

MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

ONLINE MANAGEMENT DEVELOPMENT PROGRAMME

ON STRATEGIES FOR GROWTH

14TH - 15TH DECEMBER , 2023 11.00 AM TO 1.00 PM & 2.30 PM TO 4.30 PM



PROGRAMME OBJECTIVE

Managers in today's global and fast changing environment face lots of challenges. They are responsible for achieving tasks of their respective business units. The tasks can be achieved by understanding Mission, Vision, Objective and Goals of the organization. The managers develop strategies for allocation of resources, tactical execution, motivating team members, understanding competitive advantage for successful achievement of task.

COURSE CONTENTS

- Understand context and rationale for origin of strategy for pursuing growth
- Evaluation and redefining Mission, Vision, Objective and Goals
- Understand the driver and consequences of an ever changing business environment (External and Internal environment analysis)
- Understand the basic models used to conduct external and internal analysis
- Strategic options for growth
- Strategic analysis and choice

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.

PEDAGOGY

The program would use a mix of pedagogy such as discussions, case method, presentations etc.

COURSE FEE

The course fees Rs. 8,500/- + GST (18%) per participant

- Registration Link to be provided for registration and online payment.
- No refund of Course Fees but substitute allowed.

VENUE AND DURATIONS

The programme will be held online through Zoom platform **14th – 15th December, 23**. All participants will be awarded with a e-certificate by MDI Murshidabad upon successful completion of the programme.



PROGRAM DIRECTOR



Dr Neeraj Singhal

Assistant Professor (Strategy), MDI Murshidabad

Dr Singhal has more than 20 years' rich experience in industry as well as academia. He holds Phd from FMS, Gurukula Kangri University Haridwar and MBA (International Business) from MJP Rohilkhand Univeristy Bareilly. 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. He is also an alumnus of IIMA and IIMI.

He has contributed research papers in international and national journal of repute published from Sage, Springer, Elsevier indexed on ABDC/Scopus etc. He has attended specialized strategic management programs initiated by Strategic Management Forum of India (SMFI) at IIMK, IIML, MDI, and IIFT. He taught courses related to international business, business strategy, export import documentation, and international business strategy. He has developed module on green business, global climate change and business. He is also associated with many universities and institutions for academic work such as Doctoral supervision, evaluation, paper setting, curriculum review, accreditation workshop etc.

Dr Singhal conducted training programs and consultancy on Growth Strategies, Crafting Strategies for profit and not for profit organizations, Export import procedures and documentation, doing business in India, etc.



Certificate of Participation shall be provided after the completion of the Course.

CONTACT INFORMATION



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