

MANAGEMENT DEVELOPMENT PROGRAMMES (2022-23)



**INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR**

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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 62nd rank in National Institutional Ranking Framework (NIRF) 2021 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 Bhubaneswar is accredited with AMBA (Association of MBAs) and NAAC (National Assessment and Accreditation Council). 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).

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 2021, IMI Bhubaneswar has been rated higher than many reputed management institutes 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. Place-ments 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

S. NO.	PROGRAMME TITLE	DURATION (NO. OF DAYS)	Dates	Online / Offline	PROGRAMME DIRECTOR
1	Doing Wonder Using Design Thinking	2	17-18 June 2022	Online / Offline	Prof.Devesh Baid
2	Personal Financial Planning & Investment	2	24-25 June 2022	Online / Offline	Prof.Sougata Ray & Prof.Sangram Keshari Jena
3	LEAN Practices to Innovate & Stay Efficient	2	15-16 July 2022	Online / Offline	Dr. Ritu Singh & Dr. Swayam S. Panigrahi
4	Finance for Non-Finance Executive	2	22-23 July 2022	Online / Offline	Prof.Sangram Keshari Jena & Prof.Devesh Baid
5	Data Visualization and Analytics using Power BI	2	29-30 July 2022	Online / Offline	Prof.Devesh Baid
6	Financial Modeling in Excel & R	2	05-06 Aug 2022	Online / Offline	Prof.Sougata Ray & Prof.Sangram Keshari Jena
7	Excel Based Business Decision Making	2	19-20 Aug 2022	Online / Offline	Prof.Sourabh Sharma
8	Financial TimeSeries Analysis Using R	4	25-28 August 22	Online / Offline	Prof.Santanu Das
9	Operations Driven Sustainability	2	2-3 Sep 2022	Online / Offline	Dr. Swayam S. Panigrahi & Dr. Ritu Singh
10	Interest Rate and Commodity Derivative	2	16-17 Sep 2022	Online / Offline	Prof.Sangram Jena
11	Hands-on HR Analytics for Non-Coders	3	23-25 Sep - 2022	Online / Offline	Prof.Pratyush Bannerjee
12	Building Responsible Organizations	2	29 -30 Sep 2022	Online / Offline	Prof.Supriti Mishra
13	Marketing for Startups	1	15-Oct-22	Online / Offline	Prof.Amit Shrivastava
14	Gender Sensitization in the Workplace	1	04-Nov-22	Online / Offline	Prof.Supriti Mishra
15	Data Visualization for Analytics	2	18-19 Nov 2022	Online / Offline	Prof. Ramesh Behl
16	Digital Marketing	2	02-03 Dec 2022	Online / Offline	Prof.Sourabh Sharma
17	Marketing Analysis using SPSS/AMOS for decision Making	3	07-09 Dec 2022	Online / Offline	Prof.Shrisendu Ganguly
18	Effective Communication for Professional Excellence	1	16-Dec-22	Online / Offline	Prof.Kapil Pandla
19	Personal Financial Planning	1	17-Dec-22	Online / Offline	Prof.Debidutta Pattnaik
20	Enhancing Customer Satisfaction through Service Delivery	2	05-06 Jan - 22	Online / Offline	Prof.Shrisendu Ganguly
21	Happiness at Work	1	13-Jan-23	Online / Offline	Prof.Supriti Mishra
22	Finance for Non-Finance Executive	2	14-15 Jan - 2023	Online / Offline	Prof.Santanu Das
23	Analytics and Visualization	2	20-21 Jan 2023	Online / Offline	Prof. Ramesh Behl and Prof. Manit Mishra
24	Managing Interpersonal Relations	2	26-27 Jan 2023	Online / Offline	Prof.Bindu Chhabra
25	Supply Chain Management	2	03-04 Feb 2023	Online / Offline	Dr. Ranjit Roy Ghatak & Dr. Rajesh Katiyar
26	Developing Front Line Managers for High Performance	1	10-Feb-23	Online / Offline	Prof.Kapil Pandla
27	Effective Leadership	2	17-18 Feb 2023	Online / Offline	Prof.Bindu Chhabra
28	Data Insights and Business Analytics	3	17-19 March 2023	Online / Offline	Prof.Aritra Pan

*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



OBJECTIVES:

To expose participants to techniques of design thinking for developing entirely new product / service or modifying existing ones to meet customer need.

CONTENT:

- Empathy and Problem Definition
- Ideation
- Building Value Proposition and Business Model
- Delivering Minimum Viable Product

PEDAGOGY:

Presentation, Exercises and Games

FOR WHOM :

Managers, Startups CEO

DURATION:

2 Days

PROGRAMME DIRECTOR :

Prof Devesh Baid

OBJECTIVES :

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 both the theory and practical application on the following topics:

Planning your personal finances

Managing your personal finances

Insuring your resources

Investing Fundamentals

Investing in Bond and Equity

Investment in Mutual Funds & Alternate Investment Assets

Retirement Planning

PEDAGOGY :

A blend of classroom lectures, discussions, case studies with hand 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.

DURATION:

2 DAYS PROGRAMME (Residential/non-Residential)

PROGRAMME DIRECTOR:

Prof. Sangram Jena & Prof. Sougata Ray

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 working with frameworks and tools that enable managers to develop ways to attain and sustain competitive advantage by applying Lean Practices.

CONTENT: MDP includes conceptual and practical sessions on these topics:

- Lean Management Philosophy and Concepts
- Lean Cultures
- Lean Process Requirements
- Lean and Performance Management
- 7 Wastes and 3Ms
- Implementation of Just in Time
- Implementation of Jidoka
- Lean is Green

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:

- Mid-level executives from manufacturing as well as services sector.

DURATION: 2-day MDP Programme (Residential/non-Residential)

PROGRAMME DIRECTOR: Prof. Ritu Singh & Prof. Swayam S. Panigrahi

OBJECTIVES :

In the aftermath of COVID 19, the rules of business are going to be rewritten. Numerous businesses were affected by the economic downturn. To thrive in future, massive finances are to be mobilized to streamline the business model and making value creating investment decision. This program would help the executives to unlock extraordinary value for the business through value enhancing financial decision making. It will enhance the strategic and financial knowledge of the executives where they can spot the financial problems and take better financial decision so that the impact can be felt across the organization.

CONTENT :

Financial Analysis and Valuation of Firm
Growth and Value Creation
Management of working Capital
Managing Investments and Value Creation
Financial Strategy and Value Creation

PEDAGOGY :

A blend of classroom lectures, discussions, case studies with hand on using spreadsheets for simulation to understand the various aspects of finance for value creating financial decision making.

FOR WHOM :

The course is for current and potential corporate executives who are contributing to growth and profitability of the organization and ultimately value creation.

DURATION:

2 DAYS

PROGRAMME DIRECTOR :

Prof. Sangram Keshari Jena and Prof. Devesh Baid

OBJECTIVES:

To expose participants to data visualization and analytics techniques using Power Bi tool. It will cover all three tools of Power Bi - Power Bi Desktop, Power Bi Service, and Power Bi Mobile.

CONTENT:

- Data Loading and using Power Query for Data Transformation.
- Relationship Building among Data Tables (Model Building)
- Visualizations
- AI Tools in Power Bi

PEDAGOGY:

Classes will be conducted in workshop mode with hands on practice.

FOR WHOM:

Senior and middle level managers of companies.

DURATION:

2 Days

PROGRAMME DIRECTOR:

Devesh Baid

OBJECTIVES :

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 hand 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.

DURATION:

2 DAYS

PROGRAMME DIRECTOR:

Prof. Sangram Jena & Prof. Sougata Ray

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: MDP includes theory and practice on these topics

- 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.

DURATION: 2 days programme (Residential/Non-Residential)

PROGRAMME DIRECTOR: Prof. Sourabh Sharma

OBJECTIVES:

The basic objective of this FDP is to expose the participants to various time series models and analyzing the data. This course is also aimed at providing an understanding of the algorithms behind each of these models and their applicability based on the type of data.

CONTENT:

- Understanding distribution of time series data
- Testing for normality
- White noise – meaning and tests
- Unit Root and their testing (ADF Test)
- Univariate return modelling - AR, MA and ARMA models
- Identifying and testing AR, MA and ARMA models
- Univariate volatility modelling (ARCH, GARCH, EGARCH, GJR- GARCH models)
- Multivariate return modelling – VAR and VECM
- Multivariate volatility modelling – EWMA and BEKK models
- Volatility spillover

PEDAGOGY:

The teaching methodology will be through discussions and supplemented by hands-on applications on real time data. The entire course will be conducted in R. There will be 3 sessions every day of each of 1.5 hours. Participants will carry out a mini project of analyzing any financial data and the presentation will be made by the participants on the last day, last session of the FDP.

FOR WHOM:

Faculty members, research scholars and students of post graduate courses in finance, economics, mathematics and statistics.

PROGRAMME DIRECTOR:

Dr. Santanu Das

OBJECTIVE :

There is growing need in business and society to be considering the sustainability perspective in the operational and supply chain activities especially in post covid-19 era. Firms are increasingly recognizing that they need to invest in sustainability in their operations and create responsible and sustainable supply chains to be successful in a globalized and post covid19 world. Sustainability leaders also recognize that sustainable supply chains can offer them competitive advantages in post covid-19 era. This programme will mainly focus on key skills in building a resilient supply chain, the tools needed to implement change in business and discover the role of technology in facilitating sustainable development.

CONTENT:

MDP includes theory and practice on these topics:

- Introduction to sustainable operations
- Sustainable Manufacturing: The Lean & Green Business Model
- Sustainable Supply Chain Management
- SDG's as a tool to build resilient supply chains

PEDAGOGY:

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

FOR WHOM:

Business professionals/Executives/Sustainability leaders looking to understand and develop future-focused sustainable operations strategies.

DURATION:

2-day MDP programme (Residential/non-Residential)

PROGRAMME DIRECTOR:

Prof. Swayam S. Panigrahi & Prof. Ritu Singh

OBJECTIVES :

Corporates and Individuals are surrounded interest rate and commodity risk. The objective of the program is to understand the market mechanism of managing such risk using interest rate and commodity derivatives.

CONTENT:

Interest Rate Derivatives

Commodity Derivatives

Application of derivatives to manage risk

PEDAGOGY:

Case base

FOR WHOM:

Academician, Portfolio and Risk Managers

DURATION:

6 hours

PROGRAMME DIRECTOR :

Dr. Sangram Keshari Jena

OBJECTIVES:

The traditional function of human resource management has gone through a wave of metamorphosis in terms of its function and application in the wake of recent shift towards evidence-based management and data analytics. HR has been supported in this exciting journey through the user-friendly software packages, ranging from the more commonly known ones such as MS Excel to the more advanced ones such as R, PYTHON, SAS, SPSS, RapidMiner and others have lent a good hand in crunching the data and finding interesting inter-relationships hidden in the data. However, many practitioners are apprehensive of learning these tools due to perceived difficulty of or lack of coding knowledge. This short-duration MDP focuses on orienting HR professionals with no prior coding knowledge in "HR/People Analytics", with an aim to provide a hands-on experience in some of the key HR analytics application areas such as predicting which candidates may accept or reject joining offer, understanding which training and development method is better in terms of employee output, identifying the star employees and attrition/talent retention analysis, to name a few. Participants would learn how to make HR related data clean and fit for subsequent use, how to visualize the data using one of the most popular tools – Power BI, and how to use predictive analytics and prescriptive analytics tools such as R and Python without using any code to drive data-driven insights to aid in their decision-making.

PEDAGOGY:

The program will follow a mix of demonstration, case studies and practice assignment methods.

Learning Objectives:

- Understand applications of HR analytics in different HR functions, developing an analytics culture and how to initiate a analytics project pipeline
- Learning to compute key HR metrics and linking them to key HR decisions
- Demonstrate data visualization skills with Power BI
- Demonstrate applied skills in using statistical techniques for problems such as employee engagement, compensation and benefit impact, diversity policy impact on bottom line with R GUI
- Demonstrate applied skills in using machine learning techniques to apply on areas such as predicting future attrition, joining propensity of candidates, promotion and performance appraisal with Python GUI
- Understanding applications of Text Analytics in context of employee sentiment mining, social media analytics and resume recommendation with Python

PROGRAMME DIRECTOR:

Prof. Pratyush Bannerjee

OBJECTIVES

The program intends to provide a sound understanding of social responsibility of business organizations 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. This two days' training will focus on these issues through live discussions, experience sharing, case discussion and much more.

CONTENT

- 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 days programme (Residential/Non-Residential)

Programme Director:

Prof. Supriti Mishra, PhD

OBJECTIVES :

Marketing plays a key role in identifying, acquiring and retaining customers that is critical to the success of a startup company. This program examines how startup companies identify, attract and retain customers by understanding their needs, and how startup companies translate these needs into value offerings, and how ultimately startup companies capture value back. This program will help to develop the critical and analytical skills necessary to meet the marketing challenges of startup companies.

CONTENT :

- What Is Marketing?
- Startup vs. Corporation
- Growth Hacking
- Common Mistakes In Marketing
- Through The Looking Glass
- Power of the People
- Generating Anticipation
- Content Marketing
- Blogging
- Events
- Leverage Your Network
- Pricing Strategy
- Marketing Plan

PEDAGOGY :

The pedagogy will be class-room discussion, cases and some hands-on exercises.

FOR WHOM :

The programme is appropriate for working executives in start-up firms. The entrepreneurs looking to get formal understanding of marketing function. The engineering or management students intend to join start-ups or plan to set up own venture.

DURATION: 1 day (8 hours)

PROGRAMME DIRECTOR : Prof Amit Shrivastava

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.

DURATION:

1 day

PROGRAMME DIRECTOR:

Prof. Supriti Mishra, Phd

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.

DURATION: 2 days

PROGRAMME DIRECTORS

Prof. Ramesh Behl

OBJECTIVES

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.

CONTENT

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
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
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

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.

DURATION: 2-day programme (Residential/Non-Residential)

PROGRAMME DIRECTOR: Prof. Sourabh Sharma

OBJECTIVES:

This program introduces the field of marketing analytics that is based on use of data to develop statistical and machine learning models to support decision-making. Data have swept into every industry and business function and are now an important factor of production, alongside labour and capital and there is a need for people with deep analytical skills and know how to make effective decisions. Issues related with the management of data, reporting of data and generating insights from the data are discussed in the programme.

CONTENT:

- Introduction to Marketing Analytics
- Familiarizing with the SPSS & AMOS softwares
- Basic Data Analysis Techniques
- Data reduction & Summarization – Factor Analysis (EFA)
- Introduction to Predictive Analytics - Multiple regression & Discriminant Analysis
- Segmentation, Targeting & Positioning (STP) Analytics – Cluster Analysis
- New Product Development Analytics – Conjoint Analysis
- Marketing models using SEM

PEDAGOGY:

Hands on analytical techniques on real world datasets using SPSS & AMOS with plug and play approach.

FOR WHOM:

The program is designed for middle level executives and professionals in organizations who appreciates data analysis, as well as faculty members interested in analytics.

PROGRAMME DIRECTOR:

Prof. Shirshendu Ganguli

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
- Data Mining Techniques – Association rule, Clustering, Classification

PEDAGOGY: Discussion, Case Study, Exercise

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)

PROGRAMME DIRECTOR: Prof. Kapil Pandla

OBJECTIVES:

- To impart the knowledge concerning personal financial plans.
- To equip the participant to identify the right amount of risk cover and plan for short-, mid-, and long-term financial goals.

CONTENT:

- Insurance and Insurance Plans
- Financial Goals and Contingency Planning
- Indian Financial Markets and Products
- Mutual Fund as a Vehicle to Achieve Short-, Mid-, and Long-Term Financial Goals
- Direct Equity Investment Dos and Don'ts

PEDAGOGY:

The program includes a prudent mix of presentation, discussion, and practical exercises.

FOR WHOM:

For early career professionals, businessmen, and post graduate students.

PROGRAMME DIRECTOR:

Prof. Debidutta Pattnaik

OBJECTIVES:

Services have become an integral part of economy in both developing and developed countries. In fact, one of the main parameters of development is the share of services in a country's Gross Domestic Product (GDP), which has crossed the threshold of 50% in almost all the countries all over the world, including India. Understanding and delivering superior services is the key to flourish in a service economy. In this scenario, service delivery process and hence achieving high Customer satisfaction is the most aspect of Services management. The achievement of superior Customer Satisfaction is based on how effectively the service provider is able to manage the service delivery process. The four most important steps for doing this are – (i) Development of Service (ii) Create the Service Blueprint (iii) Improve the customer perception of Service Quality and Productivity; and (iv) Measure and enhance Customer Satisfaction. This Programme gives the conceptual understanding and a hands-on experience to develop strategies in order to enhance the effectiveness of the service delivery process and thus higher Customer Satisfaction

CONTENT:

- Developing Service products
- Positioning Service products
- Design service delivery process (flowchart)
- Design & manage service process through Service Blueprint
- Service Quality Gap model & standards
- Service productivity enhancement using Service Quality
- Measuring Customer satisfaction
- Enhancing Customer satisfaction

PEDAGOGY:

Lecture, Role plays, Exercises, Case discussions

FOR WHOM:

Junior and middle level executives in the service sector

PROGRAMME DIRECTOR:

Prof. Shirshendu Ganguli

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:**Happiness Activities**

- 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

DURATION:

1-day programme

Resource Person:

Prof. Supriti Mishra

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.

CONTENT:

- 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.

PROGRAMME DIRECTOR:

Dr. Santanu Das

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.
- 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.

DURATION: 2 days

PROGRAMME DIRECTORS

Prof. Ramesh Behl and Prof. Manit Mishra

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.

Duration

One Day Programme

PROGRAMME DIRECTOR:

Prof. Kapil Pandla

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: MDP includes theory and practice on these topics:

- 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: This is a “fundamental” programme specially designed for:

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

DURATION: 2-day MDP programme (Residential/non-Residential)

PROGRAMME DIRECTOR: Dr. Ranjit Roy Ghatak and Dr. Rajesh Katiyar

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.

Duration

One Day Programme

PROGRAMME DIRECTOR

Prof. Kapil Pandla

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

DURATION: 2-day programme (Residential/non-Residential)

PROGRAMME DIRECTOR : Prof. Bindu Chhabra

OBJECTIVES:

The three days' workshop on Data Insights and Business Analytics is designed to provide hands-on training to help in understanding the business problems and develop analytical solutions. Candidates should be able to gain knowledge to validate models using R (software: R, RStudio).

CONTENT:

- Introduction to R Programming
- Algorithms and Efficient R Programming
- Overview of Data, Analytics, and Predictive Modelling – CRISP DM
- Refreshment of Statistics, Probability Distribution and Distribution Models
- Outlier Detection Techniques and Missing Value handling
- Data Engineering – Data Pre-processing and EDA
- Simple and Multiple Linear Regression
- Logistic Regression, and Evaluation Metrics
- Market Basket Analysis using Transactional and Non-transactional data
- Machine Learning – Supervised and Unsupervised Techniques, and Cross Validation
- Classification Techniques – Decision Trees, Random Forest, and Naïve Bayes
- Unsupervised Learning - Clustering Techniques

PEDAGOGY:

Lectures, Experience Sharing, Discussions, Case Studies, Group Activities and Hands – On.

FOR WHOM:

Junior and mid-level executives involved in day-to-day business handling for service/product delivery in projects across sectors. Candidates would benefit from this program by doing hands-on in parallel to learning of theoretical concepts.

PROGRAMME DIRECTOR:

Prof. Aritra Pan

PARTICIPANTS OF IN COMPANY PROGRAMs (ICPs) @ IMI BHUBANESWAR



IndianOil



Directorate General Resettlement



and many more....

For more information, please contact:

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