

# MANAGEMENT DEVELOPMENT PROGRAMMES



**INTERNATIONAL MANAGEMENT INSTITUTE  
BHUBANESWAR**

*Shaping global leaders for tomorrow*

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## ABOUT IMI BHUBANESWAR



International Management Institute (IMI) Bhubaneswar, established in 2011, is a young institute which achieved the coveted position of 63rd rank in National Institutional Ranking Framework (NIRF) 2020 conducted by Ministry of HRD, Govt. of India. IMI Bhubaneswar currently offers Post Graduate Diploma in Management (PGDM), PGDM (Part Time) and FPM (equivalent to Ph.D.) programmes which are approved by AICTE. The flagship PGDM programme is accredited by NBA (National Board of Accreditation) and has got equivalence from AIU (Association of Indian Universities). IMI programs are also accredited and recognized by United States Board for Education Standardization (USBES), USA. The institute is a member of European Foundation for Management Development (EFMD), Association of Management Development Institutions in South Asia (AMDISA) and Association of Indian Universities (AIU). Additionally IMI Bhubaneswar also offers PGDM (PT), FPM (both approved by AICTE) and PGCPM Programme.

Inspired by the Prime Minister's vision of Start-up India to create more job creators than job seekers, IMI Bhubaneswar has created robust entrepreneurship cell which has recently organized number of workshops and events and trained over 250 participants on entrepreneurship in collaboration with Department of Science & Technology, Institute of Entrepreneurship Development, MSME Department and National Entrepreneurship Network (NEN). IMI Bhubaneswar has also set up its own Incubation Foundation to promote and support entrepreneurship among students.

IMI Bhubaneswar has endeavoured to create international alliances through its tie-ups with EGADE Business School, Mexico City, Mexico; Sichuan Academy of Social Sciences (SASS), Chengdu, China; ESC Rennes, France; and Manhattan Institute of Management (MIM), NY, USA. IMI Bhubaneswar organises three international conferences every year in collaboration with international partner institute to provide an ecosystem for global learning, opportunities for international level student exchange, research collaborations, and opportunities to interact with global leaders. The institution is also regularly coming out with SCOPUS indexed conference anthologies published by Palgrave Macmillan.

The PGDM programme curriculum is periodically updated to meet the ever-changing needs of the industry. Focus is on developing functional & analytical knowledge and skills, leadership, human capital management & interpersonal skills, decision making and problem solving, ethics & corporate social responsibility and globalization. Entire range of new age courses like Digital Marketing, Business Analytics, HR Analytics, Marketing Analytics, Financial Analytics etc are added to match with the growing needs of corporate world. IMI Bhubaneswar offers students opportunities for holistic development inside and outside classroom through events, outdoor games & competitions, and live projects. All these events and competitions are planned and executed by the students. Therefore, Institute takes pride in calling itself as student-driven campus. Institute not only teaches students to be socially responsive but also give them platform in the form of Prayas Club and Unnat Bharat Abhiyan to work for the upliftment of mankind and society at large. The institute has been consistently ranked high in various surveys of Management Schools. In NIRF 2019, IMI Bhubaneswar has been rated higher than many IIMs on parameters like corporate linkages, intellectual capital, Infrastructure etc. by various reputed ranking agencies. The institute has been awarded the Business Excellence Award in the world, The Bizz by Worldcob, USA. Placements have been 100% since inception.

IMI B has world-class aesthetically designed infrastructure for facilitating enhanced learning environment. Overall, education at IMI Bhubaneswar is based on three powerful concepts of Creation of Knowledge, Dissemination of Knowledge and Application of Knowledge through its robust research culture.



## SNAPSHOT OF CURRENT MDP OFFERINGS AT IMI BHUBANESWAR



### MANAGEMENT DEVELOPMENT PROGRAMME (MDP) - CALENDAR 2020-21

| SR. NO. | PROGRAMME TITLE  | PROGRAMME DATE        | DURATION (NO. OF DAYS) | PROGRAMME FEE (PER PARTICIPANT) + GST as Applicable |             |        | PROGRAMME DIRECTOR                                   |
|---------|--|-----------------------|------------------------|---|-------------|--------|--|
|         |  |                       |                        | Non Residential                                     | Residential | Online |  |
| 1       | Effective Communication for Professional Excellence                | 14-15 September, 2020 | 2                      | 10000   | 15000       | 5000   | Prof. Kapil Pandla                                   |
| 2       | Building Corporate Strategy for Effective CSR                      | 16-18 September, 2020 | 3                      | 25000   | 35000       |        | Prof. Arun K. Rath                                   |
| 3       | Understanding Services for Better Marketing                        | 25-26 September, 2020 | 2                      | 10000   | 15000       | 5000   | Prof. Rohit Vishal Kumar & Prof. Pravesh Padamwar    |
| 4       | Data Visualization for Analytics                                   | 13-14 November, 2020  | 2                      | 10000   | 15000       | 5000   | Prof. Ramesh Behl                                    |
| 5       | Finance for Non-Finance Executives                                 | 27-28 November, 2020  | 2                      | 10000   | 15000       | 5000   | Prof. Devesh Baid                                    |
| 6       | Building Corporate Strategy for Effective Risk Management          | 02-04 December, 2020  | 3                      | 25000   | 35000       |        | Prof. Arun K. Rath                                   |
| 7       | Managing Interpersonal Relationship through Emotional Intelligence | 18-19 December, 2020  | 2                      | 10000   | 15000       | 5000   | Prof. Bindu Chhabra                                  |
| 8       | FDP on Financial Time Series Analysis Using R                      | 06-08 January, 2021   | 3                      |   |             |        | Prof. Santanu Das                                    |
| 9       | Analytics and visualization  | 15-16 January, 2021   | 2                      | 10000   | 15000       | 5000   | Prof. Ramesh Behl and Prof. Manit Mishra             |
| 10      | Strategy Using Markstrat Simulation                                | 27-29 January, 2021   | 3                      | 15000   | 22500       | 7500   | Prof. Rahul Gupta Choudhury and Prof. Supriti Mishra |
| 11      | Lowering Software Cost for SMEs Using Open-Source Software         | 01-02 February, 2021  | 2                      | 10000   | 15000       | 5000   | Prof. Rohit Vishal Kumar                             |
| 12      | Gender Sensitization at Workplace                                  | 06 February, 2021     | 1                      | 5000  | 7500        | 2500   | Prof. Supriti Mishra                                 |
| 13      | Developing Frontline Managers for High Performance                 | 09-10 February, 2021  | 2                      | 10000   | 15000       | 5000   | Prof. Kapil Pandla                                   |
| 14      | Neuro-Linguistic Programming (NLP) for Sales Executives            | 12-13 February, 2021  | 2                      | 10000   | 15000       | 5000   | Prof. Rohit Vishal Kumar                             |
| 15      | Excel-based Business Decision Models                               | 19-20, February, 2021 | 2                      | 10000   | 15000       | 5000   | Prof. Sourabh Sharma                                 |
| 16      | Supply Chain Management  | 05-06 March, 2021     | 2                      | 10000   | 15000       | 5000   | Prof. Ranjit Roy Ghatak and Prof. Rajesh Katiyar     |
| 17      | Effective Leadership   | 19-20, March 2021     | 2                      | 10000   | 15000       | 5000   | Prof. Bindu Chhabra                                  |

\*For corporate MDPs at their venue considering a maximum participation of about 20 executives - Rs. 60,000/- + GST Plus logistics cost (Boarding & Lodging) on actual basis.

Fee is payable in advance by way of local cheque/DD in favor of "International Management Institute" payable at Bhubaneswar or through direct electronic fund transfer to IMI Bank Account, as per following details:

YES Bank Account Number :106694600000088  
MICR Code: 751532003, IFSC Code: YES80001066  
PAN No.: AAAT10972K, GST: 21AAAT10972K1ZT

For enquiry click here: <https://forms.gle/o5r1pqZ8GV2ZCf746>

Payment can also be made through Paytm Fee Payment option on Paytm App or by scanning Paytm barcode



### RATIONALE

Corporate Social Responsibility (CSR) is emerging as the ethical element of corporate strategy. Business corporations can no longer operate in isolation from broader society. CSR promotes accountability of business to a wide range of stakeholders besides the shareholders and investors. Responsible business needs to promote sustainable development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The key areas of concern are protection of environment, safeguarding interests of the employees, customers and investors and reaching benefits to the local community and the larger society.

Commercial viability of a corporate enterprise is vital for its growth. However, profit alone cannot guarantee its long term sustainability. The non-financial objectives are emerging with significant implications for society and environment and are becoming increasingly meaningful for future of business organizations. There is growing acceptance that it is not enough to just comply with the provisions of law and economics, but to go beyond compliance and invest more on human capital, environment and society. Social responsibility and sustainable development are emerging as major issues for business corporations.

### CONTENTS

The contents will include:

- Understanding CSR & Sustainability
- Exploring contemporary challenges of social responsibility
- Role of Board of Directors in promoting social action
- Integrating social responsibility into corporate strategy for sustainable business
- Measuring outcomes of corporate social actions
- Benchmarking with international practices
- Case studies from leading corporations

### METHODOLOGY

The program would revolve around the famous Confucius dictum -  
When I read I forget  
When I see I remember  
When I do I understand

There will be an eclectic approach integrating case methodology, group interaction and panel discussions, along with lectures and experience sharing sessions.

### WHO SHOULD ATTEND?

The MDP is designed for Executives and Senior Managers of all levels in public sector enterprises, as well as private companies, International Organizations, government agencies, and NGOs, involved in CSR and sustainable development.

### OBJECTIVES

In a fiercely competitive market scenario, strategic decision making is critical for a firm's success. To develop effective strategies, managers have to constantly assess their resources and competencies, analyze their competitor moves and critically assess their fast changing business context. One of the important aspects of business strategy is formulating the right marketing strategy. The two fundamental pillars of marketing are 'product' and 'consumers'. A manager needs to find a fit between the two with the help of STP (Segmentation-Targeting-Positioning) and the analysis of 4Ps (Product-Place-Price-Promotion). These processes of the marketing strategy process flow from the corporate strategy which is drawn from the vision and mission of the company. Thus the marketing strategy needs be aligned with the business strategy to attain the goals and objectives of a company. The course will give an understanding of the strategic issues pertaining to business and then through the simulation process, exposes the participants to real life situations where they get a chance to practice the theories. Participants will also learn to use new techniques such as multi-dimensional scaling and semantic scales and how to use those in strategic decision making.

### CONTENT

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

- Environment Analysis
- Industry and Competitor Analysis
- Generic strategies -Low Cost Vs Differentiation
- Stakeholder Management Strategy
- 10 stages of simulation exercises starting from product and consumer to analysis of 4Ps

### PEDAGOGY

The programme will be delivered through a mix of lectures, case discussions, and simulation games.

### FOR WHOM

This programme is specially designed for:

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

## **GENDER SENSITIZATION AT WORKPLACE**

### **OBJECTIVES**

To enable participants:

- understand the concept of gender discrimination and sexual harassment in the workplace
- recognize gender-based discrimination
- understand the Sexual Harassment of Women at Workplace Act and judicial interventions
- become aware about the provisions of the SHWW (PPR) Act 2013

### **CONTENT**

- Gender role perceptions / stereotypes
- Gender Issues including Gender Discrimination
- Sexual Harassment and Gender Discrimination
- Dimensions and types of Sexual Harassment in the Workplace
- Importance of prevention of Sexual Harassment in the Workplace

### **PEDAGOGY**

Lecture, case discussion, role plays and audio visuals will be utilized.

### **FOR WHOM**

Employees (both male and female) in corporates, institutions, non-profit sector and the like.



### OBJECTIVES

The Programme prepares the participants for the accelerated pace of communication both in the written and oral form and also make them aware of time tested concepts and skill sets critical to hone communication competencies. Speaking with confidence, making and delivering winning presentation, listening actively, writing audience centric positive and persuasive documents like reports, proposals, media communications are the key components. The principal focus in written communication is on analysis followed by Planning, Writing and Completing Reports and Proposals by attention to how the gathering, analyzing and presenting of evidence and conclusions can be designed for specific purposes and audiences. On the other hand, the primary focus in oral communication is on presentation skills, persuasion and effective speech. The programme strives to hone the cognitive and analytical abilities of the participants.

### CONTENT

MDP includes theory and practice on these topics:

- Introduction to Communication
- People Management and Soft skills
- Inter-personal skills
- Negotiation Skills
- Understanding and interpreting body language
- Decision Making and Analysis
- Writing Business Reports
- o Data Mining Techniques – Association rule, Clustering, Classification

### PEDAGOGY

Lecture, games, role plays and exercises

### FOR WHOM

This is a “fundamental” programme specially designed for:

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



## OBJECTIVES

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.

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 Stress
- Leading with Emotional Intelligence
- Managing Conflict

## PEDAGOGY

The programme will utilize a variety of pedagogical tools including assessment instruments, games, lectures cum 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

### INTRODUCTION

Grooming front line managers to lead a team has always been an issue of high importance for the companies, and more so with ever increasing competition. Transition from team member to team leader is a new challenge for the employee and organisation as well. There are new sets of behaviours expected from them. Now not only the individual performance is noted but how they are leading a group for high performance is important. This programme is aimed at developing those behaviours in the front line leaders which are crucial for building high performance work culture in the team while remaining empathetic to the employees.

### OBJECTIVES

1. To make managers understand High Performance culture
2. To know the skills required for high performance
3. Role and expectations of Line Managers in High Performing Organisation

### FOR WHOM

Front line and middle level managers from the Industry.

### OBJECTIVES

- Demonstrate a fundamental understanding of leadership and the traits and skills necessary for effective leadership
- Understand how leadership roles and activities are affected by the aspects of the situation.
- Understand the ways in which leader can influence team processes and improve performance.
- Discuss the roles of empowerment and delegation as an effective leadership skill
- Illustrate the role of a leader in initiating change and helping others to adjust to change
- Recognize the various types of conflict and ways to manage it.

### CONTENT

- Attributions and followership
- Power and Influence
- Emotional Intelligence
- Leading change in organizations
- Leading in teams and decision groups
- Managing Conflict
- Leadership and Motivation

### PEDAGOGY

Measurement and Feedback, simulations, role-plays, theory sensitization through discussions, case analysis, exercises, inputs from experts and coaching would form the dominant pedagogy for learning

### FOR WHOM

This is a “fundamental” programme specially designed for:

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

## UNDERSTANDING SERVICES FOR BETTER MARKETING

### INTRODUCTION

Stated simply, Services Marketing refers to the marketing of services as opposed to tangible products. Services are inherently intangible, are consumed simultaneously at the time of their production, cannot be stored, saved or resold once they have been used and service offerings are unique and cannot be exactly repeated even by the same service provider. These peculiar traits of services provide a new dimension to Marketing - which many firms often overlook. Services marketing came to the fore in the 1980s when the debate started on whether marketing of services was significantly different from that of products so as to be classified as a separate discipline. By the mid 1990s, Services Marketing was firmly entrenched as a significant sub discipline of marketing with its own empirical research and data and growing significance in the increasingly service sector dominated economies of the new millennium. In the case of India Services sector is the largest sector of Indian economy. Gross Value Added (GVA) at current prices for Services sector is estimated at Rs. 61.18 lakh crore in 2014-15. According to CIA World Fact book, the "Indian Services sector, ranks 11th worldwide and has a contribution of USD 1185.79 billion to the GDP". Given the growing importance of Services practitioners cannot afford to ignore services. Unfortunately the concept of services, even today, is unclear to many Indian professionals. This MDP is designed to fill the lacunae.

### OBJECTIVES

The objective of the MDP is to introduce the concepts, principles and practices unique to services marketing. The MDP will focus on three (3) key parameters of Services marketing namely-Measuring Service Quality Measurement (SERVQUAL and related developments), Service Blueprinting and Customers as "Service Employees". Based on the concepts, participants would have to present a marketing plan based on the recent understanding of the extended marketing mix for service.

### PEDAGOGY

The pedagogy would be a composite of lectures, hands on exercises and workshops, case discussions etc. On successful completion of the course, the participants would be provided with Course Certificate.

### WHO SHOULD ATTEND?

The MDP is open to all participants who are interested in Services Marketing. Specifically entrepreneurs who are starting their own ventures or have established ventures, service practitioners, Managers (at any level) or anyone interested in enhancing his/her knowledge of the service domain.



### THE THEME

Corporate governance plays significant role in shaping success of business enterprises. Challenges of globalization and uncertainties of future are causing business risks to corporations. There is urgent need of developing risk management strategy in the business enterprises. Effective risk management action plan is imperative for achievement of corporate goals as per the vision and mission of the company. Corporate managers should identify various categories of risks in time and initiate measures to mitigate the risks on proactive basis. Effective risk management systems can insulate corporate actions from external and internal risks. Indian Companies Act 2013 and SEBI Regulations have made it mandatory for Indian companies to formulate and implement effective risk management plans. In this background this program is being organised to address the challenges of enterprise risk management and build action plans to mitigate the emerging risks.

### OBJECTIVES

- Understanding the governance challenges of enterprises
- Analysis factors for corporate sustainability
- Sensitize about the role of Board in building corporations
- Identify risks of different categories
- Understanding risk assessment and responses to risks
- Creating a framework of risk management
- Implementing effective risk management systems for enterprises

### COVERAGE

- Corporate sustainability in uncertain times
- Emerging paradigms of risk management
- Dimensions of corporate governance & risk management
- Responsibilities of Board for risk management
- Assessment and mitigation of risks
- Developing enterprise risk management architecture

### METHODOLOGY

The program would revolve around the famous Confucius dictum -

When I read I forget

When I see I remember

When I do I understand

There will be an eclectic approach integrating case methodology, group interaction and panel discussions, along with lectures and experience sharing sessions.

### WHO SHOULD ATTEND?

The MDP is designed for Executives and Managers of all levels in public and private companies and multinational corporate enterprises.

### OBJECTIVES

In the present competitive business environment profit generation and wealth maximization require sustained efforts and appropriate decision skills on the part of executives in all functions and departments. Decisions made by executives from various departments of an organization have significant financial implications. Today, organizations are consciously making efforts to effectively utilize the given resources – financial, human or technological. Increasing productivity per unit of available resources has become a challenge. Cost efficiency is one route through which higher productivity and profitability can be achieved. This, however, cannot be achieved without the active support and participation of human resource at each level of an organization.

### CONTENTS

- Understanding Financial Statements – Balance Sheet, Income Statement and Cash Flow Statement
- Cost Efficiency – Overhead Cost Management, Cost and Time Overrun, Transfer Pricing)
- Identifying value drivers
- Budgeting & Forecasting (Operational budgets, cash budget, revenue and cost forecasting)
- Valuation of Mining Resources - Approaches to Valuation – DCF and NDCF, Cost of capital estimation
- Tools and Techniques for financial analysis (Ratio Analysis, Cash Flow Analysis, NPV, XNPV, IRR and MIRR)

### 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 discussion and experience sharing. Valuation and budgeting exercises will be done on MS Excel. Cases of other mining companies across globe will also be discussed.

## OBJECTIVES

Every day we all are generating and accumulating large volume of data in varied formats, which is putting lot of pressure on our relatively constant perceptual and cognitive abilities. Data Visualization provides one means to overcome the challenge of information overload as they say, “one picture is worth million words”. Data visualization helps in understanding and analysing the data better, improve comprehension, and decision making. Furthermore, visual representations may also help in engaging more diverse audiences in the process of analytic thinking.

- To familiarize participants with the growing relevance of visualization.
- To expose participants to advanced visualization tools and techniques.
- To develop among participants the competency to present complicated outputs using visualization.
- To empower the participant to take up the role of analytics mentor in his/her organization.

## CONTENT

- Techniques and algorithms for creating effective visualizations based on principles from graphic design, visual art, perceptual psychology, and cognitive science
- Infographics, dashboards and storyboards

## 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.
- Consultants in the domains of IT, Pharmaceutical, Retail, Healthcare, Banking & Finance, Insurance, Manufacturing, and Service sector.
- NGOs, Central and State Government employees working in the social sectors.

### OBJECTIVES

“The unexamined decision isn’t worth making,” argued Davenport et. al in their book “Analytics at work: Smarter decisions: better results.” The massive amount of data generated all around us has enabled a completely objective way of decision making. Leveraging of this data to make sound business decisions while pricing products, maintaining inventory, recruiting talent and a multitude of other situations contributes towards improving efficiency, managing risk and enhancing profit. Based on preceding premise, the objectives of the course are as follows:

- To familiarize participants with the growing relevance of business analytics to an organization.
- To expose participants to advanced analytical tools and techniques.
- To develop among participants the competency to assess a business predicament under uncertainty and choose the appropriate analytical technique to generate relevant insight.
- To empower the participant to take up the role of analytics mentor in his/her organization.

### CONTENT

- Data Visualization, Data warehousing, Market basket analysis & Association rules.
- Customer analytics using Logistic Regression, Deep Learning using Artificial Neural Network (ANN), Sentiment analysis.

### 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.
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- NGOs, Central and State Government employees working in the social sectors.



## OBJECTIVES

Every organisation requires software to run its hardware and to maintain its systems. The software companies, realizing the importance of the softwares, have been focusing on anti-piracy laws in a big way. Due to this, licensing cost are going up. Majority of the licenses are purchasable in USD – which again adds to the cost of software acquisition. Small and Medium enterprises (SME) have been struggling with the increasing cost of software acquisition and maintaining software compatibility with other partners in the supply chain. This increasing software cost has resulted in many organisations turning a blind eye to software piracy – leaving them vulnerable to legal lawsuits. The objective of this workshop is to acquaint the SME with alternatives available and how the overall cost of software acquisition can be lowered by focusing on Free and Open Source Softwares.

## CONTENT

- Introduction to Free and Open Source Software (FOSS)
- Licenses under which the FOSS operates
- Types of Software costs – acquisition, maintenance customization
- Introduction to Open Content
- Alternative to – Office / Video Conferencing / Email / Analytics
- Drawbacks of using FOSS

## PEDAGOGY

The focus would be a blend of classroom discussion and practical exposure to software.

## FOR WHOM

The programme is oriented towards policy makers and decision makers in the SME sectors. Individual interested to know the alternative softwares are also welcome

### OBJECTIVES

The objective(s) 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 etc. Participants will get to 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 today's fast-paced environment, can lead to a competitive business advantage. You gain the knowledge and hands-on skills required to exploit Excel's intermediate and advanced features.

### CONTENT

- Defining Data sets & summarizing data
- Analyzing data to find patterns
- Goal seek and Scenario Manager
- Performing statistical and financial calculations
- Reducing speculation with "what-if" analysis
- Implementing consolidation techniques
- Summarizing data contained in worksheets
- Defining the best combination of values to solve complex business problems
- Projecting business trends
- Creating interactive data reports and Graphs with PivotTables
- Evaluating Investments Decisions using IT Tools & Techniques
- Evaluating Sales and Marketing Decisions using OLAP techniques
- Evaluating Project Investments Decisions
- Managing Logistics and Distribution Systems
- Simulating a Business situation

### 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 Excel in the managerial decision making.

### FOR WHOM

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

## OBJECTIVES

Supply Chain Management has grown rapidly over the past several years, mainly due to an increase in corporate goals of reducing production costs and at the same time ensuring quick and timely deliveries in right quantities at right places that come from planning and managing the supply chain effectively. Managers usually face many challenges in performing this role, to get the best out of their suppliers, in-house operations, logistics and distribution channels. So, the managers need to understand various concepts of supply chain and factor them in designing effective and efficient supply chain strategies. The program will help middle level managers to focus on the key concepts, design, strategies, techniques, technology in the management of their supply chains and ensure that their organizations are not left behind. The program will provide greater insights about growing importance of supply chain management in the success of the firm and the contributions of supply chain management in delivery of superior value to customers. The program strives to hone the skills of supply chain personnel by making them more efficient and successful with a capability to find out best solutions through thorough diagnosis of problems within resource constraints and equip themselves with latest tools and techniques that can be used in finding complex and contemporary problems

## CONTENT

- Supply Chain Management: Concepts and Strategic Dimensions
- Consumer value, Customer services and channel Strategies
- Value of Information & bullwhip effect
- Managing Inventory under Demand Uncertainty
- Procurement and Vendor Management
- Outsourcing Strategy
- Supply Chain Integration & Relationships
- Supply Chain Performance Measurement
- Role of sustainability in supply chain

## PEDAGOGY

The program will include various methods of training such as lectures, discussions, case studies, workshops and computer exercises. The entire program is to be conducted on an experiential mode within the framework of an intervention lab.

## FOR WHOM

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

PARTICIPANTS OF IN COMPANY PROGRAMs (ICPs) @ IMI BHUBANESWAR



IndianOil



Directorate General Resettlement



and many more....

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