AMITY INSTITUTE OF COMPETITIVE INTELLIGENCE & STRATEGIC MANAGEMENT

‘Where modernity blends with tradition’
“Businesses will learn that their greatest assets are the sharp minds of their employees, their analyzing skills and their ability to make effective decisions. Competitive Intelligence is still in its formative stages of evolution. The more obvious techniques have been codified but new developments are constantly taking place.”

- Dr. Ashok K Chauhan
MBA in Competitive Intelligence and Strategic Management
(with additional specialisation in Marketing and Sales)
WHY CI & SM?

• Competition is growing like never before, so is the requirement for Competitive Intelligence in business

• Right strategy at the right time is the only solution to survive in today’s competitive and dynamic business environment

• Understanding the market space and market place to win with optimum resource utilization is the key
WHAT is CI?

Study of *internal* and *external* intelligence about markets, competencies, products, processes, suppliers, competitors or any aspect of *business environment* to gain an *edge over competition*. 
• Competitive Intelligence will be of no use if the right strategies are not applied at the right time.

• A blend of Competitive Intelligence and Strategic Management enables a business to achieve competitive advantage.

• Business strategy is moving from adaptive to transformative. In today’s business environment unless transformative strategies are formulated and implemented, a business cannot excel.
During this program, students develop a **cross – functional mindset** to come out with unique solutions to problems.

The Program begins with the **basics** and fundamentals of Competitive Intelligence function, tools and methods and gradually moves to the **advanced level**. It is very user friendly and students from **any background** can excel in this field.

Our students are exposed to analytics but only the **same level of Mathematics** of any other General MBA Program is required.

Our program covers extensive Business War games in the final year. The games are played to apply strategies in **dynamic business scenarios**.

**BENEFITS OVER OTHER SPECIALISATIONS**
Collaboration with EISTI, France

- AICISM has a collaboration with Mastérs Specialisé en Intelligence Economique, an institution of Ecole Internationale Des Sciences du Traitement de l’information (EISTI) of France.

- The collaboration enables selected students to spend a semester in France with EISTI at no additional cost under the student exchange program.
SCOPE

• Opportunities in the field of CI & SM are spread across all functions/disciplines.

• The program is designed to mould successful entrepreneurs as well as business professionals.

• CI & SM graduands can also pursue their career as analysts, researchers or core CI consultants and grow into core corporate strategy function.

• As the program offers additional specialization in marketing and sales, opportunities are open in the core marketing front as well.
Career options after an MBA in CI & SM

- Consultants
- Entrepreneurs
- Market Researchers
- Business Analysts
- National and corporate level think tanks
- Social Media Managers
- Public Relations and Image Consultants
- Head Hunters

MBA (CI&SM)
OUR ALUMNI ARE PLACED AT..
For details contact:

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