

# MANAGEMENT DEVELOPMENT PROGRAMME



## ABOUT MDI MURSHIDABAD

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31st of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24th August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All India Council for Technical Education (AICTE), New Delhi. The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is located in the northern part of the State of West Bengal, India.

MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.



**Prof. (Dr.) Atmanand, Ph.D**  
Director  
MDI Murshidabad

We follow three-pronged approach- connect, nurture and grow, to conduct the Management Development Programmes (MDPs) with open doors at all levels. In this regard, we have also gradually made a foray into consulting by looking at the business needs of the companies. We believe in continuous innovative solutions backed by systematic and intensive research. Apart from that, we are committed to supporting our 'Partners' requirements by delivering cost effective, ethical, reliable and high-quality solutions of strategic values. Partnering with companies on MDPs, short term training programmes and consulting services not only bring holistic perspectives to a given solution but also provide mutual benefits and promising future for both of us.

## MANAGEMENT DEVELOPMENT PROGRAMME (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolves around Leadership, Change Management, Managerial Effectiveness, Sales Excellence, Cost Management, as well as emerging domains such as AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. In order to do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing.

We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

Off late we have made a foray into online course too. This has eased out the participant's difficulty in spending time and energy to complete programs of their interest.

MDPs of varying (3days to 7days or more) durations are devised on the current areas of interest for executives at senior, middle or junior management levels. While the Faculty provides inputs to bridge the knowledge gaps, the emphasis is also on broadening the horizons of participants through case studies, management games, role-plays and exercises. The knowledge enriching sessions have an immediate impact on high-priority management responsibility. Interactions between experienced Faculty and fellow participants provide new insights to the concepts that sharpen the thinking process for better planning and quality decision making. The online courses are of long duration (03 months) for clients/participants who can't afford to make their physical presence.

Amid the Covid-19 global pandemic, MDI Murshidabad has taken up bold step in conducting MDPs virtually through online meeting platforms. This format was also well accepted by the executives of the various companies. We conducted various online MDPs for the companies such as: LIC, WBPDC, GAIL, IOCL, Vizag Steel, RINL, Midhani, BEL, JK Paper, HPCL, NALCO, Coromandel International Ltd., Voltas,

TVS Electronics Ltd., Mazgaon Dock Shipbuilders Ltd., NTPC, BEML, IIPM Gurgaon to name a few. Apart from this, short duration programs were conducted for corporate executives through online mode also.

- MDI is a pioneer and market leader in continuing Management Education in India. The programmes are designed with careful planning and substantial research.
- Open Programmes are conducted based on Faculty research and expertise across various disciplines of management spread over short (3 days to 7days) and long (as per requirement) duration.
- Customized Programmes to meet specific needs of the clients are offered as strategic interventions to align with the clients' business objectives.
- Offering programmes in online, offline and blended (combination of online and offline) mode.
- MDPs portfolio include:
  - ✓ In-campus programmes at the Institute.
  - ✓ Online programmes (MDPs and Short Duration Courses)
  - ✓ Off-campus programmes at identified / designated locations/ venues requested by the client.
  - ✓ Online certification courses.



Off-campus MDP Programs can be arranged at Kolkata, MDI Murshidabad Campus at Jangipur, West Bengal (with lodging at a suitable hotel in Berhampore) and if required, it can even be conducted at the Client's Office Premises.

**Note: Our Competitive MDP fee will be offered based on the batch size, venue and duration of the MDP.**

## REVIEWS FROM OUR ESTEEMED CLIENTS

- **Life Insurance Corporation of India:** More and more people from LIC marketing personnel to be nominated and trained here more frequently, excellent program.
- **West Bengal Power Development Corporation Limited :** This type of program to be arranged more, very interactive/effective training session, warm cooperation received, All the sessions are quite engaging and helped us to explore our inner self and common(wrong) perceptions, thus more such training with additional days for practical is must.
- **Gas Authority of India Limited:** Overall program was beneficial professionally and personally, Thank you to the faculty for taking out the time for the training and knowledge sharing, It was informative and interactive. Loved the way faculties handled the sessions.
- **Bharat Earth Movers Limited:** The Faculty were knowledgeable & excellent teaching very much satisfied program, indeed it was a great learning. The deliberation was up to mark. Doubts were cleared cleanly.
- **Steel Authority of India Limited:** A brief lecture on six sigma method and Supply Chain Management which will be more relevant to our organization betterment, hospitality and campus environment of MDIM is very excellent.
- **Administrative Training Institute:** Thank you I has a great stay and learning session at MDIM and wish MDIM all the best for future.
- **Rashtriya Ispat Nigam Ltd:** Very useful program for understanding the relevance of business along with present and future challenges associated with it. I thank and congratulate the esteemed faculties and entire MDP team of MDI Murshidabad for conducting such a wonderful and enriching workshop.
- **Mazagon Dock Shipbuilders Limited:** Brilliantly designed programme with latest technologies.
- **Union Bank of India:** The above Training will be very useful for our sales and spare parts team in inspiring our sales strategies.
- **Hindustan Petroleum Corporation Limited:** Over all the program is very good the Acts are rushed very fast may be the times for each at is not sufficient. The duration of the programme may be 5 days to understand the act and discuss through about case

## MDIM ACCREDITATIONS AND NETWORK

- CRISIL Business School Grading- National A\*\* National Grading and West Bengal A\*\*\* State Grading
- MDI Murshidabad gets featured in Business World as the 4th best B-School in the eastern region of India
- MDI Murshidabad gets featured in MBA Universe as the 37th best B-School in India
- NHRDN-Shine.com B-School ranking survey confers MDI Murshidabad as the best Emerging B-School in the country



## OUR ESTEEMED CLIENTS

West Bengal Power Development Corporation Limited (WBPDC)	Life Insurance Corporation of India (LIC)
Shyam Metals and Energy Limited	Texmaco Infrastructure & Holdings Limited
Triveni Engineering & Industries Ltd.	Suzuki Motors, Gujarat
Ashiana Housing Limited, Delhi	Bank Note Paper Mill India Pvt. Ltd
L&T Construction Heavy Civil Infra Inc	New India Assurance Co Ltd
Orient Refractories Limited	NTPC Limited
BEML Limited Bangalore	United India Insurance Co Ltd
JK Paper Ltd	Oriental Insurance Co Ltd
Coromandel International Limited	Power Grid Corporation Ltd
TATA Power	Utkal Alumina International Ltd
TM International Logistics Ltd	Coal India Ltd
Mishra Dhatu Nigam Limited	Eastern Coalfields Limited
RHI Clasil Pvt Ltd	Northern Coalfields Limited
Paradeep Phosphates Limited	Oil and Natural Gas Corporation (ONGC)
Bollhoff Fastenings Pvt Ltd	Indian Oil Corporation Limited (IOCL)
Mazagon Dock Shipbuilders Limited	Prayagraj Power Generation Company Ltd.
Balmer Lawrie & Co. Ltd	Hindustan Petroleum Corporation Limited (HPCL)
HPCL-Mittal Energy Limited	Garden Reach Shipbuilders & Engineers Limited (GRSE)
National Aluminium Company Limited	Administrative Training Institute Government of West Bengal (ATI)
Shigan Quantum Technology Pvt. Ltd	National Aluminum Company Ltd. (NALCO)
Rashtriya Ispat Nigam Ltd Vizag Steel	Steel Authority of India Ltd. (SAIL)
GAIL (India) Ltd.	Berger Paints India Ltd
Voltas Limited	MSTC Limited
Bharat Electronics Ltd Bangalore	NTPC-SAIL Power Company Limited (NSPCL)
Reserve Bank of India (RBI)	Indian Iron & Steel Company (SAIL-ISP)
Industrial Finance Corporation of India (IFCI)	Trbex Impex Pvt. Ltd.
State Bank of India (SBI)	Vivo Mobile India Pvt Ltd.
United Commercial Bank (UCO)	Victoria Auto Pvt. Ltd.
United Bank of India (UBI)	Jayaswal Neco Industries Limited
Allahabad Bank	Shinhan Bank
Bank of Baroda (BOB)	Geological Survey of India (GSI)
Small Industries Development Bank of India (SIDBI)	Ferro Scrap Nigam Ltd.
Indian Oil Institute of Petroleum Management Gurgaon (IIPM)	BASF
Central Bank of India	JD Birla
Indian Overseas Bank (IOB)	Techno Electric & Engineering Co. Ltd.
National Insurance Co Ltd. (NIC)	



## AREA-WISE MDP TOPICS THAT CAN ALSO BE CONSIDERED

### Area –HR/OB

- **Design and implementation of effective Performance Management Systems**  
(Understand the basic purpose and critical components of PMS)
- **Psychometric Testing**  
(Psychometric tests help students to get to know their strengths and weaknesses better)
- **Conflict Skills Management and Negotiation**  
(Being aware of oneself to understand ones perception of diversity)
- **High Impact Management and Leadership**  
(Leadership Style & Skill Leader and Boundary Management)
- **Managing Interpersonal Relations through Emotional Intelligence**  
(Understands analyses and devices his /her own way of managing stress)
- **Managing Work Culture in Indian Context and Leadership Development**  
(helps to create a more cohesive and flowing workplace)
- **Management of Organizational Change**  
(The process of guiding organizational change to a successful resolution)
- **Enhancing Negotiation Skills for Managerial Excellence**  
(Maintain control of your negotiation strategy, Build your confidence as a negotiator)
- **Interpersonal Effectiveness and Leadership Excellence**  
(Use interpersonal skills to help candidates be more effective at work.)
- **Stress Management**  
(Individual differences in dealing with Stress, Managing Stress)
- **HR for non-HR Executive and Manager**  
(Enable managers to tackle basic HR issues themselves)
- **Team Building and Interpersonal Relationship Management**  
(Bringing About a Marked Improvement in Productivity, Area Motivating and Encouraging Employees)
- **Happiness Quotient at the Work Place.**  
(Provides satisfaction in the workplace.)
- **Employee Engagement and Branding**  
(Increase employee morale and strengthened company branding)
- **HR Analytics**  
(To improve organizational decision-making and increase workforce productivity.)
- **Competency Mapping for Mid-Level Managers**  
(Helps mid-level managers gain the knowledge and skills necessary to effectively map competencies and identify areas of improvement in their team)
- **Team Building and Interpersonal Relationship Management**  
(Provides participants with the skills to create effective teams and build meaningful relationships)

### Area – Finance

- **Financial Planning and Analysis for Decision Making**  
(Make participants well- equipped to understand the nuances of financial planning and analysis.)
- **Financial Strategy and Planning for Revival**  
(Developing financial schemes to support revival of SMEs To support revival of SMEs in a manner best fit for the actual conditions of SMEs)
- **Investing Avenues and Tax Planning**  
(The first step to investment is to create a plan. Work out distinct investment goals; identify their timelines, and your risk ability.)
- **Stock Marketing Investing and Portfolio Creation.**  
(Build a Stock Portfolio in the stock market. The investment portfolio of an investor is a collection of assets)
- **Fundamentals of Corporate Finance**  
(Concerned with the raising and administering of funds used in business)
- **Everything about Mutual Fund Investing.**  
(A pool of money managed by a professional Fund Manager)
- **Finance for non-Finance Executive and Manager**  
(Basic knowledge in the areas of corporate finance, financial markets and the use of financial data in decision-making through financial analysis)
- **Introductory General Insurance for Corporate Executives**  
(Objectives need to be practicable, challenging, measurable, accord with real intentions and actions of management and staff)
- **Understanding Risk & Risk Management –Tools and Techniques**  
(A risk management plan enables project managers to see ahead to potential risks and reduce their negative impact)
- **Financial Risk Management**  
(Develop a common understanding of risk across multiple functions and business units so we can manage risk cost-effectively on an enterprise-wide basis)
- **Strategic Cost Management**  
(Strategic cost management is a philosophy, an attitude, and a set of techniques to contribute in shaping the future of the company)
- **Business Valuation, Mergers & Acquisitions**  
(Knowing an accurate value for your business will impact not only your current financial well-being, but also future exit strategies)
- **Corporate Restructuring**  
(Changes in this area can help a company increase productivity, improve the quality of products and services, and reduce costs.)

## Area – Operations and Supply Chain Management

- **Artificial Intelligence and Machine Learning for Industry**  
(Apply knowledge of AI & ML in the context of their Organisations for organizational benefits. The participants would be in a position to redefine the architecture of their respective Organisations, going forward)
- **Robust Supply Chain Management & Vendor Development**  
(To understand and apply techniques to create a robust supply chain to cope with all adverse circumstances)
- **MS Project tool based Project Management**  
(Create and Manage Projects Efficiently)
- **Robust Supply Chain Management & Vendor Development**  
(Sharpen vendor managing skills and the concept Robust Supply Chain.)
- **Lean Management for revival and competitiveness of Industry**  
(to understand and apply techniques to create a robust supply chain to cope with adverse circumstances)
- **Logistics Management with Special Reference to Supply Chain Management**  
(Learn how to reduce the logistics costs to minimum by applying the techniques of Industrial Engineering.)
- **Managing Outsourced Services**  
(Managing Outsourced Services, Vendors etc)
- **Value Creation through Operations Strategy**  
(To create value for the organization by developing an effective operations strategy)
- **Supplier Management**  
(Enable efficient management of supplier relationships to maximize value and minimize cost.)
- **Strategies for Rural Markets**  
(Aims to increase access to resources and opportunities for rural businesses to help them grow and succeed.)
- **Planning and forecasting sales for new products in the Indian context**  
(Maintaining a healthy stream of new product development.)

## Area – Marketing

- **Data Analytics for Effective Marketing Decision Making**  
(Marketing analytics, role of analytics in decision-making, types of analytical tools, various forecasting techniques, pricing analytics, retail location analytics)
- **Building Marketing Models**  
(A business's overall game plan for reaching prospective consumers and turning them into customers of their products or services)
- **Channel Management**  
(to establish direct communication with customers in each channel)
- **Building a growth mindset**  
(Increase in self-confidence and resilience)
- **Onboarding a first time Sales leader/ Manager**  
(Knowledge and experience necessary to effectively lead a successful sales team)
- **Negotiation Skills and Effective Contract Management**  
(Effectively negotiate and manage contracts to maximize outcomes for all parties involved.)
- **Negotiation Skills –Sales & Customer front ending roles.**  
(To effectively negotiate in customer-facing sales and service roles)

## Area – Marketing Contd...

- **Strategic Marketing analytics**  
(Improved decision making through the use of data-driven insights)
- **Marketing Strategy**  
(A comprehensive and effective plan for a business to reach their desired goals and objectives.)
- **Strategic Analysis for Marketing Decision-Making**  
(Understanding of how to use strategic analysis to make informed marketing decisions.)
- **Sales Strategies, Selling and Negotiation Skills**  
(Develop effective sales strategies and master successful selling and negotiation techniques.)
- **Customer Relationship Management**  
(Build relationships with customers, improve customer satisfaction, and increase sales and revenue)
- **Strategic Brand Management**  
(Effectively create, manage, and measure brand strategies)
- **Customer Relationship Management**  
(Build stronger relationships with their customers, improve customer satisfaction, and increase loyalty.)
- **Building and Managing Brands in Digital Era**  
(To build and manage strong brands in a digital world)
- **Digital and Social Media Marketing for Business Growth**  
(To develop and execute a successful digital and social media marketing strategy to increase their business's growth.)
- **Customer Service Strategy: Value Creation, Customer Satisfaction, Loyalty, and Relationship**  
(Creating value for customers, increasing customer satisfaction, loyalty, and developing relationships to achieve positive outcomes)

## Area – Business Analytics

- **Business Analytics & Research Methods**  
(To effectively analyze data and develop insights to inform decisions)
- **Analytical and Problem-Solving Skills**  
(To think critically and develop new ways of approaching complex problems)
- **Business Analytics for Manager**  
(Understand customers better, drive performance and revenue, and improve operational efficiency and much more)
- **Business Analytics for Strategic and Tactical Level Decision Making**  
(To make informed, data-driven decisions and create strategies at both the strategic and tactical levels.)
- **Big Data Analytics: Strategic Challenges and Managerial Interventions**  
(To equip professionals with the tools to use data-driven insights to drive business success.)
- **Business Analytics: The Science of Data-Driven Decision Making**  
(The knowledge and skills to make informed, data-driven decisions)
- **From Data to Decisions: Quantitative Techniques for Business Management**  
(The quantitative skills necessary to make informed business decisions)
- **Statistical Decision Making for Modern Organizations**  
(Enabling us to establish numerical benchmarks and monitor and evaluate the progress of our policy or program)

## Area – Others

- **Leadership and Management**  
(To develop the skills and knowledge necessary to lead and manage effectively.)
- **Training Minds to Identify and Encash Opportunities.**  
(Equip participants with the skills and knowledge to recognize and capitalize on opportunities)
- **The Art of Effective Communication For Organizational Effectiveness**  
(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)
- **Managing Corporate Social Responsibility and Environmental Accounting**  
(Ensure that companies are transparently and responsibly managing their social, environmental, and financial impacts)
- **Happiness Quotient- work life balance**  
(Significant increase in employee happiness and satisfaction.)
- **Team Building and Interpersonal Relationship Management**  
(Improve team dynamics and better communication between colleagues.)
- **Managerial Effectiveness**  
(Provides managers with the skills, tools, and techniques to become more effective leaders)
- **Effective Public Speaking and Presentation Skills**  
(To gain confidence in their public speaking and presentation skills.)
- **Cyber Security Awareness**  
(Different kinds of vulnerabilities in the cyber world and many more)
- **Blockchain Demystified - A Hands On Introductory Workshop on Blockchain**  
(Understand the structure and mechanisms of a blockchain.)



## Area – Business Analytics

- **Reporting Sustainability in Business Managing Corporate Social Responsibility and Environmental Accounting**  
(A comprehensive overview of corporate sustainability, including the importance of managing corporate social responsibility and environmental accounting)
- **Time Management and Productivity**  
(Increased efficiency and improved work-life balance)
- **Strategic Sourcing and Supplier Management**  
(Tackling challenges in implementing sustainable practices in sourcing)

### Who Should Attend

Entry and middle level executives. Programmes can be customized to accommodate the requirements of training of senior management personnel if required be.

## ANNUAL MDP CALANDER 2023-24

Topics	Faculty	Dates
<b>Finance</b>		
<b>Finance for Non-Finance Managers</b>	<b>Dr. Chetan G. K (Associate Professor, Finance)</b>	<b>11 &amp; 12 July'2023</b>
	<b>Dr. Debaditya Mohanti (Assistant Professor, Finance)</b>	
<b>Outcome:</b> 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.		
<b>Who Should Attend:</b> 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		
<b>Financial Modelling' for Managers</b>	<b>Dr. Chetan G. K (Associate Professor, Finance)</b>	<b>8 &amp; 9 August 2023</b>
<b>Outcome:</b> 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.		
<b>Who Should Attend:</b> Mid to senior level employees of the organization.		
<b>Finance for Non-Finance Managers</b>	<b>Dr. Pinku Paul (Associate Professor, Finance)</b>	<b>12 &amp; 13 September'2023</b>

	<b>Dr. Souvik Banerjee (Assistant Professor, Finance)</b>	
<b>Outcome:</b> 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.		
<b>Who Should Attend:</b> 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		
<b>Marketing</b>		
<b>Research Methodology and Data Analysis (RMDA)-FDP</b>	<b>Dr. Biranchi Narayan Swar (Professor-Marketing)</b>	<b>10 &amp; 11 April'2023</b>
<b>Outcome:</b> To facilitate participants through practical sessions on data handling & analysis and to provide participants a platform for discussion on the statistical requirements of research		
<b>Who Should Attend:</b> working professionals, academicians, research scholars and research professionals.		
<b>Customer Experience Management</b>	<b>Dr. Shivani Saini (Assistant Professor, Marketing)</b>	<b>27 &amp; 28 June'2023</b>
<b>Outcome:</b> The program will result in improved customer satisfaction and loyalty.		
<b>Who Should Attend:</b> Mid to senior level employees of the organization.		
<b>How to Boost Your Sales</b>	<b>Dr. Biranchi Narayan Swar (Professor-Marketing) Dr. Shivani Saini (Assistant Professor, Marketing)</b>	<b>21 &amp; 22 July'2023</b>
<b>Outcome:</b> Increasing the number of customers, increasing average transaction size, increasing the frequency of transactions per customer, and raising your prices.		
<b>Who Should Attend:</b> Mid level business professional who are transitioning towards leadership positions		
<b>Digital Marketing Trends and Techniques</b>	<b>Dr. Ravi Shankar Bhakat (Assistant Professor, Marketing) Dr. S. Mitra (Assistant Professor, Marketing)</b>	<b>24 &amp; 25 August' 2023</b>
<b>Outcome:</b> 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.		
<b>Who Should Attend:</b> Mid to senior level employees of the organization		
<b>Sentiment Analysis in Marketing Research</b>	<b>Dr. Abhiji Pandit (Assistant Professor, Marketing)</b>	<b>21 &amp; 22 September 2023</b>
<b>Outcome:</b> Participants will be able to understand suitable tools of sentiment analysis and nurture marketing research acumen.		
<b>Who Should Attend:</b> 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.		
<b>General Management: Leadership Management</b>	<b>Dr. Ravi Shankar Bhakat (Assistant Professor, Marketing)</b>	<b>21 &amp; 22 December'2023</b>
<b>Outcome:</b> Participants will be able to understand suitable leadership style and nurture people skills.		
<b>Who Should Attend:</b> Mid level business professional who are transitioning towards leadership positions		
<b>Forecasting in Marketing Analysis</b>	<b>Dr. Abhiji Pandit (Assistant Professor, Marketing)</b>	<b>12 &amp; 13 December 2023</b>
<b>Outcome:</b> Participants will be able to understand suitable tools of forecasting and nurture acumen of marketing analytics.		
<b>Who Should Attend:</b> 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.		
<b>Evaluation of Marketing Effectiveness and Efficiency</b>	<b>Dr. Abhiji Pandit (Assistant Professor, Marketing)</b>	<b>18 &amp; 19 January 2024</b>
<b>Outcome:</b> Participants will be able to understand suitable tools of marketing control and nurture acumen of effective and efficient evaluation of marketing performance.		
<b>Who Should Attend:</b> 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.		
<b>Sales Planning and Distribution Management</b>	<b>Dr. Biranchi Narayan Swar (Professor-Marketing) Dr. Suddhachit Mitra (Assistant Professor, Marketing)</b>	<b>February' 2024</b>
<b>Outcome:</b> This program is targeted at two sets of groups. One diverse set of individuals from different industries/companies subscribed for the program		



<b>Who Should Attend:</b> Appreciation of the Sales & Distribution processes. Build in skills of planning, understanding constraints of role holders and facilitate a larger span of thinking		
<b>Rural Marketing</b>	<b>Dr Suddhachit Mitra (Assistant Professor, Marketing)</b>	<b>March' 2024</b>
<b>Outcome:</b> Satisfies consumer demand and also achieves organizational objectives		
<b>Who Should Attend:</b> Mid level business professional who are transitioning towards leadership positions		
<b>Forecasting in Marketing</b>	<b>Dr. Biranchi Narayan Swar (Professor-Marketing) Dr. Suddhachit Mitra (Assistant Professor, Marketing)</b>	<b>January'2024</b>
<b>Outcome:</b> 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		
<b>Who Should Attend:</b> Mid-level and junior managers in that have launched or are expected to launch new products.		
<b>Customer Loyalty Management</b>	<b>Dr. Biranchi Narayan Swar (Professor-Marketing) Dr. Shivani Saini (Assistant Professor, Marketing)</b>	<b>7 &amp; 8 November'2023</b>
<b>Outcome:</b> The program resulted in increased customer engagement and loyalty.		
<b>Who Should Attend:</b> Mid to senior level employees of the organization.		
<b>Operations</b>		
<b>Project Management</b>	<b>Dr. Debasis Chanda (Professor, Operations Management)</b>	<b>November'2023</b>
<b>Outcome:</b> Create and Manage Projects Efficiently.		
<b>Who Should Attend:</b> Executives in the Operations and other Functions		
<b>Artificial Intelligence and Machine Learning for Industry</b>	<b>Dr. Debasis Chanda (Professor, Operations Management)</b>	<b>February' 2024</b>
<b>Outcome:</b> 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.		
<b>Who Should Attend:</b> Organisational Leaders belonging to the Senior Management cadre and above.		
<b>Supply Chain Finance</b>	<b>Dr. Sunil Giri (Associate Professor, Operations) Dr Pinku Paul Associate Professor, Finance)</b>	<b>24 &amp; 25 Nov 2023</b>
<b>Outcome:</b> Helps improve cash flow and working capital management for supply chain partners.		
<b>Who Should Attend:</b> Organisational Leaders belonging to the Senior Management cadre and above.		
<b>Strategy</b>		
<b>Business Analytics for Managers</b>	<b>Dr. Amrita Sengupta (Assistant Professor, Quantitative Techniques)</b>	<b>6-7 th October 2023</b>
<b>Outcome:</b> 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.		
<b>Who Should Attend:</b> Executives, Academicians, Entrepreneurs, Research Scholars, Management Students and all interested in data sciences will benefit from this program.		
<b>Strategic for Growth</b>	<b>Dr. Neeraj Singhal (Assistant Professor, Strategic Management)</b>	<b>Dec 14-15, 2023</b>
<b>Outcome:</b> 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)		
<b>Who Should Attend:</b> 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.		
<b>General Management</b>		
<b>The Art of Effective Communication</b>	<b>Dr. Amrita Sengupta (Assistant Professor, Quantitative Techniques)</b>	<b>7 to 8 June, 2023 12 to 14 June 2023</b>
<b>Outcome:</b> 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.		
<b>Who Should Attend:</b> Entry and Middle level executives working in large and medium organizations.		
<b>Training the Minds to Encash Opportunities</b>	<b>Dr. Chetan G. K (Associate Professor, Finance)</b>	<b>September' 2023</b>

	<b>Dr. Amrita Sengupta (Assistant Professor, Quantitative Techniques)</b>	
<b>Outcome:</b> 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.		
<b>Who Should Attend:</b> Entry and Middle level executives working in large and medium organizations.		
<b>Sustainable Business through Operations</b>	<b>Dr. Sunil Giri (Associate Professor, Operations) Dr Pinku Paul Associate Professor, Finance) Dr. Neeraj Singhal (Assistant Professor, Strategic Management)</b>	<b>7 to 9 December 2023</b>
<b>Outcome:</b> Helps businesses achieve long-term success through improvements in operational efficiency and sustainability.		
<b>Who Should Attend:</b> Entry and Middle level executives working in large and medium organizations.		
<b>Business Intelligence for Decision Making</b>	<b>Dr. Bikramjit Pal (Assistant Professor, IT)</b>	<b>18 &amp; 19 December 2023</b>
<b>Outcome:</b> Enables participants to use data to make informed and accurate decisions.		
<b>Who Should Attend:</b> Entry and Middle level executives working in large and medium organizations.		
<b>HR &amp; OB</b>		
<b>Effective Performance Management Systems and OKRs</b>	<b>Dr. Yogitta Abichandani (Associate Professor,HR)</b>	<b>15 &amp; 16 June 2023</b>
<b>Outcome:</b> 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		
<b>Who Should Attend:</b> 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.		
<b>Prevention of Sexual Harassment (POSH) Awareness to Implementation</b>	<b>Dr. Yogitta Abichandani (Associate Professor,HR)</b>	<b>7 &amp; 8 July 2023</b>
<b>Outcome:</b> • 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.		
<b>Who Should Attend:</b> • Management, HR, Employees & Team IC, • Students (Without Investigation process only Awareness, How to lodge complaint and how committee works)		
<b>Employee Relation &amp; New Labour Laws</b>	<b>Dr. Yogitta Abichandani (Associate Professor,HR)</b>	<b>16 &amp; 17 December 2023</b>
<b>Outcome:</b> Enhance understanding about the legal framework governing employee relation, Empower the participants by updating their knowledge about the evolving employee relation scenario.		
<b>Who Should Attend:</b> This program is designed for experienced manager who are currently holding E4, E5 E6 or E7 positions		
<b>Cost Behaviour, Analysis and Optimization</b>	<b>Dr. Paroma Mitra (Assistant Professor, Economics)</b>	<b>7 &amp; 8 November'2023</b>
<b>Outcome:</b> a) Analyze cost behavior. b) Analyze cost-volume-profit relationships. c) cost optimization techniques		
<b>Who Should Attend:</b> Any department any levels of managers.		

## ANNUAL MDP CALANDER 2023-24 (MONTH WISE)

Topics	Faculty	Dates
<b>Research Methodology and Data Analysis (RMDA)-FDP</b>	<b>Dr.Biranchi Narayan Swar (Professor-Marketing)</b>	<b>10 &amp; 11 April'2023</b>
<b>The Art of Effective Communication</b>	<b>Dr. Amrita Sengupta (Assistant Professor, Quantitative Techniques)</b>	<b>7 to 8 June, 2023</b>
<b>The Art of Effective Communication</b>	<b>Dr. Amrita Sengupta (Assistant Professor, Quantitative Techniques)</b>	<b>12 to 14 June 2023</b>
<b>Effective Performance Management Systems and OKRs</b>	<b>Dr. Yogitta Abichandani (Associate Professor,HR)</b>	<b>15 &amp; 16 June 2023</b>
<b>Customer Experience Management</b>	<b>Dr. Shivani Saini (Assistant Professor, Marketing)</b>	<b>27 &amp; 28 June'2023</b>
<b>Prevention of Sexual Harassment (POSH) Awareness to Implementation</b>	<b>Dr. Yogitta Abichandani (Associate Professor,HR)</b>	<b>7 &amp; 8 July 2023</b>

Finance for Non-Finance Executives	Dr. Chetan G. K (Associate Professor, Finance)	11 & 12 July'2023
	Dr. Debaditya Mohanti (Assistant Professor, Finance)	
How to Boost Your Sales	Dr. Biranchi Narayan Swar (Professor-Marketing) Dr. Shivani Saini (Assistant Professor, Marketing)	21 & 22 July'2023
Financial Modelling' for Managers	Dr. Chetan G. K (Associate Professor, Finance)	8 & 9 August 2023
Digital Marketing Trends and Techniques	Dr. Ravi Shankar Bhakat (Assistant Professor, Marketing) Dr. S. Mitra (Assistant Professor, Marketing)	24 & 25 August' 2023
Finance for Non-Finance Executives	Dr. Pinku Paul (Associate Professor, Finance)	12 & 13 September'2023
	Dr. Souvik Banerjee (Assistant Professor, Finance)	
Training the Minds to Encash Opportunities	Dr. Chetan G. K (Associate Professor, Finance)	September' 2023
	Dr. Amrita Sengupta (Assistant Professor, Quantitative Techniques)	
Business Analytics for Managers	Dr. Amrita Sengupta (Assistant Professor, Quantitative Techniques)	6-7 th October 2023
Customer Loyalty Management	Dr. Biranchi Narayan Swar (Professor-Marketing) Dr. Shivani Saini (Assistant Professor, Marketing)	7 & 8 November'2023
Cost Behaviour, Analysis and Optimization	Dr. Paroma Mitra (Assistant Professor, Economics)	7 & 8 November'2023
Project Management	Dr. Debasis Chanda (Professor, Operations Management)	November'2023
Supply Chain Finance	Dr. Sunil Giri (Associate Professor, Operations) Dr. Pinku Paul Associate Professor, Finance)	24 & 25 November 2023
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
Forecasting in Marketing Analysis	Dr. Abhiji Pandit (Assistant Professor, Marketing)	12 & 13 December 2023
Strategic for Growth	Dr. Neeraj Singhal (Assistant Professor, Strategic Management)	14-15 December, 2023
Employee Relation & New Labour Laws	Dr. Yogitta Abichandani (Associate Professor, HR)	16 & 17 December 2023
Business Intelligence for Decision Making	Dr. Bikramjit Pal (Assistant Professor, IT)	18 & 19 December 2023
General Management: Leadership Management	Dr. Ravi Shankar Bhakat (Assistant Professor, Marketing)	21 & 22 December'2023
Evaluation of Marketing Effectiveness and Efficiency	Dr. Abhiji Pandit (Assistant Professor, Marketing)	18 & 19 January 2024
Forecasting in Marketing	Dr. Biranchi Narayan Swar (Professor-Marketing) Dr. S. Mitra (Assistant Professor, Marketing)	January'2024
Artificial Intelligence and Machine Learning for Industry	Dr. Debasis Chanda (Professor, Operations Management)	February' 2024
Sales Planning and Distribution Management	Dr. Biranchi Narayan Swar (Professor-Marketing) Dr. S. Mitra (Assistant Professor, Marketing)	February' 2024
Rural Marketing	Dr. S. Mitra (Assistant Professor, Marketing)	March' 2024

## SELECT LIST OF PROPOSED SHORT DURATION COURSES

Sr No.	Name of Courses	Duration- (Weekdays/ weekends)
1	Online Certificate Course in General Management	3 Months or 6 Months
	(The focus of the programme is on advanced general management techniques, frameworks, methodologies and tools, an emphasis inculcating exemplary leadership in challenging managerial decision-making situations)	
2	Online Certificate Course in Supply Chain Management	2 Months
	(This program provides a comprehensive introduction to the fundamentals of Supply Chain Management and its key concepts.)	
3	Online Certificate Course in Power Management	2 Months
	(The Certificate Course in Power Management provides with the knowledge and skills to understand and apply power management technologies.)	
4	Advanced Certificate Program in Petroleum Supply Chain and Operations Management	1 week
	(Understand the complexities of supply chain operations in the oil & gas industry, how to mitigate supply chain risks by using analytical tools and many more <i>in collaboration with UPES</i> )	
5	Online Certificate Program in Human Resource Management	11 Months
	(The focus of the programme is on advanced general management techniques, frameworks, methodologies and tools, an emphasis inculcating exemplary leadership in challenging managerial decision-making capabilities)	
6	Leadership and Communication	15 days
	(Breaking the barriers of communication to drive performance and improve organizational efficiency and much more)	
7	Executive Certificate Program on Budgeting, Planning & Forecasting	4 weeks (16 Hours)
	(Learn the technicalities and practicalities of budgeting and forecasting in a rapidly changing global business scenarios)	
8	Online Professional Certificate Program in Finance for Non-Financial Managers	4 weeks (16 Hours)
	(Provide basic knowledge in the areas of corporate finance, financial markets and the use of financial data in decision-making through financial analysis.)	
9	Project Management	4 weeks
	(Create and Manage Projects Efficiently)	
10	Financial Management for Employees	7 weeks
	(Demonstrate an understanding of the overall role and importance of the finance function)	
11	Artificial Intelligence and Machine Learning	4 weeks
	(Apply knowledge of AI & ML in the context of their organisations for organisational benefits.)	
12	Product and Brand Management Certification Program	18 weeks
	(To develop, broadening the horizon and strengthening the skills of the Managers and prepare them to face the challenges of the global business and formulate them for the changing heroes for changing domain)	
13	Innovation Management and Technology Marketing	10 week
	(Enhances skills in analyzing competitive trends, identifying threats and opportunities, designing new products, and/or marketing strategies)	
14	Strategic Management Module	8 weeks
	(Understand context and rationale for origin of strategy for pursuing growth. Understand the driver and consequences of an ever-changing business environment)	
15	Leadership-Ethics and Changing Role	4 weeks
	(Organizational justice, organizational trust, organizational commitment and job satisfaction of education employees increase)	

16	Infrastructure Finance	4 weeks
	(Introduces the fundamentals for investment project appraisal, with a specific focus on low carbon and climate change adaptation infrastructure)	
17	HR Analytics and Management	6 weeks
	(A better understanding of motivation, productivity, and efficiency can help all employees improve their performance and contribute to the bottom line.)	
18	Business Analytics for Employees	8 weeks
	(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.)	
19	HR for Beginners	10 weeks
	(Effectively manage and plan key human resource functions within organizations)	
20	Business Economics for Managers/Employees	8 weeks
	(Develop an understanding of the applications of managerial economics)	
21	Supply Chain Management	4 weeks
	(To understand and apply techniques to create a robust supply chain to cope with all adverse circumstances)	
22	Finance Accounting / Taxation	8 weeks
	(Demonstrate an understanding of the overall role and importance of the finance function)	
23	Data Science Certification Program	8 weeks
	(It empowers professionals with data management technologies like Hadoop, R, Flume, Sqoop, Machine learning, Mahout Etc It empowers professionals with data management technologies like Hadoop, R, Flume, Sqoop, Machine learning, Mahout Etc)	
24	Database Management with SQL	4 weeks
	(Develops an Entity-Relationship model based on user requirements)	
25	Data Analysis using advance Ms Excel, SPSS, and AMOS.	4 weeks
	(Introduction to Data Visualization through Tableau and PowerBI)	

**Who Should Attend:** Entry and middle level executives. Programmes can be customized to accommodate the requirements of training of senior management personnel if required be.

**Note:**

1. Ideally the classes will be on weekends (Saturday/Sunday) and duration will be 4-6 hours per day.
2. Affordable Course Fee.
3. Attractive discounts will be given if the total number of participants exceeds 5 in number.
4. Mode of the programmes will be online over Zoom platform and fee will be offered based on the batch size, venue and duration of the MDP.



## MILESTONES AT MDIM

- IFCI sets up Management Development Institute.
- The early 1970s. Management education in India is in its infancy. There is a need to instill professionalism in organisational management cadres. In comes Industrial Finance Corporation of India (IFCI). It envisions grooming leaders in the financial sector. 1972! Management Development Institute (MDI) is born. It starts off by training managers and executives of development banks at its office in Delhi.

- Full-time Residential Post-Graduate Programme in Management (PGPM) was commenced at MDIG Campus.

1972

1988

1994

2010

- MDI Gurgaon (MDIG) launched National Management Programme, a full-time residential programme sponsored by Department of Personnel & Training, Ministry of HRD, Govt. of India

- The foundation stone for MDI Murshidabad (MDIM) was laid on 31st October 2010 by Shri Pranab Mukherjee, the then Hon'ble Union Minister of Finance, Govt. of India.

- MDIM started operating from its Kolkata Office & conducted MDPs covering different spectrum of Organizations like RBI, NABARD, SBI, LIC, SAIL, Coal India, IOCL, Berger Paints, L&T Construction etc.

- On 24th August 2016, the convocation for the first batch was held where the chief guest was the then Hon'ble President of India, Shri Pranab Mukherjee.

2011-2013

2014

2016

2017

- On 24th August 2014, MDIM Campus was inaugurated by the then Hon'ble President of India Late Shri Pranab Mukherjee to launch Post Graduate Diploma in Management. Classes for the 1st batch (2014-16) of PGDM comprises of students representing different parts of India.

- On 3rd September 2017, the convocation for the second batch was held where the chief guest was the Hon'ble Mr. Chandra Shekhar Ghosh, Managing Director and CEO, Bandhan Bank.

- Introduced 3 Centre of Excellence Centre for Agri Business & Food Processing, Centre for Entrepreneurship and Start-ups and Centre for Artificial Intelligence & Machine Learning.
- CRISIL has certified A\* (A star) grading to MDI Murshidabad at National Level and A\*\*\* (A triple star) grading at State Level.
- International Conference on Sustainability Development – a Value Chain Perspective- 2018 was held between 7th & 8th September 2018 in association with DOC Berlin, Germany and Business Standard.

- International Conference on Business, IT, and Enterprise Architecture (ICBIT-2020) was held online mode between 25th & 26th September 2020.
- CRISIL has listed A\*\* (A double Star) grading to MDI Murshidabad at National Level and A\*\*\* (A triple Star) grading at State Level.
- MoC with All India Management Association (AIMA) dated 3rd February 2020

**2018**

**2019**

**2020**

**2021**

- NHRDN-Shine.com B-School ranking survey confers MDI Murshidabad as best Emerging B-School in the country.
- Convocation of 3rd (PGPM 2016-18) and 4th (PGPM 2017-19) batch held at MDI Gurgaon dated 26th March 2019.
- Association of Management Development Institutions in South Asia (AMDISA) conferred membership to Management Development Institute Murshidabad.
- MoU with Dhaka School of Economics dated 1st February 2019 at MDIM Campus.
- MoU with Power Grid Corporation of India Limited dated on 15th May 2019.
- MoU with PTC India Financial Services (PFS) dated 27th November 2019.
- International Conference on Sustainability Development – A Value Chain Perspective, SDVP- 2019 was held on 6th & 7th December 2019.

- International Conference on Business Research and Innovation (ICBRI 2021) was held online mode between 26th & 27th February 2021.
- MoU with EKLVA School of Business, France in the month of March, 2021.
- MoU with HYBRIA Institute of Business & Technologies, France in the month of March, 2021.
- Virtual Convocation of first batch of "Executive PG Certificate Program in Product & Brand Management" was held on 14th March 2021.
- Virtual International Conference on Changing Business Paradigm (ICCBP- 2021) was held on 19th to 21st March 2021
- MoU with Orebro University Sweden in the month of May 2021.
- MoU with Economics Times (Times Internet Limited) dated 22nd June 2021.
- E-Convocation for the batch PGDM 2019-21 held dated 29th August 2021.
- MoU with University of Petroleum and Energy Studies (UPES) in the month of November 2021
- MoU with HLLPL Learning Pvt. Ltd. on the month of November 2021.
- MoU with NBCC (India) Limited, a Navaratna CPSE dated 24th December 2021.

**2022**

**2023**

- 2nd International Conference on Changing Business Paradigm (ICCBP 2022) was held online mode between 21st to 23rd January 2022.
- 2nd International Conference on Business Research and Innovation (ICBRI 2022) was held online mode between 28th & 29th January 2022.
- MoU with ESC Clermont Business School, France dated 14th February 2022.
- MoU with Entrepreneurship Development Institute of India, Ahmedabad (EDI) dated 8th February 2022.
- BW BUSINESSWORLD B-School Ranking has ranked MDI Murshidabad among the top B-Schools in the Eastern region
- MBAUniverse.com has Graded MDI Murshidabad as AA (Grade: AA)
- Conducted Research Seminar series "MDIM Cognos" in the month of January, February & March 2022.
- MoU with M/s SEC Academics Private Limited on 28th March 2022.
- International Conference on Business, IT, and Enterprise Architecture (ICBIT-2023) was held online mode between 16th & 17th December 2023.

- 3rd International Conference on Changing Business Paradigm (ICCBP 2022) was held online mode between 5th to 7th January 2023.
- International Conference on Sustainability Development – a Value Chain Perspective- 2023 was held from 3rd to 4th February 2023.
- MDI Murshidabad gets featured in Business World as the 4th best B-School in the eastern region of India.
- MDI Murshidabad gets featured in MBA Universe as the 37th best B-School in India.

## OUR COMPETENCIES

### Faculty

The biggest strength of the Institute is its renowned Faculty. Our faculty members have distinguished academic and professional achievements and are actively involved in teaching, training, and research and consulting.



## INFRASTRUCTURE

### Facility

MDI Murshidabad landscape comprises lush green fields, ambience of serenity and the state-of-the-art infrastructure. Besides, the institute has a well-equipped Gymnasium, Swimming Pool, Badminton Court, Table Tennis Court, Volleyball court, TV Room, Snooker and a cafeteria for refreshment and rejuvenation. This inevitably enables a healthy lifestyle.

### Accommodation

MDP Guest house in campus and renowned hotels in Kolkata and Behrampore. The Executives Hostel is designed to suit the needs of executives. The rooms are air-conditioned and are fully furnished with modern amenities. The rooms are provided with Internet connection (Wi-Fi) to facilitate extended study hours for the MDP participants. It hosts them with air-conditioned dining halls with requisite ambience.

### Library and Computer Facility

Library of MDI-M is enriching with both printed as well as electronic resources which include books, journals, databases, and e-journals. This library has contributed significantly to supplementing the class room teaching and learning by further reading. The online library portal is accessible across the campus network on 24 x 7 basis. Users can access full text resources and know the real-time status of various library materials from their own computer terminals. The library is operated with the Library Automation Software (Koha with RFID).

Library has a collection of around 12000+ books while the online library portal provides access to approx 4,000 e-journals.

To conduct research and advanced reading, MDIM library has access to e-journals and databases like National Digital Library (NDL) of India, Market Line, Sage Online Journals collection, Emerald and CMIE databases etc. Library has the access to TURNITIN Plagiarism Software. Library is open seven days a week.

MDI-Murshidabad has state-of-the-art computing facility consisting of 251 PC nodes and two servers, connected on a high-speed Gigabit Ethernet Fibre Optic/UTP based network in a distributed Windows and Linux environment.

Computer Lab: MDIM has two Computer Lab equipped with the 142 numbers of state-of-the-art computing facilities along with LCD projectors are installed in the lab which are being used by students and MDP participants.

### Bloomberg Finance Lab

MDI Murshidabad has set up a state-of-the-art Bloomberg Finance Lab powered by four Bloomberg Terminals in December 2018.

The MDIM vision aims to be a globally recognized management school through academic excellence and continuous innovation to nurture responsible leaders for creating suitable alternatives.

Developing an insight into Global Financial Markets through Bloomberg Lab allows for a comprehensive and strategic positioning of MDIM in the academic space, the finance sector, and industry through robust research, market surveillance and analysis. The Finance Lab aims to support advanced applied research in financial markets and equip finance students and managers with the mathematical and conceptual theories and best practices in financial markets that go into the creation and management of innovative financial products.

## CONTACT INFORMATION



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