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MDP BROCHURE

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MANAGEMENT DEVELOPMENT PROGRAMME (MDP) - CALENDAR 2024-25

S. NO.	PROGRAMME TITLE	DURATION (NO. OF DAYS)	PROGRAMME FEE (PER PARTICIPANT / PER DAY)			Dates	PROGRAMME DIRECTOR
			NON-RESIDENTIAL	RESIDENTIAL	ONLINE		
1	MS EXCEL Based Business Decision Models	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	16-17 Aug 2024	Prof. Sourabh Sharma
2	Managing Salesforce for Small Business and Enterprises	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	15-17 Sep 2024	Prof. Amit Shrivastava
3	Hands-on People Analytics - A No-Code Approach	3	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	27-29 Sep 2024	Prof. Pratyush Banerjee
4	Understanding Business Insightsusing Analytics	3	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	04-06 Nov 2024	Prof. Aritra Pan
5	Tools and Techniques for Research - FDP	5	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	11-15 Nov 2024	Prof. Rohit Vishal Kumar
6	Building ESG Oriented Inclusive Responsible Organisation	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	22-23 Nov 2024	Prof. Supriti Mishra
7	21st Century Financial Planning	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	5-6 Dec 2024	Prof.Sougata Ray
8	Risk Management	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	12-13 Dec 2024	Prof.Ramakrushna Panigrahi
9	Service Quality Enhancement for Customer Retention	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	10-11 Jan 2025	Prof. Shirshendu Ganguli
10	Performance Improvement using Lean Six Sigma	1	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	17 Jan 2025	Prof. Rajesh Katiyar & Prof.Ranjit Roy Ghatak
11	Self-Management at Work	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	21-22 Jan 2025	Prof. Manaswita Bharadwaja
12	Tools and Techniques for Research - FDP	5	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	03-07 Feb 2025	Prof. Rohit Vishal Kumar
13	Business Analytics - FDP	5	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	10-14 Feb 2025	Prof. Manit Mishra , Prof. Ranjit Roy Ghatak , Prof.Sangram Keshari Jena , Prof. Pratyush Bannerjee & Prof. Aritra Pan
14	Agile Approaches to Project Management	2	Rs. 5000/-	Rs. 7500/-	Rs. 2500/-	20-21 Mar 2025	Prof. Shreyanshu Parhi

TITLE :

MS EXCEL-BASED BUSINESS DECISION MODELS

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 :

The program will cover the following:
- 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 investment decisions using IT Tools & Techniques
- Evaluating Sales and Marketing Decisions using OLAP techniques
- Evaluating Project Investments Decisions
- Managing Logistics and Distribution Systems

PEDAGOGY :

The sessions will be a blend of interactive lectures, class discussions and will be supplemented by case analysis and exercises. 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)

Date & Month :

16th & 17th August 2024

PROGRAMME DIRECTOR :

Prof. Sourabh Sharma

TITLE :

MANAGING SALES FOR SMALL BUSINESS AND ENTERPRISES

OBJECTIVES :

The objective of the Management Development Program on Managing Sales for Small Business Owners is to equip participants with the knowledge, skills, and strategies necessary to enhance their sales performance, increase revenue, and ensure sustainable business growth.

CONTENT :

The program will cover the following:

- Provide a comprehensive understanding of the sales process, including prospecting, lead generation, sales presentations, closing techniques, and post-sale follow-up.
- Techniques for collecting, managing, and using customer data.
- Identifying target markets and customer segments
- Understanding competitors and differentiating your offerings.
- Crafting and delivering compelling presentations.
- Identifying and addressing customer objections.
- Leveraging digital sales tools (CRM, email marketing, social media).
- Recruitment and training of salespersons
- Key metrics and KPIs for measuring sales performance.
- Creating a customised sales strategy for individual businesses.

PEDAGOGY :

- Interactive lectures
- Practical exercises (Group and Individual)
- Role-plays
- Action-plan reviews

FOR WHOM :

- Small Business Owners and Entrepreneurs
- Aspiring Entrepreneurs
- Freelancers and Independent Consultants
- Family Business Members
- Non-Profit Organization Leaders

DURATION :

15 Hours staggered over two days (7.5 hours each)

Date & Month :

15th Sep'2024 & 22nd Sep'2024

PROGRAMME DIRECTOR :

Prof. Amit Shrivastava

TITLE :

HANDS-ON PEOPLE ANALYTICS WITH NO-CODE APPROACH

OBJECTIVES :

- Understand applications of People Analytics in different functions, developing an analytics culture and how to initiate a analytics project pipeline
- Learning to compute key metrics and linking them to key 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
- 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
- Understanding applications of Text Analytics in context of employee sentiment mining, social media analytics and resume recommendation with Python

CONTENT :

This MDP focuses on orienting professionals with no prior coding knowledge in "People Analytics", with an aim to provide a hands-on experience in some of the key analytics application areas such as predicting which candidates may accept or reject joining offer, which customers are more liable to churn out, which loan applicants are likely to default, understanding which training and development method is better in terms of employee output, which sales department is outperforming others, which machine workflows are running at lesser capacity identifying the star employees and attrition/talent retention analysis, to name a few. Participants would learn how to make raw 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.

FOR WHOM :

The program is primarily curated for HR and Marketing professionals at entry level to middle level with keen interest in analytics who do not have any exposure towards computer language coding. Faculty members and analytics consultants keen on teaching People Analytics will also benefit from the program.

DURATION :

Sixteen sessions of 1 Hour 30 Minutes duration spread across four Saturdays in September 2024

Date & Month :

2nd, 9th, 16th & 23rd September 2024

PROGRAMME DIRECTOR :

Prof. Pratyush Banerjee

TITLE :

UNDERSTANDING BUSINESS INSIGHTS USING ANALYTICS

OBJECTIVES :

The three days' training program on "Understanding Business Insights using Analytics" is designed to provide hands-on training to help in understanding business problems and develop analytical solutions. Candidates should be able to gain knowledge to validate models using tools.

CONTENT :

- Overview of Data, Analytics, Predictive Modelling, and, AI
- Analytics Life Cycle
- Statistics, Data and Models
- Issues with Data
- How to deal (engineering) with Data? – Hands-On
- Simple prediction models – with Case Studies
- Advanced prediction models – with Case Studies
- Market Basket Analysis / Recommendation Systems – with Case Studies
- Machine Learning
- Machine Learning Models and Applications – with Case Studies
- Segmentation Techniques

PEDAGOGY :

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

FOR WHOM :

Open for everyone with interest in Analytics. Only requirement is that the candidate should be open to learning new concepts and applications.

DURATION :

3 days

Date & Month :

26 – 28 April, 2025

PROGRAMME DIRECTOR :

Prof. (Dr.) Aritra Pan

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TITLE :

TOOLS AND TECHNIQUES FOR RESEARCH

OBJECTIVES :

- To make the participants aware of various tools and techniques in research.
- To prepare the participants to be able to analyze data using statistical software.
- To apply the outcome of analysis in different application areas.
- To be able to convey the analytical results for wider dissemination.

PEDAGOGY :

The pedagogical approach would be a mix of online lectures and practical sessions; with examples drawn from real life applications. In the 6-hour per day FDP participants would be made aware of how to analyze data work and how to interpret the results for meaningful insights using open-source statistical tools like R, Jamovi and Tableau.

FOR WHOM :

- Faculty Members / Scholars who are beginning their career in research.
- Faculty Members / Scholars engaged in teaching research in UG PG & Doctoral level.
- Participants from Government, Industry, & NGO sector who need to work with data.

CONTENT :

Day	09:00 – 11:00 AM	11:30 – 01:30 PM	03:00 – 05:00 PM
1	(9-10 am) Welcome Session. (10-11 am) Basic Statistics	(11:30-12:30 pm) Contingency Tables (12:30-01:30 pm) ANOVA & ANCOVA	Simple & Multiple Regression
2	Logistic Regression	Discriminant Analysis	Conjoint Analysis
3	Cluster Analysis PCA & EFA	CFA and SEM (Theory)	SEM (Practice)
4	SLR & Bibliometric Analysis	PLS-SEM (Theory)	PLS-SEM (Practice)
5	Data Visualization	Writing & Publishing the Findings	Feedback and Felicitation

DURATION :
5 Days x 6 Hours per Day

PROGRAMME DIRECTOR :
Prof. Rohit Vishal Kumar

Date & Month :
20-24 January 2025 & 3-7 February 2025

FDP RESOURCES :
Prof. Manit Mishra, Prof. Supriti Mishra, Prof. Shirshendu Ganguli
Prof. Rahul Choudhury, Prof. Rohit Vishal Kumar & Other Faculty Members from IMI-B

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TITLE :

SERVICE QUALITY ENHANCEMENT FOR CUSTOMER RETENTION

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. In this scenario, increasing the quality level of service delivery is crucial in order to retain more number of customers & make them loyal. The objective of the Management Development Program is to give participant hands-on-experience to develop strategies of enhancing the effectiveness of the service delivery quality leading to higher customer retention.

CONTENT :

- Developing & Positioning of the Service products

- Design of the service delivery process (flowchart)

- Manage the service process using the Service Blueprint

- Service Quality Gap model & standards

- Design of the Services Marketing Mix to deal with inherent characteristics

- Service productivity enhancement using Service Quality

- Measuring Customer satisfaction to retain customers

- Enhancing Customer satisfaction to make them loyal

PEDAGOGY :

- Lectures
- Practical exercises
- Role-plays
- Case discussions

FOR WHOM :

Junior and middle level executives in the service sector (customized as per sector)

DURATION :

12 Hours over 2 days (6 hours per day – 4 Sessions of 1.5 hour each)

Date & Month :

10-11 January 2025

PROGRAMME DIRECTOR :

Prof. Shirshendu Ganguli
& Prof. Rohit Vishal Kumar

TITLE :

PERFORMANCE IMPROVEMENT USING LEAN SIX SIGMA

OBJECTIVES :

Businesses mainly depend on the management and coordination of different functional areas to assure value addition to all the stakeholders. 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. Firms are using contemporary 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 Six Sigma (LSS). LSS combines Six Sigma methods and tools with the lean manufacturing/lean enterprise philosophy. It strives to eliminate the waste of physical resources, time, effort, and talent while assuring quality in organizational processes. This programme aims at developing frameworks and tools that enable managers to develop ways to attain and sustain competitive advantage by applying LSS.

CONTENT :

Lean management: philosophy and concepts; 7 Wastes & 3 Ms; Process innovations through lean thinking; Why Six Sigma; DMADV vs DMAIC; Process capability; Six Sigma tools like Cause-and-Effect analysis; Pareto charts and Control charts.

PEDAGOGY :

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

FOR WHOM :

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

DURATION :

1 Day

Date & Month :

17th January 2025

PROGRAMME DIRECTOR :

Prof. Rajesh Katiyar & Prof. Ranjit Roy Ghatak

TITLE :

SELF-MANAGEMENT AT WORK

OBJECTIVES :

- To enhance self-awareness and self-regulation among executives.
- To develop skills for effective time and stress management.
- To improve decision-making and problem-solving abilities.
- To foster resilience and adaptability in the workplace.
- To cultivate a balanced approach to work and personal life.

CONTENT :

- Self-Awareness: Identifying Strengths and Weaknesses
- Principles of Effective Time Management; Techniques for Prioritization and Scheduling
- Overcoming Procrastination
- Understanding Stress and Techniques for Stress Reduction
- Building Emotional Intelligence
- Steps in Effective Decision Making and Problem Solving
- Building Personal Resilience and Coping with Change and Uncertainty
- Mindfulness and Well-being Practices
- Effective Communication Techniques
- Conflict Resolution Skills
- Building Strong Professional Relationships
- Strategies for Achieving Work-Life Balance
- Setting Boundaries and Managing Expectations
- Personal Goal Setting and Creating a Personal Action Plan

PEDAGOGY :

- Interactive Lectures
- Group Discussions
- Case Studies
- Role Plays
- Self-Assessment Exercises
- Practical Demonstrations
- Reflective Journals

FOR WHOM :

All managers/executives/administrators irrespective of their functions, hierarchical position and business involvement - be it in the private/public sector organisations, multinational companies, government organisations or non-governmental organisations.

DURATION :

Two days (Four 1.5 hours sessions each day)

Date & Month :

21st and 22nd January 2025

PROGRAMME DIRECTOR :

Prof. Manaswita Bharadwaja

TITLE :

AGILE APPROACHES TO PROJECT MANAGEMENT

OBJECTIVES :

- To understand the core concepts of agile project management.
- To apply the concepts through real life cases.
- To analyze the various techniques to be used for effective agile project management.
- To evaluate the deployment and execution of the agile project management in the organization.

CONTENT :

The program will cover the following:
- Modernizing Project Management
- Agile Approaches
- Agile Environments in Action
- Agile Planning
- Agile Management
- Managing Team Dynamics and Communication
- Agile Metrics

PEDAGOGY :

Pedagogy will be a combination of interactive lecture classes, & case discussions with the working professionals to understand application of theoretical concepts to real life situations

FOR WHOM :

- Professionals who are looking to upgrade their career into Agile Project Management.
- Working professionals in IT industry
- Working professionals in any department or organization with an acumen and interest in Agile Project Management.
- Professionals working in organizations dealing with the development and execution of projects concerning innovative and new product development.

DURATION :

2-Days

Date & Month :

20th – 21st March 2025

PROGRAMME DIRECTOR :

Prof. Ranjit Roy Ghatak and Prof. Shreyanshu Parhi

TITLE :

CASE WRITING WORKSHOP FOR MANAGEMENT PROFESSORS

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OBJECTIVES :

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.

DURATION :

2 DAYS

Date & Month :

1st week of November 2024 and 1st Week of January 2025

PROGRAMME DIRECTOR :

Prof. Ramakrushna Panigrahi

PROGRAMME FEE:

INR 10,000/-per participant for 2 days. Fee includes study materials and kit, Lunch and Snack for both the days.

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TITLE :

FINANCIAL MODELLING USING EXCEL & R

OBJECTIVES :

Financial modelling using Excel is a process that involves preparing financial statements and predicting a company's financial performance using valuation tools based on assumptions and historical performance information. This course helps managers develop a solid understanding of financial modelling and create efficient, error-free models using industry best practices. Financial models are useful for investment bankers, research analysts, credit analysts, project managers, and financial analysts in valuing companies, assessing financial viability, and creating funding plans. The programme aims to deepen participants' knowledge of financial theory and practice by explaining how financial models and techniques can be implemented.

CONTENT :

The program will cover the following areas:

- Formatting of Excel Sheets - Use of Excel Formula Function such as Sum if, Count if, Sumproduct, Vlookup and many more.
- Usage of Data Types – Stocks and Currencies.
- Modeling Techniques - Data Filter and Sort -Scenario building - pivot tables
- Time value of money - NPV, IRR - Valuation- Discounted Cash Flow Method (DCF),
- Return on investment - Scenarios and valuing companies – Model optimization and basic forecasting.
- Value at Risk - Simulation for financial decision making.

PEDAGOGY :

A blend of classroom lectures, discussions, case studies with hand on using spreadsheets for learning and analyzing various aspects of financial decision-making process.

FOR WHOM :

The course is for senior executives, corporate executives, and professionals who are involved in financial decision-making, are responsible for achieving performance targets, and take decisions based on financial information.

DURATION :

2 Days

Date & Month :

23rd & 24th August 2024

PROGRAMME DIRECTOR :

Prof. Sougata Ray & Prof. Debidutta Pattnaik

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TITLE :

LITERATURE REVIEW METHODS

OBJECTIVES :

- To equip research scholars and faculty members with advanced techniques for conducting literature reviews.
- To enhance understanding of the different methodologies applicable to literature reviews, including systematic approaches and bibliometric analysis.
- To foster skills in identifying, analyzing, and synthesizing research literature effectively.
- To demonstrate practical applications of literature review tools and methods in academic research.

CONTENT :

The program will cover the following areas:

- Arts and science of literature reviews.
- Role of literature reviews in defining research scope and identifying research gaps.
- Literature review methods.
- Systematic literature reviews.
- Bibliometric analysis.
- Topic modeling.

PEDAGOGY :

- A blend of classroom lectures
- Discussions
- Practical demonstration with exercises.

FOR WHOM :

This program is designed for research scholars and faculty members across disciplines who are involved in or anticipate conducting extensive research literature reviews.

DURATION :

2 days

Date & Month :

13th & 14th January 2025

PROGRAMME DIRECTOR :

Prof. Debidutta Pattnaik

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TITLE :

FINANCE FOR NON-FINANCE EXECUTIVES

OBJECTIVES :

This MDP is designed to create an understanding of the scope, methodology and language of finance function to Non-Finance managers involved in business planning and execution at any level of an organization

CONTENT :

The program will cover the following areas:
- Financial Concepts
- Capital and Revenue Expenditure
- Fixed and Variable Costs Management
- Direct and Indirect Costs
- Breakeven Analysis
- Measurement of Margins
- Pricing Strategies
- Capital & Revenue Budgeting
- Decision on Timing and Avenues to Invest
- Analysis of Financial Performance
- Capital Structure & Cost of Capital
- Working Capital Management

DELIVERABLES:

The programme will provide a strong foundation in understanding the concepts of finance and their application in real business environment. The participants will be able to comprehend intricacies of financial decision making which may be intertwined with their functional areas.

FOR WHOM :

Non finance managers of various functional verticals.

DURATION :

2 days

Date & Month :

21st & 22nd November 2024

PROGRAMME DIRECTOR :

Dr. Ramakrushna Panigrahi; Dr. Sangram Keshari Jena

TITLE :

FINANCIAL ANALYTICS USING BLOOMBERG

OBJECTIVES :

Bloomberg resources provide an incomparable, experiential learning opportunity to gain the tangible skills for a successful career in finance. The objective is to bring the real-world financial market to the classroom. So that gap between theory and practice will be reduced. To discuss various ed-tech products and services that immerse learners directly into the financial markets and provide research and analytics across multiple industries. Moreover, the Analytical functions of Bloomberg can be used to perform various activities like portfolio management, risk management and simulation.

CONTENT :

The program will cover the following:
- Stock Selection based on fundamentals.
- Portfolio construction and Optimization
- Portfolio Benchmarking and Management
- Financial Derivatives and Risk Management
- Construction of options strategy

PEDAGOGY :
Live with Bloomberg Terminal

FOR WHOM :
For faculty members teaching Security Analysis and Portfolio management and Financial Derivative and Risk management at post graduate level. Practitioners like brokers, financial consultants, Analyst.

DURATION :
2 DAYS 6 hours of each

Date & Month :
2nd week of March 2025

PROGRAMME DIRECTOR :
Prof. Sangram Keshari Jena

PROGRAMME FEE :
INR 15,000/- per participant for 2 days. Fee includes study materials and kit, Lunch and Snack for both the days.

PROGRAMME COORDINATOR:
MDP Cell