

MANAGEMENT DEVELOPMENT PROGRAMMES



**INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR**

Shaping global leaders for tomorrow

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International Management Institute (IMI), Bhubaneswar commenced classes for the first batch of PGDM (Post Graduate Diploma in Business Management) approved by AICTE in August 2011. IMI campus at Bhubaneswar is dedicated to develop socially sensitive, ethical, value adding leaders and organizations through relevant teaching, research, training and consulting that serve stakeholders' interests.

IMI Bhubaneswar has world-class infrastructure at its new, fully residential 16 acre campus, designed by an internationally renowned architect. The aesthetically designed exteriors, wide open spaces and large well-appointed classrooms, syndicate rooms, multi-use auditoriums, state-of-the-art Library & Computer Centre and self-sufficient MDP Centre with AC Lecture and Seminar Halls are truly the hallmark of the new campus. In short, with cutting-edge technology blending effortlessly with serene and verdant surroundings, the ambience at IMI Bhubaneswar is truly outstanding and highly conducive for learning.

Management Development Programmes

IMI Bhubaneswar conducts a variety of executive training and development programmes for all levels of management. These initiatives are based on the needs of the industry and combine concepts with practical inputs to equip participants with cutting edge expertise to help them excel in their roles in their respective organizations and the society at large.

These MDPs are offered in various functional and cross functional managerial disciplines and expose trainees to the global best practices in these areas. The focus of these programmes is to engage participants in a facilitating environment to enable them to open up and learn in a participative setting. Each session is an experience in excellence.

The programmes are offered in the following two broad categories:

Customized In-Company Programs (ICPs):

ICPs are designed basically on requests from a large number of companies - both from the Public and the Private Sector to design and deliver specific modules exclusively for their employees.

Open MDPs:

IMI Bhubaneswar annually develops a MDP calendar based on industry needs and various functional areas of management.

We are happy to present our MDP offerings in detail and invite your organization to make use of these uniquely designed programmes.

SNAPSHOT OF CURRENT MDP OFFERINGS AT IMI BHUBANESWAR



S. NO	PROGRAMME TITLE	AREA
1	Linking Corporate Governance to Enterprise Risk Management	CSR
2	CSR and Sustainability: New Mantras for Corporate Strategy	CSR
3	Strategic Analysis for Competitive Advantage	STRATEGY
4	Creating High Performance Teams	HR
5	Leadership Excellence	HR
6	Emotional Intelligence - A key to managing Interpersonal Relations	HR
7	Key Strategies for enhancing EQ	HR
8	Gender Sensitization & Sexual Harassment at Workplace	HR
9	Legal Aspects of Industrial Relations	HR
10	Managing Redundancy – The Legal and HR Framework	HR
11	Managing Contract Labor	HR

12	Building a culture for Organizational Excellence : An Indian Insight	HR
13	Customer Service Strategy: Value Creation, Loyalty and Excellence	MARKETING
14	Advanced Data Analysis for Marketing Decisions	MARKETING
15	Marketing for Non-Marketing Professionals	MARKETING
16	Customer Relationship Management	MARKETING
17	Certificate course in Sales and Marketing	MARKETING
18	Finance for Non-Finance Executives	FINANCE
19	Financial Statement Analysis for Value Creation	FINANCE
20	Overview of Risk Management	FINANCE
21	Excel as a tool for Business Decision Making	IT
22	Introduction to ERP using SAP	IT
23	Business Analytics for Value Creation	IT

IMI Bhubaneswar aims at continuous excellence and in line with this endeavor adds various MDPs to its bouquet of offerings. In addition to the above MDPs, IMI Bhubaneswar also plans to offer the following MDPs in the near future:

S.NO.	PROGRAMME TITLE	AREA
1	Management Accounting & Finance	FINANCE
2	Management and Land Acquisition, Resettlement & Rehabilitation	FINANCE
3	General Management Programme For Functional Executives	GENERAL MANAGEMENT
4	School Management & Leadership Programme	GENERAL MANAGEMENT
5	Advanced Management Programme	GENERAL MANAGEMENT
6	Leading & Managing Change through Effective Leadership	HR
7	HRM for Line Managers	HR
8	Trade Union Management	HR
9	Negotiation Skills	HR
10	Outbound Training for Team Building	HR
11	Benefits & Challenges of Implementing Cloud Based Enterprise Solutions	IT
12	Project Management Skills	OPERATIONS
13	Supply Chain Management	OPERATIONS
14	Communication Excellence	MARKETING



OBJECTIVE(S)

The program is to provide a sound understanding of CSR and its linkages with various business related issues including sustainability and governance. It will also deal with formulation and implementation of effective CSR initiatives. Concern for responsible business behavior with a focus on sustainability, governance and social responsibility are increasingly viewed as essential to running effective business organizations. Particularly after the formulation and implementation of Companies Act, 2013, companies operating in India have started seriously viewing at such issues. In this context, it is very important to have a clear understanding of CSR, where it should get a place in the organization's strategy and the value chain, how it can be linked with Sustainability and Corporate Governance and so on. The two day training will focus on these issues through live discussions, experience sharing, case discussion and much more.

CONTENT

MDP includes theory and practice on these topics:

- Business Case for Responsibility
- Stakeholder Engagement
- Collaboration Strategy
- Strategic CSR
- Sustainability & CSR
- Corporate Governance

PEDAGOGY

- Primarily based on interactive & participatory approach.
- Combination of lectures, cases, experiential learning, exercises, group work, and field trip.
- Selective modules supplemented by industry experts to enhance value delivery.

FOR WHOM

Business Executives (at various levels) working in business organizations.

DURATION

2-day programme (Residential/Non-Residential)

OBJECTIVE(S)

The objective of the program is to provide a sound understanding of CSR and its linkages with various business related issues including sustainability and governance. It will also deal with formulation and implementation of effective CSR initiatives.

CONTENT

MDP includes theory and practice on these topics:

- Understanding CSR & Sustainability
- Exploring contemporary challenges of CSR & Sustainability
- Integrating social responsibility into corporate strategy for sustainable business
- Benchmarking with international practices
- Lectures, Audio visual Presentation, Group Discussions and Case Studies

PEDAGOGY

- Primarily based on Interactive & participatory approach.
- Combination of lectures, cases, experiential learning, exercises, group work, and field trip.
- Selective modules supplemented by industry experts to enhance value delivery.

FOR WHOM

Business executives (at various levels) working in business organizations.

DURATION

2-day programme (Residential/Non-Residential)

OBJECTIVE(S)

In a fiercely competitive market scenario, strategic decision making is critical for a firm's success. In a globalized market environment, its significance is even greater with far reaching consequences on growth and profitability of any firm. To develop effective strategies, managers have to constantly analyze their competitors' moves and assess their resources and competencies in the fast changing business context. This programme aims to develop in the participants a good understanding of the important analytical techniques used for strategy formulation in companies and their applicability in different contexts to enable them to become effective decision makers in their organization.

CONTENT

The MDP will include analytical, behavioral and creative aspects of strategy formulation and implementation at the organizational level. The key areas to be covered are:

- Strategic Fit to Strategic Intent
- Environment, Industry and Competitive Analysis
- Stakeholder Management Strategy
- Generic strategies -Low Cost Vs Differentiation
- Financial Analysis for Competitive Advantage
- Analyzing Strategy at Business / Functional Levels
- Generating and Sustaining Competitive Advantage at the business level

PEDAGOGY

The programme will use some exemplary strategy cases and the faculty will deliver the programme through a mix of lectures, discussions, role plays, group exercises to cover the broad areas. Participants will be required to read and analyze the study materials in advance for effective discussion and learning during the MDP.

FOR WHOM

This programme is specially designed for:

- Middle-level Managers
- Heads of Divisions / Functions and Owner Manager

DURATION

2-day programme (Residential/Non-Residential)

CREATING HIGH PERFORMANCE TEAMS

OBJECTIVE(S)

Effectiveness of organizations depends on team-work at different levels, particularly at the higher levels of organizational hierarchy. While success of any organization requires the contribution of talented and highly competent individuals, sustained and long term success can be built only on the foundation of good team-work.

While it is important that each team functions effectively, co-operation and collaboration between various teams within the organization is a pre-requisite for its success. Therefore, effective team-work within an organization demands an appropriate style of leadership and development of mutual trust and inter-personal relations. The programme prepares the participants to develop the leadership capability to lead high performing teams.

CONTENT

MDP includes theory and practice on these topics:

- Understanding self
- Leadership traits and skills
- Building high performance teams
- Guidelines for team building
- Managing conflict effectively
- Effective communication

PEDAGOGY

The course uses participative discussion, cases and practical assignments to achieve the learning objective. Participants are encouraged to bring their problems to the course with an objective to learn through discussions and experience sharing.

FOR WHOM

This is a “fundamental” programme specially designed for:

- Middle-level Managers
- Heads of Divisions / Functions and Owner Manager

DURATION

2-day programme (Residential/Non-Residential)

OBJECTIVE(S)

The objective of the training programme is to enable the participants enhance their effectiveness and lead implementation of new initiatives in their work place, in the wake of an evolving business environment. The curriculum for the programme has been created to meet the needs of executives and other young managers. The major part of the curriculum is designed to cover a broad range of functional areas including - Negotiation Skills, Inter-personal Skills, People Management and Soft Skills, Managing Teams, Finance for Non-Finance Executives, Communication and Motivation. The participants may have limited experience or may need to sharpen their skills in the wake of extremely competitive market scenarios. The curriculum is also designed to enhance each participant's strategic thinking, leadership and interpersonal skills in order to help him/her to be more effective manager and team player.

CONTENT

MDP includes theory and practice on these topics:

- New reality for today's organizations
- Building leadership potential and skills
- Participative leadership, delegation and empowerment
- Emotional Intelligence
- Leading change in organizations
- Level five leadership
- Managing Conflict
- Leadership and Motivation

PEDAGOGY

A combination of lectures, experiential learning, group discussions, exercises and case studies.

FOR WHOM

This is a “fundamental” programme specially designed for:

- Middle-level Managers
- Heads of Divisions / Functions and Owner Manager

DURATION

2-day programme (Residential/Non-Residential)

OBJECTIVE(S)

The programme helps expose managers to the concept of Emotional Intelligence, diagnose the current level of Emotional Intelligence among managers and provide an opportunity to observe and experiment with *Emotionally Intelligent Behavior* in a risk free environment and tips for developing various components of EQ. The program is focused on understanding and learning how to develop and sustain healthy and productive inter-personal relationships characterized by trust, respect, oneness and candor so that working together becomes an opportunity and possibility for growth, thereby leading to professional and personal excellence.

CONTENT

MDP includes theory and practice on these topics:

- The concept of Emotional Intelligence
- Self-Awareness
- Managing Anger and Negative Emotions
- Managing Stress
- Leading with Emotional Intelligence
- Managing Conflict

PEDAGOGY

The programme will utilize a variety of pedagogical tools including assessment instruments, games, lectures, discussion, role plays and simulation.

FOR WHOM

This is a “fundamental” programme specially designed for:

- Middle-level Managers
- Heads of Divisions / Functions and Owner Manager

DURATION

2-day programme (Residential/Non-Residential)

OBJECTIVE(S)

The programme is focused on understanding and learning how to develop and sustain healthy and productive Inter-Personal Relationships characterized by trust, respect, oneness and candor so that working together becomes an opportunity and possibility for growth, thereby leading to professional and personal excellence.

Unlike traditional intelligence, Emotional Intelligence can be learned at any stage. This programme addresses the issue of managing Interpersonal Relations through Emotional Intelligence. The participants of the programme are encouraged to develop the sensitivity to experience emotions in self and others and also learn to manage these emotions to generate trust, synergy, goodwill and performance.

CONTENT

MDP includes theory and practice on these topics:

- The concept of Emotional Intelligence
- Self-Awareness
- Managing Anger and Negative Emotions
- Managing Interpersonal Communication
- Leading with Emotional Intelligence
- Emotional Intelligence and Team Management
- Managing Conflict

PEDAGOGY

The programme will utilize a variety of pedagogical tools including assessment instruments, games, lectures, discussion, role plays and simulation.

FOR WHOM

This is a “fundamental” programme specially designed for:

- Middle-level Managers
- Heads of Divisions / Functions and Owner Manager

DURATION

2-day programme (Residential/Non-Residential)

GENDER SENSITIZATION & SEXUAL HARASSMENT AT WORKPLACE

OBJECTIVE(S)

The Workshop aims at equipping the participants in getting sensitized about prevention and redressal of sexual harassment in organizations and equip organizations in prohibiting and preventing sexual harassment. It will also equip top management in designing a system of handling complaints related to sexual harassment incidents as per Vishaka guidelines and Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. This programme will enable creation of a healthy organizational culture and to chalk out strategies for prevention of sexual harassment as well as behavioral do's and don't's related to such matters.

CONTENT

MDP includes theory and practice on these topics:

- Introduction and Significance of Gender Sensitization
- Understanding Gender Stereotypes: Their Formation and Differences
- Vishaka Judgement: Strategies for Prevention and Redressal in organizations
- Overview of Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013
- Adopting a Sexual Harassment Policy
- Creating a positive work environment

PEDAGOGY

The training programme will be interactive and will consist of lectures, discussion, case study, role play and group presentation.

FOR WHOM

Employees at all levels in an organization/female employees/HR Managers/Project Managers/Executives/Legal Managers/Line Managers.

DURATION

1 day programme (Residential/Non-Residential)

LEGAL ASPECTS OF INDUSTRIAL RELATIONS

OBJECTIVE(S)

The course would enable the participants to get an overview of Labour & Industrial laws relating to promotion of smooth industrial relations, machinery of resolving industrial disputes, provisions related to discharge, dismissal, retrenchment and other related matters, disciplinary action and would equip them with the necessary judgements to enable the understanding of application of the legal provisions to a given situation. It would help to understand in detail laws existing on Trade Unions, Standing Orders and Industrial Disputes and Disciplinary proceedings including the changes proposed in the Industrial Relations Bill. It would also enable the participants to interpret and apply these laws.

CONTENT

- Understand the relevance of laws relating to Industrial Disputes Act and Trade Unions
- Supreme Court on Industrial Relations
- Understand how to handle disciplinary issues, terminations, misconduct, suspension, strikes, demonstrations, lock-outs, retrenchment and reinstatement
- Appreciating Standing Orders, Discharge Simplificator, Fixed Term Appointment and the requirement and applicability of these laws in industries
- Changes proposed in the Industrial Relations Bill

PEDAGOGY

The training programme will be interactive and will consist of lectures, discussion, case study, discussion on Supreme Court and High Court judgements and group presentation.

FOR WHOM

HR Managers/HR Officers Project Managers/Executives/Legal Managers/Line Managers

DURATION

2-day programme (Residential/Non- Residential)

MANAGING REDUNDANCY - THE LEGAL AND HR FRAMEWORK

OBJECTIVE(S)

The purpose of the programme is to help the participants learn as to how the redundancy in organizations can be managed. Effective management of redundancies by organizations makes it feel proud, builds trust with its employees, contributes to its brand image and puts its head high before the society as well as the nation. Redeployment and reskilling of workforce is one such option that organizations time and again have shown as a way towards managing redundancies. It has to be understood that today, redeployment i.e. the systematic migration of talent from a redundant role and business area to a productive role and business area, is being seen as a strategic workforce management technique during a period of remarkable volatility in business environments worldwide, wherein many organizations are facing great pressures to realign their business models with their workforces accordingly.

CONTENT

- To provide an understanding on legal aspects of retrenchment, lay off and VRS
- To provide an understanding of HR competencies related to managing redundancies such as do's and don'ts and learnings from critical cases such as the case of Jet Airways
- To sensitize HR about handling issues relating to redundancies including emotional and psychological impact of lay-off/retrenchment, managing survivors and helping displaced workers afterwards

PEDAGOGY

The training programme will be interactive and will consist of lectures, discussion, case study, role play and group presentation.

FOR WHOM

HR Managers/HR Executives

DURATION

1 day programme (Residential/Non- Residential)

MANAGING CONTRACT LABOR

OBJECTIVE(S)

The aim behind having the Contract Labour management workshop is to provide a platform where the participants would be given legal inputs, especially, how to manage the contract labour effectively. It will also provide participants an opportunity to appreciate Contract Labour and its applicability in the context of recent Supreme Court and High Court judgements.

CONTENT

- To understand emerging trends in Contract Labour and its applicability in organizations
- To appreciate laws related to Contract Labour in the perspective of recent Supreme Court and High Court Judgements
- To prepare corporate managers in dealing with and managing contract labour effectively
- To understand the proposed changes by employers regarding contract labour

PEDAGOGY

Discussion, short questions and answers along with practical issues arising out of while dealing with Contract labour.

FOR WHOM

HR Manager / Project Managers/Executives/Line Manager

DURATION

1 day programme (Residential/Non- Residential)

OBJECTIVE(S)

The aim behind having this programme is to sensitize participants to concept, skills and styles of leadership and equip participants to understand Indian work culture to create an effective pipeline of people with leadership potential. This programme will also help participants understand how transformational leadership may be created within the organizations.

CONTENT

- Ice breaking: Understanding the concept of Leadership
- Traits of Effective Leaders
- Leadership Skills & Styles
- Leadership and Change
- Leadership and Conflict Management
- Transformational Leadership & Leading Teams
- Organizational Culture and Role of Leadership
- Indian Work Culture and Leadership
- Cultural Transformation & Conflicts
- Culture for Competitive Advantage.
- Influence of Culture on Transformational Leadership

PEDAGOGY

Experiential exercises, role-plays, group discussions, case analysis, lectures from experts.

FOR WHOM

Senior and Middle Level Managers of organizations

DURATION

2- day programme (Residential/Non- Residential)

OBJECTIVE(S)

This program seeks to provide participants and organisations with approaches that will enable you to be competitive through customer oriented service delivery.

CONTENT

- Service differentiation
- Identifying and using customer contact points to improve on service delivery
- Managing People Processes for Excellence in Service Organizations
- Create a customer orientation organization culture
- Customer satisfaction measures to understand and improve service delivery
- Performance measures and incentives that encourage customer orientation

PEDAGOGY

The teaching pedagogy will be an optimum amalgamation of class-room dialogues, case discussion and best-practices identification.

FOR WHOM

Mid-level Managers/Heads of divisions/Owners in the service sector having responsibility for creating and delivering value through service excellence.

DURATION

2- day programme (Residential/Non-Residential)

OBJECTIVE(S)

Marketing research has gained prominence over the years as a critical component of the decision-making process. As consumers are getting spoilt for choice and product life cycles are shrinking by the day, the margin for error by marketeer in deciphering consumption behaviour is decreasing. A robust marketing research process acts as a bridge between marketeers and consumers. It assesses manager's information needs and provides management with relevant, accurate, reliable, valid and current information to aid marketing decision making. Companies using marketing research judiciously stay competitive and are able to avoid incurring high costs of poor decisions based on unsound information. This workshop would assist participants in acquiring skills for using multi variate statistical tools in taking key marketing decisions related to brand positioning, segmentation and new product development.

CONTENT

- Objective decision making related to: Brand positioning, Market segmentation, New product concept testing
- Multi variate statistical tools: Multidimensional scaling (MDS), Cluster analysis, Conjoint analysis

PEDAGOGY

The teaching methodology will be an optimum amalgamation of class room dialogues, hands-on experiments on data, case discussion and best-practices identification.

FOR WHOM

- Manager's in-charge of strategic marketing, product management, advertising, marketing research
- Professionals in marketing research and data analytics organizations

DURATION

2-day programme (Residential/Non-Residential)

OBJECTIVE(S)

The objective of this course is to provide a short introduction to the various marketing concepts, the nature of key strategic marketing decisions (i.e., value creation, communication, delivery and extraction) and the dual goals of creating satisfied and loyal customers.

CONTENT

MDP includes theory and practice on these topics:

- Marketplace Analysis and Customer Insights
- Analysing customers, company, collaborators and competitors
- Use information to gain customer insights and understand buyer behavior
- Managing Customer Value, Products and Services
- Segmenting markets and prioritizing customers
- Branding and brand management
- Product life cycle
- Price Management
- Building a pricing strategy
- Channel design, planning, management and assessment
- Return on marketing investment

PEDAGOGY

The teaching pedagogy will be an optimum amalgamation of class-room dialogues, case discussion and best-practices identification.

FOR WHOM

- Non-marketing professionals whose job entails interfacing with the marketing function in their organization who need an understanding of the marketing process and how marketing professionals think and make decisions
- Professionals from across the organization without significant formal education in the marketing discipline whose job duties increasingly involve marketing-related responsibilities, or who are taking on a marketing-oriented role for the first time

DURATION

2- day programme (Residential/Non-Residential)

OBJECTIVE(S)

The impact of Customer Relationship Management (CRM) on the marketplace has been phenomenal. It has shifted the strategic paradigm from mere customer acquisition towards customer acquisition and retention. Technology as an enabler has contributed towards enriching the customer experience at every touchpoint leading to greater customer value creation. This program seeks to provide you with approaches that will enable you to understand the framework of CRM practice and its elements. It would equip you with skills to evaluate and select the technology appropriate for CRM and to lead CRM implementation and create organization and processes for it.

CONTENT

- CRM framework
- Customer Loyalty through assessment of Net promoter Scores (NPS)
- Making Sense of (Big) Data
- e-CRM
- CRM Planning & Implementation Strategies

PEDAGOGY

The teaching pedagogy will be an optimum amalgamation of class-room dialogues, case discussion and best-practices identification.

FOR WHOM

Mid-level Managers/Heads of divisions/Owners in the service sector having responsibility for creating and delivering value through service excellence.

DURATION

2- day programme (Residential/Non-Residential)

OBJECTIVE(S)

The objective of this course is to provide a short introduction to the various sales and marketing concepts, the nature of key strategic marketing decisions (i.e., value creation, communication, delivery and extraction) and the dual goals of creating satisfied and loyal customers.

CONTENT

MDP includes theory and practice on these topics:

- Market place Analysis and Customer Insights
- Analysing context, customers, company, collaborators and competitors
- Use marketing information to gain customer insights and understand buyer behaviour
- Customer Value, Products and Services
- Segmenting markets and prioritizing customers
- Creating value
- Branding and brand management
- Product life cycle
- Price Management
- Channel design, planning, management and assessment
- Integrated Marketing communications
- Personal selling

PEDAGOGY

The teaching pedagogy will be an optimum amalgamation of class-room dialogues, case discussion and best-practices identification.

FOR WHOM

Sales and marketing professionals whose job entails interfacing with customers and other stakeholders in order to attain organizational objectives.

DURATION

2- day programme (Residential/Non-Residential)

OBJECTIVE(S)

This programme is specially designed to provide a basic knowledge of accounting and finance for executives in marketing, operations, human resources, information technology, entrepreneurs and self-employed professionals with non-finance background. This programme provides a logical framework on various aspects of finance to help managers make better strategic and operational decisions. The programme will equip the participants with skills in finance to deal with the changing business environment.

CONTENT

Analysing Financial Statements

- Understanding Balance Sheet and Profit & Loss Statement
- Ratio Analysis
- Analysing Cash Flow Statement

Indian Financial Market

- Primary and Secondary Market
- Raising Capital – Shares, Buyback of Shares
- Derivatives Market

Cost Leadership and Competitive Advantage

- Components of Cost
- Break Even Analysis
- Budgeting Process
- Capital Budgeting Techniques
- Understanding Time Value of Money
- NPV, IRR and Payback Period
- Sensitivity Analysis

PEDAGOGY

The course uses participative discussion, cases and practical assignments to achieve the learning objective. Participants are encouraged to bring their problems to the course to learn through discussion and experience sharing.

FOR WHOM

The programme will be particularly useful to middle and lower level managers, from medium sized and large scale companies. Participation in hierarchical groups, from the same organization, is encouraged for best field results.

DURATION

2-day programme (Residential/Non-Residential)

OBJECTIVE(S)

The objective of this program is to help participants develop an understanding of the process that leads to the preparation of financial statements, understand the technique of appraisal of corporate financial performance through the use of Ratio Analysis and Cash Flow Statements. The programme aims to acquaint the participants with the tools of financial analysis such as Common Size Statements and Comparative Financial Statements and enhance financial statement users' understanding of financial reporting and financial statement analysis in order to facilitate in effective decision making.

CONTENT

- Overview of financial statements and annual report
- Analysis of revenue
- Analysis of expenses
- Analysis of long term assets
- Analysis of financing liabilities and off-balance sheet liabilities
- Analysis of Intercorporate Investments and Business Combinations
- Equity valuation through financial statement analysis
- Financial statement analysis from forensic perspective
- Measuring the quality of earnings

PEDAGOGY

The teaching method consists of classroom lectures, interactive discussions, case studies, class exercises and real life examples.

FOR WHOM

Executives who belong to the functional area of accounting and finance from any organization would greatly benefit from this programme. This programme will equally be useful for executives in non-finance domain as it will help them visualize the company and its operation in totality. Self-employed or entrepreneurs will also be benefited from this course.

DURATION

3-day programme (Residential/Non-Residential)

OBJECTIVE(S)

This workshop aims to help participants in understanding why risk management is necessary for an investor and also for an organization. It also seeks to make participants aware about the different financial instruments which are present in the market to manage risk and discuss different methods and techniques that help in analyzing and managing risk. This workshop would sharpen participant's knowledge related to risk management and would also help the participant in taking better investment decisions.

CONTENT

MDP includes theory and practice on these topics:

- Importance of Risk management
- Risk management in the banking sector
- Financial derivatives like forwards, futures, options & swaps
- Forward rate agreements
- Interest rate risk management
- Portfolio management
- Mutual Funds
- Insurance sector
- Value-at-Risk
- Monte Carlo Simulation

PEDAGOGY

The sessions will be a blend of interactive lectures, class discussions and will be supplemented by case analysis and exercises. In each session students will have hands-on exercises and through these exercises they will understand the application of SAP in the standard processes of integrated business functions.

FOR WHOM

Junior-level managers, middle-level managers, faculty members & students. (Note: Participants are required to carry their laptops for the workshop.)

DURATION

2-day Programme (Residential/ Non-residential)

OBJECTIVE(S)

The objective of the workshop is to familiarize the participants with common IT tools and techniques for Decision Making. Sessions will focus on the analytical tools for Decision Making using software like Excel. The programme will cover the decision problems and tools from diverse areas of Marketing, HR, Finance and Operations. Participants will understand how Excel can be used as powerful decision tool for effective decision making. This program is about harnessing the power of Microsoft Excel to analyze business problems and identify solutions, allowing you to make sound decisions that, in a dynamic environment, can lead to a competitive business advantage.

CONTENT

MDP includes theory and practice on these topics:

- Defining Data sets & summarizing data
- Analyzing data to find patterns
- Performing statistical and financial calculations
- Reducing speculation with "what-if" analysis
- Summarizing data contained in worksheets
- Projecting business trends
- Defining the best combination of values to solve complex problems
- Creating interactive data reports with Pivot Tables
- Evaluating Investments Decisions using IT Tools & Techniques
- Evaluating Project Investments Decisions
- Manpower Planning using optimization tools
- Determining the Optimal Product Mix
- Managing Logistics and Distribution Systems

PEDAGOGY

The sessions will be a blend of interactive lectures, class discussions and will be supplemented by case analysis and exercises. Participants will have hands-on exercises and will understand the application of Excel in managerial decision making.

FOR WHOM

Senior/Middle Level Managers from across functions from private as well as public sector organizations and entrepreneurs.

DURATION

3-day programme (Residential/Non-Residential)

OBJECTIVE(S)

This workshop explains how the fundamental business processes interact with SAP ERP in the various functional areas and also provides an in-depth understanding of how to configure key business processes in SAP ERP. Processes configured include: Financial accounting, procurement, fulfillment, production and material planning. Special emphasis is on configuration within the Implementation Guide (IMG).

CONTENT

- Introduction to ERP
- SAP Enterprise – Rules and Transactions
- Navigating SAP
- Organizational Structure and Master Data
- SAP Exercises
- Billing and Review Document Flow
- Structure for Sales Order Processing
- Procurement function of GBI
- Master Entries and Transactions
- Warehouse Management with respect to GBI
- Production Planning Function of GBI
- Goal of Financial Accounting
- Master Entries required for FI and CO
- Concept of Profit and Cost Center
- Human Resource Management
- Master data and Rules to configure HCM

PEDAGOGY

The sessions will be a blend of interactive lectures, class discussions and will be supplemented by case analysis and exercises. In each session students will have hands-on exercises and through these exercises they will understand the application of SAP in the standard processes of integrated business functions.

FOR WHOM

Senior/Middle Level Managers from across functions from private and public sector organizations.

DURATION

3 day programme (Residential/Non-Residential)

OBJECTIVE(S)

The programme is designed to provide knowledge of business analytics to the participants so as to be able to use it for decision making. It would familiarize participants with the growing relevance of business analytics to an organization by exposing them to advanced analytical tools and techniques. At the end of the programme, the participants would be able to develop the competency to assess a business predicament under uncertainty and choose the appropriate analytical technique to generate relevant insight. The programme would enable participants to understand the relationship between business processes in an organization and assess analytical-fit. It would also empower the participant to take up the role of analytics mentor in his/her organization.

CONTENT

- Analytics foundation: Data warehousing, OLAP, Data visualization, Market basket analysis & Association rules
- Analytics Advanced: Social media analytics, Customer analytics using Artificial Neural Network (ANN), Forecasting

PEDAGOGY

The teaching methodology will be through hands-on applications on data and case discussion.

FOR WHOM

- Top and mid-level management in-charge of shaping the strategic direction of the company
- Entrepreneurs who intend to build an analytics-friendly culture in their organizations
- Managers from data-intensive industries e.g. Airlines, Retail, Insurance, Automobile, Pharmaceuticals etc.
- Professionals in marketing research and data analytics organizations

DURATION

2- day programme (Residential/Non-Residential)

PARTICIPANTS OF IN COMPANY PROGRAMs (ICPs) @ IMI BHUBANESWAR



IndianOil



Directorate General Resettlement



पावरग्रिड



sanket

and many more....

For more information, please contact:

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