



Soumita Mukherjee



Corporate Communication, Analytical Skills, Lecturing, Academic Pedagogy, Business Strategy

A strategy professional with over 18 years of experience in research and consulting domains. Has previous experience of leading offshore delivery teams and servicing global clients.



Ranjan K

About INSEAD

With their MBA program being recently ranked #2 in the world by the Financial Times Global MBA Rankings 2023, INSEAD is one of the world's leading and largest graduate business schools and offers participants a truly global educational experience. With locations in Europe (France), Asia (Singapore), the Middle East (Abu Dhabi) and North America (San Francisco) and alliances with top institutions, INSEAD's business education and research spans the globe. Our 165 renowned faculty members from 42 countries inspire more than 1,500 students in our degree and PhD programmes. In addition, more than 11,000 executives participate in INSEAD's executive education programmes each year.



Certification

On the successful completion of this program, you will be eligible for certification*



*Certificates are indicative and are subject to change

Learner Testimonials

I enrolled in the program because of the name value of the Hero Group and the collaboration with one of the greatest management institutes, INSEAD. The curriculum was cutting-edge and had modules like Design Thinking and Blue Ocean Strategy that were taught in an elaborate manner. These topics are highly relevant in the current world and will help me to stay ahead in my field.

Anil Kumar

Strategic Management and Business Essentials



I feel that the program has given me the confidence and knowledge to transition into the field of management. The program structure was very well thought out and the curriculum was up-to-date with the latest industry trends. The faculty members were highly knowledgeable and were able to provide valuable insights that helped me to understand the concepts better.

Pavni

Strategic Management and Business Essentials



I was looking for a course in management with a reputed institution to upgrade myself. While I evaluated multiple options available in the market, I stumbled upon Hero Vired's Strategic Management Program from INSEAD. Post detailed conversation with the team and being fully convinced with the offering at Hero Vired, I signed up for the same.

The learning curve has been exponential. The hand-on approach & the use of industry relevant case studies has been immensely helpful in building my thought process. We had world-class faculty from INSEAD delivering lectures on key topics like design thinking, innovation, entrepreneurship, and strategy through a discussion-based approach. The learnings have been instrumental in delivering outstanding performance at my job! Overall, I have had a terrific journey and a truly immersive experience with this program.

Bhumit Patel

Strategic Management and Business Essentials



Having worked in the corporate sector for a number of years, I was looking to upgrade my skills. I wanted to upgrade my knowledge of traditional means of doing business to what is current especially on an international scale.

This is where I discovered Hero Vired and INSEAD's Certificate Program in Strategic Management and Business Essentials. INSEAD is a global University which gave me international exposure.

Pradhuman Singh

Strategic Management and Business Essentials



Why Vired?

Hero Vired offers a premium learning experience with industry relevant programs and world class partnerships, to create the change makers of tomorrow. With a goal to make learning a continuous endeavour, Vired offers a holistic experience that is applied, real-time and engaging. At Hero Vired, we believe everyone is made for big things. With the experience, knowledge and expertise of the Hero Group, Hero Vired is on a mission to change the way we learn.



VIL – Vired Integrated Learning

Comprehensive professional development through measurable transformation



VIR - Vired Industry Ready

'Industry relevant focus' from the industry, of the industry, for the industry



Vired – Vired Personalized Training

Personalized & high-engagement learning experience



Vired Access

Premium international learning experiences



Vired Globally

Recognized certificate from the world's renowned institutions

The Hero group in education

The Hero Group has made significant contributions in the field of K12, medical education and higher education.

IN PRIMARY AND HIGHER SECONDARY EDUCATION



Raman Munjal Vidya Mandir



BCM Chain of Schools



Green Meadows School

IN HIGHER EDUCATION



ISB Founding Members



BML Munjal University



Dayanand Medical College & Hospital

The Hero story

The Hero Group is one of the **leading business conglomerates in the world**. The company saw its humble beginning in 1956 when the four Munjal brothers migrated to Ludhiana from Kamalia (now in Pakistan). As first-generation entrepreneurs, they started out by manufacturing bicycle components and then rapidly expanding the business. From there, they continued their growth story by diversifying and deepening their expertise across domains.

Today, the **US \$5 billion diversified Hero Group** is a conglomerate of Indian companies **with primary interests and operations in automotive manufacturing, financing, renewable energy, electronics and education**.



#getvired

Want more information on the program?

Reach us at 1800 309 3939 | Visit us at www.herovired.com