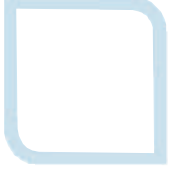




Management Development Programs

2011-12

Birla Institute of Management Technology
Greater Noida



‘आनो भद्रा कृतवो यन्तु विश्वतः।’ – ऋग्वेद

Let noble thoughts descend upon us from all directions of the Universe.



‘विधा चक्षुःशुभ्रतमम्।’ – मार्कण्डेय स्मृतिः।

The sharpest vision comes through knowledge.



‘समानो मंत्रः सीमितः समानी समानं मनः सह चित्रमेषाम्।

समानी व आकूतिः समाना हृदयानि वः।

समानम् अस्तु वो मनो यथा वः सुसहामति।’ – ऋग्वेद

Let our learning be common, let us think alike, and let our heart be directed to the common goal. Let us live together with the spirit of unity and brotherhood.



Contents

ABOUT BIMTECH	2
FROM THE DIRECTOR'S DESK	4
FROM THE CHAIRPERSON'S DESK	5
CENTRE FOR MANAGEMENT DEVELOPMENT AND TRAINING	6
- Aims & Objectives	
- Fee Structure	
- Programme Pedagogy	
BOUQUET OF OFFERINGS 2011-12	10
BUSINESS COMMUNICATION	
- Cross-Cultural Communication	
- Effective Business Communication	
- Making Powerful Presentations	
- Communication for Organizational Development	
FINANCIAL MANAGEMENT	
- Finance for Non Finance Executives	
GENERAL MANAGEMENT	
- Marketing to New Emerging Economies	
- Evolving Self for Organizational Success	
- Essentials of TQM: Empowering Employees Towards Business Excellence	
- Managerial Effectiveness	
- Performance Evaluation for Benchmarking	
- Research Methodology using SPSS	
- Business Modeling using Excel	
HUMAN RESOURCE MANAGEMENT AND ORGANIZATION DEVELOPMENT	
- Leadership Skills Development Program	
- HR for HR Professionals	
- Personal Effectiveness and Conflict Resolution	
- Leadership for Performance	
- HR for Line Managers	
- Leading & Winning: The EI Way - Emotional Intelligence (EI)/EQ Workshop	
- Creativity & Innovation – Harnessing Intellectual and Social Capital towards Creativity and Innovation	
- Building Innovative Organizations	
- Measuring Corporate Performance	
- Enhancing Managerial Effectiveness	
- Leadership Development Program	
- Team Building	
INTERNATIONAL BUSINESS	
- Export Marketing and International Trade Operations	
- Effective Trade Fair Participation	
- International Market Research	
- Export Import Procedures and Documentation	
RETAIL MANAGEMENT	
- Customer Relationship Management in Retail	
- Sales Training for Front Line Executives	
- Developing Employee Servitude (Service Attitude) in Modern Retail	
- Managing Internal Customer in Retail	
STRATEGIC MANAGEMENT	
- Superior Strategy Execution through Mapping, Translating and Aligning Strategy	
- Corporate Entrepreneurship	
- Using Strategy to Creating a Sustainable Competitive Advantage	
- Strategic Management and Leadership for Impact	
- Merger and Acquisitions	
SUSTAINABLE DEVELOPMENT PRACTICES	
- Visioning the Organization	
- Understanding Rural Mindset : Opportunities and challenges in tapping BOP	
- Organization and Public Policy Issues	
- Corporate Social Responsibility	
- Organizational Sustainability and Inclusiveness	
CORE FACULTY	55
OUR CONTRIBUTIONS	63
GLIMPSES OF PAST MDPs	65



‘यस्य नास्ति स्वयं प्रज्ञा शास्त्रं तस्य करोति किम्।
लोचनाभ्यां विहीनस्य दर्पणः किं करिष्यति।।’ – सूक्ति मुक्तावली

Scriptures are useless for one who has no knowledge of his own..
For one who has no eyes, the mirror is of no use.

contents



ABOUT BIMTECH

VISION

To be known for developing ethical global leaders and entrepreneurs striving for sustainability and inclusive growth.

MISSION

- To be the preferred choice for students, faculty and recruiters.
- To create and disseminate knowledge in global context.
- To imbibe entrepreneurial culture through curriculum, pedagogy, research and mentoring.
- To equip students for global business leadership.
- To develop faculty as global thought leaders.
- To ingrain ethics, sustainability and inclusive growth in all its activities.

VALUES

Ethics and Integrity
Sustainability and Transparency
Innovativeness and Entrepreneurship



Dr. (Smt.) Sarala Birla & Syt. B.K. Birla

ABOUT BIMTECH

about bimtech

Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture, and supported by the Birla Group of companies. Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy and Syt. B K Birla, Chairperson of B K Birla Group of companies, are the founders of the business school. The Board of Governors comprises of eminent people from industry and is headed by Smt. Jayashree Mohta, Vice Chairperson, Birla Academy of Art and Culture, Kolkata.

Located in Greater Noida in the National Capital Region, BIMTECH offers post graduate academic programmes as well as consultancy and training in the areas of Business Management, Insurance Management, International Business, Retail Management and Sustainable Development. It also offers Doctorate in few areas of Business and Management and publishes referred research journals, reports and books.

BIMTECH has been ranked in the top 10 private business schools of India as per Business Today AC Nielsen Survey and Wall Street Journal India, 2010. BIMTECH is approved by AICTE, Ministry of HRD, Government of India, also accredited by National Board of Accreditation for 5 years which is highest quality mark of accreditation by NBA. The PGDM programme is approved to be equivalent to MBA by AICTE and AIU (Association of Indian Universities). BIMTECH is also member of Association of Commonwealth Universities, UK along with AAPBS and EFMD. There are several other national and international bodies which approve or accredit various programmes of BIMTECH for its industry and academic rigour like CII, UK; IIM, India; LOMA, USA etc. The large faculty pool of BIMTECH, comprising of very senior professionals and highly recognized academicians, has created an exciting learning environment for the students and participants.

BIMTECH has learning & development partnerships with mega corporates like SAIL and Power Grid and also supporting the management development plan of the corporates.

Currently BIMTECH has several international partners such as Asian Institute of Technology, University of Nebraska, Columbia University, George Mason University, Philadelphia University, Bordeaux Ecole de Management, FH Joanneum, Rouen Business School, Kozminski University, Frankfurt School of Finance and Management, Jyväskylä University of Applied Sciences, Hertfordshire University, Brock University and many more around the world.



‘भवन्ति नम्रास्तखः फलोद्धै नवाम्बुभिर्दूरं विलम्बिनोधनाः।
अनुद्धताः सत्पुरुषाः समृद्धिभिः॥’ – सुहाषितानि

The mango tree and other trees bend down when they bear fruits; Clouds hang low when they are full of water. The truly noble become humble when they attain heights.

FROM THE DIRECTOR'S DESK



The value of talent is becoming more critical in organizations and shift from market strategy to strategic human resources is a more costly concept. We, as business school, also realized this and started giving higher attention on soft learning as they will remain throughout. The learning on various issues of the organizational functioning and thinking are of utmost priority for a sustainable growth.

The economic environment is becoming more complex. Organizations are becoming more vulnerable due to various vertical and horizontal integrations and also increasingly direct and indirect stakeholders. Organizations are expected to be responsible, sustainable and inclusive in the present scenario. The global phenomenon of change and adaptability is the key to marathon of the organization. Globally, thought leaders, professors and business consultants have contributed to many practicing concepts and tools which are highly effective and have flexibility of modifications with change in context. We at BIMTECH, also feel proud to join the club by introducing the concept of 'Inclusive Marketing'.

With the humble contributions that BIMTECH has made in few domains of management, we realize that it is our responsibility to share and disseminate the knowledge accumulated over a period. The highly rich experience of practice professors in key positions and board rooms, strong research outcomes of the academic professors which are cited, make it no less a faculty in India.

I am very thankful for your interest in the executive education of BIMTECH and very confident to contribute to create a functional value and make a meaningful change in people and organizations. We look forward to a lasting relationship.

Dr. H. Chaturvedi
Director



‘ॐ सहनावतु सहनौ भुजक्तु, सहवीर्यं कर्वाव है।
तेजस्वि ना वधीतमस्तु, मा विद्विषा व है।।’
– तैत्तिरीयोपनिषद् व भृगुवाल्मीकी

May the Lord protect us together,
May the nourish us together,
May we work together uniting our strength for the good of humanity.
May our learning be luminous and purposeful.
May we never hate each other.

FROM THE CHAIRPERSON'S DESK

Raison d'être



Corporate houses have been in search of opportunities that will energize and prepare human resources for a better and productive future. The modern-day corporate houses are stepping forward with profitability and employee engagement as their major focus for achieving organizational growth and development. This can be achieved through intelligent maneuvering in a conditioned environment.

BIMTECH, an institution known for its “Excellence with Values”, has always adhered to this philosophy since its inception. The galaxy of mentors and specialists in these areas of contemporary business development enable a high quality learning environment for budding and thriving business executives in search of excellence.

We are delighted to put our best foot forward and avail of this opportunity of presenting this MDP calendar for Corporates/Businesses.

Prof. Kishore Kumar Sinha
Chairperson
Centre for Management Development and Training

Message



‘हतं ज्ञानं क्रियाहीनं’ – मनुस्मृति परिशिष्टम् |4|
Knowledge devoid of action leads to destruction.

ABOUT CENTRE

centre for management development and training



CENTRE FOR MANAGEMENT DEVELOPMENT AND TRAINING

Centre for Management Development and Training - A purely Management Centre and Training Tank, which aims to create training base documents, engage in management advocacy for general and human resource development and align itself with the human resource policies, training and capability enhancement programs of the business houses and conglomerates to develop a professional human workforce leading to increase output and productivity within and outside the organisation and together march towards inclusive growth.

One of the prime objective of Centre for Management Development and Training @ BIMTECH is to conduct human resource training in the various functional areas of management is to provide quality inputs to national and international conglomerates, government, public and private sector organisations, donor agencies and international and national NGOs.

Overview

We understand that motivating your employees to face and accept new challenges and to flourish is indeed a Herculean task. This intensifies the need for education, training and development. Honing up the existing skills and acquiring specialized skills, is a perpetual requirement. We offer you an entire portfolio to choose from diverse training programs that will address your needs at all levels. Our customized programs can be linked with the performance assessment, providing opportunities of vertical and lateral growth for employees.

Why are Management Development programs necessary?

Most new managers feel as though they have been thrown into the middle of the ocean without a life jacket. Mastering managerial skills will provide managers with the confidence and skills required to manage themselves as well as the team. We have also designed the program in a way that will provide intensive input for the more experienced manager. The training programs serve as a sharpening tool to sharpen the essential lessons which can be applied to real life circumstances.

Direct Benefits

- Improves employee motivation
- Brings in ability for self assessment and self appraisal
- Provides opportunity for growth
- Provides means for performance assessment
- Enables employee retention
- Provides employee training and development opportunity

Centre for Management Development and Trainings aims at reducing the gap between various stakeholders of the organisation in learning theory and practices and with this view in mind for creating a strong MDP Profile of our Institute we have an MDP Advisory Committee rich in corporate exposure, as well as rich academics research, comprising of the following:

- Prof. Kishore Kumar Sinha, Chairperson
- Dr. Anupam Varma
- Prof. A. Sahay
- Prof. Dhruv Chak
- Prof. B. K. Das
- Prof. Manosi Chaudhuri
- Prof. Ravindra Kumar Rustagi
- Prof. Navin Srivastava, Coordinator



‘यत् कर्म कुरुते तदभिसंपद्यते।’ – बृहदारण्यकोपनिषद् 4.4.5

As one sows, so shall one reap.

CENTRE FOR MANAGEMENT DEVELOPMENT AND TRAINING

AIMS & OBJECTIVES

Aims and Objectives

1. To develop capable managers and winning leaders who deliver organization success.
2. To create professionals who will be able to work in the after grasping and analyzing the very nature of the problems.
3. To create business leaders who will be able to bring about the desired change by working along.....
4. To produce managers who can indulge in relevant management research and bring about feasible solutions to the formidable problems.
5. To develop the spirit of training for best results.
6. To develop value based leadership pipeline through out organization and the society.

Salient Features

Here at BIMTECH Centre for Management Development and Training we have some of the best features and the best people for the job.

1. Industry experts as faculty:

Our faculty is drawn from a diversified pool of highly experienced industry professionals and academicians. Their different background and vast experience provide valuable insights into the dynamic and challenging world of business.

2. Interactive Training at corporate premises:

We go one step ahead in making you comfortable. We come and train at your premises so that you are comfortable in your own premises and the transfer of learning takes place at a faster rate. However, MDPs can also be delivered in or near the BIMTECH premises in Greater Noida, if desired by corporates.

3. Case studies, workshops and presentations :

The pedagogy of the course would facilitate the participants to learn from three equally important sources of knowledge –self learning, learning through interaction with the faculty and among the participants. It includes case-studies, role-plays, interactive classroom simulations, work-shops, group exercises and presentations.

4. Outbound Training:

This is an added advantage provided in some development programs like Team Building, Leadership Development provided through experienced partners.

5. Outcome analysis:

No training is complete without a feedback for both the trainer and the trainee. At the end of the training, we will go ahead and give you an in-depth analysis about the shortcomings that you might have. This will help you in overcoming your deficiencies in your career and personal life.

We realise that, due to the paradigm shift in conducting business, B-schools have to create a space for preparing professionals of tomorrow ever generating intricacies and competitive advantage for creating winning organizations.

Prof. Kishore Kumar Sinha
Chairperson



‘यद् भ्रावं तद्भवति।’ – सूक्ति
As you think, so shall you become.



CENTRE FOR MANAGEMENT DEVELOPMENT AND TRAINING

Fee Structure

1.0 Frontline and middle management programs delivered as In- House/In- Company captive Programs for a Corporate :

1.1 Location : Anywhere in India

- Faculty fee for one day programme is Rs. 30,000 for 20 participants. For every additional participant offered by the company up to maximum of 25 there will be additional charge of Rs. 3000 per candidate.
- In addition there will be a kit charge @ 500/participants
- 2-3 members of the faculty/trainer will be deployed by BIMTECH on each day of programme.
- The corporate would provide a venue for training with required training equipments, meet all travel expenses like air fare, boarding, lodging for faculty and other miscellaneous administrative expenses.

1.2 Location : Anywhere in Delhi/NCR :

- Faculty Fee for one day programme is Rs. 25,000 for 20 participants. For every additional participant offered by the company up to maximum of 25 there will be additional charge of Rs. 3000 per candidate.
- In addition there will be a kit charge @ 500/participants
- 2-3 members of the faculty/trainer will be deployed by BIMTECH on each day of programme.
- The corporate would provide a venue for training with required equipments, meet all travel expenses like air fare, boarding, lodging for faculty and other miscellaneous administrative expenses.

1.3 Location : At BIMTECH Campus, Greater Noida :

Programme can be organized in BIMTECH with its MDP room and guest house accommodation in campus.

- Faculty Fee Rs. 25000 per day
- If held in BIMTECH Campus. Rs. 5000/day per head will be charged for MDP Class room, Training equipments, Break fast, Tea, Lunch / dinner, Guest house accommodation, boarding, and other infrastructure.

1.4 In Private Accommodations / Club in Greater Noida :

Training and accommodation can also be organized in private accommodations like Hotel, Clubs, Convention Centre near BIMTECH. If Private accommodation is chosen close to the BIMTECH campus in Greater Noida, then per day charges for each individual will come approximately to Rs. 7500-10,000, single occupancy. This can be arranged based on actuals in consultation with the Corporates.

2.0 OPEN programs delivered for individual Trainees of different Corporates / Organisations :

Similar programs can also be announced out of the Bouquet of Programs and delivered as open programs by the Program Director of any Program, with at least 20 participants. The program can be either held in any private club or in BIMTECH Campus with guest house at Greater Noida.

3.0 Wherever there is an agreed need based outbound training component provided by an associate of BIMTECH, the cost will be extra.



‘न ह्यन्यस्य विज्ञानादन्यस्य प्राप्तिः।’ – शंकर भाष्य 2.1.1

One cannot know other person through one's own eyes.

CENTRE FOR MANAGEMENT DEVELOPMENT AND TRAINING

Programme Pedagogy

These programs are customized with an aim to excite managers and leaders intellectually and also build competencies to face the challenges and opportunities at higher positions in the diverse work contexts.

Center for Management Development and Training at BIMTECH offers both open and tailor made customized programmes of various durations with both domestic as well as overseas learning components. These programs are designed and delivered by experienced faculty of BIMTECH and Experts from the corporate world with proven expertise of executive education. The faculty at BIMTECH has a unique ability to connect to the participants in facilitating the learning process.

To support and enrich the core curriculum, the programme integrates a variety of teaching and learning resources including practical and experiential learning through cross-disciplinary case studies and sharing of real time problems. To explain each program, a brief profile under the respective functional area has been mentioned herewith for your ready referral and guidance. You are also requested to get in touch with the Centre for management development and Training in case you plan to have a customized training bouquet for your personnel.

For anyone of the programs in the Bouquet or for refined need based adaptations, you may please contact the following:

Ms. Neha Arora
Manager, MDP

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Uttar Pradesh 201 306, India
Ph. : +91-120-2323001-10 (Ext. 412)
Mobile : +91 - 9650977042
Email : manager.mdp@bimtech.ac.in / neha.arora@bimtech.ac.in

PROGRAMME PEDAGOGY

centre for management
development and training



‘मनो वचन कायानाम कौटिल्यम विशुद्धता।’ – पांडव पुराणम् 18.181
Simplicity of mind, speech and body is the best purification.

BOUQUET OF OFFERINGS 2011-12



1. To support and enrich the core curriculum, the programme would integrate a variety of teaching and learning resources including practical, experiential learning through cross-disciplinary case studies and group exercises. One of the ways of doing this is by stepping back, moving away from the board room, back to the classroom. These classrooms are centres of learning, which give opportunity to learn new concepts and strategies and also help in building up one's professional acumen through extensive interactions among the leaders.
2. BIMTECH has been delivering programs in various domains of Management and has been continuously improving and adding new programs based on general and specific needs of organizations.
3. These programs can be delivered in the shape offered herein or with sensitive adaptations as per the need of the client organization. Depending on the need assessed, the content and duration of the programs can also be altered to make the learning inputs time and cost effective.

TITLE	DURATION	PROGRAM DIRECTOR(S)	CATEGORY
BUSINESS COMMUNICATION			
Cross-Cultural Communication	2 Days	Dr. Mukesh Chaturvedi Prof. Manujata	Open
Effective Business Communication	5 Days	Dr. Mukesh Chaturvedi Prof. Shylaja Iyengar	Open
Making Powerful Presentations	2 Days	Dr. Mukesh Chaturvedi Prof. Sangeeta Shukla	Open
Communication for Organizational Development	3 Days	Dr. Mukesh Chaturvedi Prof. Shylaja Iyengar	Open
FINANCIAL MANAGEMENT			
Finance for Non Finance Executives	3 Days	Prof. A. K. Malhotra Dr. L. Ramani	In Company / Open
GENERAL MANAGEMENT			
Marketing to New Emerging Economies	2 Days	Prof. Abha Rishi Prof. Dhruv Chak	In Company /Open
Evolving Self for Organizational Success	2 Days	Dr. L. Ramani Prof. Rajeev Sharma	In Company /Open
Essentials of TQM: Empowering Employees Towards Business Excellence	2 Days	Prof Rajeev Sharma	In Company /Open
Managerial Effectiveness	3 Days	Dr. Manosi Chaudhuri Prof. Navin Shrivastava	In Company /Open
Performance Evaluation for Benchmarking	2 Days	Prof. G N Patel Prof. A Bose	In Company /Open
Research Methodology using SPSS	2 Days	Prof. G N Patel Prof. A Bose Prof. Sourabh Bishnoi	In Company /Open
Business Modeling using Excel	2 Days	Prof. A Bose Prof. Varimna Singh Prof. Kapil Garg	In Company /Open



‘मा नी अरातिरीशत।’ – ऋग्वेद 2.7.2
May we never be uncharitable.

BOUQUET OF OFFERINGS 2011-12



TITLE	DURATION	PROGRAM DIRECTOR(S)	CATEGORY
HUMAN RESOURCE MANAGEMENT AND ORGANIZATION DEVELOPMENT			
Leadership Skills Development Program	3 Days	Prof. A. Sahay Prof. Kishore Kumar Sinha Prof. Himanshi Tiwari	In Company /Open
HR for HR Professionals	5 Days	Prof Kishore Kumar Sinha Prof. Navin Shrivastava	In Company /Open
Personal Effectiveness and Conflict Resolution	2-3 Days	Dr. Manosi Chaudhuri Prof. Navin Shrivastava	In Company /Open
Leadership for Performance	3 Days	Prof Kishore Kumar Sinha Prof. Himanshi Tiwari	In Company /Open
HR for Line Managers	3 Days	Dr. Manosi Chaudhuri Prof. Navin Shrivastava	In Company /Open
Leading & Winning: The EI Way Emotional Intelligence (EI)/EQ Workshop	2 Days	Prof. Himanshi Tiwari Prof. Rajeev Sharma	In Company /Open
Creativity & Innovation – Harnessing Intellectual and Social Capital towards Creativity and Innovation	2 Days	Prof Rajeev Sharma Prof. Himanshi Tiwari	In Company /Open
Building Innovative Organizations	2 Days	Prof. Rajeev Sharma Dr. L. Ramani	In Company /Open
Measuring Corporate Performance	2 Days	Dr. L. Ramani Prof. Rajeev Sharma	In Company /Open
Enhancing Managerial Effectiveness	5 Days	Dr. Manosi Chaudhuri Prof. Navin Shrivastava	In Company /Open
Leadership Development Program	6 Days	Prof Kishore Kumar Sinha	In Company /Open
Team Building	2-3 Days	Dr. Manosi Chaudhuri Prof. Navin Shrivastava	In Company /Open
INTERNATIONAL BUSINESS			
International Market Research	2 Days	Prof. Kuldeep Sharma	In Company / Open
Export Import Procedures and Documentation	3 Days	Dr. Anupam Varma Prof. Abha Rishi Dr. Anuj Sharma	In Company / Open
Export Marketing and International Trade Operations	2 Days	Dr. Anupam Varma Prof. Abha Rishi Dr. Anuj Sharma	In Company / Open
Effective Trade Fair Participation	1 Day	Prof. Kuldeep Sharma	In Company / Open

‘निराकृत्य हि पूर्व पक्षः पश्चात् सिद्धान्तो वक्तव्यो भवति।’ – शंकर आष्य 1.1.4
True learning comes only after getting rid of preconceived notions.

BOUQUET OF OFFERINGS 2011-12



TITLE	DURATION	PROGRAM DIRECTOR(S)	CATEGORY
RETAIL MANAGEMENT			
Customer Relationship Management in Retail	2 Days	Dr. Mukesh Chaturvedi Dr. A.V. Shukla	In Company / Open
Sales Training for Front Line Executives	3 Days	Prof. Pankaj Priya Prof. Gagan Katiyar	In Company / Open
Developing Employee Servitude (Service Attitude) in Modern Retail	2 Days	Dr. Kartik Dave Prof. Himanshi Tiwari Mrs. Garima Dhamija	In Company / Open
Managing Internal Customer in Retail	3 Days	Dr. Kartik Dave Prof. Himanshi Tiwari Mrs. Garima Dhamija	In Company / Open
STRATEGIC MANAGEMENT			
Superior Strategy Execution through Mapping, Translating and Aligning Strategy	2 Days	Prof. Sunil Sangra	In Company /Open
Corporate Entrepreneurship	2 Days	Dr. A. Sahay Prof. N N Sharma	In Company /Open
Using Strategy to Creating a Sustainable Competitive Advantage	2 Days	Prof. Sunil Sangra	In Company /Open
Strategic Management and Leadership for Impact	2 Days	Dr. Mukesh Chaturvedi Dr. Rahul Singh	In Company / Open
Merger and Acquisitions	2 Days	Dr. A. Sahay Prof. Ravi Agarwal	In Company / Open
SUSTAINABLE DEVELOPMENT PRACTICES			
Visioning the Organization	1 Day	Dr. A. Sahay Dr. Rahul Singh	In Company / Open
Understanding Rural Mindset : Opportunities and Challenges in Tapping BOP	2 Days	Prof. Kuldeep Sharma Dr. Mukesh Chaturvedi	In Company / Open
Organization and Public Policy Issues	1 Day	Dr. Rahul Singh Prof. N. N. Sharma	In Company / Open
Corporate Social Responsibility	2 Days	Prof. N.N. Sharma Dr. Vineeta Dutta Roy	In Company / Open
Organizational Sustainability and Inclusiveness	2 Days	Dr. Rahul Singh Prof. Kuldeep Sharma	In Company / Open



‘तदेत त्रयं शिक्षित – दमं, दानं, दयामिति।’ – बृहदारण्यकोपनिषद् 5.2.3
One should learn these three-self-control, charity and compassion.

Cross-Cultural Communication

2 Days

BUSINESS
COMMUNICATION

Background

Each (human) communication situation has an environment of its own, or a (cultural) context. Each aspect of communication is firmly rooted in a cultural base.

Every culture has its norms that govern the way in which communication happens. These norms may vary less from individual-to-individual, but more strikingly from one population segment to another. Thus, when a member of one culture initiates communication with a member of another culture, the lack of congruence of the two cultures might make communication difficult.

Objectives

1. To familiarize the participants with the nature and process of Cross-cultural Communication
2. To help participants appreciate various dimensions of Cross-cultural Communication
3. To enable participants initiate the development of Cross-cultural Communication skills



Program Director(s)

Dr. Mukesh Chaturvedi

Professor

mukesh.chaturvedi@bimtech.ac.in

Prof. Manujata

Asst. Professor

manujata@bimtech.ac.in

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Role of Culture in Communication
2. Nature and Process of Cross-cultural Communication
3. Dimensions and Modes of Effective Cross-cultural Communication
4. Effective Non-verbal Cross-cultural Communication
5. Effective Written Cross-cultural Communication

Pedagogy

The training program will be conducted in a "hands-on", "do-it-yourself" mode using cases, exercises, games, role plays, and audio-visual analysis.

Who will be benefitted

Executives at all levels in all types of business can benefit greatly from this training program

Venue

BIMTECH, Greater Noida



‘प्रजानां रेतोः हृदय हृदयस्य रेतोः मनः।’

The strength of people comes from the Will, and strength of Will comes from the Mind.

Effective Business Communication

5 Days



Program Director(s)

Dr. Mukesh Chaturvedi
Professor
mukesh.chaturvedi@bimtech.ac.in

Prof. Shylaja Iyengar
Associate Professor
shylaja.iyengar@bimtech.ac.in

Venue

BIMTECH, Greater Noida



Background

Effective Business Communication provides a conceptual umbrella that enables organizations to integrate their messaging efforts. It strengthens the connection between a company and all its stakeholders.

A number of communication challenges exist at workplaces. Identifying a problem, arriving at an appropriate solution, supervising work, co-ordinating various functions, coordinating people and their activities, developing products and services, and developing relationships - all these activities call for effectiveness in communication.

Objectives

To help the participants disseminate right information through the right media, to the right audience, at the right time with the right effect. It aims at training participants for preventing or minimizing contradictory confusing messaging to different groups working across. The emphasis in the program would be on:

1. Interpersonal Communication
2. Organizational Communication

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

- **Principles of Effective Communication**
- **Good Listening Habits**
 - Positive feedback
 - Negative feedback
- **Communication in Groups**
- **Written Communication**
 - Reports
 - Proposals
 - Letters
 - Agendas
 - Memos
 - Minutes

Pedagogy

The training program will be conducted in a "hands on", "do-it-yourself" mode using cases, exercises, games, role plays, and audio-visual analysis.

Who will be benefitted

Executives at all levels in all types of business can benefit greatly from this training program.



Making Powerful Presentations

2 Days

BUSINESS
COMMUNICATION

Background

Presentations are an integral part of all professional fields. Presentation skills, necessary to create and deliver informative and persuasive speeches, are vital to organizational communication, its success and advancement.

This module provides training in how to develop effective communication content for a prepared speech, how to develop and structure the content of informative presentations, how to master effective delivery techniques, and how to incorporate technology applications such as PowerPoint into effective presentations.

Objectives

1. Master how to take control of your nerves when speaking in public
2. Develop a more confident and persuasive vocal style
3. Use body language effectively to build rapport and maintain the motivation of the audience
4. Use language techniques to ensure that your key message is understood
5. Plan and structure your presentations creatively for maximum impact
6. Learn how to use effective interactive techniques to control your audience
7. How to incorporate technology applications in the presentation



Program Director(s)

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Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

- An Introduction to Presentation Skills
- Breaking the Fear Barrier
- How to incorporate new techniques into presentations
- Organizing Structure and Information
- Individual Presentations by team members
- Non Verbal Communication
- Public Speaking

Pedagogy

The training program will be conducted in a "hands on", "do-it-yourself" mode using cases, exercises, games, role plays, and audio-visual analysis.

Who will be benefitted

Executives at all levels in all types of business can benefit greatly from this training program.

Venue

BIMTECH, Greater Noida



‘अयुक्तं प्रतिषेधेन युक्तं तथ्यतानु ज्ञानं तर्कः।’ – न्यायवार्तिकम्।

Discussion and analysis leads to recognizing the appropriate by negating the inappropriate.

Communication for Organizational Development

3 Days



Program Director(s)

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Venue

BIMTECH, Greater Noida



Background

Communication is life-blood of an organization; communication is essential for an organization's survival and growth. All processes in an organization pass through the bottleneck of communication; therefore, ninety per cent of all problems in an organization happen because of either lack of communication or miscommunication.

In other words, communication is essential for people to participate in an organization's process and activity. Thus, any failure in the communication system of an organization can lead to loss of efficiency.

Communication in organizations has a bearing on the employer-employee relationships, superior-subordinate relationships, and peer relationships. Communication in organizations also affects the behaviour of people at all levels.

Objectives

Keeping in view the aforesaid dimensions of organizational communication, the Program would aim to achieve the following objectives:

1. To familiarize the participants with the concepts and significance of organizational communication
2. To help participants appreciate the strategic aspects of managing organizational dynamics through communication
3. To enable participants to develop an understanding of the close relationship between the communication process and organizational development

Outline

In order to achieve the aforesaid objectives, the program would cover the following topics:

1. Diagnosing Communication in Organizations for effective personnel participation.
2. Overcoming Organizational Communication Barriers
3. Managing through Communication Strategy for focused intervention.
4. Communication for Organizational Effectiveness
5. Communication and Planned Organizational Change

Pedagogy

The training program will be conducted in a "hands on", "do-it-yourself" mode using cases, exercises, games, role plays, and audio-visual analysis.

Who will be benefitted

Executives at all levels in all types of business can benefit greatly from this training program.



'वाचा मनसिकाये च दुःखेनो न्यादितेन च।
न कृष्यति न चा प्रीतिः सा क्षमा पश्चिर्लिता॥' – भविष्य पुराण 1.2.159

Not to be angry or to feel bad by the unhappiness caused in speech,
mind and body is what is forbearance.

Finance for Non Finance Executives

3 Days

Background

Finance is the life blood for any organization. Finance integrates all other functional areas of management. Today managers understand that their decision is going to have a serious impact on profits and earning potential of the business yet they find it difficult to comprehend the financial aspects and take a holistic view of the business.

The programme on Finance for Non Finance Executives aims to facilitate the managers in developing understanding on the critical issues of finance for a better decision making.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To Understand the financial impact of the decisions taken by the Managers from other functional areas.
2. To be able to develop the financial policy for the department.
3. To be able to understand the performance matrix of the organization and be able to read the financial statements.

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Basic Accounting Concepts, Convention, Accounting Equation and Accounting Cycle.
2. Understanding and Analyzing Financial Statements.
3. Costing for Decision Making.
4. Budget and Budgetary Control.
5. Capital Budgeting Decisions, Leverages and Cost of Capital.
6. Working Capital Management.
7. Sources of Finance and Capital Markets.

Pedagogy

The training program will be conducted in a highly interactive mode by using numerical cases, lectures, quiz and discussions.

Who will be benefitted

Non Finance Managers working at all levels in all types of business can benefit greatly from this training program.

It is also very useful for entrepreneurs and self employed professionals.

FINANCIAL MANAGEMENT



Program Director(s)

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Venue

BIMTECH, Greater Noida

or

At Corporate's Training Centre



‘नासनेः वाडर्थ कृच्छे ना भये वा जीवनान्तकै।
विमृशन् वै स्वया बुद्ध्या घृति मान्ना वसीदति।।’ – वाल्मीकी रामायण

In adversity, financial trouble or when there is a fear of risk to life, a strong willed person applies his mind and does not come to grief.

Marketing to New Emerging Economies

2 Day



Program Director(s)

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or
At Corporate's Training Centre



Background

Companies are increasingly looking to emerging markets like BRICS and CIVETS as a vital source of growth. The problem is these companies often lack an effective strategy for identifying which countries to do business with. Many multinational corporations look at either the macro factors (the degree of openness and the sociopolitical atmosphere) or some of the market factors, but few pay attention to both.

So although factors like scale economies, entry barriers, and the ability to differentiate products matter in every industry, the weight of their importance varies from place to place. An attractive industry in your home market may turn out to be unattractive in another country. Companies should analyze industry structures only after they understand a country's institutional context.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. Help executives identify key markets on a base of sociopolitical choices.
2. Understand the similarities and differences between home markets and those in other developing countries.
3. Understanding the importance of the world's new growth frontier: Midsize cities in emerging markets

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Working out the five contexts framework—that lets executives map the institutional contexts of any country.
2. One –on –one discussions with trade advisors from embassies of emerging markets
3. Focused deliberations with professionals working in these countries

Pedagogy

The training program will be conducted in a highly interactive mode by using cases, exercises, games, role plays, and audio-visual analysis. An interesting mix of experience sharing will enable participants to understand the best practices.

Who will be benefitted

Marketing Professionals working in International Business can benefit greatly from this training program



‘अज्येष्ठारो अकनिष्ठारो एते संभ्रातरौ वाहधुः सौभगाय।’ – ऋग्वेद

None is superior, none is inferior. All are brothers marching ahead to prosperity.

Evolving Self for Organizational Success

2 Days

GENERAL MANAGEMENT

Background

In today's competitive world, the success of an organization would largely depend on the effectiveness of their managers. This programme is aimed to equip the managers with necessary skills and capability, essential in the changing the business scenario.

Objectives

In view of the background, this Program would aim to achieve the following objective:

1. Exploring Self,
2. Understanding Self Management, Interpersonal and Group Effectiveness.
3. Understanding the concept of transformational coaching – tool to partner with your team.
4. Providing Leadership on the pillars of trust and integrity.



Program Director(s)

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Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Competencies for a Successful Managers today.
2. Understanding your personal and professional goals.
3. Understanding self actualization in you.
4. Trusting your subordinate to become leaders.
5. Performance Appraisal and Developmental Coaching for Subordinates.
6. How to make your team work towards organizational development.
7. Trust and Integrity: Basic Ingredients of Leadership.
8. Emotional Intelligence for Managerial Effectiveness.
9. Resolving an Ethical Dilemma.

Pedagogy

The training program will be conducted in a highly interactive mode by using cases, lectures, quiz and discussion.

Who will be benefitted

All level working at all levels in all types of business can benefit greatly from this training program

It is also very useful for entrepreneurs and self employed professionals.

Venue

BIMTECH, Greater Noida
or
At Corporate's Training Centre



‘ तत्त्वज्ञानमेव निःश्रेयससाधनम् । ’

True knowledge is the path to liberation.

Essentials of TQM:

Empowering Employees Towards Business Excellence

2 Day
or as desired by the
corporate group



Program Director

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Venue

BIMTECH, Greater Noida
or
At Corporate's Training Centre



Background

Total Quality Management (TQM) is a tool to set guiding principles that represent the Groundwork of a continuously improving processes and organization. The TQM stresses on increased productivity, efficiency, effectiveness, customer satisfaction, and world-class performance. This program will present the various TQM frameworks, concepts, and quality improvement tools necessary for implementing the quality culture that characterizes world-class organizations. The program will revolve around the core values and the criteria for performance excellence embodied in the Malcolm Baldrige National Quality Award, the highest award for performance excellence in U.S., European Foundation for Quality Management awards and business excellence model and Indian contemporary viz., CII EXIM Quality award which is increasingly being adopted organizations in India as the operational definition of a world-class enterprise. Through this program participants will learn to analyze quality from a variety of functional perspectives and in the process, gain a better understanding of quality problems and quality improvement, also quality tools employed in tangible (manufacturing) and intangible (service) environments.

This program has been specially designed for the lower and middle level executives. Its aim is to refresh and reengineer the need for quality initiatives of every aspects of their work.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To generate the idea and relevance of TQM in individual & organizational context. The program examines the significance of Quality & Quality management at workplace and at the individual level to develop organizational leaders and business leaders as well. It is designed to equip participants with the attitude to challenge status quo and stir their minds towards improvements and better outcomes.
2. Generating awareness among the participants about Costs associated with quality and their distribution over the process of quality management. Demonstrating the importance and understanding the practice of Quality, Quality control, Quality assurance and TQM. Statistical process control and management The aspect of Six sigma and its effect on the organizational mindset.
3. Business Excellence model shall be discussed to highlight the implication of Quality mindset on business goals. and approaches for achieving sustainable excellence in all aspects of performance. It is based on the premise that: "Excellent results with respect to Performance, Customers, People and Society are achieved through Leadership driving Policy & Strategy, People, Partnerships & Resources, and Processes."

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Introduction to Cost & Quality, Definition & Phases of Quality. Converging Quality to organizational objectives, the QMS progression.
2. To develop TQM mind set - Establishing TQM efforts evolution of TQM (From Inspection to QC to QA), TQM Primer (The Pioneers of TQM and their Philosophies)
3. To develop & appreciate understanding of QC tools- Tools & Techniques in Quality: Statistical approach to Quality Management, Common Statistical tools, Seven Tools of Statistics, New QC Tools, Control Charts for Variable and Attributes, Application of Control Charts, Statistical Process Control and Process Capability.
4. To develop & appreciate Six Sigma Methodology and Participative Quality Management
5. To develop mindset for Business Excellence models- Business Excellence model shall be discussed to highlight the implication of quality mindset on business goals

Pedagogy

The training program will be conducted in a highly interactive mode by using cases, exercises, games, role plays, and audio-visual analysis. An interesting mix of experience sharing will enable the participants to understand the best practices in HR domain that can be adopted accordingly.

Who will be benefitted

General profile working at all lower and middle levels in all types of business can benefit greatly from this training program.



‘मनः प्रसादः श्रद्धा च तथा करणपाटवम्।

सहायोत्थान समयच्च कर्मणा सिद्धिलक्षणम्॥’ – कामन्दकीय नीतिशास्त्र

Clarity of mind, due application, skill in means, and a lot of initiative are the means for accomplishing things.

Managerial Effectiveness

3 Days

GENERAL MANAGEMENT

Background

In order to cope with the changing business environment it is very important that the main focus should shift on increasing overall managerial effectiveness and to increase the managerial effectiveness the main focus should be to understand the basics of the role of a manager in present business scenario and to ensure that the managers adopt the right kind of approach for their teams to perform effectively and develop a strong work culture.

Objectives

In view of the background, this Program would aim to achieve the following objective:

- To condition participants with basic contemporary management systems
- To make participants understand and appreciate the significance of managerial roles
- To facilitate participants by inculcating a sense of responsibility for building institutions
- To understand the qualities of an effective Team Leader.
- To make the participants understand and adopt important managerial styles for managing work teams effectively
- To make the participants appreciate the power of unleashing creativity in teams
- To enable a strong work culture

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Energizer
2. Understanding the basics of management in present day business situations
3. Role of a manager
4. Enablers of Effective Performance
5. Understanding self with respect to teams
6. Knowing yourself
7. Learning the art of effective communication for enhancing managerial skills
8. Examples of effective Decision Making
9. Dynamics of Groups and Effective Teams for building strong corporate culture
10. Learning new dimensions of institution building
11. New initiatives towards Personal Drive and growth examples from the corporate
12. Leadership in teams for enabling concerted efforts.
13. Resolution of Conflicts in teams
14. Importance of Cohesiveness
15. Reinventing managerial effectiveness through Team Building
16. Importance of Creativity in Teams
17. Tools to enable Creativity in Teams
18. Understanding the Essence of Learning Organization
19. Performance driven culture for creating a Model Organization: Examples from the corporate world

Pedagogy

The training program will be conducted in highly interactive modes by Lecture, Discussions, Exercises and Interesting videos.

Who will be benefitted

Middle and top level executives in all types of organizations can benefit greatly from this training program.

Program Director(s)

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Venue

BIMTECH, Greater Noida

or

At Corporate's Training Centre



‘न तथा रिपुर्न शस्त्रं नाग्निने विषं न दारुणो व्याधिः।
परितापयति च पुरुषं यथा कटुकमाषी वाणी॥’ – नीलव द्विष्टिका 13
Enemy, weapon, fire, poison and a dreaded disease donot cause as
much torment to people as do caustic words.

Performance Evaluation for Benchmarking

2 Days

or as desired by the
corporate group



Program Director (s)

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Venue

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or
At Corporate's Training Centre



Background

In the present age of globalization, efficient utilization of resources is becoming more and more important for firms to survive and prosper in the face of intense competition from both domestic and foreign firms. In evaluating the performance of a business the owners or the managers would typically like to know:

- Is the company making the best use of the resources?
- Is it possible to produce more from the same inputs? If so, which outputs and how much more?
- Can the firm economize on the resources used? If so, which inputs and by how much?
- Is the firm's input-mix consistent with the relative prices of the inputs? If not, which input should be substituted and for what?

The list goes on.

Objectives

The objective is to provide the participants with conceptual foundations of productivity and efficiency, to show how one can use real life data from the actual operations of private and public sector firms to measure and compare performance of different firms from an industry. Although the optimization technique of Data Envelopment Analysis (DEA) applied to measure efficiency uses the method of Linear Programming (LP), the primary emphasis will be on understanding. The technical details will be kept at a minimum and the focus will be on learning.

- How to conceptualize, formulate, and solve a performance evaluation problem as an LP problem;
- How to set up a benchmark for evaluating the performance of a firm;
- How to interpret the results and identify the extent of underutilization of inputs and/or underachievement of feasible output targets;
- How to identify the influence of external factors on efficiency; and
- How to measure changes in productivity over time?

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

- Benchmarking and Performance Measurement:
- Productivity, Efficiency and Data Envelopment Analysis
 - Measuring Input and Output-oriented Technical Efficiency
 - Variable Returns to Scale and Scale Efficiency
 - How to deal with Categorical Data?
 - Can we rank efficient observations?
 - Detecting Influential Observations
 - Cost Minimization and Cost Efficiency
 - Decomposition of Cost Efficiency: Allocative and Technical Efficiencies

Pedagogy

The thrust would be to provide conceptual background, best practices related to implementation by class room lectures & discussions, presentation of international best practices and case studies, followed by Practical to understand the practical implementation of the same.

Who will be benefitted

On completion the participant can measure the efficiency and ready to apply the benchmarking technique to a wide variety of decision making units including business firms, non-profit agencies (like schools and hospitals); financial institutions, and government departments.



'सहसा विदधीत न क्रियां।' – सुभाषितानी

One should not act suddenly (without integument)

Research Methodology using SPSS

2 Days

GENERAL MANAGEMENT

Background

Data Analysis, an important branch in decision sciences, is very vital for researchers, engineers, managers and analysts for analysing information and taking meaningful decisions. With the availability of various statistical techniques and user friendly statistical software, analysis of large amounts of data has become easy. There are several issues in this process, like selection of appropriate technique, selection of right software and interpretation of results.

Objectives

This programme is designed keeping in mind the felt need among researchers and practitioners to make use of available statistical software packages like SPSS. The objective is to describe a number of different data analysis methods and examples of how they may be applied to solve and explain management research problems.



Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Identifying and formulation of research Problem
2. Research Design and Questionnaire
3. Measurement and scaling
4. Introduction to hypotheses testing
5. Multivariate Data Analysis Techniques
6. Non-parametric Data Analysis

Pedagogy

The focus of the programme is to teach participants how to perform statistical analysis to examine, interpret and understand large amounts of data. A "hand-on" approach will be adopted using SPSS.

Who will be benefitted

The course is designed for practitioners and researchers who want to analyze data to draw meaningful and relevant conclusions.

Program Director(s)

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Venue

BIMTECH, Greater Noida
or
At Corporate's Training Centre



‘दानपूजा तपः शीलशालिनां किं न सिध्यति?’ – क्षत्र चूणामणिः 10.19

A person of character who is charitable, humble and worshipful, what can he not attain?

Business Modeling using Excel

2 Days

or as desired by the
corporate group



Program Director (s)

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Venue

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or
At Corporate's Training Centre



Background

Excel is the arguably the single most important tool and is all pervasive in academics and business. A good knowledge of Excel makes one more proficient with analysis of data. The level of Excel knowledge can be easily improved as most are familiar with the tool at the basic level. The advantages to be gained from improving one's proficiency in Excel are quickly felt.

Objectives

To give participants a greater understanding of the creative use of Excel's advanced formulae, functions, database lists and macros.

The workshop explores the aims and outlines governing model design and construction, how to design and build in accuracy from the outset, best practice modelling techniques, techniques for efficient construction to provide inherent reliability and robustness, understanding and avoiding common pitfalls and running sensitivities and what-if analysis to gain information about performance.

It is a highly practical workshop and involves building complete models.

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Building logic with IF & Nested IF statements
2. Summarizing & slicing & dicing with Pivot Tables
3. Goal Seek, Solver & Scenario Manager
4. Sensitivity Analysis
5. Building UI with Data Forms
6. Advanced functions
 - ? - Lookup and reference functions (VLOOKUP, HLOOKUP, INDEX, MATCH)
 - ? - Using IS functions to test value types in cells
 - ? - Nest with IF, LOOKUP, AND, OR
7. Consolidating and Managing data from multiple workbooks
8. Sorting and Filtering
9. Advanced Filter
10. Pivot Table and Pivot Charts
11. Using Macro
12. Building models in Excel
 - Simulation
 - Optimization
 - Goal Seek

Pedagogy

The workshop will focus on hands-on learning and enabling participants to use the skills that are taught. The workshop will be based on lecture sessions and hands-on demonstrations using Excel.

Who will be benefitted

This course is designed for those who have a working knowledge of Excel and who wish to explore the full potential of this software.



‘रजनी दिवसौ न स्वेर्जवतः।’ – शुक०रहस्योपनिषद् 1.162

For the sun, night and day are alike.

Leadership Skills Development Program

3 Days

HUMAN RESOURCE
MANAGEMENT AND
ORGANIZATION
DEVELOPMENT

Background

In the present business scenario, the role of a leader should involve better situational understanding and determined execution. Leaders with the desire to excel and strong determination will surely be instrumental in building a quality organization. Development oriented leaders have an interesting blend of knowledge, vigour and determination towards achievement of desired goals. They have broader roles to play in organizational transformation.

The essence of leadership in business organizations is to instill inspirational instinct among people for quality output. The above stated purpose can be achieved only through acquired cognitive understanding of the environment. Effective leaders are efficient improvisers, with excellent learning aptitude.

The design of this program is with the intention to facilitate participants with a better understanding of contemporary leadership traits. This program will help them to identify their capabilities for aptly dealing with organizational challenges.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To infuse participants with the traits that a leader must possess for organizational development.
2. To facilitate participants in building up better learning of leadership qualities for present day organizations.
3. To develop leadership traits to synergize personal and organizational needs for effective transformation of the organization and for its overall growth and development.



Program Director(s)

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Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Significance of leadership in organizational transformation.
2. Identifying and understanding your leadership traits, style and skills.
3. Learning new dimensions of Leadership
4. Learning and understanding leadership qualities required for arriving at win-win situations.
5. Developing synergy between personal and organizational development.
6. Preparing Personal Leadership Development Plan.
7. To enable participants understand effective Leadership styles in the context of social development projects.

Pedagogy

The training program will be conducted in a highly interactive mode by using cases, exercises, games, role plays, and audio-visual analysis. An interesting mix of experience sharing will enable participants to understand the importance and significance of quality leadership.

Who will be benefitted

Managers/Sr Managers /DGMs in all types of business can benefit greatly from this training program.

Venue

BIMTECH, Greater Noida
or
At Corporate's Training Centre



‘निश्चयात् किं न लभ्यते। – पद्म पुराण’

What cannot be achieved through determination and resolve?

HR for HR Professionals

5 Days
or as desired by the
corporate group



Program Director(s)

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Venue

BIMTECH, Greater Noida
or
At Corporate's Training Centre



Background

The HR function acts as the backbone of the organization and thus it becomes very important that the concerned managers should understand the importance of Human Resource functions to align it with the organization goals. This is to facilitate the Human Resources to further upgrade and contribute significantly towards organization development. This program helps to build a strong understanding of HR managers towards their strategic roles and also this will develop them as HRD managers with functional merits.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To build a strong foundation of HR managers to enable and empower them with most updated trends in HR.
2. To enrich and develop HR managers with contemporary development in HR function for adopting best practices in this area.
3. To enable HR managers explore their inherent HR potential for higher responsibility positions requiring better people orientation.

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Understanding HR systems and its technicalities for better workforce management.
2. Standardizing systems/mechanisms to develop strong relationship between people and processes.
3. Role of HR managers and their need for projecting themselves as development agents.
4. HR as a key function instrumental in achieving better productivity and organizational effectiveness.
5. Better understanding about measurement of HR for instilling positivity in the organization.

Pedagogy

The training program will be conducted in a highly interactive mode by using cases, exercises, games, role plays, and audio-visual analysis. An interesting mix of experience sharing will enable participants to understand the best practices in HR domain that can be adopted accordingly.

Who will be benefitted

HR Professionals working at Middle & Junior levels in all types of business can benefit greatly from this training program.



‘शान्ता महान्तो निवसन्ति सन्तो, वसन्तवल्लोकहितं धरन्तः।’ – विवेकानंद चूणामणि
Noble and tranquil like Autumn, the good people live there lives doing good to others.

Personal Effectiveness and Conflict Resolution

2-3 Days

HUMAN RESOURCE
MANAGEMENT AND
ORGANIZATION
DEVELOPMENT

Background

The power of people has been always dependent on their inherent competencies and positive attitude towards handling of difficult situations. Also conflict is an immediate outcome of rational and logical self.

But this is not only the reason for conflict in organizations and so there is a need to understand and deal with such critical situations with utmost care and diligence. This training will be an interesting learning experience for all such people as subjects under such conditions.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To provide better understanding of self and personal effectiveness
2. To impart soft skills for organizational effectiveness
3. To enable a sense of responsibility required for building institutions.
4. To handle projects with effective interpersonal skills.
5. To facilitate better emotional bonding of members and project partners in accomplishing assigned tasks efficiently.



Program Director(s)

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Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Understanding self and its power to enable personal growth
2. Emotional Intelligence and its significance in Staff Management
3. Effective Communication
4. Assessment of individual conflict style and also to develop better approaches towards handling conflicts
5. Enhancement of personal strengths to effectively deal with behavioral contingencies.

Pedagogy

The training program will be conducted in a highly interactive mode by using cases, exercises, lectures, games, role plays, and audio-visual analysis.

Who will be benefitted

Executives at Middle & Junior levels in all types of business can benefit greatly from this training program.

Venue

BIMTECH, Greater Noida
or
At Corporate's Training Centre



‘सर्वा आशा मम मित्रं भवन्तु। – अथर्व वेद’
Let there be friendship everywhere.

Leadership for Performance

3 Days



Program Director(s)

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Background

Leadership skills can be acquired with consistent efforts and determination. Not only the top management requires the Leadership traits but the Managers working at Junior/Middle/Senior management also require leading the people in one way or the other. Being a boss is not enough; one has to be a leader in order to take the organization to new heights.

This program helps the Managers at various levels to assess themselves on the various dimensions of Leadership and also helps them to get an insight in the areas of improvement.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To help the Managers at various levels to assess themselves on the various dimensions of Leadership and also help them to get an insight in the areas of improvement.
2. To help participants to explore leadership qualities best suited for their organization through interesting experiential learning.
3. To enable participants to inculcate leadership traits and abilities that are most sought for overall development of organizational productivity and development.

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Understanding your leadership traits, style and skills.
2. Social and emotional intelligence: Key ingredients of Leadership
3. Learning winning skills for winning hearts
4. Developing Synergy between Personal and organizational Development
5. Preparing Personal Leadership Development Plan.

Pedagogy

The training program will be conducted in a "hands-on", "do-it-yourself" mode using cases, exercises, games, role plays, and audio-visual analysis.

Who will be benefitted

Jr. Managers, Sr. Managers in all types of business can benefit greatly from this training program



‘निश्चय विज्ञानवतो हि कर्त्तव्येष्वर्थेषु पूर्व श्रद्धो उत्पद्यते।’ – शंकरमाष्य 2.4.1

True devotion to duty arises from a firm resolve.

HR for Line Managers

3 Days

HUMAN RESOURCE
MANAGEMENT AND
ORGANIZATION
DEVELOPMENT

Background

It is very important that the line managers understand the importance of Human Resource functions and align their functions on the same line.

This program helps to build a strong interface of HR with line managers and also to develop line managers as HRD managers who also take active interest in the development of their people.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To build a strong interface of HR with line managers.
2. To develop line managers as Development managers who also take active interest in the development and advancement of their people.
3. To enable line managers explore their hidden HR potential for higher responsibility positions requiring better people orientation.



Program Director(s)

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Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. HR systems and its interface with Line functions
2. Systems/mechanism to develop strong relationship between line and HR
3. Role of line managers and their need for being a development oriented manager for achieving better productivity and organizational effectiveness.

Pedagogy

The training program will be conducted in a highly interactive mode by using cases, exercises, Lectures, games, role plays, and audio-visual analysis. It will be enriched with domain related most recent development so as to facilitate better understanding among participants.

Who will be benefitted

Executives at all levels in all types of business can benefit greatly from this training program

Venue

BIMTECH, Greater Noida
or

At Corporate's Training Centre



'तमसो मा ज्योतिर्गमय।' – वृहदारण्यकोपनिषद् 1.3.28

From darkness (ignorance), lead me to light (knowledge).

Leading & Winning: The EI Way

Emotional Intelligence (EI)/EQ Workshop

2 Days

or as desired by the
corporate group



Program Director(s)

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Venue

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or

At Corporate's Training Centre



Background

The program examines the science of emotional intelligence and the compelling business case for its relationship to leadership success. It is designed to equip participants with the dynamic emotional skills that distinguish outstanding leaders from the average. To accelerate the practice of emotionally intelligent leadership the workshop aims to sensitize participants about the significance of emotional intelligence and its relationship to professional and personal success.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. Discovering how to read people accurately and hear what they are "really" saying. (Knowing about Perceptual Errors and avoiding them in our daily lives).
2. Gaining mastery over the skills that research has identified as the most consistent predictor of success i.e. Empathetic Communication. Developing more effective communication and influencing strategies.
3. Emphasizing the significance of EQ as an essential ingredient of Leadership for empowering others efficiently to engage in their work. Understanding the importance of EQ for developing personality and managing relationships.

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Discovering what emotional intelligence is and why it matters.
2. Learning how to manage behaviors that hold you back from optimal performance.
3. Understanding the key strategies for building and maintaining energy levels at work.
4. Learning how to leverage emotional strengths that build effective market driven relationships.

Pedagogy

The training program will be conducted in a highly interactive mode by using cases, exercises, games, role plays and audio-visual analysis.

Who will be benefitted

Junior and Middle Level Executives.



'उत्पद्यमानः प्रथमं दहत्येव स्वमाश्रयम्।' –योग शास्त्रम्

When anger arises, it first burns the master.

Creativity & Innovation –

Harnessing Intellectual and Social Capital towards Creativity and Innovation

2 Days

or as desired by the
corporate group

HUMAN RESOURCE MANAGEMENT AND ORGANIZATION DEVELOPMENT



Background

Creativity plays a critical role in the innovation process and innovation that markets value is a creator and sustainer of performance and change. In organizations, stimulants and obstacles to creativity drive or impede enterprise. Capacity to harness intellectual and social capital and to convert that into novel and appropriate things has become the critical organizational requirement of the age.

So, preventing innovation can secure control over a workforce, be it by centralizing authority in a particular department or person, limiting possibilities for action, or reducing the need for human capital. A further explanation for aversion to risk in the organizations might be that the costs of failure remain so high, both politically and professionally, that managers shy away from innovation as a feature of everyday practice. Another might be that there are few financial or career incentives to think outside the box. Monopolistic structures, "ad hocism," tight budgets, and heavy workloads can also hinder the long-term investment and commitment that is needed to truly embed a culture of innovation. Paradoxically, the need to keep up sometimes also means that new technologies or ways of working are adopted before a prior innovation takes root.

This program helps to build a strong understanding of creativity and innovation thought process to develop change agents within the person towards their strategic roles and also this will develop them as leaders / managers with functional merits.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To generate the idea and relevance of creativity and innovation in individual and organizational context.
2. The program examines the significance of creativity and innovation at workplace and at the individual level to develop organizational leaders and business leaders as well.
3. It is designed to equip participants with the attitude to challenge status quo and stir their minds towards better outcomes.

Program Director(s)

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Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Understanding the role of creativity and innovation in an individual as employee and leader.
2. How to harness creativity within the Groups; Creative profiling and organizational creativity.
3. How innovation is harnessed by the organization, its type and sources. The innovation thought process and building radical thinking process.
4. How to approach to an innovative opportunity and to set big challenges.
5. Understanding different barriers of innovation and strategies to overcome them.

Pedagogy

The training program will be conducted in a highly interactive mode by using cases, exercises, games, role plays, and audio-visual analysis. An interesting mix of experience sharing will enable participants to understand the best practices in HR domain that can be adopted accordingly.

Who will be benefitted

General profile working at lower and middle levels in all types of business can benefit greatly from this training program.

Venue

BIMTECH, Greater Noida

or

At Corporate's Training Centre



‘ उत्तमो लक्षणज्ञानी लक्ष्यज्ञानी तु मध्यमः ।
लक्ष्यलक्षणयोर्ज्ञानी तद्धि मात्रं प्रचक्षते ॥ ’

A good student knows the nature of things, and a better student understands goals or objectives to be achieved. The truly wise, however, are those who understand both.



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Venue

BIMTECH, Greater Noida

or

At Corporate's Training Centre



Building Innovative Organizations

2 Days

or as desired by the
corporate group

Background

For companies to be successful and achieve organic growth in today's competitive world, it has to become an innovation elite organization.

For becoming an innovative organization it is not enough to have great ideas, but it demands a dynamic leadership and very well versed lower and middle managers with the concepts, tools and techniques of Innovations.

This program attempts to familiarize the managers at operational level with the tools and techniques of Innovation, since they have to implement the same for organizations organic growth.

Objectives

Basic understanding as to how innovations are brought in the organizations and what is the process.

1. What is the role of managers?
2. How to convert problems to solutions, innovations and finally success?

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. The Four D's of Breakthrough in Innovation- Define, Discover, Develop and Demonstrate. A detailed coverage for each of the D's mentioned above.
2. How to measure the success of Innovation: Key Parameters.
3. Why do Innovations fail?
4. How can you create innovation as a leader?
5. Creating Innovative team in organization.
6. Marketing Innovation for market leadership
7. Expanding your business innovation capacity.
8. How to turn complaints in to solution, innovation and success?

Pedagogy

The training program will be conducted in a highly interactive mode by using cases, lectures, quiz, and discussion. The participants will be encouraged to share personal experiences.

Who will be benefitted

Managers at operational level working in all functional areas with various types of business can benefit greatly from this training program. It is also very useful for the entrepreneurs and self employed professionals.



‘ तत्त्वज्ञानमेव निःश्रेयससाधनम् । ’

True knowledge is the path to liberation.

Measuring Corporate Performance

2 Days

HUMAN RESOURCE
MANAGEMENT AND
ORGANIZATION
DEVELOPMENT

Background

Shareholders always look indicators to know, if their investments in the company, is safe and will multiply in future. Hence it has become very crucial for the managers to have an understanding of how company's performance is measured. The actual performance of the company at a given period of time is compared with the objectives. In a highly competitive, uncertain environment, assessment of corporate performance may act as a forewarning for the managers for the problems ahead. If there is any deviation, managers can identify the problems and take remedial actions.

Objectives

In view of the background, this Program would aim to achieve the following objective:
Identify the key drivers of the Corporate Performance
How each of them is measured and how can it be used as to identify variations between the targeted and actual performance.



Program Director(s)

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Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Value Based Management Approach for driving Share Holders Wealth Creation – EVA, SPM , MVA etc.
2. Measuring Customer Value for Sustainable growth
3. Productivity and Efficiency Measure Aids in Profit Analysis
4. Performance Based Budgeting and Zero Based Budgeting
5. Activity Based Profitability Analysis. A New Performance Measure
6. Measuring Supply Chain – Am Outcome and Impact Based View
7. Measuring Six Sigma financial and Operational Benefits

Pedagogy

The training program will be conducted in a highly interactive mode by using numerical cases, lectures, quiz and discussion.

Who will be benefitted

All level working at all levels in all types of business can benefit greatly from this training program

It is also very useful for entrepreneurs and self employed professionals.

Venue

BIMTECH, Greater Noida
or
At Corporate's Training Centre



‘ तत्त्वग्रहो जातः संशयविपर्ययो व्युदस्यति । ’

When we come to know the true nature of things, then all doubts and errors are destroyed.

Enhancing Managerial Effectiveness

5 Days



Program Director(s)

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Venue

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or

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Background

Looking into the rapidly changing business environment and an increase in competition in all types of business it is very important to realize the change in the culture and practices that the management of an organization adopts. To cope with the rapidly changing environment the management should prepare itself by focusing on more efficiency in performance to enhance the managerial effectiveness.

Objectives

- To develop a strong Organizational Culture
- To help the Participants Develop their Strength and overcome their weaknesses and improve their Psychological well being.
- To help the Participants face the upcoming Challenges
- To Develop a Basic understanding of the roles and responsibilities of a manager
- To Develop the required competence and Skill set to perform the role successfully

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Role of the Manager and Leadership Managerial Style
2. Communication for Managerial Effectiveness
3. Emotional Intelligence
4. Stress Management
5. Understanding Self
6. Interpersonal effectiveness and Team Building
7. Conflict Management
8. Performance Counseling and Coaching
9. Time Management
10. Communication for Conflict Management
11. Change management

Pedagogy

The training program will be conducted in a highly interactive mode by using classroom lectures, role plays, Activities and exercises.

Who will be benefitted

Executives in all types of business can benefit greatly from this training program.



‘आहमना विन्दते पीर्यम्।’ – के. उ. 2.9

Through ones own self, strength is acquired.

Leadership Development Program

6 Days

HUMAN RESOURCE
MANAGEMENT AND
ORGANIZATION
DEVELOPMENT

Background

People who drive the organization purpose and its success are the lifeline of any organization. The people who need to develop themselves and others are the ones who have to undergo a lot of pressure of the rapidly changing environment. This program aims at developing the skills to achieve results to manage the people and processes effectively.

Objectives

- Understanding self
- To help the participants to scan the rapidly changing environment
- To understand the essentials of leadership and leadership strategies
- To understand the Characteristics and roles of a leader.
- To develop result oriented leadership strategies.
- To deal with the rapidly changing environment
- Handling stress
- Leadership approach to cause changes in individuals and social system



Program Director(s)

Prof Kishore Kumar Sinha
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Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

- Introduction to the Program and Ice- Breaking
- Scanning the Environment: Corporate Plan & Challenges for specific industry
- The Essentials of Leadership : Characteristics, Roles, Styles and Level -5 Leadership
- Leadership Strategies for Hi-Performance Culture: Leadership That gets Results.
- Coaching & Mentoring
- Understanding Self
- Effective Leadership Communication
- Performance Management for Achieving Excellence : People
- Management.
- Value-based Leadership and Humility
- Stress, Time Management & Art of Persuasion .
- Managing Change
- Transformational Leadership ,for Excellence
- Ethics and Corporate Governance
- Personal and action planning

Pedagogy

The training program will be conducted in a highly interactive mode using cases and activities.

Who will be benefitted

Managers and senior managers in all types of organisations will benefit greatly from this training program.

Venue

BIMTECH, Greater Noida
or
At Corporate's Training Centre



‘वाचा मनसिकाये च दुःखेनो न्यादितेन च।

न कृप्यति न चा प्रीतिः सा क्षमा परिकीर्तिता॥’ – भविष्य पुराण 1.2.159

Not to be angry or to feel bad by the unhappiness caused in speech,
mind and body is what is forbearance.

Team Building

2-3 Days



Program Director(s)

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Venue

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or

At Corporate's Training Centre



Background

An Organization is a place where men, material and machine all are synthesized for the fulfillment of organization objectives. But, the essence of its success depends on efficient and effective contribution derived from its workforce, through their concerted efforts and approaches.

There is always an existing need for training and development in such areas of Team and Group dynamics for achieving overall quality performance of the organization.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To work effectively in teams and learn how to create synergy among group members.
2. To acquaint them with attributes and dynamics of high performing teams.
3. To build up effective teams for enhancing overall productivity of the organization.
4. To expedite effectively team meetings including sessions for sharing, reflection and learning.

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Understanding the work environment for building Teams
2. Team Conditioning: The Art of Building Staff Morale with Synergy
3. Leading Teams: Reinventing leadership
4. Building Teams through a concerted approach
5. Building strong Teams to instill a performance driven culture.

Pedagogy

The training program will be conducted in a highly interactive mode by using cases, exercises, games, role plays, and audio-visual analysis. An interesting mix of "experience sharing" and "do it yourself exercises" will enable participants to understand the importance and significance of working in teams. While the programs can be delivered ideally in two days, an outbound training can be provided making the duration to 3 days.

Who will be benefitted

Executives at Middle & Junior levels in all types of business can benefit greatly from this training program.



‘एको ह्यनीशः सर्वत्र। – मनुस्मृति’

A single person is helpless everywhere; that is, there is strength in unity but not in being alone.

Export Marketing and International Trade Operations

2 Days

INTERNATIONAL
BUSINESS

Background

Export Marketing is not the same as domestic marketing. Those who ignore this fact do so at their own peril. As successful as you may be at reaching your country's customers or clients, you must be aware that your international audience will frequently have different tastes, needs and customs.

Objectives

It will help participants to formulate good marketing strategies so as to understand and address these potential differences. This program has been designed with the objective of understanding the complexities associated with international marketing and helping participants to develop a robust international marketing plan.

Outline

- Marketing Research for entering Export markets
- Product Decisions for Export market
- Pricing decisions and understanding Incoterms
- Promotion Strategies
- Understanding Foreign Trade Policy
- Export Import Contract and Procedure (Including handling international claims and arbitration procedures)
- Export-Import Documentation framework
- Export Financing and Export Credit Risk management
- International Shipping Practices

Pedagogy

The programme will use highly interactive pedagogical methods. It is expected that the participants will actively contribute to the learning by sharing their insights during the class discussions and case studies. Lectures, Case studies, simulations, exercises, role play and group work will form part of the pedagogy.

Who will be benefitted

This program is best suited for executives in the trade and industry engaged in export import business, middle level executives and managers working in Sales and Supply, Marketing and Distribution, export houses and trading houses, trade facilitation and service agencies, trade promotion organizations, export-import consultants, financial institutions, central and state government departments, chambers of commerce, academicians and researchers.



Program Director(s)

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Venue

BIMTECH, Greater Noida
or

At Corporate's Training Centre



'नानाश्रान्ताय श्रीरस्ति।' –ऐतरेय ब्राह्मण 7.15

He, who does not strive, does not achieve.

Effective Trade Fair Participation

1 Day



Program Director

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Venue

BIMTECH, Greater Noida
or
At Corporate's Training Centre



Background

The first module highlights the importance of developing a long term strategy for trade fair participation. It discusses the importance of trade fair participation as a strategic goal and not just any other activity. As the trade fair participation involves a lot of attention and resources therefore it cannot be considered as just another activity. The module further helps the participant to understand techniques to get your target at your stand.

This module focuses on the various activities to be performed to make your trade fair participation a successful event. It divides all the activities in three phases of pre event, during the event and as post event activities. The module discusses various factors which may play a pivotal role in making the event a success and meeting the long term objectives of the organization.

The key objective is to help the participants to learn about the various facets of Image building during a trade fair. The module will discuss in detail on image building exercises to be taken up at National, Industrial Sector association and company's level for delivering a right message to the target in the trade fair. It will also discuss various tools required to develop appropriate promotional tools for image building for European target customers.

Objectives

- Making trade fair as a part of long term vision and getting your target to your stand
- Understanding Key Success factors to your trade fair participation abroad
- Understanding tools to build image through trade fair participation
- Understanding tools to evaluate ROI of your Trade fair Participation

Outline

Pedagogy

The training program will be conducted through presentations, videos, discussion in class, cases, and workshop.

Who will be benefitted

Entrepreneurs, exporters, export support organizations, export and international marketing executives at middle and higher levels can benefit greatly from this program



International Market Research

2 Days

INTERNATIONAL
BUSINESS

Background

The first module highlights the importance of technology driven exports from the manufacturing sector. It aims to sensitize the participants towards power of technology, product development and IPR. It will touch upon the concepts of global value chain. The session will conclude by unleashing the immense value creation potential of technology in global trade.

The second module focuses on the basics of International Market Research. It will help the participants to understand the formal methodology for carrying out Research. The participants will understand the importance of defining objectives and developing Market Research plan for an effective and cost efficient research. The participants will also understand the salient difference between Primary and secondary research and also the utility of each one of them.

The third module is the longest and would cover the second day. This module is highly interactive and based on online simulations. All the major individual and group exercises will be carried out in this module. The key objective is to help the participants learn about various web based tools available to conduct international trade flow analysis as well as to learn about market access issues in various countries/group of countries. This module will also help participants for Target Markets and developing a right product market combination. This module will also help participants to understand the global trade trends for their own products also.

Objectives

1. Understanding Technology Driven exports and the value addition using technology in Exports
2. Understanding International Market Research and its methodology
3. Application of web based tools for Research and conducting global research on your own product



Program Director

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Outline

- Marketing Research for entering Export markets
- Product Decisions for Export market
- Pricing decisions and understanding Incoterms
- Promotion Strategies
- Understanding Foreign Trade Policy
- Export Import Contract and Procedure (Including handling international claims and arbitration procedures)
- Export-Import Documentation framework
- Export Financing and Export Credit Risk management
- International Shipping Practices

Pedagogy

The training program will be conducted through discussion in class, using ONLINE TOOLS, cases and workshop.

Who will be benefitted

Entrepreneurs, exporters, export support organizations, export and international marketing executives at middle and higher levels can benefit greatly from this program

Venue

BIMTECH, Greater Noida
or
At Corporate's Training Centre



‘ विश्वकृत्यन्तं विजानीयाद् गुरुतः शास्त्रतोन्नपिवा । ’
The Guru and the Shastras are the source of knowledge.

Export Import Procedures and Documentation

3 Days

Background

In order to compete successfully in International Trade, it is very important for an organization to understand the complex documentation and procedures framework required for export-import business. The programme has been designed to develop a comprehensive and integrated approach to Export-Import transactions in an organization.

Objectives

It will help participants to formulate good marketing strategies so as to understand and address these potential differences. This program has been designed with the objective of understanding the complexities associated with international marketing and helping participants to develop a robust international marketing plan.

Program Director(s)

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Venue

BIMTECH, Greater Noida

or

At Corporate's Training Centre



Outline

- Understanding Foreign Trade Policy
- Export / Import Contract
- Understanding Incoterms
- Pre and Post shipment documentation
- Import Documentation and Procedures
- Methods of Payment
- Export Financing
- UCP 600

Pedagogy

The programme will use highly interactive pedagogical methods. It is expected that the participants will actively contribute to the learning by sharing their insights during the class discussions and case studies. Lectures, Case studies, simulations, exercises, role play and group work will form part of the pedagogy.

Who will be benefitted

This program is best suited for executives in the trade and industry engaged in export import business, trading houses, trade facilitation and service agencies, trade promotion organizations, export-import consultants, financial institutions, central and state government departments, chambers of commerce, academicians and researchers.



‘धर्मत्रि प्रमदितव्यम्।’ – तैत्तिरीयोपनिषद्।।

One should not stray from the path of righteousness.

Customer Relationship Management in Retail

2 Days

RETAIL
MANAGEMENT

Background

The program would aim at providing the participants an insight into the foundations and fundamentals of CRM. It would also attempt to give the participants a chance to apply the concepts and principles of CRM to real-life business situations.

Overall, the objective of the program would be to help the participants get a feel of CRM as a comprehensive business strategy that helps the business organize its activities around the customer. CRM is the secret of success for any type of business today.

Objectives

- To emphasize on the importance of acquiring customers and retaining them for a life time
- To provide a conceptual understanding of CRM, its processes, and structure
- To enable participants to develop analytical approaches, methodologies, tools, and techniques for applying CRM



Program Director(s)

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Outline

- Introduction: Retail and CRM; CRM in Retail
- Understanding C (Customer) R (Relationship) M (Management)
- How to Build Lasting Customer Relationships
- CRM Strategy, Planning, Process, and Structure
- Service Quality and Customer Recovery
- Internal Marketing
- Customer Value
- Complaints Handling
- Social CRM
- e-CRM

Pedagogy

In order to get the best out of the program, it would be advisable to look beyond the class room and study material; relate the discussion to the real-life experiences of yourself as a customer

Who will be benefitted

Middle-level Retail Executives; Open/In-Company.

Venue

BIMTECH, Greater Noida
or
At Corporate's Training Centre



‘हिरण्यभूमिलाभ्रेभ्यो मित्रलब्धिर्वरा स्मृता।’ –याज्ञवल्क्यस्मृतिः 3.5.2

Making a good friend is better than acquiring gold or property.

Sales Training for Front Line Executives

3 Days



Program Director(s)

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Prof. Gagan Katiyar

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Venue

BIMTECH, Greater Noida

or

At Corporate's Training Centre



Background

1. Overview of Sales and Customer Value management
2. Understanding buyer behaviour
3. Managing retail customers
4. Managing business customers
5. Selling skills
6. Relationship selling
7. Selling to key accounts
8. Communication and listening skills
9. Negotiation skills

Objectives

1. To help increase sales productivity
2. To increase the morale of sales force leading to low employee turnover
3. To enhance communication skills of the sales force
4. To impart direction and orientation to Customer Relations
5. Improved Self Management

Outline

- How to Build Lasting Customer Relationships
- CRM Strategy, Planning, Process, and Structure
- Service Quality and Customer Recovery
- Internal Marketing
- Customer Value
- Complaints Handling
- e-CRM

Pedagogy

1. Lecture
2. Demonstration
3. Role Playing
4. Case discussion
5. Gaming Simulation

Who will be benefitted

Front line Sales Force



‘कर्मण्येवाधिकारस्ते, मा फलेषु कदाचन।
मा कर्म फलहेतुर्भूर, माते संगोडस्त्वकर्मणि।।’ – भगवत् गीता

You have control over performance of your actions, but do not have control over the fruits of actions.. Never consider yourself the cause of these, and never think of not performing your actions (duty).

Developing Employee Servitude (Service Attitude) in Modern Retail

2 Days

RETAIL
MANAGEMENT

Background

1. Knowledge of Service Quality issues
2. Customer handling and relationship skills
3. Assessment of customer expectation for effective service delivery
4. Effective self management.

Objectives

1. To explain the significance of 'Servitude' in modern retail.
2. To equip internal customers with essential skills for providing superior customer experience.
3. Understanding the effective HR practices in modern retail.



Program Director(s)

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Prof. Himanshi Tiwari
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Mrs. Garima Dhamija
Resource Person

Outline

- How to Build Lasting Customer Relationships
- CRM Strategy, Planning, Process, and Structure
- Service Quality and Customer Recovery
- Internal Marketing
- Customer Value
- Complaints Handling
- e-CRM

Pedagogy

1. Class discussions
2. Cases
3. Role plays
4. Management Games

Who will be benefitted

- Store Managers
- Department Managers
- Front Line Employees

Venue

BIMTECH, Greater Noida
or
At Corporate's Training Centre



‘आचारः परमो धर्म आचारः परमं तपः।’

Good conduct is the highest Dharma; it is the greatest worship.

Managing Internal Customer in Retail

3 Days



Program Director(s)

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Mrs. Garima Dhamija

Resource Person

Venue

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Background

1. Employee engagement/ Motivation
2. Work life Balance
3. Personal effectiveness
4. Negotiation Skills
5. Managing emotions at the workplace
6. Emotional Intelligence
7. Understanding Employee expectations
8. Role of people in Services
9. Service quality
10. Relationship quality

Objectives

1. To explain the importance of internal customer in effective service delivery and recovery mechanism.
2. To equip internal customers for providing superior customer experience.
3. To make them understand the required skills for ascertaining expected service quality and relationship quality by customers.
4. To facilitate to improve the service attitude and behaviour among different employees.
5. To make them understand effective HR practices for ensuring better work life balance and personal effectiveness of their employees.

Outline

- Introduction: Retail and CRM; CRM in Retail
- Understanding C (Customer) R (Relationship) M (Management)
- How to Build Lasting Customer Relationships
- CRM Strategy, Planning, Process, and Structure
- Service Quality and Customer Recovery
- Internal Marketing
- Customer Value
- Complaints Handling
- Social CRM
- e-CRM

Pedagogy

1. Class discussions
2. Cases
3. Role plays
4. Management Games

Who will be benefitted

1. Store Managers
2. Department Managers
3. HR Executives
4. Front end Employees



'कुशलान्न प्रमदितव्यम्।' – तैत्तरीयोपनिषद् 1.11

Do not hesitate to do good.

Superior Strategy Execution

through Mapping, Translating and Aligning Strategy

2 Days

Background

Strategy Execution has consistently been rated as the top most priority by senior management in worldwide surveys conducted by the Monitor Group and others. A mediocre strategy well executed is better than a brilliant strategy poorly executed. Why is there a consistent gap between strategy and its execution? Are you satisfied with the execution of strategy at your organisation? Why is effective strategy execution elusive? Are there processes that allow you to build strategy execution as a core competency within your organisation? How can effective strategy execution be made a sustainable process? This 2 day program will answer some of these questions.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

- 1 Identify barriers and drivers for successful strategy execution.
- 2 Articulate strategy by building a Strategy Map.
- 3 Plan strategy by developing a Balanced Scorecard.
- 4 Develop measures and targets for identified strategic objectives.
- 5 Align all elements of the organisation to its Mission and Vision.
- 6 Review the execution of strategy and adapt as needed.
- 7 Communicate the strategy across the organisation.
- 8 Build the framework for a robust Performance Management System.
- 9 Organise for effective strategy execution.

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Building a Strategy Focused Organisation
2. Mapping Strategy
3. Translating Strategy Through the Balanced Scorecard
4. Cascading Balanced Scorecards for Alignment
5. Creating the Office of Strategy Management
6. Case studies and examples from around the world on effective strategy execution

Pedagogy

The training program will be conducted through discussion in class, using cases, and workshop.

Who will be benefitted

Senior management from any business organisation from any functional area and supporting role, who play or intend to play an important role in organisational growth, will find this program immensely useful. The program is industry neutral and would apply equally to manufacturing, services, utilities, mining, retail and other sectors.

STRATEGIC MANAGEMENT



Program Director

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Venue

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or

At Corporate's Training Centre



‘रजनी दिवसौ न खेर्वतः।’ – शुक०ह०स्योपनिषद् 1.162

For the sun, night and day are alike.

Corporate Entrepreneurship

2 Days



Program Director(s)

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Professor
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Venue

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Background

The purpose of this course is to enrich the participants with an understanding of the Corporate Entrepreneurial (interchangeably used with Intrapreneurship) process. There is no presumption that Corporate Entrepreneurship can be injected in all companies at all times. The leadership of the corporate entity makes the difference.

Objectives

In view of the background this program will aim to achieve the following objectives

1. understand entrepreneurship issues and why it is urgent for the companies
2. How can entrepreneurial culture survive and thrive within a Corporation
3. what models of corporate entrepreneurship have been successful/unsuccessful
4. the development of corporate culture that nurtures high performance teams
5. conversion of opportunity and value proposition into a corporate investment from where does sustainable competitive advantage come
6. corporate venturing using lessons for venture capital investments
7. alliances, Joint Venture, Mergers and Acquisitions
8. Entrepreneurial leadership and role of the venture champion

Outline

In order to achieve the aforesaid objectives the program would have the following coverage:

1. The Role of Entrepreneurship in Economic and
2. Technological development
3. Corporate Growth and Entrepreneurship
4. Technology and New Product Development
5. Alliances and Joint Venture
6. Mergers & Acquisitions
7. Divestiture

Pedagogy

The Training program will be conducted in a highly interactive mode by using cases, articles and supplementary notes. Different text books which cover the subject and goes beyond will be recommended for reading and assimilation.

Who will be benefitted

Executives at all levels in all types of business can benefit greatly from this training program.



‘आहमना विन्दते पीर्यम्।’ – कवे. उ. 2.9

Through ones own self, strength is acquired.

Using Strategy to Creating a Sustainable Competitive Advantage

2 Days

Background

A burgeoning economy creates several opportunities for rapid growth of business organizations. It is often seen that such opportunistic growth is anchored in the short to medium term achievement of goals. However, in their quest for long term sustained competitive advantage, organizations need to develop a clear focus on their purpose, vision and scope. These issues are best addressed by developing a strategic approach to business. Research has shown that organizations with a structured strategy process outperform their peers. Why is strategy needed? What is strategy? How can you develop a strategy management system for your organization? What are the tools and techniques that can aid you in doing this? This 2 day program will answer some of these questions.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. Understand the role that strategy can play in creating enduring value.
2. The role of Vision, Mission and Values in developing strategy.
3. The meaning and value of competitive position and competitive advantage.
4. Develop the ability to understand your competitors and their moves.
5. Identify ways for growing businesses.
6. Realize the hyper competitive nature of markets and the need to innovate.
7. Issues in implementing strategy.

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. The new Strategy Management System.
2. Tools for analyzing industries and their environments.
3. Tools for analyzing companies and their competitive position.
4. Strategy at various levels (corporate, business, functional operational).
5. Strategies for growth.
6. Implementing strategy.
7. Case studies and examples from around the world on effective strategy management.

Pedagogy

The training program will be conducted through discussion in class, using cases, and workshop.

Who will be benefitted

Senior management from any business organisation from any functional area and supporting role, who play or intend to play an important role in organisational growth, will find this program extremely useful. The program is industry neutral and would apply equally to manufacturing, services, utilities, mining, retail and other sectors.

STRATEGIC MANAGEMENT



Program Director

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Venue

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or

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‘अकार्यमनृतं फलं वाक्यं तुच्छ प्रभाषणम्।’ – मार्कण्डेय स्मृतिः।

One should not indulge in false, fruitless and trifling speech.

Strategic Management and Leadership for Impact

2 Days



Program Director(s)

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Dr. Rahul Singh

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Venue

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Background

Too much of a routine is barrier to innovation and personal growth in any organization. This program aims to address issues such as structural performance and effective execution in an easy and simple manner. The burgeoning issues of managing the growth and leadership roles will be seen through various perspectives under different settings of organizations.

Preempting the pressures, championing change, building local institutions within the organization and developing effectiveness are the key components of the program.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To understand, recognize and foster the pressures of existing and new work
2. To stay on fast track and manage the process of change
3. To create a case of personal leadership environment to identify self effectiveness

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Reading between the lines of reports, messages, vision documents and changes in the sector
2. Managing the network of qualifying information and knowledge systems
3. Leadership expressiveness and receiving terminal interpretations, message and communication
4. Creating task champions and motivating the system for change
5. Building cases of success and narrating them through the right media

Pedagogy

The training program will be conducted through discussion in class, using cases, exercises, games, and audio-visual analysis.

Who will be benefitted

Executives at all levels in all types of businesses can benefit greatly from this brainstorming program.



‘सहस्रगुणिता विद्या शतशः परिकीर्तिता ।
आगमियति जिह्वाग्रे स्थलान्निमिवोदकम् ॥’

Learning when practiced constantly and taught repeatedly gets internalized and becomes second nature, even as it is the nature of water to fall from a high place to a low place.

Merger and Acquisitions

2 Days

or as desired by the
corporate group

Background

Mergers and Acquisitions have become an important strategy in corporate growth. Companies are finding difficult to keep pace with competitor through organic growth and find M&A a faster route not only to grow but to acquire supply & distribution channel, technology and to overcome R&R and environmental issues.

Objectives

In view of the background the program would aim to achieve the following objectives:

- To understand the application of mergers and acquisitions (M&As) as a form of corporate-level strategy
- To learn about target identification, due diligence, business valuation and striking the deal.
- To get sensitized to the human face of M&As and to learn about what can go wrong with the strategy if M&As are not carried out with due diligence and rigour accorded to this aspect.

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

- I. Introduction to M&A
- II. Target Identification
- III. Due Diligence & Business Valuation
- IV. Legal Aspects of M&A
- V. Post-Merger Integration

Pedagogy

The training program will be conducted in a highly interactive mode by using cases and articles from various sources.

Who will be benefitted

Corporate development and planning professionals in all types of business can benefit greatly from this training program.

STRATEGIC MANAGEMENT



Program Director(s)

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Venue

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‘उद्धरेत् आत्मनात्मानं।’ – भगवद्गीता 6.5

One should become perfect through his own effort.



Program Director(s)

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Visioning the Organization

1 Day

Background

Change demands a plan, plans are drafted by foresight and foresight is the outcome of internalization. The great leaders have seen next steps out of their intuitive capabilities and current sphere of knowledge. The organizations are growing so fast and big, that seeing is not always easy and initiating change is a challenge.

This program is designed to develop a sense of foresight in everyone at all levels. It will help in recognizing the direction, agenda and actions, and also in identifying the action champions who can take the ownership.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To be engaged in reviewing the business and the organization
2. To work out a model of shared visioning and identify the gaps and challenges
3. To create a learning document which can act as a reference to model the directions and action plans in detail

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Understanding the organization from a fresh mind and responsibility
2. Undertaking the workshop of thinking and visioning
3. Developing a report of visioning outputs
4. Creating direction and action champions
5. Sharing of experience (everyone)

Pedagogy

The training program will be conducted through discussion in class, using cases, and workshop.

Who will be benefitted

Executives at all levels can benefit greatly from this brainstorming program.



Understanding Rural Mindset :

Opportunities and challenges in tapping BOP

2 Days

SUSTAINABLE
DEVELOPMENT
PRACTICES

Background

Bottom of the pyramid is a widely used term now. It is not only a focus area of large corporate houses but is seen with SMEs also with lots of enthusiasm and hope. Most of the companies which applied conventional marketing theories to the rural segments ended up with huge losses disappointment. The problem does not exist in the theories and practices of marketing but the key to success with rural segments lies in nurturing rural mindset before approaching them.

This program is a two days workshop to learn the techniques of nurturing a rural mindset within whole of your organization before developing strategies to enter rural markets. This program will not only make the participants present to the ground realities of the rural markets but will also help them understand the changing face of a rural customer. At the end of the program the participants will have better understanding of the markets as well as clarity on emerging opportunities and challenges of this segment of immense potential.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To help marketers to understand the ground realities of rural India or Bharat.
2. To set the context of rural mindset in the minds of participants so as to help them look at this market from the rural frame of reference.
3. To help the marketing team to adapt the conventional marketing theories to the unique rural environment for effectiveness and efficiencies.



Program Director(s)

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Dr. Mukesh Chaturvedi
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Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Understanding Rural India through facts and figures
2. Understanding rural needs
3. Understanding Rural consumer and her psyche
4. Learning how to develop and implement effective marketing strategies for rural segments
5. Nurturing rural mindset at individual and organizational level

Pedagogy

The training program will be conducted in a highly interactive mode by using cases, exercises, games, role plays, and audio-visual analysis. An interesting mix of experience sharing will enable participants to understand the best practices in HR domain that can be adopted accordingly.

Who will be benefitted

Marketing professionals, Entrepreneurs, NGOs, Rural development agencies, Corporates having interest in rural development in all types of business can benefit greatly from this training program

Venue

BIMTECH, Greater Noida
or
At Corporate's Training Centre



‘दुर्लभान्यपि कार्याणि सिध्यन्ति प्रायमेन हि।
शिलापि तनुतां याति प्रपातेनार्णसो मुहुः॥’ – बुद्धचरित् 26.63

With effort even difficult things get accomplished.
Even a rock gets thinner as water falls on it repeatedly.



Organization and Public Policy Issues

1 Day



Program Director(s)

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Background

Every organization is seen as a legal entity in economic and social circles. It has to survive in the common governance of the country, which demands respect for and co-existence with the public policies of the country/state. The economic and social environment of the state/country require every entity to present a holistic behaviour which, when aligned with the public policies, create no mismatch or conflict.

This program offers a joint working environment to develop the important issues of the organization and connect with the public policies, followed by developing an action plan for strategic alignment.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To develop the strategic concepts of knitting the organization and public policy
2. To develop an understanding of public policy issues; their impacts and benefits to the organization
3. To deliver a strategic document summarizing the organizational goals and public policy

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Concepts and strategic correlations of public policy with organizations
2. Public policy and impacts on business and growth
3. Government, political environment and public policy
4. Report card concept of developing a new practice in the organization

Pedagogy

The training program will be conducted through discussion in class, using cases, and workshop.

Who will be benefitted

Executives at middle and higher levels can benefit greatly from the brainstorming program.



‘मन एव अनुष्ठानां कारणा बन्ध मोक्षयोः।’ – मैत्रायण्युपनिषद् 4.1.1

The mind is virtually the only cause of bondage and liberation.

Corporate Social Responsibility

2 Days

SUSTAINABLE
DEVELOPMENT
PRACTICES

Background

The concern about the impact of business on society is a global one. It is driven by a gamut of dynamic societal expectations. In this context, the concept of Corporate Social Responsibility (CSR) has acquired newer dimensions. Philanthropy is significant but limited in its efficacy and scale to achieve the desired strides in sustainable and inclusive development. CSR can be the quintessence of business strategy.

In the light of increasing significance of responsible business, the programme will fulfil the need of training professional who can take up the challenge and lead towards sustainable development.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To build an understanding of the concept of Corporate Social Responsibility and Sustainable Development and how it is different from philanthropy.
2. To understand the key challenges and issues and how CSR can act as a solution to those issues.
3. To expose the managers to some of the best practices by the companies working towards sustainability.

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. Conceptual framework on CSR, Global Compact, MCA guidelines and DPE guidelines on CSR for CPSE
2. Identification of issues & challenges in CSR for the company
3. Identification of projects & its Implementation mechanism and Baseline survey
4. Monitoring, Review, Evaluation and Reporting of the CSR activities
5. CSR & Sustainable Development

Pedagogy

The training program will be conducted in a highly interactive mode by using cases, exercises, and audio-visual presentations. An interesting mix of experience sharing will enable participants to understand the best practices in the domain of CSR along with providing clarity on the concept and implementation of CSR.

Who will be benefitted

CSR/ Sustainability Professionals working at all levels



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Venue

BIMTECH, Greater Noida

or

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'सदाचार परिपाल्यतां प्रयत्नेन मनुजैः सदा' – चंदोवैश्वम्।

People should always strive for good conduct.

Organizational Sustainability and Inclusiveness

2 Days



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Background

Sustainable business is the mantra for the organizations today. High consumer demands will act as a continuous source for development. Organizations will need to be more responsible and inclusive.

For long term survival, inclusiveness would deem strategic networking of the organizations with no spat with government and society. Sustainability has been captured from the perspectives of sustainable and inclusive development. In an emerging market, organizations need to view both to avoid consequences of economic inequality.

Objectives

In view of the background, this Program would aim to achieve the following objectives:

1. To develop the strategic correlation of sustainability and inclusiveness
2. To capture all terminals of sustainable development and inclusive development
3. To develop the concepts of sustainability and inclusiveness and help align the business accordingly.

Outline

In order to achieve the aforesaid objectives, the program would have the following coverage:

1. The developing the concepts of sustainability and inclusiveness
2. Inclusiveness and inclusive business – strategic perspective
3. Concepts of responsible business beyond compliance, CSR and alignment of the same to business
4. Scorecards and concept cards for sustainability and inclusiveness
5. Developing a KSA matrix detailing what needs to be done

Pedagogy

The training program will be conducted through discussion in class, using cases, and workshop

Who will be benefitted

Executives at middle and higher levels can benefit greatly from the brainstorming program.



‘हितं करोव्यसौ स्वस्य, भूतानां यो दयापरः।’ – पद्म पुराण 33.102

It is in ones own interest to be compassionate to others.

CORE FACULTY



The team of faculty and trainers at BIMTECH is a powerful resource and is an appropriate balance of academic and practice professors. More than 60 core professors, 10 foreign professors, and 50 industry experts make a giant academic environment at BIMTECH. Participants are always in continuous rigour working with professors who are deeply engaged in research and consultancy and carry their research experience into the training room.



Dr. Anupam Varma

Professor and Chairperson, Centre for International Business and Policy

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His fields of specializations in Teaching and Research area are International Business and International Trading, designing and conduct of Management Development Programs for executives of public and private sector in international trading areas, guiding through consultation international trading houses in their trading operations. Dr. Varma has worked with the public and private sector companies in the area of International trade at very senior and Chief Executive level positions for 30 years. He has a strong educational background of a M.Sc., D. Phil., Fellow, Indian Society of Agricultural Chemists and was recipient of junior and senior fellowships of UGC. He has also been the proud recipient of 'Scientist of Eminence' Award in 1997 by ISAC. At BIMTECH Dr. Anupam Varma is Deputy Director and Chairperson, Centre for International Business and Policy and Dean (Students Welfare).

Prof. R J Masilamani

Professor, Strategic Management

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Prof Masilamani has worked for thirty five years in industry mainly with the TATA group of companies and with J.Vs the group was associated with, including the Pepsico J.V. and the Timex J.V. He was the Managing Director of Timex Watches Ltd. from 1991 to 2000. He served as the Director General, Fertilizer Association of India from 2001-2002 and has been a consultant to several companies in the Automobile, Power and the Retail sectors.

Prof. Masilamani completed his BE (Mechanical) from Anna University and PGDM from IIM Ahmedabad. A Rank holder in IIMA, he was selected for the Tata Administrative Service, considered as one of the most prestigious industry cadres. He has taught various courses in Strategic Management and other general management courses in several leading business schools including IMT Ghaziabad, BIMTECH, Delhi University, and Fore School of Management. He was the Programme Director for MBA Telecom Management at Amity University and has conducted many Management Development programmes at leading corporates including NTPC, ONGC and Cognizant.



Dr. Mukesh Chaturvedi

Professor

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Dr. Mukesh Chaturvedi, Professor, BIMTECH Greater Noida, has been with IMT Ghaziabad, MDI Gurgaon, XLRI Jamshedpur and BITS Pilani. He has been the Acting Director of IMT Ghaziabad, Director, Asia-Pacific Institute of Management, Delhi, and Founder Director of the Amity Centre for CRM, ABS Noida. He has also been a Visiting Faculty to Rouen Business School, France, and IIM Ahmedabad.

Dr. Chaturvedi has an M.M.S. and a Ph.D. from BITS Pilani. He is also an alumnus of the prestigious International Visitor Program of USIA, Washington, D.C., USA.

His teaching, training, researching and consulting interests include business communications, case writing and teaching, integrated marketing communications, customer relationship, direct marketing, corporate reputation, sales management, presentation skills, negotiation skills, etc. He has rendered training and consulting services to a large number of multi-national, private and public sector companies.

Dr. Chaturvedi is the recipient of MDI's most coveted Award for Excellence in Teaching for the year 2005. He has many books, papers and cases to his credit.



Prof. Kumanduri Ranga Chari

Professor

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Professor Chari, Professor in Operations Management division is also deeply associated with Environment and Energy management, has consulted several organizations in India and abroad. He has supported many organizations in their industrial establishments. Prof. Chari was also the chief architect of the report of the Administrative Reforms Commission of Govt. of Madhya Pradesh Government in 1984-85. He has served as the Regional Director of National Productivity Council. He has also been the team leader in many studies and projects of the USAID, SEDA and UNEP.



‘भूपनानाम् भूषणं सविनय विद्या।’ – चाणक्यजीति

Learning accompanied by humility is the ornament of all ornaments.

Prof. Dhruva Chak

Professor and Area Head, Marketing

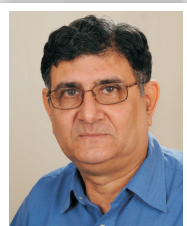
Email: dhruva.chak@bimtech.ac.in

Prof. Dhruva Chak is an MA in Political Science from Lucknow University (1972) and an MBA from IIM, Ahmedabad (1974) with a dual specialization in Marketing and Personnel with over 35 years of experience in Industry, Consultancy and Teaching.

He has held Top Management positions including heading the Hyderabad – based Gati Ltd. (a cargo major). Other positions held by him includes Country Head (Retail Vertical) and Regional Director with Tops Security. He has also held positions with Profit Centre responsibility as an Assistant Vice President Sterling Resorts, General Manager Atlas Cycles and Zonal Manager, Shaw Wallace and Company as well as Zonal Manager, Best and Crompton Engineering Ltd.

He is presently Professor and Head of the Marketing Area at BIMTECH. He teaches Core Courses in Marketing and Services Management to MBA students in the PGDM flagship programme at BIMTECH and has been actively associated with organizing the Indian National Summits on Marketing which are an annual feature sponsored by BIMTECH.

He has been a keen sportsman having Captained Lucknow University and IIM Ahmedabad at Lawn Tennis. He has also represented Uttar Pradesh at the same game. His literary interests have resulted in the writing of five books spanning fiction, poetry and short stories.



Prof. Ashok K Malhotra

Professor and Chairperson Centre for Business Management

Email: ashok.malhotra@bimtech.ac.in

He holds a bachelor's degree in Science from the University of Delhi with Mathematics as the main subject and completed his professional qualification as a Chartered Accountant in May, 1976. He is a seasoned senior level finance and accounts professional with an outstanding track record. He has been on the Board of Directors on a couple of companies of the STG Group. He has managed public issue of the company. Prior to STG he worked for eleven years with HCL Infosys Ltd. He was honoured with the forerunner award, an award given to members of staff who consistently performed exceptionally well over a period of five years.

He is an active resource person for corporate training and development programmes and has conducted a number of workshops in the finance and accounts area for institutions like NTPC, New Holland Tractors India (P) Limited, PHD Chamber of Commerce and Trade and Gilat Satellite Networks India (P) Limited. Prof. Malhotra has also attended many national and international conferences/seminars in India and abroad and presented papers on various aspects of business.



Prof. Sunil Sangra

Professor of Strategy and International Business

Email: sunil.sangra@bimtech.ac.in

Prof. Sunil has over 22 years of multi sector corporate experience across banking, media and entertainment, manufacturing and consulting. He has worked in functions ranging from Sales, Marketing, Financial Appraisal, Financial Control and Management, Fund Raising, Investor Relations, Strategy Management (formulation, alignment and execution) and International Business. He has worked / consulted with organizations such as The Export-Import Bank of India, The World Bank, ITC Ltd., Reliance ADAG, Moser Baer, LMW, European Economic Commission, Abhishek Industries Ltd., Balanced Scorecard Collaborative (CustomerLab in India) and The Aditya Birla Group, amongst others.

He has also played entrepreneurial roles as the co-founder of Interstrat Export Consultants, a Mumbai based boutique strategy consulting firm, which continues to offer strategy consulting services. He also helped leapfrog a small media firm in its transition from a partnership firm to a listed company, with the distinction of issuing the most successful IPO in the Indian media and entertainment sector, ever, with subscriptions exceeding US \$ 1 bn.

He has been a visiting faculty at IIM Lucknow and at IMI, New Delhi. He is now a Professor of Strategy and International Business at BIMTECH, Greater Noida, in its Centre for International Business and Policy. He has a MBA (PGDM) from IIM Lucknow and a Bachelors (Honours) in Economics from Punjab University, Chandigarh. He has trained extensively in International Business Strategy with Arthur D. Little at Cambridge, Massachusetts. He has also trained and practiced extensively in Strategy Execution with Balanced Scorecard Collaborative under the thought and practice leadership of Drs. Kaplan and Norton of HBS.



Prof. Kishore K Sinha

Professor and Chairperson, Centre for Management Development and Training

Email: kishore.sinha@bimtech.ac.in

Prof. Kishore K Sinha has been an innovator in development of Human Resource and is a known HR thought leader. An avid Human resource developer and a keen learner and HR thinker, he has tailored and executed change in Corporates and worked with international level Consultants like McKinsey, Hewitt, Mercer, E&Y, AT Kearny to name a few. A Graduate with Honors in Economics and Post Graduate in Personnel Management / LSW (Gold Medalist, University of Patna), he has worked in the domain of HR for 42 years and held leadership positions in organizations like Steel Authority of India (SAIL), NTPC, Reliance Energy, Reliance Infocomm and Reliance Industries Limited (NMSEZ/HSEZ) and as the Group Director, Human Resource, Jindal Steel and Power Limited. During his tenure at NTPC, where he was Director (HR) for 7 years, he transformed the HR processes and the work culture, enabling NTPC to be ranked as the "Best Employer" and one of the "Great Places to Work" consecutively for 3 years.



'योगः कर्मसु कौशलम्' – भगवद्गीता

Yoga is but all around excellence in action.

Prof A. Sahay

Professor and Chairperson, Centre for Innovation and Entrepreneurship and Dean Research

Email: arun.sahay@bimtech.ac.in



Prof. Arunaditya Sahay, Professor of Strategic Management and Entrepreneurship, is a hard core business executive, an innovator and a corporate entrepreneur. He turned into an academician of repute in the later part of his career becoming a champion of both the corporate and academic world. Starting his career as an academician, he turned to the corporate world early in life and wading through both public and private sectors, he made to the top and became the Chairman and Managing Director of Scooters India Limited. Returning to academics at Management Development Institute he bagged the best researcher award and wrote three books in the area of Entrepreneurship besides publishing many papers and cases.

He has worked with many reputed companies in India and abroad like Tata Yodogawa (now Tata Rolls) Lakshmi Machine Works, George Fischer etc. during which he innovated many products and processes getting patents and design registrations where he is the inventor. Though he showed leadership in all fields of management, he is popularly known as Turnaround Manager and a Transformational Leader. While in the industry, he was closely associated with IITs and IIMs and when in academics, he has been on the boards of companies both in private and public sectors besides being in the Task Force of Govt. of India. His present interests are Strategic Management, Innovation and Entrepreneurship, Technology and IPR Strategy and Sustainability Management.

Prof. B K Das

Professor of Banking and Financial Services

Email: bk.das@bimtech.ac.in

Prof. B K Das has been a career banker with 37 years in the area. He was also with the State Govt. as Joint Director, Industries and Chairman of a Regional Rural Bank. As a General Manager of a Public Sector Bank he was closely associated with Agriculture, Rural Development and MSME sector. He was also in the area of Personnel and Vigilance Administration at the corporate level.



Mr Ravindra Kumar Rustagi

Professor

A Professor in the area of HR. He holds a diploma in Social Welfare from Calcutta University and a degree in Law degree from University of Delhi. He has over 37 years of experience with Public Sector Companies like NTPC, SAIL, BEML. He has held positions like Executive Director (PMI), Director HR. He is an expert in areas of employee relations, Wage settlement, collective bargaining, negotiation and labor regulations.

Prof. Pankaj Priya

Associate Professor (Marketing and Retail Management) and Chairperson, Centre for Retail

Email: pankaj.priya@bimtech.ac.in

Prof. Pankaj Priya has spent 11 years in corporate world with Datapro Infoworld Ltd., Singer India Ltd., ESPN Inc. and Birla Corp Ltd., where he was involved in hardcore marketing activities. The area of operations included North and East India. He shifted to Academics in 2001. He is presently pursuing his PhD at IIT Delhi in the area of Retail Branding. He has published 10 articles in various national journals, has one published article in international Journal (Market Intelligence and Planning) and co-edited one book on Communications and reviewed another book on Retail Management by Oxford publications. He has written chapter on Merchandising in a book published by Czech University in 2010. He has presented two papers in national seminars, which were sponsored by AICTE. He got recognition as a teacher in Marketing when he was awarded as the best teacher in Marketing Management by Dewang Mehta Foundation at the national level in 2009. He has been a resource person in the MDPs conducted at Central Warehousing Corporation, Construction Industry Development Centre and AMUL Dairy products Ltd., Sleepwell Mattresses, MMTC, to name a few. He is an Accredited Management Teacher of All India Management Association. He is associated with two prestigious professional bodies namely, All India Management Association and Consultancy Development Centre. He has been a reviewer in the training module developed by Tata- Mc GrawHill Publications for training young professionals for floor sales in Organized retail.



Areas of Interest are Retailing, Sales and Distribution, Brand Management Advertising and Sales promotion and Brand Management.



Prof. Kuldeep Sharma

Associate Professor

Email: kuldeep.sharma@bimtech.ac.in

Prof. Kuldeep Sharma is a CBI (Government of Netherlands) expert in the area of Institutional development like BSO, Chambers for capacity building of SME in the areas of International market research, Trade fair participation, global value chain to export to EU countries. He has over two decades of experience in manufacturing, marketing research, project management, business development, international marketing, strategy formulation and product launch in India, Nepal, UAE, Europe and South East Asia. He is also founder director of an Entrepreneurship and Technology Development Center for imparting training to budding entrepreneurs and supporting institutions for technology transfers in the field of dairy and agriculture sector in Noida.

Prof. Nagendra Nath Sharma

Associate Professor and Vice Chairperson, India Centre for Public Policy

Email: nn.sharma@bimtech.ac.in

Prof. N. N. Sharma, Professor of Community Development and Livelihood, is a Mechanical Engineer and carries over 35 years of rich experience with the government, UNIDO and other organizations. Throughout the span of his career Professor Sharma has also been involved as consultant for several International and National Organizations such as Coffey International development, UK/ Australia and UNIDO.



Prof. Shylaja Iyengar

Associate Professor

Email: s.iyengar@bimtech.ac.in

Prof. Shylaja Iyengar is the Chairperson of Business Communication Area and also a faculty with the Centre for Insurance and Risk Management at BIMTECH. She has been with the institute since 2006.



A Science Graduate from Bangalore University, Prof. Shylaja has completed her Post Graduate Diploma in Business Management, from Mount Carmel Institute of Management, Bangalore. She is also an Associate Life Member of Insurance Institute of India, Mumbai.

During her career span of more than 2 decades, Prof. Shylaja has held various responsible positions with M/s National Insurance Co. Ltd., Jindal Vijaynagar Steel Ltd., (now JSW Steel Ltd.), Microsec Risk Management Ltd., Kesoram Insurance Management Ltd., and Geodesic Techniques Pvt. Ltd.

Her teaching experience encompasses her association as Faculty Member with ASIAs, Jaipuria and ICFP, Noida and Delhi. Her Fields of Specialization in Teaching, Research and Training is in the areas of:

- Business Communication, Soft skills, Business English Certification (BEC) at University of Cambridge administered by the British Council and;
- Non-life Insurance - Health and Accident, Miscellaneous, Automobile, Liability etc.

Besides academic assignments, Shylaja, actively interacts with the Industry and is also a member of the Centre for Corporate Relations at BIMTECH. She has attended and organized many Conferences, Seminars, panel discussions etc.

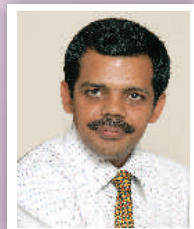
She is also a member of the Bharat Soka Gakkai (BSG), a non-religious Buddhist organization, which actively works for peace, culture and education.

Dr. Rahul Singh

Associate Professor

Email: rahul.singh@bimtech.ac.in

Dr. Singh, Associate Professor in Emerging Market and Sustainability, is a Ph. D. and Master's in Management. He is also the Head of International Alliances and credited to launch the Sustainable Development masters in India. Dr. Singh is highly published in international journals like Journal of Brand Management, International Journal of Emerging Market, Journal of Business Research etc and has edited books and reports and editor and invited editor member of journals in India and internationally. In some of his key contributions, Dr. Singh has been the author of Vision 2022 for 3 states in India and worked on developing market principles for Micro Insurance in India. Dr. Singh has also worked for World Bank, USAID, EU and other organizations on several issues. He is in the Advisory Board and Governing Board of few organizations in India and abroad. Presently, Dr. Singh is aspiring to set up a research center to showcase India's academic work on emerging market and sustainability.



‘अनभ्यासे विषं विद्या अजीर्णे भोजनम् विषं।’ – सुभाषितानि।

Without practical work knowledge is poison; if not digested, food is poison.



Dr. L. Ramani

Associate Professor

Email: l.ramani@bimtech.ac.in

Dr. L. Ramani is an Associate Professor with Birla Institute of Management Technology Greater Noida. He holds PGDBM from Institute of Management Technology Ghaziabad and doctorate in Finance from VMOU Kota. He has been teaching for more than 15 years. His research interest includes banking and finance. He has done many MDPs for corporates at various levels. He has written and presented papers in international conferences.



Dr. Manosi Chaudhuri

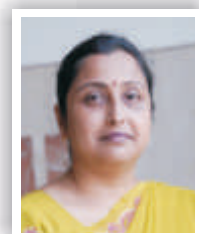
Associate Professor, Organizational Behaviour and HRM

Email: manosi.chaudhuri@bimtech.ac.in

Dr. Manosi Chaudhuri is a dual gold medalist during her Masters in Psychology and D. Phil. as a UGC Senior Research Fellow in the Department of Psychology from University of Allahabad. Her research interests include Occupational Stress and Health, Employee Engagement, Management of Organizational Change and Organization Development. Prior to joining BIMTECH, she has undertaken projects for evaluation related to social and community development.

She has conducted Management Development Programmes in the areas of Emotional Intelligence, Leadership, Motivation, Team Building and Human Resource Management for Jindal Steel and Power Limited (JSPL), Jindal Power Limited (JPL), UCO Bank, Amar Ujala, IFFCO, POWERGRID and NIESBUD. She has also developed and elucidated these themes with the help of a case, based on a popular movie.

She has attended and presented papers at many national and international conferences. Some of her papers have also been published in edited books and reputed journals. While at BIMTECH, Dr. Chaudhuri has initiated and adroitly convened three national level conferences under the banner of 'The India HR Summit'.



Dr. Anshul Verma

Associate Professor, Accounting and Finance

Email: anshul.verma@bimtech.ac.in

Dr. Anshul Verma holds double Master's degree in Management with Specialization in Finance from Birla Institute of Management Technology and in Economics from Dr. B. R. Ambedkar University, Agra. He also holds dual Ph. D. in area of Credit Risk Management and in area of Applied Business Economics from Dr. B. R. Ambedkar University, Agra. He has about one decade experience in the area of Accounting and Finance. He has his special interest in the areas of Accounting, Costing, Financial Management and Derivatives and Risk Management. He has delivered sessions in MDP's for various levels of executives and also published some research papers in Management domain.



Dr. Kartik Dave

Associate Professor, Marketing and Retail

Email: kartik.dave@bimtech.ac.in

His fields of specialization in Teaching and Research areas are Marketing Management, Marketing of Services, Service Quality, Brand Management and Management Education. Dr. Dave has presented research papers in various conferences both in India and abroad. He has published several papers in national and International reputed journals in the above mentioned areas. He has been involved in designing and conduct of Management Development Programs for executives of public and private sector in related areas. He has conducted various MDPs in organizations like AMUL, UCO Bank, MMTC, etc. in the areas of marketing, services, quality and general management. He is also awarded as "Best Teacher" by Devang Mehta Foundation in 2009. Dr. Dave is a Management graduate from Nagpur University and he received his Ph.D. in 2003 From M L S University Udaipur.



'संगच्छं, संबद्धं, सं वो मनासि जानताम्।'

Let us walk together, let us speak in togetherness, let us all think alike!!

Prof. Abha Rishi

Associate Professor in International Business

Email: abha.rishi@bimtech.ac.in

Prof Abha Rishi has 17 years of experience in the field of international trade- in industry and academics. She is an EEC Honors from STVP, Stanford University. Her other qualifications in the field of International business are an M. Phil, PGDIBO, MFT and MIB. She is a Fulbright Research Fellow from India at Rutgers University, Newark, USA for 2009-10. She has also been selected for the 10 K Women Global Programme under the aegis of Goldman Sachs- London Business School, held in India with NEN. She is presently the coordinator for the PGDM –International Business programme.

She has published and presented papers in various domestic and international forums. She has recently been selected as one of the semi-finalists in the GDN Japanese Award for Outstanding Research in development work. She has traveled extensively in Zambia, Russia, Zimbabwe, Kenya, Colombia, Dubai and USA as part of her work and also for research. She is also the managing editor for the South Asian Business Review- a peer reviewed journal. Her areas of interest are International Retailing and Entrepreneurship. Her hobbies include reading and quizzing. She has also won the Championship Winners Trophy in 2008 in the All India Women's Quiz conducted by AIMA.



Dr. Girish Jain

Associate Professor

Email: girish.jain@bimtech.ac.in

Dr. Jain is a post graduate in commerce. He also holds MBA (Finance) from Devi Ahilya University, Indore, Fellow of Insurance Institute of India (non-life) and Ph. D. He has also qualified UGC – NET. He is having around fifteen years of work experience which includes a brief stint in financial service industry. He has presented several papers in various conferences and published articles. His areas of interest include risk management, investment management and corporate finance.

Dr. Anuj Sharma

Associate Professor

Email: anuj.sharma@bimtech.ac.in

He is currently an Associate Professor at Birla Institute of Management Technology (BIMTECH) in the area of International Business. He has done Masters in International Business Management and PhD in Management. He has more than eleven years of teaching experience at post graduate level at various University departments and institutes.

In last two years has conducted 15 Management Development Programs (MDP) in the area of International Business across all parts of the country. This includes both open and in-company programs for reputed government organization like State Trading Corporation (STC), PEC, Handloom and Handicraft Export Corporation (HHEC) and private organizations like GPI.

His current areas of interest are international marketing, international trade operations and sector specific export strategies. He has attended and presented papers at various national and international conferences.



Dr. Vineeta Dutta Roy

Associate Professor and Lead CSR

Email: drvineetaduttaroy@bimtech.ac.in

Dr Vineeta Dutta Roy, Associate Professor and Lead CSR at BIMTECH has 14 years of experience in academics. She has done her post graduations in Chemistry and Business Management respectively and her doctorate in Business Administration from Aligarh Muslim University, Aligarh.

She was selected and supported by the British High Commission for a study in CSR and represented India at the University Of Bath, UK in 2004. She has been associated as a consultant in the area of CSR with the British Council for the last 8 years now. Her area of work involves teaching, researching and conducting training programmes and workshops for public and private sector companies. As a corporate trainer, she has been associated with companies like Aditya Birla Cements, SAMTEL, GCMMF (Amul), NTPC and SAIL and has also delivered trainings to IAS officers and management educators across the country.

She has been the Summit Director for the prestigious BIMTECH and The Economic Times platform founded for conducting International Summits in the area of CSR. Two annual Summits on contemporary and significant themes 'Summit 2010 and '2011 have been organized till date.

‘उभते यद्धि यद्बीजं तत्तदेव प्ररोहति।’ – मनुस्मृति 9.40

As you sow, so you reap.



Dr. Gagan Katiyar

Assistant Professor

Email: gagan.katiyar@bimtech.ac.in

Dr. Gagan Katiyar is a PhD in Business Administration and an MBA in Marketing and Finance. He holds an additional diploma in Exports Marketing, a Diploma in Information and Systems Management and a Masters Degree in Organic Chemistry. He has worked for more than 16 years in Industry and academia that includes working with some of the leading companies like Anand Nishikawa, Godfrey Phillips and Work Mantra Consulting. He works presently for Birla Institute of Management Technology in the Department of Marketing. His areas of interest include International Business, Marketing Research, Product Management, Marketing Communications and Channel Management. He has done several consulting assignments in the area of Marketing and Marketing Communications for companies like Asian Paints, Johnson Matthey India, Power Finance Corporation, Henkel Adhesive India, UCO Bank among others. He is also an effective sales trainer.

Prof. Navin Shrivastava

Assistant Professor

Email: n.shrivastava@bimtech.ac.in

Prof Navin Shrivastava is an MBA (HR), LL.M. (Corporate Laws) and UGC (NET) qualified person with strong interpersonal communication skills, having more than ten years of experience in Management teaching and consultancy. An ardent propounder of developing value based system for institution building, his areas of expertise are Human Resource Management, Institution Building, and Talent Management, Business Laws, Intellectual Property Laws, Industrial Relations and Labour Laws. He has actively conducted Management Development Programmes at Government and Non Government Organization.



Prof. Rajeev Sharma

Assistant Professor

Email: rajeev.sharma@bimtech.ac.in

Prof. Rajeev Sharma is the Assistant Professor in the area of Supply chains and Operations at Birla Institute of Management Technology, Greater Noida. He is a qualified cost and management accountant. He has 13 years of experience as an industrial practitioner and over 8 years of experience as a seasoned corporate trainer. He embarked on his professional path as a corporate financial and operations professional, which included a successful stint as a consultant for the companies ranging from SME startups to corporate giants like BSNL, Panacea Biotech, and BIBCOLD to name few. His areas of expertise are operations, quality, inventory, supply chains. He also has flair for entrepreneurship, creativity and Innovation.

Dr. Archana Shrivastava

Assistant Professor

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As an experienced communications professional, Dr Archana Shrivastava works as an Assistant Professor – Business Communication Area in Birla Institute of Management Technology, Greater Noida. She holds a doctoral degree in English literature and has more than 14 years of teaching experience in leading management institutes and colleges.

Dr. Shrivastava is M.A, Ph. D from Dr. Hari Singh Gour University, Sagar in Madhya Pradesh. She had excellent opportunities to teach/ train people in variety of courses including Written Communication Skills and Oral Communication Skills. Her fields of specializations in teaching, training and research area include handling interviews, presentation skills, business communication, soft skills, business etiquettes, negotiation skills, non verbal communication, English literature and grammar.

Dr. Shrivastava has made presentations at several conferences, seminars and workshops. She has published number of articles, poems, and research papers in various national and international journals. Dr. Shrivastava is active member of ELTAI (English Language Teachers Association of India).



Prof. Sangeeta Shukla

Assistant Professor

Email: sangeeta.shukla@bimtech.ac.in

Prof. Sangeeta Shukla is an Assistant Professor of Business Communication at BIMTECH, Greater Noida. She is currently pursuing her Doctoral Research on: "A Study of the English Curriculum at Graduate Level of Amravati University Specifically With Reference To Needs of the Non-Metro Students." She holds a Masters' Degree in English as well as a Diploma in Marketing and Sales Management from Bhartiya Vidya Bhavan's Rajendra Prasad Institute of Commerce and Management both with a first division.

She has taught Business Communication, Soft Skills and British Council's BEC Program at the post-graduate level. Her special interests include curriculum designing and content development in Business Communication and Soft Skills and placement training of students.

Prof. Sangeeta Shukla is the Editor of the BIMTECH Newsletter and the Managing Editor of 'Communis', A Business Communication Area magazine. She is also the mentor of 'Majlis', the Debating and Theatre Society of BIMTECH. Prof. Sangeeta has also been conducting Management Development and Training Programmes in the Business Communication Area.



Prof. Himanshi Tiwari

Assistant Professor

Email: himanshi.tiwari@bimtech.ac.in

Prof. Himanshi Tiwari is an MBA with specialization in Human Resource Management and Industrial Relations and qualified UGC-NET in 2001. In her career span of about a decade, she has worked as a consultant for 02 years in social sector and handled monitoring and evaluation programs for WORLD BANK, Oxfam and Care India. She has been a visiting faculty with University of Lucknow. Motivational Training programs for JFM Project (Joint Forest Management) of Forest Department and CAPART Lucknow are also in her credit.

Her specialization and research interests are International Aspects of Human Resource Management, Challenges and Opportunities of Higher Education, Emotional Intelligence and Emotional Labour, Leadership Skills, Positive attitude and skills for Personal Effectiveness, Management Ethics and Dynamics of Organizational Change and Development.



Prof. Jaya Gupta

Assistant Professor

Email: jaya.gupta@bimtech.ac.in

Prof. Jaya Gupta is the Assistant Professor in Organizational Behaviour and Human Resource Management at BIMTECH. She has attended and presented papers at many international and national conferences. Her case study on Gender Inclusivity @ Corporate Culture, in Case study competition organized by IIM, Ahmedabad, 2009 was appreciated and recognized.



Prof. Nimisha Singh

Assistant Professor (Information Technology)

Email: nimisha.singh@bimtech.ac.in

Prof. Nimisha Singh has Bachelor of Applied Sciences from Delhi University and MCA from SNDT University, Mumbai. She started her career with Tata Consultancy Services in Mumbai as a software programmer and later moved to U.S.A where she worked as a web developer designing HTML and CSS based websites and later specializing to .Net Technology. After spending 10 years in U.S.A, she moved back to India. She joined BIMTECH in 2008 as a faculty- Information Technology. Her core competency areas are e-business, project knowledge management, social media strategies and business communication.



Prof. Manujata

Asst. Professor

Email: manujata@bimtech.ac.in

Prof. Manujata is an Assistant Professor in Business Communication Area with BIMTECH. She is MA (English) from Punjab University, Chandigarh, and M.Phil (English) in the area of comparative linguistics. She also holds Business English Certificate Higher (Cambridge University, 2006) and MBA-HRM with first division.

She has over four and a half years of experience in teaching and training and had been associated with Lovely Professional University, Jalandhar and NIMS, Delhi before joining BIMTECH. Her teaching interests include Business English, written and oral communication skills, voice and accent, and personality development.



'उभते यद्धि यद्बीजं तत्तदेव प्ररोहति।' – मनुस्मृति 9.40

As you sow, so you reap.

OUR CONTRIBUTIONS

...HANDS ON EXPERIENCE

Management Development
Program
MDP
2010-11

S. No.	MDP TITLE	DATES	PROGRAMME DIRECTOR	NO. OF PARTICIPANTS
1	FDP on Capstone Business Simulation	19-21 April, 2010	Dr. Craig B. Watters	30
2	FDP on Enhancing Teaching Effectiveness in Management Schools	7-8 June, 2010	Dr. Rahul Singh Prof. Pankaj Priya Dr. Kartik Dave	50
3	Programme on Inclusive Marketing for Dept. of Handloom and Handicraft, Govt. of Orissa	30-31 July, 2010 at Bhubaneswar	Prof. B. K. Das Prof. N. Sharma Prof. Kuldeep Sharma	24
4	MDP on Managing International Trade for STC	24-25 July 2010 at Ahmedabad	Dr. Anupam Varma Dr. Anuj Sharma Prof. Abha Rishi	25
5	MDP on Managing International Trade for STC	31 Jul-1 Aug 2010 at Hyderabad	Dr. Anupam Varma Dr. Anuj Sharma Prof. Abha Rishi	25
6	FDP on Research in Business Schools: Pressing Issues	14 August, 2010	Dr. Rahul Singh	90
7	"Knowledge Building Programme Series-4" National Workshop on FLOSS based Library Automation Software - KOHA	17-19 Sep, 2010	Dr. Rishi Tiwari	65
8	International Shipping & Marine Insurance for STC	25-26 Sep, 2010 at Hyderabad	Dr. Anupam Varma Dr. Anuj Sharma Prof. Abha Rishi	25
9	Foreign Trade - Policy & Procedural Issues for Godfrey Phillips	12 Oct, 2010 at Delhi	Dr. Anupam Varma Dr. Anuj Sharma Prof. Abha Rishi	25
10	International Shipping & Marine Insurance for STC	22-23 Oct, 2010 at Ahmedabad	Dr. Anupam Varma Dr. Anuj Sharma Prof. Abha Rishi	25
11	International Shipping & Marine Insurance for STC	9-10 Nov, 2010 at Delhi	Dr. Anupam Varma Dr. Anuj Sharma Prof. Abha Rishi	25
12	MDP on Services Mktg. for MMTC	18 Oct 2010	Prof. Kartik Dave	
13	MDP on Services Mktg. for MMTC	19 Oct 2010	Prof. Kartik Dave	



‘दानपूजा तपः शीलशालिनां किं न सिध्यति?’ – क्षत्र चूणामणिः 10.19
A person of character who is charitable, humble and worshipful, what can he not attain?

OUR CONTRIBUTIONS

...HANDS ON EXPERIENCE

MDP
Management Development
Program
2010-11

S. No.	MDP TITLE	DATES	PROGRAMME DIRECTOR	NO. OF PARTICIPANTS
14	Soft Skills Programme for UCO Bank	8 Nov - 24 Dec, 2010 at Delhi	Prof. Dhruva Chak Prof. Manosi Chaudhary Prof. Navin Srivastava Dr. Kartik Dave Prof. Himanshi Tiwari Prof. Rajeev Sharma Prof. Anuj Sharma Prof. Abha Rishi Prof. Ravi Agarwal Dr. Anupam Varma Prof. Anuj Sharma	25
15	FDP on Entrepreneurship	13-25 Dec 2010	Prof. Rajeev Sharma Prof. Abha Rishi	20
16	MDP for PMI in Finance Area	13-17 Dec, 2010	Prof. Ravi Agarwal	23
17	MDP on International Trade & Shipping for Project Equipment Corporation (PEC)	22-24 Dec 2010 at Delhi	Dr. Anupam Varma Prof. Anuj Sharma	17



‘अन्यदेवाहुर्विद्यया अन्यदाहुर् विद्यया॥’- ईशा उपनिषद् 1.10

Different, they say is the result of Vidya and different,
they say is the result of Avidya.

GLIMPSES OF PAST MDPs



GLIMPSES OF PAST MDPs



GLIMPSES OF PAST MDPs





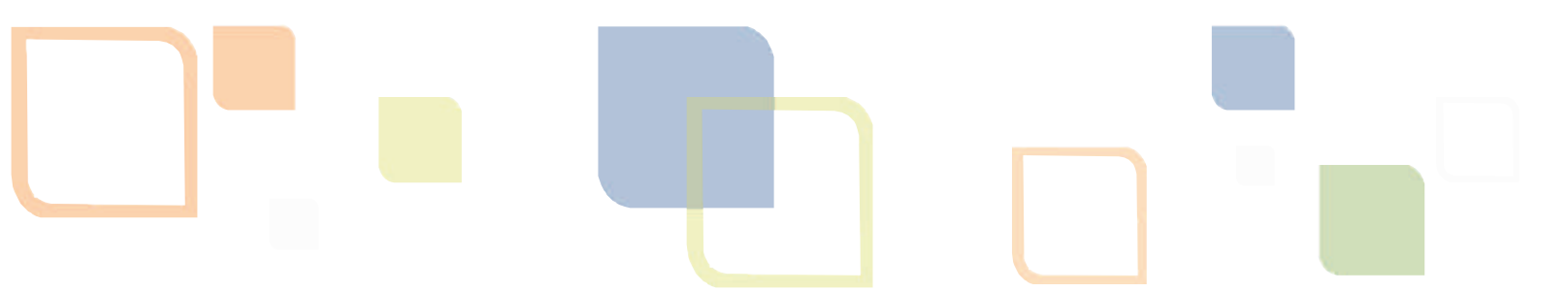
68



अमंत्रम् अक्षरं नास्ति नास्तिमूलं अनौषधम् ।
अयोव्यः पुरुषो नास्ति योजकः स्तत्र दुर्लभः ॥

– ऋग्वेद

Every Syllable has potential to be a mantra, every root has potential to become a medicine. There is no human without some potential and capability. What is scarce is the one who can organize and develop them to actualize the potential from within.





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