



MDI
MURSHIDABAD

**Management
Development
Institute**

CERTIFICATE COURSE IN GENERAL MANAGEMENT



PROF. (DR.) ATMANAND

Director, MDI Murshidabad

It gives me immense pleasure to welcome you all to MDI Murshidabad (MDI-M). With an intention to impart quality management education, nurture talent, and groom them to become visionary leaders and game changers, the MDI Society had established its second campus at Murshidabad in West Bengal in 2014.

After the laying of the foundation stone in October 2010, the building and infrastructure were launched by the then President of India, Shri Pranab Mukherjee in August 2014, with the simultaneous commencement of its flagship academic program, the Post Graduate Program in Management (PGPM), which is recognized by the All India Council for Technical Education (AICTE), New Delhi. Since inception, MDI Murshidabad has been committed to achieving academic excellence and turning out quality managers and global leaders. Spread over 10 acres, the campus takes pride not only in terms of its state-of-the-art infrastructure and expert faculty, but also in terms of covering several milestones in cognitive domains, including organizing MDPs, industrial visits, business symposia, corporate events, etc. in which our students and faculty members have played pivotal roles.

PROGRAM DIRECTOR

Dr. Souvik Banerjee

Dr. Bikramjit Pal

Dr. Neeraj Singhal

Dr. Ravi Shankar Bhakat

VISION

MDI aims to be globally recognized management school through academic excellence and continuous innovation to nurture responsible leaders for creating sustainable alternatives.

MISSION

1. Become a globally recognized management school with international and national recognition through knowledge development.
2. Enhance academic excellence in research, consulting, training, and teaching with cutting edge resources.
3. Encourage continuous innovation.
4. Create and nurture socially responsible leaders.
5. Promote sustainable alternatives in decision making.

PROGRAM OVERVIEW

The program in general management from MDI-M aims to provide the learner with the perfect learning pathway to develop core competencies across eight management disciplines:

- Marketing
- Finance
- Operations
- HR & OB
- QT
- Economics
- Strategy
- IT

Take the advantage of the program to rejuvenate your career or enhance your knowledge and credentials.

PROGRAM INSIGHTS

MDI M invites online applications for Certificate Course in General Management.

The focus of the programme is on advanced general management techniques, frameworks, methodologies and tools, an emphasis inculcating exemplary leadership in challenging

OBJECTIVES OF THE PROGRAMME

- To introduce Marketing management framework and various approaches for marketing.
- To understand the importance of accounting and finance for financial decisions.
- To acquire knowledge about HRM and various aspects of people management.
- To apply the techniques of operations management in the competitive market.
- To understand how to implement various management approaches to gain competitive advantage.

ELIGIBILITY

- Participant has to be Graduation or equivalent diploma holder or 2 years of working experience

WHO SHOULD ATTEND

Working Professionals having work experience between 2-30 years.

COURSE FEES

Rs. 32,000 + GST 18 %

CERTIFICATION

Participants will be issued a certificate of "Certify General Management" on successful completion of the program.

DURATION OF THE PROGRAM

3 Months

COURSE SCHEDULE

4 hours in a week (preferably during weekends)

COURSE STARTS

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TOTAL NUMBERS OF HOURS

40 hours

MODE OF DELIVERY

Live Online Sessions

PEDAGOGY

Lectures, cases and real life hands on experiences.

ATTENDANCE REQUIREMENTS

70%

CERTIFICATION

On successful completion of all the assessments after completion of the course digitally signed certificate shall be provided.

COURSE CONTENT

Marketing (6 hours) – Dr. Biranchi, Dr. Manoj, Dr. Naveen, Dr. Ravi

Marketing: Known and Unknown
Sales and Distribution strategy, Sales force effectiveness
Marketing analytics
Social media marketing

Finance (6 hours) – Dr. Pinku Paul, Dr. Chethan G.K., Dr. Debaditya Mohanti, Dr. Souvik Banerjee

Understanding financial Statements
How to spot fundamentally strong companies for investment?
Time Value of Money
Basics of Capital Budgeting.

Economics (5 hours) Dr. Paroma Mitra

Demand Estimation
Demand and Supply
Market analysis

Operations (6 hours) – Prof. Debasis Chanda and Dr. Sunil Giri

Operations Management and Competitiveness
Capacity designs, Capacity planning, Tools, Methodology and models
Inventory Management, MRP and ERP
Lean concept, Kanban, TPS
Quality Models, SPC, TQM and Six Sigma
Basic orientation to the future of AI & ML in Operations

HR & OB (6 hours) – Dr. Yogitta Abichandani and Dr. Musarrat Shaheen

Leadership and Organization Behavior
Competency mapping and Analysis

QT (5 hours)– Dr Amrita Sengupta

Introduction to Quantitative Techniques
Sampling
Hypothesis Testing – Z and t test
ANOVA Session
Correlation and Regression

Strategy (3 hours) – Dr Neeraj Singhal

Strategy with Corporate Lenses
Business Model Innovation

Information Technology (3 hours) – Dr. Bikramjit Pal

Excel Tools
Understanding E-Commerce



PROGRAM FACULTY DETAILS



DR. BIRANCHI NARAYAN SWAR

Professor, Marketing

Dr. Biranchi Narayan Swar is M.A. (Economics), MBA (Marketing) and Ph.D (Marketing of Services). He was ranked 3rd in order of merit in B.A (Economics) and M.A. (Economics) in the University Examination. Dr. Swar has been awarded the National Scholarship from the Ministry of HRD, Government of India. He is an alumnus of IIM, Indore and has more than 17 years of rich teaching, research and industry experience in reputed organizations. His areas of expertise in teaching are Marketing of Services, Sales and Distribution Management, Customer Relationship Management, Product and Brand Management, and Marketing Analytics and Intelligence etc.

His research interests include shoppers' buying behavior, online retailing, service quality and branding. He has published more than 30 research papers in various Scopus and ABDC listed Journals. He has guided Ph.D Scholars and presented research papers in more than 60 scholarly and professional conferences organized within (Only in IIMs or at par) and outside India. He has got the best paper awards for his contribution to the research in various conferences. He is the reviewer and in the editorial board of the various peer reviewed Journals. Globally, his total research interest score is higher than 69% of the researchers in the area of Marketing as per ResearchGate, Germany.

He has academically associated with the association like AIMS International (Association of Indian Management Scholars), and Academy of Marketing (U.S.A) etc. Dr. Swar conducted various MDP/EDPs in the area of marketing like (How to create a service excellence organization, Advanced data analysis for effective marketing decisions, Managing products and brand building strategies for Organizational Growth etc.) for the corporates like IOCL, HUL, Sony, Voltas, Bosch, OYO, Birla Tyres, Union Bank of India, Emami Papers Ltd, John Distilleries and many more. Has undertaken various Consultancy and Project works of reputed Companies as well.



DR. MANOJ GOUR CHINTALURI

Assistant Professor, Marketing

Dr. Chintaluri is a PGD from NMIMS, Mumbai and holds a PhD from Gitam University, Visakhapatnam in the area of Marketing (2020). He has been associated with the industry as a practitioner for 25 years. He has led Sales & Mktg functions predominantly in the B2C category of business with likes of Alcobev, FMCG, Telecom and Building material industry to name a few across geographies of India and Middle east. He was associated with McDowell & Co Ltd, SAB Miller, Rallis, HLL (Now HUL), Bharti Airtel, Docomo, Akzo nobel, Ariston Thermo and National Heaters (Oman). He is an avid reader and is involved in mentoring startups and is associated with PIED (Pilani Innovation & Entrepreneurship Development Society) on Pro bono basis.



DR. NAVEEN POL

Assistant Professor, Marketing

Dr. Naveen Pol is MBA, MCom, and PhD (Full Time) in Management. His PhD work received fellowship from Indian Council of Social Science Research (ICSSR), Ministry of Human Resource Development (MHRD). He has worked in FMCG and Telecom sector for 6 years and has 7 years of Academic experience. His research interest is skewed towards the aspects of environment management, distribution management, and business analytics. He has attended FDP at (IIMK 2017) and has completed certification program in business analytics from (IIMB 2020) and Great Learning.



DR. RAVI SHANKAR BHAKAT

Assistant Professor, Marketing

Dr Ravi Shankar Bhakat has 11+ years of experience as researcher, practitioner and trainer. His major academic credentials include MBA, PhD and UGC NET. He has been primarily associated in the areas of marketing and general management. The research works undertaken by Dr. Ravi is related to contemporary consumer behavior in the modern marketing environment. Pertinent works of modern marketing and business practices have been presented and showcased in International Conferences at ICSSR, IIM-B, IIM-L, IIT-BHU and other renowned institutions. Dr. Ravi has published papers in indexed International and National Journals of repute with high citations. He has also served as full time scholar (teaching and research assistant) at NIT Trichy, Institute of National Importance. As an academic reviewer, he actively engages with reputed publications viz. Sage, Emerald, ScienceDirect, Palgrave Springer and IGI Global. Prior to joining academia, Dr. Ravi worked in the capacity of various managerial positions in startups and small businesses. He has worked for projects in b2b marketing, institutional services, retailing etc. for various customer segments.



DR. PINKU PAUL

Associate Professor (Finance), Management Development Institute Murshidabad

Dr. Paul is MBA, M.Com, PhD. in Business Administration. She is UGC NET qualified. She has over 15 years of teaching and research experience. Her research interest is in the area of behavioral finance, financial services, banking and insurance industry. She teaches subjects like Financial Management, Managerial Accounting and Control, Security Analysis and Portfolio Management, She has authored several papers, which have been published in national and international journals. She has also worked as Management Trainer in the World Bank Second India Development Market-Place (IDM) 2007 project on "Capacity Building of Rural Women on Production and Marketing of Cashew Apple Juice". She has conducted MDPs for FSNL Executives and MSTC Executives on Finance for non-Finance and for Life Insurance Corporation Executives on General Management. She has also trained FSNL executives for creating effective organization. She has been awarded as Best Professor in Financial Management in 2015 during 23rd Business School Affaire & Dewang Mehta National Education Awards. She is a life Member of Indian Accounting Association.



DR. CHETAN G. K.

Associate Professor, Finance

Dr. Chetan is presently working as Associate Professor – Finance at Management Development Institute, Murshidabad.

He pursued MBA degree in Finance from Karnatak University, Dharwad and holds Doctorate degree in Finance from Jain University, Bengaluru.

He served as Associate Professor of Finance at Kiroloskar Institute of Advanced Management Studies (KIAMS), Harihar for six years. He also taught courses of Finance at KIAMS, Pune as part of faculty exchange programme. He worked as lecturer of Finance at Bapuji B-Schools, Davangere for about five years prior joining KIAMS. He also worked as Dealer for Equities and F&O at Kotak Securities Ltd. before joining academia.

He is passionate in teaching finance courses such as: Corporate Finance, Investment Analysis and Portfolio Management, Corporate Valuation, Financial Modeling, Equity Research, and Financial Services.

His broad research interests include Corporate Finance, Equity Valuation and Futures & Options.

He accomplished various certification courses of National Stock Exchange and Bombay Stock Exchange, Mumbai.



DR. DEBADITYA MOHANTI

Assistant Professor, Finance

Dr. Mohanti is currently working with the Institute as an Assistant Professor in the area of Finance. He has rich experience of more than 10 years in Academics & Industry. He did his Masters in Organic Chemistry from Department of Chemistry, South Gujarat University. He is a Management graduate in Finance from Department of Business & Industrial Management, VNSGU and holds Doctorate in Finance from Sardar Patel University in the area of Financial Derivatives. Dr. Mohanti started his career as a Management Trainee with Reliance Securities Ltd. He qualified UGC-NET in the area of Management in June 2010. Before joining MDI-M, he was serving as an Assistant Professor at Symbiosis Institute of Business Management (SIBM). His teaching portfolio consists of courses such as Portfolio Management, Financial Modeling, Financial Derivatives & Risk Management, Financial Markets & Institutions etc. His current research interests include Market risk analysis, Efficiency of derivatives market and Bank risk management. His recent research publications have appeared in journals of national repute such as IIM-Bangalore Management Review (ABDC – B Category) and Metamorphosis-IIM Lucknow.



DR. SOUVIK BANERJEE

Assistant Professor, Finance

Dr. Banerjee has keen interest in research and has presented research papers in many prestigious national and international conferences including prestigious conferences like First Corporate Governance Conference organized by IIM, Trichy, Yale Great Lakes Conference organized by Great Lakes Institute of Management, Chennai in collaboration with Yale University, the USA, etc. He had chaired a Technical Session in an international conference at IIM, Kozhikode. Some of the research papers are published in Scopus and ABDC Indexed journals. He has published many research papers in referred journals, in India, the UK, Malaysia, Singapore, Philippines. Dr. Banerjee has developed many case studies for class room discussion as well as executive education. He was previously associated with IBS Hyderabad as a faculty member.



DR. DEBASIS CHANDA

Dean-Academic and Professor-Operations Management

Dr. Debasis Chanda holds PhD (Engineering) from Department of Computer Science & Engineering, Jadavpur University, PGDBM from Indian Institute of Management Calcutta (IIMC) and BE (Electrical) from Jadavpur University. He brings in twenty plus years of cross-functional experience in the Information Technology industry and 5 plus years of experience in the Engineering Industry. He is also certified as an Enterprise Architect by The Open Group (TOGAF).

Prior to joining MDIM, Dr. Chanda played the role of Principal Architect – Consulting specializing in Business-Technology Consulting in Cognizant Technology Solutions at Associate Director Level. His functional expertise also includes Strategy Consulting and Brand Building. He is a former Associate Professor at IIM Shillong.

Dr. Chanda's Industry expertise includes Government, Banking, Insurance, Communications, Media & Entertainment, Manufacturing & Logistics, Retail, Publishing, Pharma & Life Sciences. He has Global Business exposure – Continental Europe, USA, APAC, Middle East and India.



DR. SUNIL GIRI

Associate Professor- Operations Management

Dr. Giri is B.Tech (Electrical Engineering) MBA and PhD in Supply Chain Management. He has handled various position like Director, School of Business, Member Academic Council, Chairman Board of Studies (SOB), Chairman MDP & Consulting (COM) at SMVD University. He is associated with various Universities in various capacities. He is having 14 years of rich experience in management teaching, training & consulting and research. His research interest is Sustainable Supply Chain, QR Logistics, Humanitarian Logistics, Supply Chain visibility, Lean manufacturing, Quality Management. He offers Courses and sessions on the topic like operations Management, Supply chain Management, Global Logistics, Supplier Relationship management, Supply chain modeling, Benchmarking both for academic and training mode. He has taken training session in campus and in company MDP's conducted for executives/officers of various organizations like SAIL(CMO), Berger Paints, Cedilla Pharmaceuticals, Hindustan Co-Co Cola, Lupin, Intex, Waterhealth, United phosphorous, Sarveshwar Overseas, Indian Forest Service (IFS) Officers to list a few. He has taken up various Projects and consulting to Intex Technologies, BPRD, AICTE, JKSERC. He has guided various Ph.D Scholars and had in his name publications in national and international Journals.



DR. YOGITA ABICHANDANI

Associate Professor, Organization Behaviour & Human Resource Management

Dr. Yogita Abichandani is the Associate Professor – HR & OB at Management Development Institute, Murshidabad, West Bengal. Awarded as the distinguished alumni (Circle of 50) of her program at the University of Georgia, USA for the year 2019, she has strived for research and practitioner excellence since the beginning of her career. She has published in several national and international journals. She consults with NGO's in various capacities both in USA and India and provides developmental blueprints to organizations for strategic planning. She also volunteers with various education based NGO's in India for teacher pedagogy development. She has consulted with the Telangana State Association for Rural Development- Pedagogy Development Workshop for K-12 Teachers (2017/2018), Madhuban Books, and SAILEM STEEL She has also developed Organizational Development Interventions, Leadership Development Programs, Team Building and Strategic Partnership Development Programs, Behaviour & Networking Programs, Conflict Management Senior Executives and many more programs through her interdisciplinary approach to management development and education.

DR. MUSARRAT SHAHEEN

Assistant Professor, IBS Hyderabad

Dr. Musarrat Shaheen is an Assistant Professor in the Department of Human Resource at ICFAI Business School (IBS), Hyderabad. She has completed a certification in HR analytics from IIM Rohtak. Her Ph.D thesis is in the area of 'Positive Organizational Behavior'. Her research works pertain to psychological capital, work engagement, prosocial behavior, customer advocacy, and customer delight. She has written several research papers on employees' psychological resources and HR processes that lead to beneficial workplace outcomes. Her research works are published in Scopus abstracted, ABDC, and Thomson Reuter listed journals such as The Qualitative Report (Nova University, USA), Journal of Management Development (Emerald, UK), Advances in Developing Human Resources (Sage, USA), The Service Industries Journal (Taylor and Francis, UK), and Evidence-Based HRM (Emerald, UK). She has edited a book on qualitative research methods which is published by IGI Global, USA.

She has presented several papers and cases at the conferences of international repute including Harvard University, USA. Her teaching cases are uploaded in The Case Centre, UK. She has been invited for guest lectures in government colleges of India such as National Institute of Rural Development (NIRD), India. She has conducted training programs for bank employees and executives and received a positive feedback and repeat requests. She was a resource person in a management development program on 'Competency Mapping' of branch managers of IDBI Bank, India.

She has five years of industry and four years of research and teaching experience. She practices different pedagogical methods to actively engage students. She has taught several management courses such as Human Resource Management, Organizational Behavior, Leadership and Change Management, Strategic HRM and Competency Mapping & Assessment. Currently, she is working on a research project funded by ICSSR on 'career persistence' of women IT professionals.



DR. AMRITA SENGUPTA

Assistant Professor-Quantitative Techniques

Dr. Amrita Sengupta has completed her PhD from IIT Kharagpur with her Masters in Economics from Jadavpur University. She has more than fifteen years of experience in teaching, research and administration in varied organizations like IIM Calcutta, Sikkim Manipal Institute of Technology, iLEAD and Institute of Wetland Management and Ecological Design. She has worked extensively in both Development Economics and Resource and Environmental Economics as a Research Scientist in projects funded by Stirling University, UK. She has also worked on Industry Competitiveness under CII in a World Bank Project.

She has been a Board of Studies Member, Examinations Chair, Internal auditor of ISO, Guided Research Students and organized several Management Development Programs, Seminars, Conferences while at SMIT. She has publications in several peer reviewed journals, books, learning materials, Conference Proceedings, Reports both national and International. She has been the editor of several publications for both IIMC and SMIT. She has organized several Management Development Programs, Seminars, Conferences, Workshops and Summits all throughout her career. She is a member of INSEE, SANDEE & TIES.

Currently at MDIM, she is the Chairperson Student Affairs, Area Chairperson Quantitative Techniques, Warden of the Girl's Hostel and Chairperson Centre for Entrepreneurship and Start-ups. An enthusiastic learner, Dr. Amrita is interested in Climate Change Issues, renewable energy and the data sciences.



DR. PAROMA MITRA

Assistant Professor, Economics

Dr. Paroma Mitra is B.Sc. (Economics), MBA (Systems and Operation) and Ph.D. (Management). She is having 17 years of experience in management teaching, training and research. Her teaching interests are in the area of Managerial Economics, Macro Economics, Indian Economics and Basic Econometrics. Her research interest includes Applied Managerial Economics, Macro Economics, and Strategic Management. She has taken training sessions in-campus MDP's conducted for executives/officers of various organizations like LIC, MSTC, FSNL, and WBCS Executive Probationers. She has published several papers in reputed International and National Journals of repute and also participated in various International and National conferences, Seminar and Workshop.



DR. NEERAJ SINGHAL

Assistant Professor, Strategic Management

Dr Neeraj Singhal holds Phd (Management, 2006) from FMS, Gurukula Kangri University Haridwar and MBA (International Business, 1998) from MJP Rohillkhand Univeristy Bareilly. He has attended FDP at (IIMA, 2005), FDP (IIM Indore, 2002). He is having more than 2 decade teaching, research, institution building and industry experience. He worked with Apeejay School of Management, New Delhi as Associate Professor for more than 13 years, prior to that he worked with Gurukula Kangri University Haridwar and Galgotia Institute of Management & Technology, Greater Noida.

Dr Singhal contributed research papers in international and national journal of reputed published from Sage, Springer, Elsevier indexed in ABDC/Scopus etc. He published in the area of sustainable development, climate change, green business, carbon market etc. He is also a reviewer for Cambridge press, Sage publication journals. He has contributed for many international and national conferences organized by IIM, IIT, Universities and other institute of repute across country. He has attended specialized strategic management teachers program initiated by Strategic Management Forum of India (SMFI) at IIMK, IIML, MDI, and IIFT. Dr Singhal also attended one week long specialized program organized under GIAN at NITK, Mysore University, and AMU. He is also associated with many universities and institutions for academic work such as Doctoral supervision, evaluation, paper setting, curriculum review, accreditation workshop etc.

He taught courses related to international business, business strategy, and international business strategy. He has developed module on green business, global climate change and business. He is member of Academy of International Business, USA, and alumnus of IIMA, IIMI.



DR. BIKRAMJIT PAL

Assistant Professor, IT and Information Management

Dr. Bikramjit Pal holds PhD in Engineering from Department of Engineering and Technological Studies, University of Kalyani. He has been associated with academia in a variety of roles including faculty, project trainer, researcher with a span of more than 22 years. His areas of expertise in teaching are DBMS, Data Warehouse, Data Mining, Cyber Security, ECommerce, Software Engineering and Business Intelligence. He has published in peer-reviewed journals of international repute. He has even presented research papers at international conferences. He has

been awarded "Distinguished Assistant Professor Award" by CSI, Mumbai Chapter in 2017. Also, he has worked in various administrative positions in different colleges. He is the Associate Editor of MDIM – Business Review, a biannual journal of MDI Murshidabad. He is a Life

Member of Computer Society of India Kolkata Chapter, Life Member of Indian National Science Congress.

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