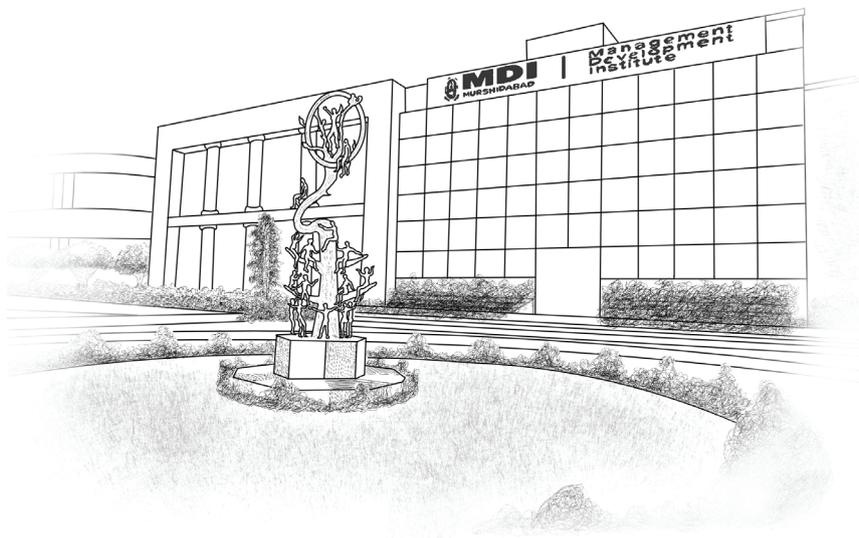


MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

MANAGEMENT DEVELOPMENT PROGRAMME Strategic Excellence for Growth

 **14-16 DECEMBER, 2025 (SUN- TUE)**



Objectives

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.



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 business models and innovation strategy
- 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.



Faculty

The faculty will comprise of MDIM core faculty



Venue & Duration

The programme is scheduled during **14-16 December 2025 (Sun- Tue)** on a residential basis at MDIM Campus, Kulori, P.O.- Uttar Ramna, P.S.- Raghunathganj, Dist.- Murshidabad, West Bengal, PIN-742235, India. Accommodation for participants would be available at MDIM Campus from the noon of **13th December 2025** to the forenoon of **17th December 2025**



Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 10,000/day /participant+ GST** which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/ NEFT/RTGS.

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

Account Name: **Management Development Institute Society**
Bank Name: **ICICI Bank**
Account Number: **201505024814**
IFSC Code : **ICIC0002015**
Branch Name: **Jangipur**
(Please share the transaction details for verification purposes after making payment)



Enquiry

For any Additional information/enquiry, please write to:

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Management Development Institute Murshidabad
Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj
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Faculty Profile



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 University 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 in 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.



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 of 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, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is in the central 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.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. This year MDI Murshidabad has secured the **prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM General** and has also secured the **prestigious position of Zone Rank 3 for the overall category.**

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 revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand. Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. 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.

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



CAMPUS DETAILS



Campus Address:

Management Development Institute Murshidabad

Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj

Dist. Murshidabad, West Bengal, PIN-742235

Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)

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