

MANAGEMENT DEVELOPMENT PROGRAMMES (2021-22)



**INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR**

Shaping global leaders for tomorrow

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 2021-22							
Sl. No.	PROGRAMME TITLE	DATE	DURATION (NO. OF DAYS)	PROGRAMME FEE (PER PARTICIPANT) + GST			PROGRAMME DIRECTOR
				Non Residential	Residential	Online	
1	Happiness At Work	19-20 June 21	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Pallavi Pandey
2	Pricing & Revenue Management	2-4 July 21	3	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Amit Shrivastava and Prof. Ritu Singh
3	Excel Based Business Decisions Models	20-21 Aug 21	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Sourabh Sharma
4	Managing Sales Effectively for MSME Sector	04-Sep-21	1	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Amit Shrivastava
5	Risk Management	9-10 Sep 21	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Ramakrushna Panigrahi and Prof. Santanu Das
6	Digital Marketing	17-18 Sep 21	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Sourabh Sharma
7	Business Analytics	23-24 Sep 21	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Ritu Singh and Prof. Swayam S. Panigrahi
8	Effective Communication for Professional Excellence	04-05 Oct 21	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Kapil Pandla
9	Developing Front Line Managers for High Performance	30-Oct-21	1	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Kapil Pandla
10	Social Skills	09-Nov-21	1	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Pallavi Pandey
11	Data Visualization with Analytics	19-20 Nov 21	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Ramesh Behl
12	CSR, Sustainability & Governance	25-27 Nov 21	3	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Supriti Mishra
13	Finance for Non -Finance Executives	03-04 Dec 21	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Sangram Keshari Jena and Prof. Devesh Baid
14	21st Century Financial Planning	17-18 Dec 21	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Santanu Das and Prof. Sougata Ray
15	Analytics & Visualization	14-15 Jan 22	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Ramesh Behl and Prof. Manit Mishra
16	Managing Interpersonal Relations	28-29 Jan 22	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Bindu Chhabra
17	Gender Sensitization at Workplace	05-07 Feb 22	3	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Supriti Mishra
18	Supply Chain Management	11-12 Feb 22	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Ranjit Roy Ghatak and Prof. Rajesh Katiyar
19	Effective Leadership	18-19 Feb 22	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Bindu Chhabra
20	Lean Operations Management	24-25 Feb 22	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Ritu Singh and Prof. Swayam S. Panigrahi
21	Case Writing Workshop for Management Professors	08-11 March 22	4	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	Prof. Ramakrushna Panigrahi

*All programmes are being offered in IMI Bhubaneswar Campus and online mode as well.

*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: YESB0001066

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



THE HOW OF HAPPINESS AT WORK

OBJECTIVES

- The importance of happiness at work and why does it matter?
- How can you increase happiness and add more meaning to your work?
- Techniques for fostering happiness at work.
- Enhancing managers self-understanding, enjoyment, and overall success at work.
- Investing in Social Connections

CONTENT

- Keys to Engagement at Work
- Committing to Your Goals
- Becoming more resilient at work
- Taking Care of Your Body and Soul
- The Five Hows Behind Sustainable Happiness
- Managing Hardships and Trauma at Work

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 foundation course of happiness suitable for:

- Middle-level Managers/ Head of the Departments.
- Front level executives

OBJECTIVE

Organizations face the challenge of selling the “right product” to the “right customer” at the “right time” for the “right price”. Revenue management (RM) techniques help in understanding that all customers are not similar, and some will be willing to pay extra for a suitable product coupled with the desired service offering. Revenue Management predicts consumer behaviour at the micro-market levels and optimizes product availability and price to maximize revenue. With Revenue Management, instead of mass-market, the focus is on micro-market, i.e., understanding different customer segments and their price sensitivity. This programme helps participants to develop a holistic view of products, customer segments, channels, and prices by analysing customer segments and each segment’s perceived value of the products.

CONTENT: The programme will cover the following topics:

- Traditional Approaches to Pricing vis-à-vis RM strategy
- Understanding costs
- Consumer pricing psychology
- Price setting
- Customer segmentation and Tiered Pricing
- Dynamic pricing
- Overbooking decisions
- Markdown Management
- Pricing with supply constraints
- Pricing analytics

PEDAGOGY: Programme will use different tools including cases, situation-based group discussion, classroom sessions and discussions, hands-on practical exercises.

FOR WHOM: The programme is ideally suited for executives working in any of the following industry:

- Transportation (Air, ocean, rail, road, car rentals, etc.)
- Hospitality (hotels, cruises, ferries, casinos, etc.)
- Media (advertisement)
- Retail (apparel, consumer goods)
- Health care (hospitals)
- Manufacturing (made-to-order manufacturing)
- Finance (financial products)

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:

A successful and sustainable small business depends on one thing: SALES!

If a company isn't effectively selling their products or services, it doesn't matter how "good" or "different" they are, they will not be able to connect with people who actually want to purchase what they are offering, the business is never going to grow. But sales is a complicated process. It's more than just exchanging an item for money—there's finding the right leads, managing the sales funnel and continuously monitoring the sales team. Regardless of how big (or small) sales team is, without any guidelines or standardized processes, your sales team can feel disjointed. They are just working completely on their own and sales can be inefficient and difficult to keep an eye on. This workshop will help to add some structure to your sales tactics — directly benefiting everyone from your customer base to you as business owner. Without sales management, it is harder to maintain consistency in the sales performance. The objective of the workshop is as follows:

- * To make the participant understand the criticality of managing sales function
- * To help participants evaluate the drawbacks of not following the structured sales system
- * To explain the various tools and tactics used in effectively managing sales function
- * To enable the participants to design the structure and metrics for effective sales function

CONTENT: The content would include:

- * Data set example to explain the various sales function situations
- * Practice data sets to understand the nuances of sales metrics
- * Work-sheets to design the sales structure for the business

PEDAGOGY

The pedagogy will be classroom discussion based on notional data and hands on application of the understanding in a typical scenario.

FOR WHOM:

1. The workshop is primarily for small business owners from MSME sectors
2. The workshop can be useful for mid-level or senior-level executives from medium-sized industry

OBJECTIVE

The primary goal of this MDP is to analyze various types of risks involved in business operations. For corporate leaders management of risk is crucial as it is directly related to the profits of the company. Risk management is not limited to consideration of financial losses but looks at the probability of all the deviations in planned operations of the company. This MDP will mainly focus on identification of various risks inherent to any business operation and management of such risks. The participants of this MDP can expect to learn the nitty-gritties of risk management.

CONTENT

The program will cover the following:

- * Risk Management
- * Sources of Risk
- * Financial Risks
- * Non-Financial Risks
- * Risk Management Systems
- * Controlling Risks
- * Risk Exposure and Sensitivity
- * Techniques to Eliminate Risks

PEDAGOGY

The pedagogy of this MDP will be a blend of traditional lectures, Case discussions and brainstorming sessions. The participants will be made to think creatively the challenges they face at their workplace with regard to various financial and nonfinancial risks and how to overcome the same using the techniques to eliminate and manage such risks.

FOR WHOM

This MDP is for middle and senior level executives of corporates. Faculty members teaching course in risk management can expect to benefit from this MDP.

OBJECTIVE

The objective of this workshop is to learn the fundamentals of digital marketing along with complete understanding of digital marketing process. The workshop will help users to get the power in their hands to rank any webpage on top of the search engines for their desired keywords and to create advertising campaigns on google and Facebook. The Search Engine Optimization (SEO), Search Engine Marketing (SEM) and Social Media Marketing (SMM) will be covered in depth to increase optimization and conversion.

Digital Marketing Basics

Search Engine Optimization (SEO)

- Optimizing the website to attract more traffic
- On Page optimization techniques
- Page Speed Analysis
- Off Page optimization Techniques
- Link Building
- Google Analytics & Google Webmaster

Social Media Marketing (SMM)

- Orientation to Digital Marketing and Social Media
- Demystifying Community Building on Facebook
- Facebook advertisement
- Twitter for PR, Brand Building and Customer Engagement

Search Engine Marketing (SEM)

- Understanding of Google Search
- Overview of Google AdWords
- Keyword Research
- PPC definition & it's functioning
- Strategizing PPC Campaigns
- Market Analysis
- Bid Management Plan

PEDAGOGY

The sessions will be a blend of interactive lectures, class discussions and will be supplemented by practical implementation of SEO, SEM and SMM. In each session participants will have hands-on exercises and through these exercises they will understand the applications of Digital Marketing.

FOR WHOM

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

BUSINESS ANALYTICS

OBJECTIVE

In today's world, large amounts of data are readily available in virtually all areas like Human Resources, Marketing, Operations Management, Economics, Finance, Psychology, and others. Given the availability of data, prospects of analytics in the modern business world are on the rise, and survival without the appropriate use of analytics is getting increasingly difficult in professional organizations. Tomorrow's leaders must have the ability to interpret, present, and make decisions based on key data. The objective of this online Programme is to provide a framework and necessary data-analytic tools required to process large numeric datasets, inference from which can be used for data-driven decision making. The Programme will focus on examples from various management domains. After completing this Programme, a participant would be able to develop a broad idea about the applicability of different analytical techniques in different business decision situations.

CONTENT:

1. Exploratory Analysis:

- Data processing, specifically, exposure to the basic graphical and descriptive-analytic techniques.
- Concepts on outlier detection
- missing data imputation techniques

3. Simple and Multiple Regression Analysis (SLR & MLR):

- Coefficients estimation
- Accuracy of the coefficient estimates
- Accuracy of the model.
- Potential problems in SLR and MLR
- Cases and hands-on with R.

5. Forecasting:

- Exploring the presence of trend and seasonality in time-dependent data.
- Graphical and testing methodologies to produce univariate forecasts for conventional time-dependent data.
- Forecasting techniques like Naïve method, exponential smoothing method, ARIMA, TBATS, MAPA, and Croston's method.

2. Statistical Inference:

- Forming judgments about the population characteristics
- Reliability of statistical relationships
- Notions of Sampling Distributions
- Confidence Intervals
- Testing of Hypotheses
- Bootstrap methods
- Comparison of two populations.

4. Logistic Regression:

- An overview of classification, why not linear regression?
- The logistic model
- Estimating the regression coefficients and making predictions
- Multiple logistic regression
- Logistic regression for >2 response Classes
- Cases and hands-on with R.

PEDAGOGY:

The sessions will be conducted in workshop mode, where the participants will be able to use the aforesaid methods hands-on using the very popular open-source package – R.

FOR WHOM

- Faculty Members, Research scholars, and Research associates/Academic associates working in management schools, universities, colleges, and professional institutes, or other government and private professional training institutes based in India and abroad.
- Young working professionals without any formal background in analytics but are interested in this subject for their career advancement are encouraged to attend.

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 presentations, 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

DEVELOPING FRONT LINE MANAGERS FOR HIGH PERFORMANCE

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.

OBJECTIVE

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

PEDAGOGY

Lecture, Games, Role Plays, Exercises and Short Cases

FOR WHOM

Front line and middle level managers from the Industry

OBJECTIVE

The sessions intend to help executives learn the importance of communication, etiquettes, professionalism, positive attitude in the workplace. Since the present times demand corporates to maintain a balanced work culture, the sessions would teach employees- responsibility, valuing integrity and work ethics. These are all the soft skills which are needed in one's career all along.

CONTENT

1. Workplace Etiquettes
2. Creating positive environment
3. Relationship management
4. Work Ethics
5. Self-Leadership

PEDAGOGY

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

FOR WHOM

The sessions are suitable for entry level executives and mid-level managers.

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.

OBJECTIVE

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.

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 three day training will focus on these issues through live discussions, experience sharing, case discussion and much more.

CONTENT

1. Business Case for Responsibility
2. Stakeholder Engagement
3. Collaboration Strategy
4. Strategic CSR
5. Sustainability & CSR
6. 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

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.

FOR WHOM

Front line and middle level managers from the Industry

OBJECTIVE

The program is targeted at helping participants to manage their own finances. The objective of the program is to assist individuals in assessing their expenses and understanding the financial needs. The program will also provide a clear idea about planning investments and managing debts to meet the financial goals. The program will also emphasize the need to start financial planning early in life for achieving financial freedom during retirement phase.

CONTENT

The program will cover the following areas:

Setting Financial Goals

Spending Analysis

Budgeting Techniques

Managing Debt

Managing Investments

Retirement Planning

PEDAGOGY

A blend of classroom lectures, discussions, case studies with hands on using spreadsheets for learning and analyzing various aspects of financial planning.

FOR WHOM

The course is for anyone and everyone. It is for individuals who want to get their finances under control, for those who are new to budgeting, for someone looking to get out of debt and have a financial independent retired life.

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 in 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.
- 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 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

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

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 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

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

OBJECTIVE

Businesses mainly depend on the management and coordination of different functional areas to assure value addition to all the stakeholders. The call of the hour in the industrial context is to manage, sustain and ensure growth. Firms need their managers to think in this direction and to be aware of the industry trends to innovatively usher in changes that enable these industries to achieve their goals. With the globalization of businesses, there has been an increase in the complexity of products and processes in recent years. Firms are using operations concepts and tools that are vital for creating a competitive advantage. One such important concept which plays a significant role in operational excellence is Lean Operations Management (LOM). LOM integrates quantitative & analytical skills with cognitive problem solving and decision-making aspects. It is a multi-dimensional business area, which is a highly integrative discipline for an organization to execute its mission and goals. This Programme aims at developing frameworks and tools that enable managers to develop ways to attain and sustain competitive advantage by applying Lean Practices and related concepts.

CONTENT

MDP includes theory and practice on these topics:

- Strategic operations management
- Lean management: philosophy and concepts
- Design of lean process
- Implementing JIT
- Lean management in services
- Process innovations through lean thinking
- Optimization of resources
- 7 Wastes & 3 Ms
- Application of tools in lean operations (TPM, Overall Equipment Effectiveness, others)

PEDAGOGY

The program will include a judicious mix of lectures, discussions, case studies, workshops, and computer exercises.

FOR WHOM

This Programme is specially designed for middle level to senior level managers from manufacturing as well as services sector.

OBJECTIVE

The primary goal of this workshop is to introduce the participants to case writing and teaching processes. Most of the cases used by business schools in India are drawn from cases published by western business schools and most often the cases set in a non-Indian context. This workshop aims at encouraging and providing support to Indian management professors to write cases on Indian companies which can be published by the top publishers and appreciated globally. The participants will be introduced to necessary tools to begin writing cases for Indian business context. The participant can expect necessary support to write a case and effectively teach a case in Indian classroom. The workshop will be conducted over 4 days

CONTENT

- The program will cover the following:
- Mapping of Case Teaching, Writing and Learning Experiences
- Defining Key Skills Associated with Case Writing and Case Teaching
- Overall Case Writing Process: Origination of ideas to be mapped in Case
- Generating and Securing a Lead
- Exploring Case Teaching Styles
- Best Practices related to Case Teaching
- Designing of Syllabus for Case class and Preparing Students to Learn
- Tips on Preparing to teach a Case
- Mock Teaching Experience
- Methodologies to Evaluate Student Learning in a case teaching environment
- Analyzing the Characteristics of Best Selling Cases
- Exploring Case Writing
- Key Success factor for bestselling cases
- Examining Case Method from Learner's Perspective
- Understanding Steps in Case Writing Process
- Key Characteristics of a successful Case writer
- Building a Research Plan
- Primary Research for Case Writing
- Secondary Research for Case Writing
- Developing the first Draft of a Case

PEDAGOGY

The pedagogy of this FDP will be group discussions and brainstorming sessions. The participants will be made to think creatively and by the end of FDP each participant should have a preliminary draft of his/her proposed case. The resource person will encourage creative thinking and provide guidance so that the proposed case ideas become publishable and potentially best seller cases.

FOR WHOM

This FDP is for faculty members teaching at post graduate level. This FDP is primarily designed for B-School faculty members teaching any subject in management. The corporate executives with an intent to learn decision making can benefit from this workshop.

PARTICIPANTS OF IN COMPANY PROGRAMs (ICPs) @ IMI BHUBANESWAR



IndianOil



Directorate General Resettlement



and many more....

For more information, please contact:

INTERNATIONAL MANAGEMENT INSTITUTE

Gothapatna, Malipada, Bhubaneswar - 751003

Tel: +91674 7194100, Mobile: +91 98026 01715

Email: mdp@imibh.edu.in, website: www.imibh.edu.in