

MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

ONLINE CERTIFICATE COURSE IN GENERAL MANAGEMENT

Starting from 02nd December 2023



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.

After 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 Diploma in Management (PGDM), which is recognized by the All India Council for Technical Education (AICTE). Since inception, MDI Murshidabad has been committed to achieving academic excellence and turning out quality managers and global leaders. 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 DIRECTORS

Dr. Bikramjit Pal
Dr. Neeraj Singhal

VISION

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

MISSION

- Become a globally recognized management school with international and national recognition through knowledge development.
- Enhance academic excellence in research, consulting, training, and teaching with cutting edge resources.
- Encourage continuous innovation.
- Create and nurture socially responsible leaders.
- 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 (6 Hours)
- Finance (6 Hours)
- Operations (6 Hours)
- HR & OB (6 Hours)
- QT (6 Hours)
- Economics (6 Hours)
- Strategy (4.5 Hours)
- IT (4.5 Hours)

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

PROGRAM INSIGHTS

MDI Murshidabad 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 managerial decision-making situations.

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 with 2 years of working experience

WHO SHOULD ATTEND

Working Professionals having work experience between 2-30 years.

COURSE FEES

Rs. 32,000 + 18% GST per participant

CERTIFICATION

On successful completion of the course requirements, a certificate of the General Management course will be awarded.

DURATION OF THE PROGRAM

10 Weeks

COURSE SCHEDULE

3 sessions, 90 minutes each, 4.5 hours in a week (preferably during weekends, Saturday)

Session 1	Tea Break	Session 2	Lunch Break	Session 3	Tea Break
10:15-11:45 am	11:45-12:00 noon	12:00 -1:30 pm	1:30 – 2:30 pm	2:30 – 4:00 pm	4:00 - 4:15 pm

COURSE COMMENCEMENT

02nd December 2023

TOTAL NUMBERS OF HOURS

45 hours

MODE OF DELIVERY

Online

PEDAGOGY

Lectures, cases and real life hands on experiences

ATTENDANCE REQUIREMENTS

Attendance is Compulsory





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). Dr. Swar has been awarded the National Scholarship from Ministry of HRD, Government of India. He is an alumnus of IIM, Indore and has more than 19 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 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 65 scholarly and professional conferences organized within (Only in IIMs or at par) and outside India.

Dr. Swar conducted various MDPs in the area of marketing like (How to create a service excellence organization, Advanced data analysis for effective marketing decisions, How to boost your Sales, Managing products and brand building strategies for Organizational Growth etc.) for the corporates like IOCL, HUL, Sony, RINL, NALCO, Voltas, Bosch, Union Bank of India, Emami Papers Ltd, John Distilleries and many more.



DR. RAVI SHANKAR BHAKAT

Assistant Professor, Marketing Management

Dr Ravi has 12+ years of experience as researcher, practitioner and trainer. His major academic credentials are MBA, PhD and UGC NET. He has been primarily associated in the areas of marketing and general management. His research 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 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 was associated with small businesses and startups at various managerial positions. He worked for multiple projects in b2b marketing, institutional services, retailing etc. for various customer segments.



DR. SUDDHACHIT MITRA

Assistant Professor, Marketing

Dr Suddhachit Mitra is a Fellow of the Institute of Rural Management Anand [IRMA Anand] and holds an M.Sc from IIT Kharagpur. His research interests lie in the area of the Diffusion of Innovation Theory and the Philosophy of Sciences. He has published in Scopus indexed journals and won research grants & best paper award.

He has taught in a Management Development Programmes aimed at statistical officers of the state government, insurance officers and officer from the retired finance sector.



DR. SHIVANI SAINI

Assistant Professor, Marketing

Dr. Shivani Saini is an Assistant professor in the Marketing Area at the Management Development Institute (MDI) Murshidabad. She is MBA (Hons.), Ph.D. in Business Management, and UGC-NET qualified. She holds a doctorate degree in marketing from Dr. B R Ambedkar National Institute of Technology, Jalandhar. She has over six years of teaching experience in renowned management and engineering institutes. She has attended various FDPs and imparted training in the programmes organized by NITTTR, Chandigarh. Her research interests are in Customer Experience Management, Sustainability Management, and Digitalization. She has authored various national and international publications in ABDC, ESCI, and Scopus-indexed journals, including a book on Consumer Experience Management titled *Revolutionizing Business Marketing through Experience Mix: Designing and Managing Perfect Customer Experiences*. She has also participated in reputable national and international management conferences.



DR. SAHIL SINGH JASROTHIA

Assistant Professor, Marketing

Dr. Sahil Singh Jasrotia is a faculty in the area of Marketing at the Management Development Institute, Murshidabad. He holds a Ph.D. degree in Marketing Management. He has done his Masters in Commerce (M.com) and Bachelors in Business Administration (BBA) from the University of Jammu. His academic and research interest lies in Marketing Management, Consumer Behaviour, Qualitative Market Research, Tourism Management, and Channel Choice Behaviour. He has published papers in many International and National Journals which are ABDC, SSCI and Scopus listed. Prior to Joining MDI he worked as an Assistant professor and Dean (Research) at the Jaipuria Institute of Management, Indore and also with the Indian Institute of Management, Indore as an Academic Associate. His research has been published in various refereed journals of renowned publishers such as Elsevier, Sage, Wiley, Springer, Emerald, Taylor & Francis etc.



DR. PINKU PAUL

Associate Professor, Accounting & Finance

Dr. Pinku Paul is MBA, M.Com, Ph.D. in Business Administration and UGC NET qualified. She has over 17 years of experience in teaching and research. She is a life Member of the Indian Accounting Association and a member of the Finance Association of The American Finance Association. Her research interest lies in corporate finance, investment analysis, behavioural finance, banking, and insurance industry. She teaches subjects like Corporate Finance, Managerial Accounting, Cost Accounting, Investment Analysis, and Portfolio Management. She has authored several papers, which have been published, in national and international journals of repute. She has authored case studies in Ivey publishing, Sage, and many more.

She has been awarded as Best Professor in Financial Management in 2015 during 23rd Business School Affaire & Dewang Mehta National Education Awards. She has also worked as Management Trainer in the World Bank Second India Development Marketplace (IDM) 2007 project. She has conducted and is an active trainer for various MDPs in Finance area.



DR. CHETAN G. K.

Associate Professor, Finance

Dr. Chetan is presently working as Associate Professor – Finance at Management Development Institute Murshidabad. He pursued MBA – Finance from Karnatak University, Dharwad and holds Doctorate degree in Finance from Jain University, Bengaluru. His topic of research was “A Study on Derivative Instruments of Indian Capital Market – With Reference to Futures Contracts”. He served as Associate Professor of Finance at Kirloskar 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 is passionate in teaching finance courses such as: Corporate Finance, Investment Management, Corporate Valuation, Financial Modeling, Equity Research, and Financial Markets. His broad research interests include Event Studies, Lead and Lag Relationship, and Equity Valuation. He has conducted various MDPs for IOCL, GAIL, RINL, Vizag, LIC, Kolkata etc in the area of Finance and Mind-set training. He accomplished various certification courses of National Stock Exchange and Bombay Stock Exchange, Mumbai.



DR. DEBADITYA MOHANTI

Assistant Professor, Finance

Dr. Debaditya Mohanti is an Assistant Professor in the Finance area at Management Development Institute (MDI) Murshidabad. He has over 14 years of rich experience in Academia and Industry. He holds Doctorate in Finance from Sardar Patel University in the area of Financial Derivatives. He qualified UGC-NET in the area of Management in 2010. Before joining MDIM, he was serving as an Assistant Professor at Symbiosis Institute of Business Management. Dr. Mohanti's primary teaching interests are in Derivatives and Risk Management, Fixed Income Securities and Risk Management for Banks & Financial Institutions. His primary research interests are in the area of Market Risk Analysis, Bank Risk Management and Monetary Economics. He has several research papers to his credit. He has also participated in reputed international management conferences.



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.

Program Director of Four Day long Management Development Program for Steel Authority of India (SAIL) Executives conducted on 6th – 9th May, 2019.



DR. DEBASIS CHANDA

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 five plus years of experience in the Engineering Industry.

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

Dr Debasis Chanda is Professor (Operations Management) and Dean-Academic at MDI Murshidabad. Earlier he was Associate Professor in the Information Technology group at IIM Shillong.



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 20 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 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, LIC, WBPS officer's, GSI, 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, HR & OB

Dr. Yogita Abichandani is the Associate Professor – HR & OB. She is a distinguished alumni of University of Georgia. Her research interests are Leadership, Healthcare, Women Entrepreneurs, & Feminist HRD. She has over 22 year of experience across multiple sectors and has served as the Advisory Board Member for NCSU, NC, USA. She has published in several national and international conferences and journals. She is the Co-Chair for the India Special Interest Group at the Academy of HRD, USA, and member of Society of HRM, USA and India. She consults with NGO's & PSU in various capacities both in USA and India.

Consultancy/MDP:

- Executive Development- SAIL-(2018/2019)
- Leadership Development – L&T –(2017)
- Telangana State Association for Rural Development- (2017/2018)
- Madhuban Books and SALEM STEEL- (2016).
- One Tree Inc, Athens, GA- Team Building and Strategic Partnership Development (2015)
- Project SAFE – Training Program Development (2014)



DR. NIHARIKA GAAN

Assistant Professor, Human Resource Management

Dr. Niharika Gaan holds PhD in Management from the Institute of Management, Nirma University of Science and Technology. She has experiences in teaching, research, and consulting for around 18 years. Her area of research interests comprise topics like leadership, engagement, mindfulness, psychological empowerment and capital, job attitude and behaviour. Her research work has been published in international and national journals of repute and presented her papers in multiple forums of international repute. She has designed, developed and conducted training sessions for the mid-level and senior-level executives of various prestigious and coveted companies.



DR. AMRITA SENGUPTA

Assistant Professor, MDI Murshidabad

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 organized several Management Development Programs (with SAIL, IOCL, LIC, GSI, and PDCL etc.), Seminars, and Conferences. 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. 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 data sciences and Business Communication.



DR. PAROMA MITRA

Assistant Professor, Economics

Dr. Paroma Mitra is Area Chairperson of Economics area and Chairperson of CSR committee. She did Ph.D. in Management, MBA and Economics graduate. She has 19 years of experience in management teaching, training and research. She has taken training sessions in MDP's in the area on demand forecasting, cost behaviour and decision making, creative thinking and decision making etc. She has published several papers in reputed Journals like Global Business Review, Sage Case, Place Branding and Public Diplomacy, Asian Journal of Political Science etc.



DR. NEERAJ SINGHAL

Assistant Professor, Strategic Management

Dr Neeraj Singhal is Assistant Professor in the Strategic Management area at Management Development Institute (MDI), Murshidabad, India. He has more than 2 decades of teaching, training and research experience. Dr Singhal contributed research papers in international and national journals of repute published from Sage, Springer, Elsevier, indexed in ABDC/Scopus. His research contribution is in the area of strategy, sustainable development, climate change, green business, carbon market etc. He has conducted the training programs in the domain of sustainable development, strategy and other relevant topics.



DR. BIKRAMJIT PAL

Assistant Professor – 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 variety of roles including faculty, project trainer, researcher with a span of more than 23 years. His research areas include Cyber Security, Big Data, Machine Learning Applications and Cloud Computing. He has published research papers in peer-reviewed journals of international repute and also presented papers at international conferences. He has been awarded "Distinguished Assistant Professor Award" by Computer Society of India, Mumbai Chapter in the year 2017.

Certificate of participation shall be provided after the completion of the course and submission of course feedback

MDIM CONTACT DETAILS



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