

MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

ONLINE MANAGEMENT DEVELOPMENT PROGRAM

ON

GENERAL MANAGEMENT : LEADERSHIP AND MANAGEMENT
21ST -22TH MARCH, 2024 11.00 AM TO 1.00 PM & 2.00 PM TO 4.00 PM



PROGRAM OBJECTIVES

This program will provide actionable insights related to leadership skills which will help participants increase their future prospects. In this disruptive world, it is immensely critical for professionals to acquire various managerial skills as well as leadership capabilities. A proper balance of both will continue to steer any organization towards attaining new heights and standards. This program aims to provide participants with a fresh perspective on potential leadership roles within their organizations. In addition, understanding of an organization with a focus on intrapreneurial scope of work will also be encompassed in this program. Participants will develop a sense of appreciation toward individual and organizational challenges. Furthermore, they will be able to quickly grasp and grab any such opportunity for showcasing an appropriate leadership response.



TARGET PARTICIPANTS

Mid level business professional who are transitioning towards leadership positions.



LEARNING OUTCOMES

Participants will be able to understand suitable leadership style and nurture people skills.



PROGRAM CONTENTS

- Leadership vs. management

- People Skills–Soft Skills
- Emotional Intelligence
- Developing strategic thinking
- Design Thinking
- Problem Solving by Teams



PEDAGOGY

Lectures, Case Method, Hands on Experience



VENUE

Online



COURSE FEE

The course fees will be "Rs. 6000/- + 18% GST

Registration Link: <https://forms.gle/AxZJfBfnK7egyo389>

- No refund of Course Fees but substitute allowed.

The program fees can be paid through bank transfer as per the bank details given below:

Account Name: MANAGEMENT DEVELOPMENT INSTITUTE SOCIETY

Bank Name: Punjab National Bank

Account Number: 1377205500000019

IFSC Code : PUNB0137720

(Please share the transaction details for verification purposes after making payment)



PROGRAM DIRECTOR



Dr. Ravi Shankar Bhakat

Assistant Professor-Marketing

Dr. Ravi Shankar Bhakat has 10+ years of experience as researcher, practitioner and academician. He has been :

associated in the areas of marketing and general management field. The research works undertaken by him are related to the contemporary consumer behavior and modern business and marketing environment. He has served as full time scholar as teaching and research assistant at NIT Trichy. Dr. Ravi has published papers in indexed International and National Journals of repute with high citations. His works are presented research works in International Conferences and Colloquiums. Before joining academia, he was associated with couple of startups and small businesses at managerial positions. His major educational credentials include MBA, PhD and UGC NET.

ABOUT MDI

The campus of MDI Murshidabad is located in the northern part of the State of West Bengal, India. Management Development Institute (MDI) was set up as an autonomous body in 1973 in collaboration with KFW, West Germany, and with the active support of the Industrial Finance Corporation of India (IFCI). MDI renews its commitment towards imparting quality management education. MDIM prides itself in not only providing Management Education but also developing ethical corporate citizens for tomorrow's India. The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise.



Certificate of Participation shall be provided after the completion of the Course. The Program will be held online through Zoom platform.

CONTACT INFORMATION



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