

**ANNUAL MDP CALANDER 2023-24**

Topics	Faculty	Dates
Finance		
Finance for Non-Finance Managers	Dr. Chetan G. K (Associate Professor, Finance) Dr. Debaditya Mohanti (Assistant Professor, Finance)	11 & 12 July'2023
Outcome: The MDP is specially designed to provide basic knowledge in the areas of corporate finance, financial markets and the use of financial data in decision-making through financial analysis. Who Should Attend: Entry and Middle level executives working in marketing, operations, materials, human resource and other non-finance areas of companies, and desirous of understanding the basics of finance		
Financial Modelling' for Managers	Dr. Chetan G. K (Associate Professor, Finance)	8 & 9 August 2023
Outcome: Application of basic finance Excel functions, Computation of WACC, Application of Investment Decisions of Corporate Finance on Excel spreadsheet, Building a Valuation Model for a real company. Who Should Attend: Mid to senior level employees of the organization.		
Finance for Non-Finance Managers	Dr. Pinku Paul (Associate Professor, Finance) Dr. Souvik Banerjee (Assistant Professor, Finance)	12 & 13 September'2023
Outcome: The MDP is specially designed to provide basic knowledge in the areas of corporate finance, financial markets and the use of financial data in decision-making through financial analysis. Who Should Attend: Entry and Middle level executives working in marketing, operations, materials, human resource and other non-finance areas of companies, and desirous of understanding the basics of finance		
Marketing		
Research Methodology and Data Analysis (RMDA)-FDP	Dr. Biranchi Narayan Swar (Professor-Marketing)	10 & 11 April'2023
Outcome: To facilitate participants through practical sessions on data handling & analysis and to provide participants a platform for discussion on the statistical requirements of research Who Should Attend: working professionals, academicians, research scholars and research professionals.		
Customer Experience Management	Dr. Shivani Saini (Assistant Professor, Marketing)	27 & 28 June'2023
Outcome: The program will result in improved customer satisfaction and loyalty. Who Should Attend: Mid to senior level employees of the organization.		

How to Boost Your Sales	Dr.Biranchi Narayan Swar (Professor-Marketing) Dr. Shivani Saini (Assistant Professor, Marketing)	21 & 22 July'2023
<p>Outcome: Increasing the number of customers, increasing average transaction size, increasing the frequency of transactions per customer, and raising your prices.</p> <p>Who Should Attend: Mid level business professional who are transitioning towards leadership positions</p>		
Digital Marketing Trends and Techniques	Dr. Ravi Shankar Bhakat (Assistant Professor, Marketing) Dr.S.Mitra (Assistant Professor, Marketing)	24 & 25 August' 2023
<p>Outcome: Global Business is increasingly confronted with the need to participate and manage in a real-time digital environment. Hence businesses need to consider how to take advantage of digital technologies as a tool and potential imperative for competitive advantage and whether their current marketing strategies are coherent with strategies for the digital market.</p> <p>Who Should Attend: Mid to senior level employees of the organization</p>		
Sentiment Analysis in Marketing Research	Dr. Abhiji Pandit (Assistant Professor, Marketing)	21 & 22 September 2023
<p>Outcome: Participants will be able to understand suitable tools of sentiment analysis and nurture marketing research acumen.</p> <p>Who Should Attend: Executives and working professionals from marketing and allied functions of small, medium, and large businesses who are looking to sharpen their knowledge and skills in performing effective and efficient marketing research.</p>		
General Management: Leadership Management	Dr. Ravi Shankar Bhakat (Assistant Professor, Marketing)	21 & 22 December'2023
<p>Outcome: Participants will be able to understand suitable leadership style and nurture people skills.</p> <p>Who Should Attend: Mid level business professional who are transitioning towards leadership positions</p>		
Forecasting in Marketing Analysis	Dr. Abhiji Pandit (Assistant Professor, Marketing)	12 & 13 December 2023
<p>Outcome: Participants will be able to understand suitable tools of forecasting and nurture acumen of marketing analytics.</p> <p>Who Should Attend: Executives and working professionals from marketing and allied functions of small, medium, and large businesses who are looking to sharpen their knowledge and skills in performing effective and efficient forecasting in marketing analytics.</p>		
Evaluation of Marketing Effectiveness and Efficiency	Dr. Abhiji Pandit (Assistant Professor, Marketing)	18 &19 January 2024
<p>Outcome: Participants will be able to understand suitable tools of marketing control and nurture acumen of effective and efficient evaluation of marketing performance.</p> <p>Who Should Attend: Executives and working professionals from marketing and allied functions of small, medium, and large businesses who are looking to sharpen their knowledge and skills in performing effective and efficient evaluation of marketing performance.</p>		

Sales Planning and Distribution Management	Dr.Biranchi Narayan Swar (Professor-Marketing) Dr.S.Mitra (Assistant Professor, Marketing)	February' 2024
<p>Outcome: This program is targeted at two sets of groups. One diverse set of individuals from different industries/ companies subscribed for the program</p> <p>Who Should Attend: Appreciation of the Sales & Distribution processes. Build in skills of planning, understanding constraints of role holders and facilitate a larger span of thinking</p>		
Rural Marketing	Dr.S.Mitra (Assistant Professor, Marketing)	March' 2024
<p>Outcome: Satisfies consumer demand and also achieves organizational objectives</p> <p>Who Should Attend: Mid level business professional who are transitioning towards leadership positions</p>		
Forecasting in Marketing	Dr.Biranchi Narayan Swar (Professor-Marketing) Dr.S.Mitra (Assistant Professor, Marketing)	January'2024
<p>Outcome: participant is expected to have a strong understanding of the dynamics of new product diffusion, the models used to forecast such diffusion, and the methods to estimate them</p> <p>Who Should Attend: Mid-level and junior managers in that have launched or are expected to launch new products.</p>		
Customer Loyalty Management	Dr.Biranchi Narayan Swar (Professor-Marketing) Dr. Shivani Saini (Assistant Professor, Marketing)	7 & 8 November'2023
<p>Outcome: The program resulted in increased customer engagement and loyalty.</p> <p>Who Should Attend: Mid to senior level employees of the organization.</p>		
Operations		
Project Management	Dr. Debasis Chanda (Professor, Operations Management)	November'2023
<p>Outcome: Create and Manage Projects Efficiently.</p> <p>Who Should Attend: Executives in the Operations and other Functions</p>		
Artificial Intelligence and Machine Learning for Industry	Dr. Debasis Chanda (Professor, Operations Management)	February' 2024
<p>Outcome: Apply knowledge of AI & ML in the context of their organisations for organisational benefits. The participants would be in a position to redefine the architecture of their respective organisations, going forward.</p> <p>Who Should Attend: Organisational Leaders belonging to the Senior Management cadre and above.</p>		
Supply Chain Finance	Dr. Sunil Giri (Associate Professor, Operations) Dr Pinku Paul Associate Professor, Finance)	24 & 25 Nov 2023
<p>Outcome: Helps improve cash flow and working capital management for supply chain partners.</p> <p>Who Should Attend: Organisational Leaders belonging to the Senior Management cadre and above.</p>		
Strategy		

Business Analytics for Managers	Dr. Amrita Sengupta (Assistant Professor, Quantitative Techniques)	6-7 th October 2023
<p>Outcome: Use data to inform decisions and improve accuracy, efficiency, response time and help measure accomplishments against overall goals. Understand customers better, drive performance and revenue, and improve operational efficiency and much more.</p> <p>Who Should Attend: Executives, Academicians, Entrepreneurs, Research Scholars, Management Students and all interested in data sciences will benefit from this program.</p>		
Strategic for Growth	Dr. Neeraj Singhal (Assistant Professor, Strategic Management)	Dec 14-15, 2023
<p>Outcome: Understand context and rationale for origin of strategy for pursuing growth. Understand the driver and consequences of an ever changing business environment (External and Internal environment analysis)</p> <p>Who Should Attend: Entry and Middle level executives working in large and medium organizations. The program is of great use for Micro, Small and Medium enterprise owners engaged in own businesses.</p>		
General Management		
The Art of Effective Communication	Dr. Amrita Sengupta (Assistant Professor, Quantitative Techniques)	7 to 8 June, 2023 12 to 14 June 2023
<p>Outcome: To be able to communicate effectively by understanding oneself and others. Breaking the barriers of communication to drive performance and improve organizational efficiency and much more.</p> <p>Who Should Attend: Entry and Middle level executives working in large and medium organizations.</p>		
Training the Minds to Encash Opportunities	Dr. Chetan G. K (Associate Professor, Finance) Dr. Amrita Sengupta (Assistant Professor, Quantitative Techniques)	September' 2023
<p>Outcome: The training will prepare managers to face challenging workplace situations and navigate out of difficult situations using the power of the mind. The modules will be delivered using applications and activities with interactive sessions with the trainers.</p> <p>Who Should Attend: Entry and Middle level executives working in large and medium organizations.</p>		
Sustainable Business through Operations	Dr. Sunil Giri (Associate Professor, Operations) Dr Pinku Paul Associate Professor, Finance) Dr. Neeraj Singhal (Assistant Professor, Strategic Management)	7 to 9 December 2023
<p>Outcome: Helps businesses achieve long-term success through improvements in operational efficiency and sustainability.</p> <p>Who Should Attend: Entry and Middle level executives working in large and medium organizations.</p>		
Business Intelligence for Decision Making	Dr. Bikramjit Pal (Assistant Professor, IT)	18 & 19 December 2023
<p>Outcome: Enables participants to use data to make informed and accurate decisions.</p> <p>Who Should Attend: Entry and Middle level executives working in large and medium organizations.</p>		

HR & OB		
Effective Performance Management Systems and OKRs	Dr. Yogitta Abichandani (Associate Professor,HR)	15 & 16 June 2023
<p>Outcome: Learning how to use performance management best practices to develop and maintain a productive, motivating workplace for employees of all experience levels and skills in the current work environment</p> <p>Who Should Attend: Head of Human Resource, Heads of all other critical functions, PMS Specialists, Human Resource Managers, L&D Executives, Heads of Business Units, HR Consultants and SMEs.</p>		
Prevention of Sexual Harassment (POSH) Awareness to Implementation	Dr. Yogitta Abichandani (Associate Professor,HR)	7 & 8 July 2023
<p>Outcome: • Understanding the Concept, Status and Significance of POSH Act 2013 at Workplace, How to Builds awareness among employees, Understanding the history of Law of Sexual Harassment in India etc.</p> <p>Who Should Attend: • Management, HR, Employees & Team IC, • Students (Without Investigation process only Awareness, How to lodge complaint and how committee works)</p>		
Employee Relation-I	Dr. Niharika Gaan (Assistant Professor,HR)	26 & 27 Nov 2023
<p>Outcome: Bring awareness about the existence of Industrial law and its compliances, Enable the participant aware of the nuances of the industrial law through applications and experiences of practitioners.</p> <p>Who Should Attend: HR Managers, Project Managers, Executives, Legal Managers, Line Managers, Accountants managing the contractors and contract labourers, and managers handling contract and implementation.</p>		
Power of Negotiation	Dr. Niharika Gaan (Assistant Professor,HR)	24 & 25 Feb 2024
<p>Outcome: learn how to negotiate to achieve more value while maximizing the benefits for your organization.</p> <p>Who Should Attend: designed to benefit middle, upper-middle, and senior-level managers, who would like to enhance their influence—both internally in their organizations and externally with other organizations and vendors—by improving their negotiation and decision-making skills.</p>		
Employee Relation & New Labour Laws	Dr. Yogitta Abichandani (Associate Professor,HR)	16 & 17 December 2023
<p>Outcome: Enhance understanding about the legal framework governing employee relation, Empower the participants by updating their knowledge about the evolving employee relation scenario.</p> <p>Who Should Attend: This program is designed for experienced manager who are currently holding E4, E5 E6 or E7 positions</p>		
Cost Behaviour, Analysis and Optimization	Dr. Paroma Mitra (Assistant Professor, Economics)	7 & 8 November'2023
<p>Outcome: a) Analyze cost behavior. b) Analyze cost-volume-profit relationships. c) cost optimization techniques</p> <p>Who Should Attend: Any department any levels of managers.</p>		

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