

PROGRAMME DETAILS

MDP Topic

- i. CUSTOMER ENGAGEMENT STRATEGIES

Introduction

The customer of today has acquired devout status for the business houses. With this scenario, enterprises have realized that it is not just enough to satisfy and delight them but also build genuine and long term relationships in a way that would lead to mutual benefits. Customer Engagement Strategies analyzes, assesses, designs and builds strategic customer experience and relationship programs and processes. The objective of engaging with customer is to get the highest maximum benefit in return of lowest amount of money spent. Present MDP on Customer engagement offers a platform to the executives to learn about the best engaging practices used by marketers which they can further replicate in their organizations

Programme Objectives

- To understand the challenges in the current business environment
- To introduce customer engagement strategies in the organization
- To study the impact of customer engagement on Sales and Marketing Initiatives

Programme Contents

- Leveraging media for customer engagement
- Issues and challenges in implementation of customer engagement strategies
- Customer engagement cycle; Organizing and managing client engagement
- Managing resistance; Technology as a tool for building engagement

Pedagogy

The methodology will be an eclectic mix of lectures, discussions, case studies and exercises

For Whom

- Middle level marketing and customer service/relations managers in manufacturing and service organizations, Entrepreneurs, owners, executives of small and medium enterprises

Duration:

One day

Faculty Incharge

Ms. Pooja Jain & Ms. Yukti Ahuja

MDP Topic

ii. MANAGING CONFLICTS AT WORKPLACE

Introduction

Managers, especially those at middle management level, often face situations, where they have to resolve conflicts among the workers, staff members or between supervisor and subordinates. These may be related to working conditions, incentives, targets, etc. Present MDP is aimed at improving competencies of managers in taking decisions which can be accepted by all the aggrieved parties

Programme Objectives

- To enhance decision making skills for resolving conflicts at workplace

Programme Contents

- Understanding Human Behaviour
- Consensus building among team
- Conflict resolution process
- Decision Making

Pedagogy

Lecture, activities, videos and discussions

For Whom

Middle level Managers in manufacturing and service organizations

Duration

One Day.

Faculty Incharge

Prof.S.C.Kapoor

MDP Topic

iii. ORACLE 12C

Introduction

Database consolidation is a key step in the journey to the cloud. Oracle Database 12c makes the process far faster and simpler, enabling the high density of schema-based consolidation—without requiring changes to existing applications

Objectives of the MDP

- How to execute SQL queries in Oracle 12C
- Use PL/SQL programming constructs and conditionally control code flow (loops, control structures, and explicit cursors)
- Create stored procedures and functions
- Write dynamic SQL for more coding flexibility
- Create triggers to solve business challenges
- Create and debug stored procedures and functions
- Describe the features and syntax of PL/SQL
- Design PL/SQL anonymous blocks that execute efficiently

Programme Contents

- SQL commands and SQL statements
- Joins and Subqueries, Using built in functions
- PL/SQL introduction: Defining variables and Data types; Using SQL in PL/SQL
- Program structure to control execution flow; Using cursors
- Using composite data types; Exception Handling
- Using and managing Procedures, user defined Functions, Triggers

Pedagogy

Mix of lectures and hands-on exercises

For Whom

Developers from IT industry at the junior levels

Duration:

Two days

Faculty Incharge

Dr.Manjot Bhatia & Ms.C.Komalavalli

MDP Topic

iv. IMPLEMENTING QUALITY MANAGEMENT SYSTEM IN ORGANIZATION

Introduction

The business world today is marked by hyper competitiveness and complexity. This has forced the business units to determine mechanisms to simplify their business processes and at the same time ensure that the basic objectives of the business are met. One of the means through which this is achieved is by implementing Quality Management System (QMS) in their business. The said MDP is designed to cater to the requirements of implementing QMS in an organization

Objectives of the MDP

- To create awareness of QMS and understand its importance in the current environment
- To understand the areas or domains as to where it can be applied in day to day operations
- To learn to use QMS improvement tools to enhance customer satisfaction and further improve processes within their organizations.
- To know about the implementation process and the various issues and challenges during the implementation process as well as in the post implementation process

Programme Contents

- Concept & Importance of Quality and Quality Management System
- How can QMS help the business in gaining competitive advantage?
- Popular QMS approaches (Deming, Crosby, Edward Juran etc.)
- Improvement tools & methodologies
- The implementation Process; Issues & challenges
- External Audit & the Certification Process
- Dealing with the challenges of Post Certification Scenario
- Role of Certification agencies
- Incentives for Small Business Units

Pedagogy

Role plays, Group participation, Case studies, Presentations, Video clips, etc.

For Whom

Top Management (COO, VP's, HOD's), Managers, Supervisors, QA Practitioners, Entrepreneurs

Duration:

One day

Faculty Incharge

Mr. Sanjive Saxena

MDP Topic

v. UNDERSTANDING, GOOGLY OF INTERVIEW

Introduction

Everything, seems either simple while hearing an experience. The real challenge comes when you encounter it. It is true that facing interview with corporate is altogether a different game than the routine process we come across of interaction. The major issue is understanding the expectations of the Corporate. As well, it is critical to understand, how corporate evaluates the replies you share to the queries raised. Today, most of the Corporates focus your suitability through 'Behaviorally Techniques of Evaluation' Motive, clarity becomes critical to reflect your views. It is therefore important that the budding managers should have a clear understanding of the process to enable balanced reply to the questions posed during interview

Programme Objectives

- To provide live exposure to the participants on how to conduct and face job interviews

Programme Contents

- Concepts, purpose and types of Interviews
- Corporate expectations
- What cliques the Interviewer and traps laid to grill you?
- The natural mode v/s balanced mode.
- Situation handling. When in doubt, what to avoid and points to reflect.
- IIM techniques. Model of BATI

Pedagogy

Discussions, Role plays and videos

For Whom

Junior level HR executives and those involved in campus recruitment process

Duration

One / two day.

Faculty Incharge

Prof. S.C.Kapoor

MDP Topic

vi. TRACKING MACRO VARIABLES FOR MICRO DECISION MAKING

Introduction

Every business operates within an external environment. The economic composition of this environment may create an enabling or stifling setting for an individual business. An awareness and understanding of these may help a business to be proactive in its decisions and create an edge for itself in the competitive environment. Economic environment and the component economic variables are important indicators that reveal the health of an economy. They also specifically give signals about the forthcoming opportunities and impending dangers. Knowledge of these variables and comprehension of changes in them can enable appropriate and well informed decision making.

Objectives of the MDP

- To enable participants to interpret macro-economic variables
- To enable participants to co relate macro-economic variables
- To enable participants to identify macro-economic variables relevant to specific micro-level decisions

Programme Contents

- Macro-economic variables with a layman view. These would include economic growth, inflation, fiscal deficit, exchange rate, and interest rate
- Knowledge sharing about the key policy announcements - the time, periodicity, and understanding of the components
- Application of the macro economic variables in actual or micro level decision making in business organizations

Pedagogy

Mix of lecture, interactive discussions and illustrations

For Whom

The program is designed to help managers in positions of decision making that require information of changes in economic environment

Duration:

One day

Faculty Incharge

Dr. Deepti Kakar

MDP Topic

vii. MANAGING SELF FOR LEADING OTHERS

Introduction

According to Edwin Flippo, "No organization has a choice of whether to develop employees or not, the only choice is that of method." The need for management development is well accepted in the present business, which is fast changing due to technological and social developments.

Ironically, most MDPs are tailored to evolution of a single managerial perspective at a time, whereas the efficacy of a manager is the entirety of diverse facets of his personality. Refining only one side may make a person deranged. Therefore this MDP confronts manifold aspects of a manager so that he emerges as a morally and socially upright individual

Programme Objectives

- To impart knowledge and insights for taking up high-priority management challenges.

Programme Contents

- Micro Lab – ‘Unlearn and Relearn nature’ (Meditation and Yoga)
- Understanding Self (Psychometric testing)
- Managing Self for Leading Others (Leadership)
- Developing Positive Orientation (Power of positivity and Motivation)
- Emotional Intelligence
- Enhancing Interpersonal skills
- Understanding Team dynamics
- Developing Action Plan

Pedagogy

Case studies, Simulations, Role plays, closed Group analyses, Psychometric tests, and applied learning projects, interspersed with lecture sessions

For Whom

Middle and senior level managers of public and private sector organizations, MNCs, Banks, Financial institutions, Government departments and other Organizations / Institutions.

Duration

Three days

Faculty Incharge

Dr.Preety Wadhwa

MDP Topic

- viii. ADVANCED MS-EXCEL: APPLICATIONS IN HR, FINANCE AND MARKETING

Introduction

This is the proposal for conducting MDP in Advanced MS Excel for managers. As MS Excel is widely used in industry, there are certain features which are required to be used for executing tasks which are to be done by executives working in middle or senior position in different functional areas of HR, Finance or Marketing

Objectives of the MDP

MDP aims to cover the following key features;

- Why MS Excel
- Key management areas where MS Excel can be applied
- How MS Excel can be customized to execute various executive level tasks
- How MS Excel can be integrated with other Office products to utilize the existing data

Programme Contents

- Understanding the various add-on operations in the MS excel such Analysis tool pack
- Understanding the linkages of data in various sheets
- A quick glimpse of programming in MS Excel
- Demonstration of some of the advanced tricks in MS Excel
- Handling complex data in MS Excel
- Formatting the Data in MS Excel by means of String functions, date functions, etc.

Pedagogy

Mix of lectures, PPTs, hands on exercise and case studies

For Whom

- Senior and middle level Executives
- Team Leads
- Entrepreneurs

Duration:

One day

Faculty Incharge

Mr.Sanjive Saxena, Mr.Devesh Lowe & Ms.Disha Grover

MDP Topic

- ix. TECHNIQUES FOR EFFECTIVE DECISION MAKING IN PRODUCTION PROCESS

Introduction

Operations research is a bouquet of mathematical techniques to improve the process of business decision making. It offers tools to optimize and find best solutions to decision making problems that managers have to take in their day-to-day operations or while carrying out strategic planning. In today's competitive business environment, the success of a firm depends largely on the capability of its managers in taking effective decisions within the constraints posed by environment, market and internal forces. Executives in every organization should use operations research to model real world situations and make better decisions with less risk and improve day-to-day operations

Programme Objectives

- To provide understanding of various tools of operations research and their applications
- To enhance competence for effective decision making in various business situations

Programme Contents

- Introduction, Significance, Modeling of real life business problems
- LPP formulation, solution and sensitivity analysis using Excel.
- Time-effective scheduling models for optimum utilization of facilities.

Pedagogy

Interactive sessions with mix of formal lectures, practical sessions and hands-on for solving various exercises and real life production problems

For Whom

Supervisors, Managers, Production heads of small and medium enterprises, PSUs, etc.

Duration

One Day

Faculty Incharge

Mr. Sunny Seth

MDP Topic

x. CYBER ATTACKS AND INTERNET SECURITY

Introduction

In the world of Internet where we are sharing all important information through networks, security is a major concern. Computer security, also known as cyber security or IT security, is the protection of computer systems from the theft or damage to their hardware, software or information, as well as from disruption or misdirection of the services they provide. Data present in a computer can also be misused by unauthorized intrusions. Malicious intents can also be a factor in computer security. Intruders often use your computers for attacking other computers or websites or networks for creating havoc. Vengeful hackers might crash someone's computer system to create data loss. A computer security risk is any event or action that could cause a loss or damage to computer hardware, software, data, or information. Some breaches to computer security are accidental, but some are planned. Any illegal act involving a computer is generally referred to as a computer crime.

Objectives of the MDP

- To enlighten the audience about different kinds of Cyber Attacks and ways to protect the data

Programme Contents

- Introduction to computer networks
- Overview of network security
- Types of Cyber Attacks
- Methods for Internet security
- Do's and Don'ts of Cyber security

Pedagogy

Mix of lecture, illustrations and hands-on exercises

For Whom

Junior/ Fresher level Management Executives

Duration:

One day

Faculty Incharge

Dr.Deepshikha Aggarwal

MDP Topic

xi. EXPORTING STRATEGICALLY COMPETITIVELY - NEW WAYS

Introduction

Currently India's Share in world exports is 1.67% as compared to 1950 when it was about 2%. India has now technologically advanced, possesses 3rd largest professional manpower in the world and government encourages & support exports. While about 75% exports is from small and medium scale enterprises, large companies do not contribute substantially. Indian exporters have to fight competitively with International brands, Quality and International prices. A new exports direction needs to be evolved independent of government support to fight competitively, with higher contribution by the exporters

Programme Objectives

To acquaint participants with;

- Competitive pricing
- Selecting markets based on market research and profitability
- Logistics as tool for market penetration and cost reduction

Programme Contents

- New challenges in exports and International business dynamism
- Growing Competition, Technological changes and De-globalization
- Meeting Export Challenges
- Correlating company, country policies integrating with world trends
- International market selection based on Country evaluation techniques
- Market selection by market research, profitability-from Sales to contribution
- Penetrating through Product / Service differentiation
- Preparing Organization –Training and Cultural understanding
- International Negotiation
- Logistics as tool for International Marketing and for Increasing profitability

Pedagogy

Presentation, discussions and case study

For Whom

Entrepreneurs, Small & Medium Enterprises, senior executives and managers involved in exports marketing

Duration

One Day

Faculty Incharge

Dr.Jagmohan Taluja

MDP Topic

- xii. THE ACE TO SOFT SKILL – ATTITUDE, COMMUNICATION AND ETIQUETTE FOR SUCCESS

Introduction

Our world is witnessing a major change in communication patterns, with expanding social spheres, openness in communication and professionals working in multicultural environments. It is crucial; therefore, that India's workforce remains world-class, through re-training and continuous improvements

The ACE of Soft Skills is a part of this process that produces top-notch professionals. As Soft Skills are built on Attitude, is manifested as Communication and polished by Etiquettes. Knowing how to get along with people – and displaying a positive attitude – is crucial for success. The problem is, the importance of these soft skills is often undervalued, and there is far less training provided for them than hard skills

Programme Objectives

- To develop competencies related to soft skills
- To improve problem solving skills through right attitude and team work
- To provide learning on Etiquettes at workplace, meetings and greetings

Programme Contents

- Attitude – Big Picture, Pride, Passion and Process
- Communication – Communication Cycle, People Skills
- Etiquette – Workplace, meetings and greetings

Pedagogy

Interactive with mix of Presentations, Exercises, Role play and Video Clips

For Whom

Junior and middle level executives

Duration

One Day

Faculty Incharge

Ms. Parul Raj

MDP Topic

- xiii. MANAGING PROFESSIONAL AND ETHICAL BEHAVIOUR FOR A SUCCESSFUL CAREER

Introduction

The MDP would create awareness among the participants about various aspects of Professionalism and Ethics at work place. It would be conducted in four sessions that would include presentations, case discussions, activities and few videos. At the end of the workshop, participants are expected to become more sincere in their approach towards ethical and professional behaviour and values. They would realize the importance of values, morals and discipline in personal and career growth

Programme Objectives

- To develop understanding of the professional and ethical behaviour at workplace

Programme Contents

- Professionalism at Workplace; Managing Time; Business Etiquettes, Quality Management
- Ethics – Relevance in personal and professional life
- Aspects of CSR and Environmental Ethics

Pedagogy

Interactive, with mix of Presentations, Activities, Case Discussions and Video Clips

For Whom

Junior and middle management level Executives

Duration

One Day

Faculty Incharge

Dr.Sumesh Raizada

MDP Topic

xiv. FINANCIAL SKILLS ENHANCEMENT FOR NON-FINANCE PROFESSIONALS

Introduction

An efficacious professional needs to take multi-dimensional decisions in the business world. Such decisions have vital effect on the profit and wealth generating capacity of the business. A constant effort and appropriate skill is required in the area of finance for accomplishing better organizational goals & formulating business policies. The non-finance professionals are generally found in a puzzling situation while dealing with procedures & practices in finance. The program provides the professionals with a comprehensive working knowledge of critical financial concepts in an easy manner that will help them to make better decisions in their concerned areas

Programme Objectives

- To understand the basic knowledge in book keeping and accounting.
- To understand financial statements and how they are made.
- To enable non-finance professionals to understand the dynamics of finance and interpretation of financial statements.
- To analyze the impact of decision making on finance.
- To sharpen financial skills and competencies for professional success

Programme Contents

- Relevance of financial concepts and basic principles and financial terminology
- Basic concepts of Accounting and Finance
- Introduction to Financial Statements: Balance Sheet and Profit & Loss Account
- Cash Flow Statement and Techniques of Financial Analysis
- Financial Statement Analysis
- Discussion on financial concepts understanding through activities, case studies etc.
- Financial Analysis by participants

Pedagogy

Discussions, Exercises, Activities and Case-lets

For Whom

Non-finance professionals from corporates, NGOs, Start-ups, MSMEs and other Organizations. Engineers, Technical and Software professionals, Management consultants, Corporate trainers, Academicians and Management students

Duration

One Day

Faculty Incharge

Dr.Navneet Joshi and Dr.Deepika Saxena

MDP Topic

xv. WORKING CAPITAL MANAGEMENT FOR SMALL AND MEDIUM ENTERPRISE

Introduction

Working capital management is an integral part in any business. This area is not only related to finance professionals but also to every vertical of business for smooth functioning and constructive decision making to achieve the organizational growth. So whether person is from marketing, HR or any other domain must know how to incorporate working capital decisions with specific domain. This MDP is a humble step towards it. It would provide an opportunity whereby the participants will be acquainted with different models and techniques to facilitate decision making

Programme Objectives

To acquaint participants with;

- The concept and application of operating cycle and working capital estimations
- Inventory models for optimum stock levels and quantity discount
- Cash budget preparation and optimum cash management
- Credit management and appraisal

Programme Contents

- Introduction to Working Capital management
- Operating cycle and working capital estimation
- Inventory controlling Techniques: EOQ, ABC, JIT etc.
- Optimum cash level and cash budget
- Credit policy and cash discount

Pedagogy

Interactive discussions, formal lecture sessions, activities and case studies

For Whom

Executives in Small and Medium Manufacturing or Service enterprises, Consultants, etc.

Duration

One Day

Faculty Incharge

Mr.N.P.Singh and Ms.Sugandha Sharma

MDP Topic

xvi. BUSINESS MARKETING SKILL DEVELOPMENT

Introduction

Marketing of Industrial and Business products is extremely challenging as customers are mostly aware about the company, its competitors and the products offered. They are technically qualified and expect the sales person to be competent enough to satisfy their queries. The customer varies from small retailers and professionals to senior officials in private as well as public organizations. Considering that business buying involves bulk quantities and huge amount, the marketers have to be extremely proactive in their approach. They should be well acquainted with the business environment as well as current and potential requirements of the buyers. The present MDP shall focus on some of the areas which are essential for successful selling

Programme Objectives

- To provide overview of Industrial / Business Markets
- To develop proficiency in marketing to industrial buyers

Programme Contents

- Overview of Industrial / B2B Marketing
- Strategies to segment and target industrial customers
- Challenges in Business selling and how to overcome them

Pedagogy

Presentation, Activities, Case Discussions and Experience sharing

For Whom

Junior and middle level Business Marketing Executives

Duration

One Day

Faculty Incharge

Dr.Sumesh Raizada