

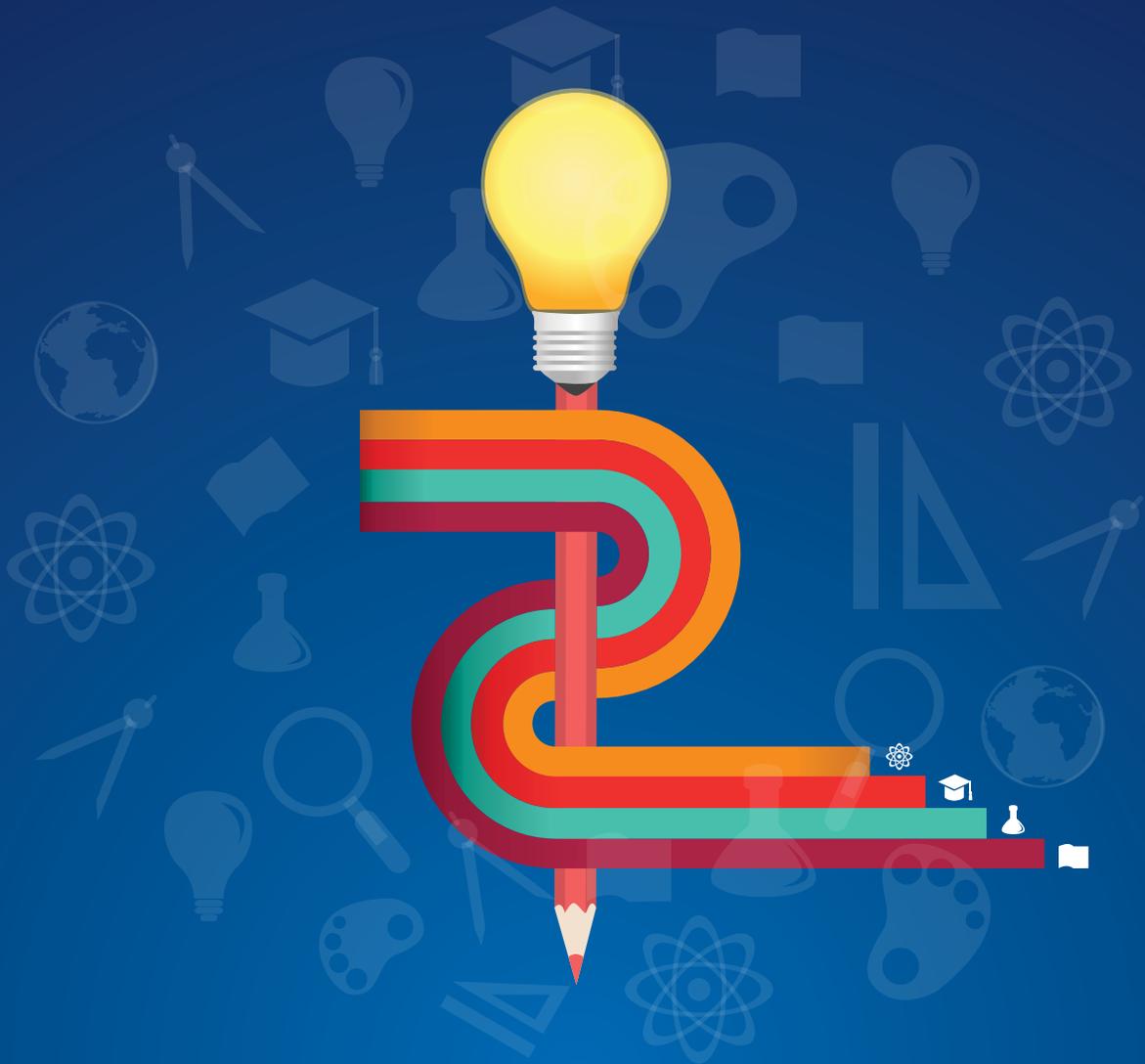


Excellence with Values

**BIMTECH**  
**BIRLA INSTITUTE**  
OF MANAGEMENT TECHNOLOGY

# Management Development Programs

2015-2016



*Unleashing Your Potential*

# OUR CLIENTS AND PARTNERS



## VISION

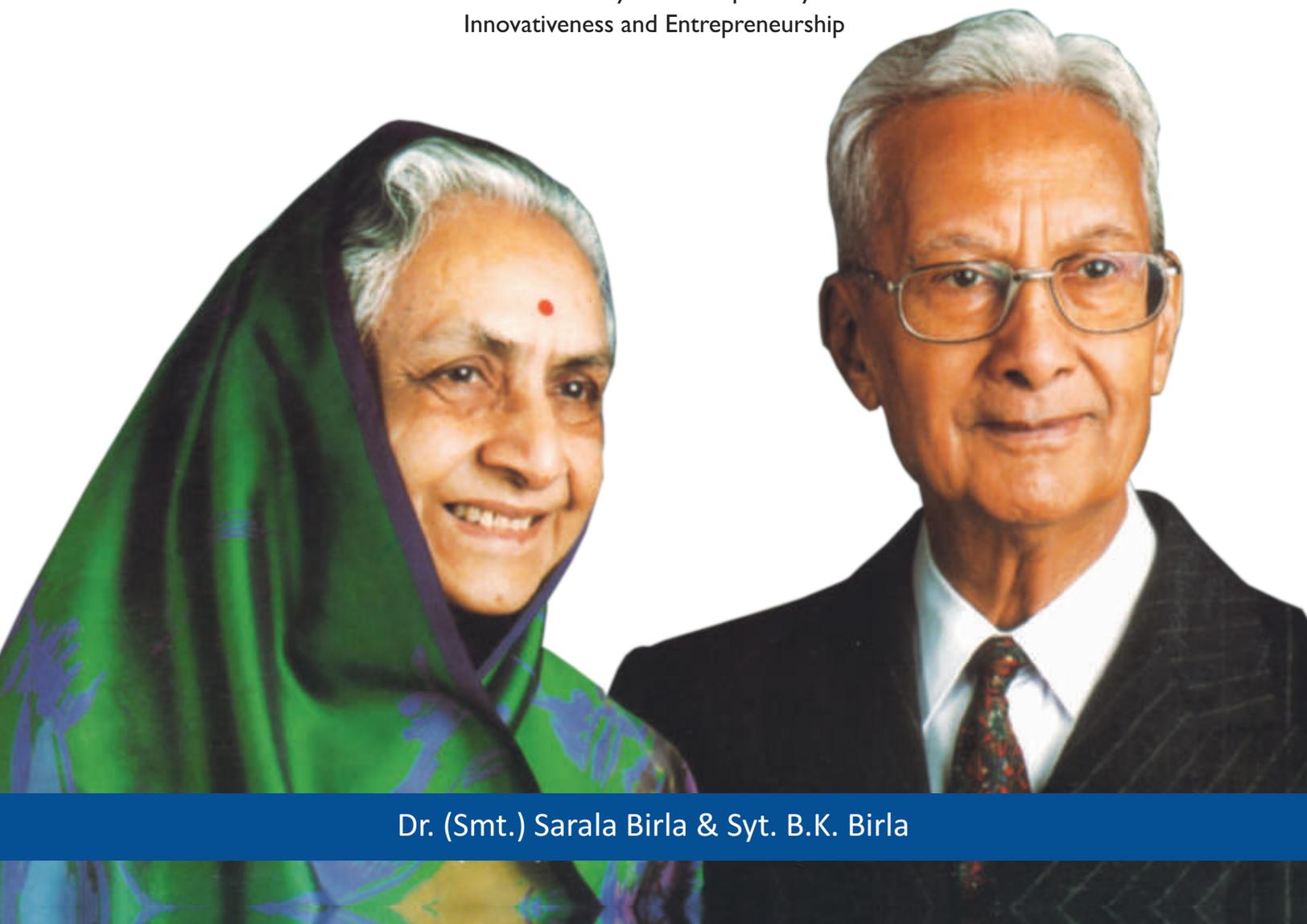
To be known for developing ethical global leaders and entrepreneurs striving for sustainability and inclusive growth.

## 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

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# ABOUT BIMTECH

**B**irla 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 Operations Management and Sustainable Management. It also offers Doctorate in few areas of Business and Management and publishes referred research journals, reports and books .

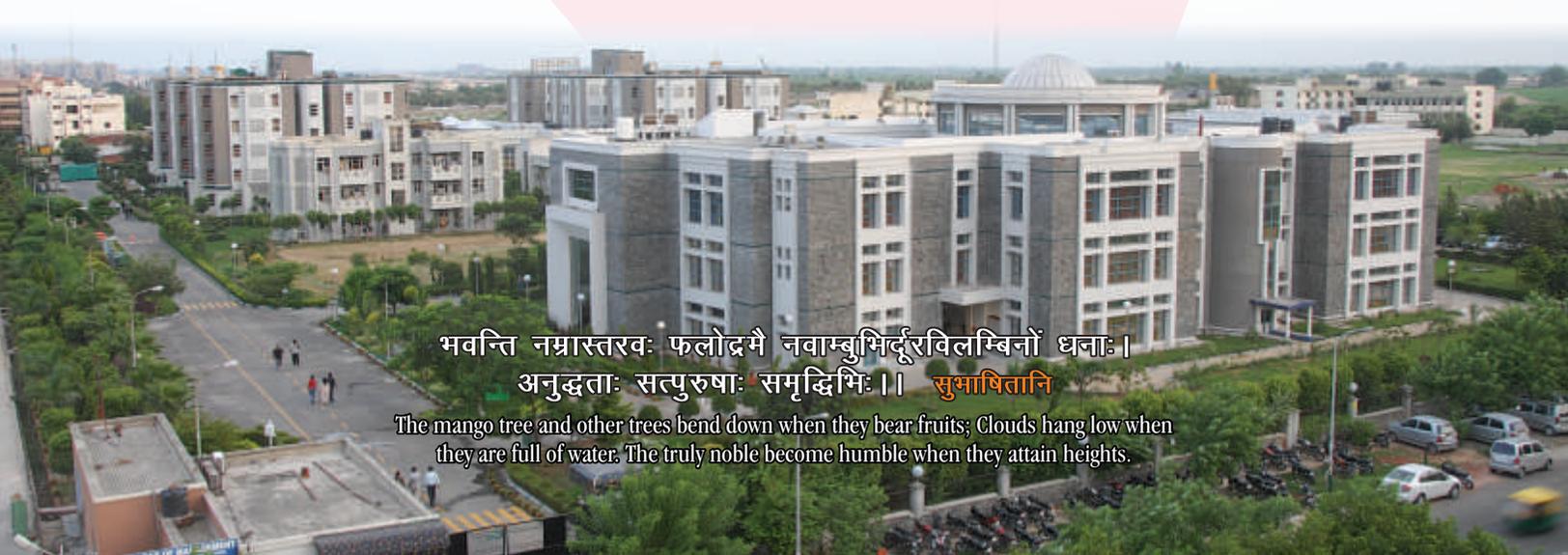
BIMTECH has been ranked 6TH AMONG THE TOP PRIVATE B-SCHOOLS & 15TH OVERALL NHRDN AND PEOPLE MATTERS B-SCHOOL RANKINGS 2015

BIMTECH has learning and development partnerships with mega corporates like SAIL, Power Grid, NTPC, SAIL and O.P. Jindal Global University for supporting their management development activities.

Currently BIMTECH has several international partners such as Asian Institute of Technology, 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 नम्रास्तरवः फलोद्रमै नवाम्बुभिर्दूरविलम्बिर्नो धनाः ।  
अनुद्धताः सत्पुरुषाः समृद्धिभिः ॥ सुभाषितानि

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



**T**alents of individuals in an organization are as varied as the individuals who work there.

Each organization has goals to be achieved and it needs expertise and experience in accomplishing them. Organizations are expected to be responsible, sustainable and inclusive in the present scenario. Executive development programmes are imperative to train and develop professional managers to face the multiple challenges of maintaining good interpersonal relations, adjusting to socio-economic changes and dealing with cut throat competition.

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. 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 who have been in key positions and board rooms combined with the strong research outcomes of the academic professors, makes ours 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 सहनाववतु सहनौ भुनक्तु, सहवीर्यं करवाव है ।  
तेजस्वि ना वधीतमस्तु, मा विद्विषा व है ॥ तैत्तिरीयोपनिषद् व भृगुवल्ली

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 DESK OF DEAN-DEVELOPMENT

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 during the last year 2014-15 delivered 98 MDPs to leading

corporate in both private and public sector and also have developed formal and partnerships with some of the leading organizations through MoUs like Power Grid and NTPC.

We are delighted to avail this opportunity of presenting this MDP Brochure with some very interesting and useful products as our offerings for Corporates / Businesses.

**Prof. KK Sinha**  
Dean-Development





## FROM THE CHAIRPERSON'S DESK



**P**eople in an organization are the great differentiating resource for its growth and business success. But most of their talents remain hidden like iceberg; about 80% of it remains submerged. We have to raise them and develop further for both personal and organizational benefits. Developing competencies with new or finer skills, knowledge and attitude, therefore, is of paramount importance in the competitive world of business today.

The Centre for Management Development & Consultancy (CMDC) of BIMTECH is committed to help corporate organizations, both in public and private sectors, in unleashing the power of such huge human potentials through a number of customized corporate as well as short duration open management development programs.

Our faculty resource, enriched with vast and varied academic and corporate experience, has the special distinction of receiving consistently excellent feedback from the participants of our management development programmes conducted both in India and overseas in the previous years.

We present to you our MDP Brochure 2015-16 with a bouquet of well customized MDPs in different specialized functional areas of business and look forward to avail opportunities to assist you in making your executive learning life-long.

**Dr. P. Nayak**  
Professor and Chairperson, Centre for Management Development & Consultancy



## Management Development Programmes Delivered During 2014-15

S.No.	MDP	Organization	Month
1	Project Margdarshan Roll Out, Batch - I	Ultratech - Kotputli Cements	April
2	Project Margdarshan Roll Out, Batch - II	Ultratech - Kotputli Cements	
3	Project Margdarshan Roll Out, Batch - III	Ultratech - Kotputli Cements	
4	Train the Trainers Programme	The Oriental Insurance Company Ltd.	May
5	Stress Management and Self Empowerment	Power Management Institute (NTPC Ltd.)	
6	Goal Setting	Jindal Power Ltd.	
7	Creativity and Innovation	Powergrid Corporation of India Ltd.	June
8	Sustainability	Power Management Institute (NTPC Ltd.)	
9	Creativity and Innovation	Powergrid Corporation of India Ltd.	
10	Executive Development Program	NTPC Ltd. (Northern Region)	July
11	Managerial Effectiveness	FMDI, IFFCO	
12	Training Programme on Business Communication	Oriental Insurance, Faridabad	
13	Corporate Social Responsibility	Power Management Institute, (NTPC)	August
14	Executive Development Program	NTPC Ltd. (Eastern Region II)	
15	Project Margdarshan Roll Out, Batch - I	Ultratech - Vikram Cements	
16	Project Margdarshan Roll Out, Batch - II	Ultratech - Vikram Cements	September
17	Project Margdarshan Roll Out, Batch - III	Ultratech - Vikram Cements	
18	Media Mgmt, Brand Visibility & Crisis Mgmt	Power Management Institute (NTPC Ltd.)	
19	Business Communication and Personality Development	Oriental Insurance, Faridabad	October
20	Project Margdarshan Roll Out, Batch - I	Ultratech - Rawan Cements	
21	Project Margdarshan Roll Out, Batch - II	Ultratech - Rawan Cements	
22	Project Margdarshan Roll Out, Batch - III	Ultratech - Rawan Cements	November
23	Project Margdarshan Mid Term	Ultratech Kotputli Cements	
24	Investment Management	Power Management Institute (NTPC Ltd.)	
25	Strategic Leadership and Change Management (Batch I)	GAIL Training Institute	December
26	Sustainability – For Better Tomorrow	Power Management Institute (NTPC Ltd.)	
27	Communication Strategy for Leaders (Batch I)	GAIL Training Institute	
28	Executive Development Programme	Neyveli Lignite Corporation	November
29	EDP on Becoming Successful Executive for E1 Level Executives	Powergrid Corporation of India Ltd.	
30	Project Margdarshan Roll Out, Batch - I	Ultratech Reddiyalayam Cement Works	
31	Project Margdarshan Roll Out, Batch - II	Ultratech Reddiyalayam Cement Works	December
32	Project Margdarshan Roll Out, Batch - III	Ultratech Reddiyalayam Cement Works	
33	Communication Strategy for Leaders (Batch II)	GAIL Training Institute	
34	Communication Strategy for Leaders (Batch III)	GAIL Training Institute	November
35	Foundation Course in General Management (Batch I)	NTPC Ltd. South Region	
36	Managerial Effectiveness	Power Management Institute (NTPC Ltd.)	
37	Foundation Course in General Management	NTPC Ltd. Ltd. (ER-I Region)	December
38	Strategic Leadership and Change Management (Batch II)	GAIL Training Institute	
39	EDP for E1 Level Executives	Powergrid Corporation of India Ltd.	
40	Developing Winning Edge for Leaders	SJVN Ltd.	November
41	Creativity and Innovation	SJVN Ltd.	
42	Managerial Effectiveness	Power Management Institute (NTPC Ltd.)	
43	Business Communication	NTPC Ltd. Faridabad	December
44	Foundation Course in General Management	NTPC Ltd. (NCR Region)	
45	Advanced Excel	Jindal Power Ltd. Tamnar	
46	Advanced Excel	Jindal Steel & Power Ltd. Nalwa	December
47	Advanced Excel	Jindal Steel & Power Ltd. Gurgaon	
48	Business Communication	The Oriental Insurance Company Ltd	
49	Interpersonal Skills	EdCIL India Ltd.	

## Management Development Programmes Delivered During 2014-15

S.No.	MDP	Organization	Month
50	Project Margdarshan Mid Term Review	Ultratech - Vikram Cements	December
51	Project Margdarshan Final Review	Ultratech - Kotputli Cements	
52	Business Finance (Batch-I)	Neyveli Lignite Corporation	January
53	Business Finance (Batch-II)	Neyveli Lignite Corporation	
54	Business Finance (Batch-III)	Neyveli Lignite Corporation	
55	Effective Presentation Skills	Power Management Institute (NTPC Ltd.)	
56	Project Margdarshan Roll Out, Batch - I	Ultratech - Jafrabad Cements	
57	Project Margdarshan Roll Out, Batch - I	Ultratech - Jafrabad Cements	
58	Project Margdarshan Roll Out, Batch - I	Ultratech - Jafrabad Cements	
59	Healthy Mind in a Healthy Body	Power Management Institute (NTPC Ltd.)	
60	Risk Management	ONGC	
61	Communication Skills, Interpersonal Skills & Team Building	NTPC Ltd.-SAIL Power Company (P) Ltd.	
62	Team Building / Orientation for Senior Management (HOD's) (Batch-I)	Jindal Shadeed Iron & Steel, Oman	
63	Team Building / Orientation for Senior Management (HOD's) (Batch-II)	Jindal Shadeed Iron & Steel, Oman	
64	Executive Development Programme for 1st Time /Jr. Managers (Batch-I)	Jindal Shadeed Iron & Steel, Oman	
65	Executive Development Programme for 1st Time /Jr. Managers (Batch-II)	Jindal Shadeed Iron & Steel, Oman	
66	Executive Development Programme for 1st Time /Jr. Managers (Batch-III)	Jindal Shadeed Iron & Steel, Oman	
67	Leadership Development Programme	Open Programme (Bhubaneswar)	
68	Project Margdarshan Mid Term Review	Ultratech Rawan Cements Works	
69	Project Margdarshan Roll Out, Batch - I	Ultratech Gujarat Cement Works	
70	Project Margdarshan Roll Out, Batch - II	Ultratech Gujarat Cement Works	
71	Project Margdarshan Roll Out, Batch - III	Ultratech Gujarat Cement Works	
72	Project Margdarshan Roll Out, Batch - IV	Ultratech Gujarat Cement Works	
73	Project Margdarshan Roll Out, Batch - I	Ultratech Rajshree Cements Works	March
74	Project Margdarshan Roll Out, Batch - II	Ultratech Rajshree Cements Works	
75	Project Margdarshan Roll Out, Batch - III	Ultratech Rajshree Cements Works	
76	Project Margdarshan Roll Out, Batch - IV	Ultratech Rajshree Cements Works	
77	Management of Discipline and RTI	Power Management Institute (NTPC Ltd.)	
78	Grooming Towards Professionalism	Power Management Institute (NTPC Ltd.)	
79	Foundation Course in General Management (Batch -II)	NTPC Ltd. South Region	
80	Finance for Non Finance Personnel	IFFCO	
81	Project Margdarshan Roll Out, Batch - I	Ultratech Andhra Pradesh Cement Works	
82	Project Margdarshan Roll Out, Batch - II	Ultratech Andhra Pradesh Cement Works	
83	Project Margdarshan Roll Out, Batch - III	Ultratech Andhra Pradesh Cement Works	
84	Project Margdarshan Roll Out, Batch - IV	Ultratech Andhra Pradesh Cement Works	
85	Foundation Course in General Management (Batch - I)	NTPC Ltd. North Region	March
86	Foundation Course in General Management (Batch - II)	NTPC Ltd. North Region	
87	Tax Management	PEC Ltd.	
88	Risk Management	PEC Ltd.	
89	Corporate Governance	PEC Ltd.	
90	Shipping Law	PEC Ltd.	
91	Promoting Innovation and Driving Growth	SJVN Ltd.	
92	Developing Networking Skills	Powergrid Corporation of India Ltd.	
93	Corporate Social Responsibility(CSR)	NTPC Ltd. - Faridabad	
94	Advance Excel	Jindal Power Ltd. Angul	
95	Project Margdarshan Final Term Review	Ultratech - Vikram Cements	
96	Conflict Management	NTPC Ltd. Dadri	
97	Understanding Self Through MBTI	NTPC Ltd. Dadri	
98	Project Margdarshan Mid Term Review	Ultratech - Reddipalayam Cements	

## CENTRE FOR MANAGEMENT DEVELOPMENT

Centre for Management Development aims to create a training base which engages in management advocacy for general management and human resource development and aligns itself with the human resource practices, experiences with training and capability enhancement. Programs for the business houses and conglomerates, to develop professionals leading to increased output and productivity, marching towards inclusive growth. One of the prime objectives of Centre for Management Development at BIMTECH is to conduct training in various functional areas of management to provide quality inputs to national and international conglomerates, government, public and private sector organizations, 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 programs in a way that will provide intensive inputs. The training programs serve to sharpen the essential lessons which can be applied to real life circumstances.

### Direct Benefits

- Improves employee motivation.
- Helps in building strong linkages with corporates.
- Brings in ability for self assessment and self appraisal.
- Provides opportunity for growth and development of employees.
- Provides means for performance assessment and provides a platform to perform better.
- Enables employee retention.

### Aims and Objectives

1. To develop capable managers and leaders who contribute towards the growth of the organization.
2. To create professionals who will be able to work in the after grasping and analyzing the very nature of the problem.
3. To develop the spirit of training for best results.
4. To develop value based leadership pipeline throughout organization and the society.



## **CENTRE FOR MANAGEMENT DEVELOPMENT**

**Here at BIMTECH Centre for Management Development, 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 provides 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 corporate.
- 3. Case studies, workshops and presentations:**  
The training programmes 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 training programs like Team Building, Leadership Development Programme, Executive Development Programme and Foundation Course in General Management provided through experienced partners.
- 5. Feedback analysis:**  
No training is complete without a feedback for both the trainer and the trainee. At the end of the training, we will give you a numerical participant's feedback also with an in-depth analysis.

# CENTRE FOR MANAGEMENT DEVELOPMENT

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

## 1.1 Location: Anywhere in Delhi/NCR:

- Faculty Fee: Rs. 35,000 per day for programme with maximum 25 participants.
- In addition there will be a kit charge @ 1000 per participant.
- 2-3 faculty members/trainers will be deployed by BIMTECH for a typical 3 days 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.

## 1.2 Location: Anywhere in India (Outside Delhi/NCR)

- Faculty Fee: Rs. 50,000 per day for programme with maximum 25 participants.
- In addition there will be a kit charge @ 1500 per participant.
- 2-3 faculty members/trainers will be deployed by BIMTECH for a typical 3 days 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.

## 1.3 Location: BIMTECH Campus, Greater Noida

- Programmes can be organized at BIMTECH campus with its well equipped MDP hall and residential facilities available in/around campus. Faculty Fee - Rs. 35,000 per day of MDP
- If held at BIMTECH Campus Rs. 5,000 per day per head will be charged for MDP hall facilities and training equipments, Breakfast, Tea, Lunch & dinner, Guest house accommodation, boarding and other infrastructure.

## 1.4 In Private Accommodations / Clubs in Greater Noida

Training and accommodation can also be organized in private accommodations like Hotel, Clubs, and 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. 8,000-10,000, single occupancy and Rs. 5,000-7,000, Double occupancy for residential programmes. A fee of Rs. 4,000 per day for non residential programmes is chargeable. However these at times can be arranged based on actual in consultation with the Corporates.

## 2.0 OPEN Programs for Trainees from different Corporates/ Organizations

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.

For offering open Management Development programmes in different areas of requirements BIMTECH has an MoU with National Institute of Personnel Management(NIPM), Delhi Chapter which enables richer trainer base for better delivery.

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

**FEE STRUCTURE**

# BUSINESS COMMUNICATION

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. 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.

## Communication for Organizational Development

### Background

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

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

### For Whom

Managers and senior managers in all types of business can benefit greatly from this training program.

**Duration** : 3 Days  
**Program Director(s) / Faculty** : Dr. Archana Shrivastava



## Cross-Cultural 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. The program is designed:

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

### For Whom

Managers and senior managers in all types of business can benefit greatly from this training program.

**Duration** : 2 Days  
**Program Director(s) / Faculty** : Dr. Sangeeta Shukla



## Effective Presentation Skills

### 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, success and advancement. This MDP provides training in how to develop effective communication content for a prepared speech, how to develop and structure the content of informative presentations. The program is designed:

- To develop a more confident and persuasive vocal style.
- To use body language effectively to build rapport and maintain the motivation of the audience.
- To use language techniques to ensure that your key message is understood.
- To plan and structure your presentations creatively for maximum impact.

### For Whom

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

**Duration**  
**Program Director(s) / Faculty**

: 3 Days  
: **Dr. Archana Shrivastava**  
: **Dr. Sangeeta Shukla**



# FINANCIAL MANAGEMENT



## Finance for Non Finance Executives

### 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. The program is designed:

- 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.

### For Whom

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

**Duration**  
**Program Director(s) / Faculty**

: 5 Days  
: **Dr. L. Ramani**  
: **Prof. Ashok Malhotra**



## Investment Management

**Duration** : 3 Days  
**Program Director(s) / Faculty** : Dr. Meena Bhatia

### Background

Investment Management Investment is the current commitment of money or other resources in the expectation of reaping future benefits. Investors want a rate of return that compensates them for the time period of the investment, the expected rate of inflation, and the uncertainty of the future cash flows. We all want high rate of returns at a low level of risk, but are we aware of the investment scenario and financial instruments available in the market. Investment management deals with the professional asset management of various securities, such as shares, bonds, mutual funds and other asset classes in order to meet specified investment goals for the benefit of the investors. The program is designed:

- To get an overview of the current investment scenario.
- To understand the process of financial planning and its importance.
- To appreciate the debt instruments and other asset classes.
- To be familiar with the mutual funds & equity market.
- To have knowledge of tax implications of investment options.

### For whom

Executives in all type of businesses



## Capsule Course for Newly Recruited Officers in Public Sector Banks

**Duration** : 3 Days  
**Program Director(s) / Faculty** : Prof. B K Das

### Background

In the interconnected world of today, forces of competition, consolidation and convergence are exerting continual pressures on organizations and individuals alike to deliver best value. Today, the confluence of market forces and technology has made business highly competitive. Integration of global markets, thinning profit margins and fast changing consumer preferences are forcing organizations to redefine their businesses and adopt different strategies. These trends have a more dominant impact on service industry like banking where money market dynamics further compound the nature of competition. The program is designed:

- To make participants well aware of RBI acts, banking regulation act etc and various asset and liabilities products.

### For Whom

Newly recruited officers for public sector banks.



## Financial Inclusion and Role of Banks

**Duration** : 2 Days  
**Program Director(s) / Faculty** : Prof. B K Das

### Background

Financial inclusion or inclusive financing is the delivery of financial services at an affordable cost to sections of disadvantaged and low income segments of society. Unrestrained access to public goods and services is the essential element of an open and efficient society. The program is designed:

- To understand the role of agencies like RBI, government of India in implementation of financial inclusion.

### For Whom

Managers and senior executives involved in rural banking



## Strategic Cost Management: Making Organization Cost Conscious

### Background

Strategic cost management (SCM) a tool to set guiding principles that represent the ground work of a continuously improving bottom line of the business and organization. The SCM stresses on increased productivity, efficiency, effectiveness, of process systems and internal control and reporting methods. This program will present the various SCM frameworks, concepts, and cost control & improvement tools necessary for implementing the cost culture that characterizes world-class organizations. The program is designed:

- To generate the idea and relevance of SCM in individual & organizational context.
- To develop organizational leaders and business leaders.
- To equip participants with the attitude to challenge status quo and stir their minds towards improvements and better outcomes.
- To generate awareness among the participants about Costs associated with business process.

### For Whom

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

**Duration**  
**Program Director(s) / Faculty**

: 2 Days  
: Prof. Rajeev Sharma



## Workshop on Retail Banking

### Background

Banking institutions now a days execute transactions directly with consumers, rather than corporations or other banks. Services offered include; savings and transactional accounts, mortgages, personal loans, debit cards, credit cards and so forth. The program is designed:

- To understand various types of retail assets and liabilities products.

### For Whom:

Managers and Senior Executives in retail banking

**Duration**  
**Program Director(s) / Faculty**

: 3 Days  
: Prof. B K Das



भवन्ति नम्रास्तरवः फलोद्रमै नवाम्बुभिर्दूरविलम्बिनो धनाः ।  
अनुद्धताः सत्पुरुषाः समृद्धिभिः ॥ सुभाषितानि

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.

# GENERAL MANAGEMENT



## Conflict Management

**Duration** : 2 Days  
**Program Director(s) / Faculty** : Dr. Parameswar Nayak

### Background

Conflict can have a positive effect, but if left unchecked, the dangerous result of conflict can include damaged relationships, destroyed creativity and productivity, lost commitment and wasted resources. By taking a number of conflict management tools, techniques and theories and putting them into practical situations, this conflict management training course aims to turn conflict into a productive force. The program is designed:

- To identify what conflict is, why it arises and how it can be used for maximum benefit.
- To recognize various stages of conflict and preventing them from escalating.

### For Whom

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



## Foundation Course in General Management

**Duration** : 12 Days  
**Program Director(s) / Faculty** : Prof. K.K. Sinha

### Background

This Two Weeks Foundation Course in General Management is designed with an Objective of providing deeper understanding into managerial concepts and techniques for formulating and implementing strategies in various functional area. This programme focuses on imparting overall perspective for decision making by integrating functional and general management approaches. The Participants gain valuable insights in the functional and general management domain. The Pedagogy adopted is participatory, the sessions are taken with the aim of blending rich experience of the participants and inputs from the faculty from their expert areas. The sessions are supplemented by group exercises, role play, case studies and interaction. The program is designed:

- To develop from managing self to managing others.
- To make the participants about commercial sense and project management.
- To develop awareness about business simulation.

### For Whom

Mid level managers E5 in PSU's/state undertaking and government debts.



नासनेः वाडर्थ कृच्छे ना भये वा जीवनान्तके ।  
विमृशान 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.

## Executive Development Programme

### Background

The Executive Development Programme is designed with an aim to develop people from functional level to the Executive Level. For this successful transition the programme is designed to explore their knowledge base across different functional disciplines and develop a holistic management perspective by integrating key functional disciplines participants enhance their capability to in vision, control, influence the strategic direction of the firm. The pedagogy adopted is participatory. Case studies, role plays, outbound training, group work and discussion is brought to enhance the learning of the participants. The program is designed:

- To increase the efficiency of performance of existing employees by developing their managerial skills.
- To provide opportunity to learn as well as advance in their career- as a motivational tool.
- To manage self and others.

### For Whom

Entry level executives E1 in PSU's state undertaking and government departments.

### Duration

: 14 Days

### Program Director(s) / Faculty

: Prof. K. K. Sinha



## Economics for Executives

### Background

This course has been designed to help participants make practical sense of many complex economic terms, concepts and trends in the world today. The course objective is to help executives understand what many of the major economic indicators measure. The programme on Economics for Executives aims to facilitate the managers in developing an understanding of the various nuances of economic environment for better decision making. The program is designed:

### Objectives

- 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.
- To interpret and comprehend the key macro economic variables.
- To understand the government's fiscal and monetary policies and how they impact the firms' domestic business environment.
- To set up a benchmark for evaluating the performance of a firm.

### For Whom

Executives in the middle management in all types of businesses.

### Duration

: 2 Days

### Program Director(s) / Faculty

: Dr. Jaya Gupta

: Dr. Pooja Misra



## Land Acquisition R & R and CSR

### Background

Singur, Bhatta Parsaul, etc. are examples of land acquisition blues. The design of this program is to strengthen the capability of managers for positively influencing land acquisition plans. Hence, this program focuses on issues related to acquiring of land for industry and implementing effective strategies in terms of policies adopted on Rehabilitation and Resettlement and Role of Corporate Social Responsibility to ensure a mutually beneficial solution for the concerned parties. The program is designed:

- For land procurement for public purposes.
- For Rehabilitation and Resettlement policy, emerging trends and best practices.
- For a comparative analysis of R&R policies: National vs. Multilateral.

### For Whom

Mid level executives in all types of businesses

### Duration

: 3 Days

### Program Director(s) / Faculty

: Prof Navin Shrivastava



## Research Methodology Using SPSS

**Duration** : 2 Days  
**Program Director(s) / Faculty** : Prof. G N Patel

### Background

Data analysis, an important branch in decision sciences, is very vital for researchers, engineers, managers and analysts for analyzing 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 appropriate technique, selection of right software and interpretation of results. The program is designed:

- To make use of available statistical software packages like SPSS.
- To describe a number of different data analysis methods and examples of how they may be applied to solve and explain management research problems.

### For Whom

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



## Business Modeling Using Excel

**Duration** : 2 Days  
**Program Director(s) / Faculty** : Prof. A Bose

### Background

Excel is 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 program is designed:

- To give participants a greater understanding of the creative use of excel's advanced formulae, functions, database lists and macros.
- To explore the aims and outlines governing model design and construction, how to design and build in accuracy from the outset, best practice modeling techniques.
- To understand and avoid common pitfalls and running sensitivities and what-if analysis to gain information about performance.

### For Whom

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



## Performance Evaluation for Bench Marking

**Duration** : 2 Days  
**Program Director(s) / Faculty** : Prof. A Bose  
: Dr. Sourabh Bishnoi

### 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 or is it possible to produce more from the same inputs. The program is designed:

- 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.

### For Whom

Executives from public and private sector organizations.



# HUMAN RESOURCE

## MANAGEMENT



### Leadership Development Program

**Duration** : 4 Days  
**Program Director(s) / Faculty** : Prof. K. K. Sinha  
: Dr. Parameswar Nayak

#### 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, vigor and determination towards achievement of desired goals. The program is designed:

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

#### For Whom

Managers and senior managers in all types of business can benefit greatly from this training program.



### Enhancing Managerial Effectiveness

**Duration** : 3 Days  
**Program Director(s) / Faculty** : Dr. Parameswar Nayak  
: Dr. Manosi Chaudhuri

#### 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. The program is designed:

- 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.

#### For Whom

Executives in all types of businesses will benefit greatly from this training program.



## Team Building

### Background

An organization is a place where men, material and machine all are synthesized for the fulfilment 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. The program is designed:

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

### For Whom

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

### Duration

: 3 Days

### Program Director(s) / Faculty

: Dr. Manosi Chaudhuri  
: Prof. Navin Shrivastava



## Creativity and Innovation

### 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. The program is designed:

- To generate the idea and relevance of creativity & innovation in individual & organizational context.
- To examine the significance of creativity & innovation at workplace and at the individual level to develop organizational leaders and business leaders as well.
- To equip participants with the attitude to challenge status quo and stir their minds towards better outcomes.

### For Whom

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

### Duration

: 2 Days

### Program Director(s) / Faculty

: Dr. Parameswar Nayak  
: Prof. Rajeev Sharma



## Developing Winning Edge for Leaders

### 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. This program is designed:

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

### For Whom

Managers and Chief Managers.

### Duration

: 3 Days

### Program Director(s) / Faculty

: Prof. K K Sinha  
: Dr. Parameswar Nayak



## HR for HR Professionals

### 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. The program is designed:

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

### For Whom

Senior management, HR managers, functional/ departmental heads.

### Duration

**Program Director(s) /  
Faculty**

: 3 Days

: **Prof. K K Sinha**

: **Dr. Parameswar Nayak**



**HR**  
PROFESSIONALS

## Leading & Winning the EI Way: Emotional Intelligence (EI)/EQ Workshop

### 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. The program is designed:

- To emphasize on the significance of EQ as an essential ingredient of leadership for empowering others efficiently to engage in their work.
- To understand the importance of EQ for developing personality & managing relationships.

### For Whom

Junior and middle level managers.

### Duration

**Program Director(s) /  
Faculty**

: 2 Days

: **Prof. Rajeev Sharma**



## Measuring Corporate Performance

### Background

Shareholders always look for 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 program is designed:

- To identify the key drivers of the corporate performance.
- To know how each of the key driver is measured and how can it be used as to identify variations between the targeted and actual performance.

### For Whom

Program is designed for every manager who aspires to develop himself/herself as an effective leader.

### Duration

**Program Director(s) /  
Faculty**

: 2 Days

: **Dr. L. Ramani**

: **Prof. Rajeev Sharma**



## Stress Management in the Workplace

### Background

Stress is a state of equilibrium in which the demands of an employee's job and personal life are equal. Juggling /competing demands is stressful and leads to lower productivity, sickness, and absenteeism. The program is designed:

- To discuss and understand the impact work/life balance has on employees.
- To discuss and recommend steps that truly support work/life benefits.
- To encourage the organization culture, starting with senior management that sincerely endorses work/life benefits.
- To Review the human resources strategy to see if it supports the company's mission.

### For Whom

Useful for HR managers, departmental heads, team leaders from medium and large PSU's and Pvt. Sector enterprises.

### Duration

: 3 Days

### Program Director(s) / Faculty

: Dr. Parameswar Nayak  
: Dr. Nitika Sharma



## Coaching, Counselling and Mentoring

### Background

This insightful workshop explores the core skills and attitudes needed by managers in providing support for growth and performance. It defines the requirements of a person-centered approach to building a learning team. Organizations today thrive on top performers who know how to learn, adapt, and stretch, people who solve, rather than create problems. The program is designed:

- To broaden awareness of performance improving techniques.
- To explore motivations and barriers and broaden participant's awareness of performance-improving techniques.
- To practice the core skills of coaching, counselling and mentoring.
- To cultivate strong interpersonal skills.
- To recognize and deal with problems in the mentoring relationship.

### For Whom

Senior management, HR managers, functional/ departmental heads.

### Duration

: 3 Days

### Program Director(s) / Faculty

: Dr. Nitika Sharma  
: Dr. Manosi Chaudhuri



## Competency Mapping

### Background

Competency mapping is a process through which one assesses and determines one's strengths as an individual worker and in some cases, as part of an organization. Competency mapping is a process with the help of which the employer, or the human resource team decides, that where would a particular employee can work best, as per his/her knowledge, skills, aptitude and temperament. The program is designed:

- To identify and describe the elements of competency and how to use them.
- To understand competency based management, linked through strategy and structure.
- To harness your real potential through competency framework.

### For Whom

Programme is designed for every manager who aspires to develop himself / herself as an effective leader, especially in HR functions.

### Duration

: 2 Days

### Program Director(s) / Faculty

: Dr. Parameswar Nayak



## Developing Meritocracy and Collaboration

### Background

The objective of this program is to understand and develop competencies for empowering people and building collaborative work culture of high performance to meet desired level of performance; and unleash their real potential for the desired purposes through competency framework. The program is designed:

- To create a stretch opportunities for empowering people.
- To build a high performance culture for Excellence.
- To understand the development needs and give feedback effectively.
- To develop an understanding of self and others.
- To promote an environment of effective communication and develop attitude and skills for effective learning.
- To foster collaboration with internal and external networks in an organization.

### For Whom

Senior and middle level corporate executives.

**Duration**  
**Program Director(s) /**  
**Faculty**

: 3 Days  
: **Dr. Parameswar Nayak**  
: **Dr. Manosi Chaudhuri**



## Managing Diversity and Change

### Background

The objective of this program is to understand and develop competencies of diversity, innovation and change to meet desired level of performance and implement required frameworks and concepts for driving change in corporate organizations. The program is designed:

- To capitalize diversity for effective decision making.
- To manage Conflict for better negotiation.
- To lead and manage change.
- To understand the need for driving innovation.
- To understand the sense of urgency and liability.
- To create openness to new ideas and alternative ways of working.

### For Whom

Senior and middle level corporate executives.

**Duration**  
**Program Director(s) /**  
**Faculty**

: 3 Days  
: **Dr. Parameswar Nayak**  
: **Prof. Sunil Sangra**  
: **Dr. Nitika Sharma**



## Managing Gen Y

### Background

In today's economy, it is essential for all organizations to attract, retain and manage Generation Y employees in order to maintain competitive edge in their businesses. It is more challenging to create and maintain an effective work environment which can satisfy the workforce belonging to both Generation-X and Generation Y. While salary is the top factor in attracting Generation Y employees to a job vacancy, the new generation of workers places high priority on other employee benefits, which potential employers should keep in mind, among others to retain Millennial employees. The program is designed:

- To understand the different characteristics, principles, skills, styles and expectations of Gen-Y employees.
- To learn about the important ways of connecting to and managing Gen-Y for achieving competitive edge in business.
- To critically analyze the issues and challenges before the corporate managers today for reorienting organizational policies, systems and processes to ensure motivating and productive work culture.

### For Whom

Officers of public and private sector organizations.

**Duration**  
**Program Director(s) /**  
**Faculty**

: 2 Days  
: **Dr. Parameswar Nayak**  
: **Dr. Jaya Gupta**



Generation

## Strategic Thinking and Innovation

### Background

The main objective of this program is to understand and appreciate the need for developing competencies of strategic thinking and innovation, especially with respect to process excellence, results orientation, meeting customer expectations, entrepreneurial & commercial thinking and creativity & innovation; and to unleash their real potential for being more effective in current as well as higher roles of leadership through competency framework. The program is designed:

- To understand the concept of delivering results and meeting business expectations.
- To understand the importance of entrepreneurial and commercial thinking.
- To analyze the ways of performance excellence.
- To understand the role of continuous improvement in process excellence.
- For self assessment.

### For Whom:

For middle level managers.

**Duration**  
**Program Director(s) /**  
**Faculty**

: 2 Days  
: **Prof. Sunil Sangra**  
: **Prof. Rajeev Sharma**



## Mental Conditioning

### Background

Organizational effectiveness depends greatly on mental agility, self-motivation and willingness of individual employees to do the assigned work. The organizational productivity can be enhanced through a proper alignment of employees' personal goals and aspirations with organizational goals. It can be achieved when there is a healthy and well-balanced employer-employee relationship. To be successful, employees are required to do the things that make the difference for the winners. The program is designed:

- To understand the need for and impact of Mental Conditioning for aligning personal goals of individual employees with the shared vision, mission and goals of the organization.
- To learn how to improve their level of motivation, commitment and positive attitude towards the team.

### For Whom

Officers managers and senior managers in all types of business can benefit greatly from this training program.

**Duration**  
**Program Director(s) /**  
**Faculty**

: 2 Days  
: **Dr. Parameswar Nayak**



## Collective Bargaining & Worker's Participation in Management

### Background

Some of the basic requirements for prevention of industrial disputes are workers participation in management and collective bargaining. With the liberalization of the economy, industrial relations in India have changed over the last 10-15 years. The program is designed:

- To understand the conflict in objectives of corporate vis a vis unions and how to bridge the gap.
- To understand the genesis of participative management.
- To discuss the current trends in maintaining progressive IR and steps to implement effective grievance redressal system.

### For Whom

Managers and senior managers in all types of business can benefit greatly from this training program.

**Duration**  
**Program Director(s) /**  
**Faculty**

: 3 Days  
: **Prof. Navin Shrivastava**



# INSURANCE & RETAIL

## MANAGEMENT



### Managing Risk Associated with the Industries

#### Background

Risk is an omnipresent threat which is all round us and endangers the assets as well as individuals of an enterprise. While it is normally not always possible to avoid risks, one of the better means of handling risks would be to mitigate, prevent or reduce the same. The program is designed:

- To identify the common hazards that often plague the manufacturing as well as service industry alike.
- To deliberate upon the simple loss mitigating methods which can prevent or at least reduce the impact of the possible losses arising out of these hazards.
- To take steps to tackle the wrath of the natural catastrophes.
- To get an insight into financial risk management.

#### For Whom

Middle level with responsibility of managing commonly encountered hazards consultants brokers and financial advisors academicians and students.

**Duration**

: 1 Day

**Program Director(s) / Faculty**

: **Prof. Monika Mittal**



### Claim Management for Insurance Brokers

#### Background

Recently IRDA has proposed brokerage houses to take up insurance claim settlement as a fee based activity to augment their income and help clients. This course input will help executive of the brokerage house to prepare for this opportunity. The program is designed:

- To impart the basic concepts/ documentation/process involved in claim settlement for both life & non-life policies.

#### For Whom

Executives working in insurance broking houses.

**Duration**

: 2 Days

**Program Director(s) / Faculty**

: **Prof. M.S. Rawat**

: **Prof. M.K. Pandey**



## Basic Insurance Concepts for Corporate Executives

### Background

Each corporate house has a small unit/team which co-ordinates with insurance companies for the insurance related matter. Normally they are from non-insurance background. An input on insurance (life & non life both) would add value to their job profile. The program is designed:

- To impart the basic concepts and features of all corporate related insurance policies / programmes marketed in India.

### For Whom

Managers / executives looking after the insurance related portfolio in corporate sector (HR / finance dept.)

### Duration

: 2 Days

### Program Director(s) / Faculty

: Prof. P. S. Nagpal  
: Prof. M.K. Pandey



## Sales Training for Front Line Executives

### Background

The main objective of this program is to impart knowledge of service quality issues & customer handling and relationship skill and assessment of customer expectation for effective service delivery. The program is designed:

- To explain the significance of 'Servitude' in modern retail.
- To equip internal customer with essential skills for providing superior customer experience.
- To understand the effective HR practices in modern retail.
- To impart direction and orientation to customer relations.
- For improved self management.

### For Whom

Front line sales force retail management.

### Duration

: 3 Days

### Program Director(s) / Faculty

: Prof. Pankaj Priya



# INTERNATIONAL

## BUSINESS



### Export Import Procedures & Documentation

#### 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. The program is designed:

- To lay emphasis on understanding the entire process of international trade, importance and relevance of each document.

#### For Whom

Best suited for executives in the trade & 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.

#### Duration

: 2 Days

#### Program Director(s) / Faculty

- : Dr. Anupam Varma
- : Prof. Abha Rishi
- : Dr. Anuj Sharma



### Managing Export Business in Turbulent Times

#### Background

The world economy is in turmoil and its impact is being witnessed by all countries around globe with varying degree. The impact of global economic crisis has affected the Indian businesses as well exporters must understand that the current situation demands cowering in the bunker and fight back as well. Business owners should focus on expanding their client base, reducing the operating expenses, conserving cash and protecting assets. Confidence as well as a well planned strategy is the utmost necessity at this moment to beat the back of the beast. The program is designed:

#### Objectives

- To understanding of areas where further improvements are required and developing an overall strategy to face the existing situation successfully.

#### For Whom

This programme is best suited for executives in the trade & 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.

#### Duration

: 2 Days

#### Program Director(s) / Faculty

- : Dr. Anupam Varma
- : Prof. Abha Rishi
- : Dr. Anuj Sharma



## International Shipping and Chartering

### Background

Recently IRDA has proposed brokerage houses to take up insurance claim settlement as a fee based activity to augment their income and help clients. This course input will help executive of the brokerage house to prepare for this opportunity. The program is designed

- To enhance the knowledge of the participants in the area of ocean transportation where the shipping industry provides vital logistics support to the trading community in terms of shipping services for the movement of export/import cargo.
- To help them to understand the changes that have taken place in shipping sector in the past decades, more particularly, with the development of container technology.

### For Whom

Middle level managers and executives working with export houses, trading houses, public and private houses, central and state department engaged in international trade, trade facilitation and service agencies, clearing and forwarding agents.

### Duration

: 2 Days

### Program Director(s) / Faculty

: Dr. Anupam Varma



## Getting Started in Exports

### Background

International trade is considered to be lucrative and attractive option for any entrepreneur or business to enter into but is also associated with lot of complexities and risk. The program is designed:

- To make entrepreneurs and businesses to understand the intricacies involved in export / import business.
- To make them aware about initial procedural formalities to be complied with.
- To make them aware of the benefits announced by the government for export of different products, helping them to choose the right product and appropriate market methodology adopted for location of buyers and successfully execute the export order.

### For Whom

Suited for MSME's sector engaged in export-import business, prospective entrepreneurs, officials of trade facilitation and service agencies, export promotion agencies, Central and State Government departments, export-import consultants, researchers and academicians who want develop expertise in the area.

### Duration

: 2 Days

### Program Director(s) / Faculty

: Dr. Anupam Varma

: Prof. Abha Rishi

: Dr. Anuj Sharma



## Export Marketing and International Trade Operations

### 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 maybe at reaching your country's customers or clients, you must be aware that your international audience will frequently have different tastes, needs and customs. The program is designed:

- To understand the complexities associated with international marketing.
- To participants to develop a robust international marketing plan.

### For Whom

This program is best suited for executives in the trade & industry engaged in export-import business, middle level executive and managers working in sales & supply, marketing & distribution, export houses and trading houses 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.

### Duration

: 3 Days

### Program Director(s) / Faculty

: Dr. Anupam Varma

: Prof. Abha Rishi

: Dr. Anuj Sharma



## Trade Finance, Risk Management and Methods of Payment

**Duration**  
**Program Director(s) / Faculty**

: 2 Days  
: Dr. Anupam Varma

### Background

Funds are required at the time of establishment of business and for carrying on business. The commercial banks provide funds to the exporter both before and after sending shipment till the realization of actual export proceeds. Moreover, once the goods are ready for transportation it is in the interest of exporter to secure the shipment against all possible risks also in foreign trade, exporter and importer have to decide and agree on terms of payment before an order is finalized. Payment terms besides quality, price and delivery schedule pay a very important role in securing an order. The UCP 600 has a number of substantial changes that affect not only how banks will determine compliance, but also how contracts for sales utilizing letter of credits should be written. The program is designed:

- To understand the procedure and documentation for obtaining pre-shipment finance against a given export order to discount / negotiate export documents with bank for post-shipment finance. It shall also allow them to understand the measures an exporter can take to manage risks involved in export business.

### For Whom

This program is best suited for executives in the trade & industry engaged in export import business.



## Global Supply Chain Management and Logistics

**Duration**  
**Program Director(s) / Faculty**

: 2 Days  
: Prof. Rajeev Sharma

### Background

Globalization of businesses has transcended geographical boundaries and trade has become highly competitive for all products and services. The direct measure for differentiating winners from losers in businesses is integration of global supply chain and international logistics. With free flowing global information on all products & services, the markets are consumer driven and key to customer delight is through innovative and effective supply chain & logistics. The program is designed:

- To help the participants to get awareness to reduce cost and cycle (lead time) and improve quality of the products and the services and satisfy delights customers.
- To learn how to customize goods, contemporary goods/services, consistent quality and committed delivery of goods/services.

### For Whom

Middle level executives & managers working in sales & supply, marketing & distribution, service management & engineering, stores, warehouses, transportation, logistics and commercial managers, procurement and vendor development, retail operations, clearing and forwarding companies.



## Global Business Strategy for SME's - Today & Tomorrow

**Duration**  
**Program Director(s) / Faculty**

: 2 Days  
: Dr. Anupam Varma  
Prof. Abha Rishi  
Dr. Anuj Sharma

### Background

The global and domestic business environment is undergoing rapid changes. The competition from international and domestic players is becoming stiffer. The situation is throwing greater challenges to organizations for attuning the strategy to the newly developing situations and continuing to be successful in sustaining and increasing the market share globally. The program is designed:

- To focus on deciding and choosing appropriate behavioral and marketing strategy required for remaining competitive and profitable in this constantly changing global market and world economy.



### For Whom

This programme is best suited for small and medium entrepreneurs, executives in the trade & 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.

## Logistics of Airfreight

### Background

Although seaborne cargo traffic dominates all trades, air freight, however, plays a very vital part in any business economy. This programme not only provides participants with a very unique opportunity to learn the complete process of air cargo operations from a team of acknowledged experts in air freight business, but also provides them with reliable background knowledge to comply with regulations. The programme is fully-packed and tightly-scheduled so that participants can get maximum benefits within the shortest period of time. Upon completion of both parts of the programme, participants should have gained knowledge of shipping requirements and practical understanding of the regulations governing the transport of cargo through air freight. The program is designed:

- To get the basic introduction to logistics management and brief history of air cargo business.
- To understand how to set up TACT construction and combination of rates, consolidation of consignments.
- For usage and application of terms like delivery, fact of Airway bill.
- For understanding custom clearance procedures in India for cargo freight.
- To know what are third party logistics services.

### For Whom

Executives in air cargo industry.

### Duration

: 1 Days

### Program Director(s) / Faculty

: **Dr. Anupam Varma**  
**Prof. Rajeev Sharma**



## Risk Management of Perishable Commodities

### Background

This program is designed to develop the understanding in terms of risk the supply chain management of perishable goods for addressing the reliability of the delivery process itself, especially with respect to delays and uncertainty in time, quality and availability of service and risks of interruption. All of these risks can undermine the fundamental objectives of any supply chain, i.e. to provide products of the correct quantity and quality, to the right place, at the right time, efficiently at competitive cost and to make at least normal profit in doing so. Today the complexity of supply chains is more fully recognized and its performance also assessed in terms of reliability. The program is designed:

- To know what is the cold chain infrastructure regime in India.
- For understanding the procedure of insurance of perishable goods.
- To understand what are the cold chain protocol in transportation and what are the special warehouse systems for perishable items.

### For Whom

Suited for small and medium enterprises engaged in the business of perishable commodities.

### Duration

: 1 Days

### Program Director(s) / Faculty

: **Dr. Anupam Varma**  
**Prof. Rajeev Sharma**



## Warehousing Management

**Duration**

: 1 Day

**Program Director(s) / Faculty**

: Dr. Anupam Varma

: Prof. Rajeev Sharma

### Background

This program is designed to develop warehouse management expertise. Executives managing manufacturing distribution centers, export/import warehouses, e-commerce warehouses, courier and packaging centers, cold rooms, bulk storage, 3PL services, agri-warehouses, CFS/ ICDs, who would like to gain a better understanding of warehouse operations, design, and management, will potentially benefit from this programme. The program is designed:



- To understand the process of warehousing operations which will include - warehouse location, warehouse design, assessment of type of warehouse, warehousing Coordination and assessment, warehouse automation, warehouse storage and retrieval strategy and digital strategies and IT Infrastructure.

### For Whom

Executives managing manufacturing distribution centers, export/import warehouses.

# STRATEGIC MANAGEMENT



## Corporate Entrepreneurship

**Duration**

: 2 Days

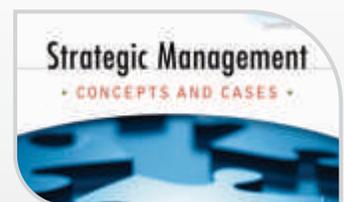
**Program Director(s) / Faculty**

: Dr. A. Sahay

Prof. N N Sharma

### 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. The program is designed:



- To understand entrepreneurship issues and why it is urgent for the companies.
- To understand how can entrepreneurial culture survive and thrive within a corporation.
- To understand what models of corporate entrepreneurship have been successful/unsuccessful.
- For the development of corporate culture that nurtures high performance teams.

### For Whom

CSR/ sustainability professionals working at all levels.

## Mergers and Acquisitions

**Duration** : 2 Days  
**Program Director(s) / Faculty** : Dr. A. Sahay

### 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. The program is designed:

- 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 rigor accorded to this aspect.

### For Whom

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



## Using Strategy for Creating a Sustainable Competitive Advantage

**Duration** : 2 Days  
**Program Director(s) / Faculty** : Prof. Sunil Sangra

### 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. The program is designed:

- To understand the role that strategy can play in creating enduring value.
- To understand the role of vision, mission and values in developing strategy.
- The meaning and value of competitive position and competitive advantage.
- To develop the ability to understand your competitors and their moves.
- To identify ways for growing businesses.
- To realize the hyper competitive nature of markets and the need to innovate.
- Issues in implementing strategy.

### For Whom

Senior management from any business organization from any functional area and supporting role, who play or intend to play an important role in organizational growth.



## Superior Strategy Execution Through Mapping, Translating and Aligning Strategy

**Duration** : 2 Days  
**Program Director(s) / Faculty** : Prof. Sunil Sangra

### 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. The program is designed:

- To identify barriers and drivers for successful strategy execution.
- To articulate strategy by building a strategy map.
- To plan strategy by developing a balanced scorecard.
- To develop measures and targets for identified strategic objectives.



- To align all elements of the organization to its mission and vision.
- To review the execution of strategy and adapt as needed.
- To communicate the strategy across the organization.
- To build the framework for a robust performance management system.
- To organize for effective strategy execution.

**For Whom**

Senior management from any business organization from any functional area.

# SUPPLY CHAIN LOGISTICS AND OPERATIONS MANAGEMENT



## Essentials of TQM: Empowering Employees Towards Business Excellence

**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 is designed:

- To generate the idea and relevance of TQM in individual & organizational context.
- To generate awareness among the participants about Costs associated with quality and their distribution over the process of quality management.
- To discuss the business Excellence model to highlight the implication of Quality mindset on business goals.

**For Whom**

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

**Duration** : 2 Days  
**Program Director(s) / Faculty** : Prof Rajeev Sharma



## Supply Chain Management-“Supply Chain a Critical Success Factor”

**Background**

Total Quality Management (TQM) is a tool to set guiding principles that represent the groundwork of Indian economy is growing at a pace, with leaps and bounces, past, now and future is growth bound, FDIs, emergence of retails industry, shift of power

**Duration** : 2 Days  
**Program Director(s) / Faculty** : Prof Rajeev Sharma



from manufacturers to retailers, competition has chosen a new reason in growth by focusing supply chains as strategies, and logistics as the must support to supply chains, emergence of supply chain solution providers, logistics service providers and of-course the opportunities to the people to seek carriers, growth and stability. The program is designed:

- To generate the idea and relevance of supply chains as critical success factor for the business performance.
- To examine the significance of inventory management, customer relationship management and vendor relationship management.
- To equip participants with the understanding for supply chain dynamics, performance matrices and latest trends and logistical management.

**For Whom**

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

**Global Supply Chain Management-  
“Working Towards Synchronized  
Supply Chains”**

**Duration** : 1 Day  
**Program Director(s) / Faculty** : Prof. Rajeev Sharma

**Background**

To address the contemporary concern of working executives as to how to equip your supply chain for a downturn before it happens and respond effectively when it does. This program is designed to focus the middle and lower level executives, to cultivate the understanding of recession and its supply chain reactive aftermath. The program is designed:

- To generate the idea and relevance of supply chains as critical success factor for the business performance.
- To examine the significance of Inventory management, customer relationship management & vendor relationship management in the growing competition scenario.
- To equip participants with the understanding for supply chain dynamics, performance matrices and latest trends.

**For Whom**

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



**Certified Supply Chain Manager**

**Duration** : 4 Days  
**Program Director(s) / Faculty** : Prof. Eugene Reuben

**Background**

Certified Supply Chain Manger training program provides the knowledge that helps to achieve profitability through supply chain efficiency and responsiveness. The time-tested principles allow you to fit your supply chain strategy with the overall business objectives and extend the scope throughout its partners and channel members. The program is designed:

- Learn the concepts and terms associated with SCM.
- To find out about the supply chain drivers and obstacles.
- To learn about supply chain channel members and strategic partners.
- To explore Lean, Six Sigma and theory of constraints.

**For Whom**

Professionals from all business functions.



# SUSTAINABLE DEVELOPMENT PRACTICES



## Organizational Sustainability and Inclusiveness

**Duration** : 1 Day  
**Program Director(s) / Faculty** : **Dr. Rahul Singh**  
: **Prof. N. N. Sharma**

### 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. The program is designed:

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

### For Whom

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



## Corporate Social Responsibility

**Duration** : 2 Days  
**Program Director(s) / Faculty** : **Prof. N.N. Sharma**  
: **Dr. Vineeta Dutta Roy**

### 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. The program is designed:

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

### For Whom

CSR/ sustainability professionals working at all levels.



## Organization and Public Policy Issues

### 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 behavior which, when aligned with the public policies, create no mismatch or conflict. The program is designed:

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

### For Whom

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

**Duration**  
**Program Director(s) / Faculty**

: 1 Day  
: **Dr. Rahul Singh**  
: **Prof. N. N. Sharma**



## Project Design & Management for NGO Managers

### Background

The role of Non Government organizations (NGO's) is supplementing the government actions for social development assumes greater importance today. Both national and international bodies are investing a huge amount of resources, both financial and human for implementation of several development projects both in rural and urban location. Therefore a training program is designed to impart basic project planning and management skills to the managers of NGO specially those who are involved in development projects. The program is designed:

- To help the participants update, acquire knowledge and get practical guidance to hone their skills for designing and managing social development projects effectively and efficiently.

### For Whom

Persons working at the project level, managers of NGOs, development agencies, MSW, rural development professionals.

**Duration**  
**Program Director(s) / Faculty**

: 7 Days  
: **Prof. N.N. Sharma**  
: **Dr. Vineeta Dutta Roy**



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. H. Chaturvedi**  
Professor and Director  
Birla Institute of Management Technology  
Email: [director@bimtech.ac.in](mailto:director@bimtech.ac.in)

Dr. Hariवंश Chaturvedi is professor and Director of the Birla Institute of Management Technology (BIMTECH) since 1999. Dr. Chaturvedi has positioned Birla Institute from a very small business school to top 10 private b-schools of India. He obtained Masters Degree in Commerce and Doctorate in Business Management from Agra University, Agra. He has more than three decades experience in teaching, research and academic administration. As former Director in All India Council for Technical Education, New Delhi, a statutory body under MHRD, Government of India, he has been associated with formulation of policies, planning, regulation and control of Management Education as well as other disciplines under technical education. While working with the National Board of Accreditation (NBA) and the Board of Studies in Management of AICTE, he contributed in the application of various quality concepts in Management Education.

Dr. Chaturvedi has initiated many activities to build research profile of business education and he is associated with several journals nationally and internationally. He has also contributed to the launch of four reputed refereed journals and a national report for India.

For his contributions, Dr. Chaturvedi was conferred Honorary Professorship by the St. Stevan University of Hungary in 2007. He is regularly invited by leading electronic channels and news papers to present his views on contemporary issues. He has several books, research papers, and articles in his credit. Dr. Chaturvedi has been invited in national and international conferences as speakers.

Dr. Chaturvedi has acted as a thought leader for higher education in India. He has been the concept maker of "Education Promotion Society for India (EPSI)" a national association of education institutions to facilitate development of education sector. He also sits in the Board of several business schools and engineering colleges and universities, and companies and NGOs. He has been invited to be part of the committees by Ministry of HRD, Government of India for higher education; AIMA council, Ministry of Petroleum, Government of India, AICTE etc. in addition to the responsibility of Alternate President of EPSI.

**Dr. Anupam Varma**  
Professor and Deputy Director & Dean (Academics)  
Email: [anupam.varma@bimtech.ac.in](mailto:anupam.varma@bimtech.ac.in)



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 Dean-Academics.



**Dr. K.C. Arora**  
Professor and Registrar  
Email: [kc.arora@bimtech.ac.in](mailto:kc.arora@bimtech.ac.in)

His Fields of Specialization in teaching and Research are Financial Accounting, Management Accounting, Financial Markets, Products and Services, Corporate Financial Management, Management of Banks and FIs, Retail Banking Operations, Banking Laws and Operations, Treasury Management, International Trade Finance and documentation. He has completed his Ph. D in Business Management (Finance). He has more than two decades of Experience in Corporate Sector at Singapore as a financial controller of a company, Hong Kong Centre as a Senior Manager (International Trade Finance), New Delhi as a senior Manager (Corporate Finance) and 10 Years in other branches over three states in Managerial Capacities. He Participated at Shanghai, China, in Global Advanced Management Program, jointly conducted by AIMA and INSEAD, Singapore 8-16 Jan 2010. Chaired Half day session at Singapore at International Conference on Accounting and Finance -2011 organized by Global Science and Technology Forum, Singapore on May 23-24, 2011 Discussant at 3rd World Finance Conference held on 2-5 July, 2012 at Rio De Janeiro, Brazil. He has conducted Several Management Development Programs for Organizations like NTPC, IFCI, and 10000 Women Entrepreneurs Programme of ISB-Goldman Sachs etc.

**Dr. A. Sahay**

*Professor 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 academicians of repute in the later part of his career becoming a champion of both the corporate and academic world. Starting his career as an academicians, 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. Kishore K Sinha**

*Professor and Dean - Development*  
Email: kishore.sinha@bimtech.ac.in

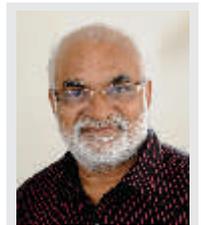
Prof. K K Sinha is a Graduate with Honors in Economics and Post Graduate in Personnel Management / LSW (Gold Medalist, University of Patna). He has worked in HR for 43 years and held leadership positions in organizations like Steel Authority of India (SAIL), NTPC, Reliance Energy, Reliance Infocomm and Reliance Industries Limited and as the Group Director, Human Resource, Jindal Steel & Power. During his tenure in 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.

He has received extensive training in Human Resources from Harvard Business School, Templeton (Oxford), Michigan Business School, Tata Management Centre, IIM, Ahmedabad, IIM, Kolkata and ASCI, Hyderabad, Global Leadership Programme, Shanghai. On his retirement from active Corporate world after 42 years of sojourn, in his new avatar, currently, he is working as Chairperson – Centre for MDP and Head - HR Area, in the leading Business School, BIMTECH, in Greater NOIDA, sharing Corporate perspective and experiences. His book "My Experiments with Unleashing People Power" published by Bloomsbury India was recently launched by Mr. T K A Nair Advisor to the Prime Minister of India and has been ranked in Top 5 of "The Strategist - Business Standard"

**Prof. Kumanduri Ranga Chari**

*Professor, Operations Management and Dean-Students' Welfare & Support Services*  
Email: km.chari@bimtech.ac.in

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. He delivered a key note address on business opportunities in waste management for MSMEs: Potentials and challenges' at a seminar conducted by the world association for small and medium enterprises (WASME) it was held on November 4th 2011 at the WASME house in Noida.



**Dr. A.K. Dey**

*Professor, Supply Chain and Operations*  
Email: ak.dey@bimtech.ac.in

Dr. Ajoy K. Dey is a Physicist and Management expert with M. Sc., MBA & D. Phil degrees. A University Rank holder, Dr. Dey has a blend of corporate, consultancy and academic experience. After gaining 21 years of valuable experience in Indian Corporate Sector and 12 years of consultancy, Dr. Dey turned to management education in 2004. In 2009 Star Group of Industries and DNA, Mumbai had awarded Dr. Dey as Most Innovative Professor of Management.

Dr. Dey has conducted many training sessions, seminars and workshops in India and abroad. Conducted a course (2011) on Supply Chain Management – an Indian Perspective at College of Business, Eastern Michigan University, Ypsilanti, MI, USA. At IMT, Dubai delivered a course on Managerial Decision Modeling with Spreadsheet. The interest areas of Dr. Dey includes Supply Chain Management, Operations Management, Operations Research, Decision Modeling with Spread Sheet, Consumer Decision Making Styles, Lean Systems & Growth Strategies. He has many research papers published in International Journals to his credit.

**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. G.N. Patel**

*Professor, Operations and Decision Science*  
Email: [gn.patel@bimtech.ac.in](mailto:gn.patel@bimtech.ac.in)



Dr. G.N. Patel is currently heading the area of Operations, IT and Decision Sciences at BIMTECH. India He has 33 years of teaching, research, and consultancy experience. He is a Ph.D. from Sambalpur University in Operations Research and has done his M.Phil from Indian School of Mines, Dhanbad in Applied Mathematics. He is also an alumnus from IIM, Ahmedabad. His interest lies in Mathematical Programming, Efficiency Measurement. He has more than 120 papers published in both National and International journals of repute. He has successfully guided fifteen scholars for their Ph.D. in Management, Mathematics, Statistics, etc. He is a visiting professor for many institutes in India and abroad. He is a regular paper presenter of International Conference of Data Envelopment Analysis. He has conducted more than 50 workshops in his research areas.

He has also conducted numbers of Executive Development and Faculty Development Programmes on Performance Measurement, Data Envelopment Analysis, Analytic Hierarchy Process and Research Methodology both in India and abroad. He is also a resource person for many academic staff colleges, workshops and conferences.

**Dr. Jagdish Shettigar**

*Professor, Economics and Chairperson, Centre for Retail Management*  
Email: [j.shettigar@bimtech.ac.in](mailto:j.shettigar@bimtech.ac.in)

Dr. Jagdish Shettigar is a Prof. of Economics and an advisor International Centre for Public Policy. He is associated with BIMTECH Since September 2007. He did his Ph.d from IIT Delhi in the Year 1998 and did MA Economics from Banagalore University in the Year 1973. His research interests include Policy related issues, International economic relations, Assessment of economic situation and infrastructural sectors. Dr. Shettigar's selected publications are R & D Efforts by Indian Industry, Energy Conservation and its effects: Case Study of Indian Industry and Impact of pollution control initiatives by Indian industry. Dr. Shettigar is guiding Dr. Vineeta Dutta Roy in her research project on: Special Economic Zones. -A Strategy to Speedy Economic Development.



Dr. Shettigar started his carrier as a senior research officer, commerce research bureau Mumbai from 1979 to 1980. He worked as a Senior Economist ASSOCHAM from 1980 to 1989, He did consultancy work from 1991 to 2006. He also worked as a Member, Prime Minister's Economic Advisory Council 1999-2004 and National Security Advisory Board 2000-2002. He was a Director in Boards of Directors, MTNL and IREDA from 2000-04. Dr. Shettigar was also a member of Advisory Board, Khadi and Village Industries Commission from 1998-2000 and worked as a trustee New Mangalore Port Trust from 2003-05. He was a member of MOU-Taskforce, Dept. Of Public Enterprises, Govt. of India from 2010-11, and a member of Board of Governors, IIT-Madras.

**Dr. Arvind V. Shukla**

*Professor (Marketing) and Chairperson (Admissions)*  
Email: [av.shukla@bimtech.ac.in](mailto:av.shukla@bimtech.ac.in)



Dr. A V Shukla has done MBA and Ph.D. in management. He is an Accredited Management Teacher by the All India Management Association. Before joining BIMTECH, he was the Director and Professor of the Department of Business Administration at Amravati University in Maharashtra. He has authored three books and many research papers/cases.

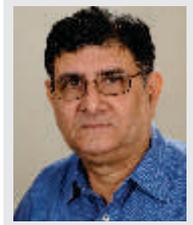
His areas of teaching include Services Marketing and Customer Relationship Management and his research interest includes retailing, retailing of services (particularly e-tailing), Search Engine Marketing (SEM) and employer branding. He is associated with a number of reputed universities and institutes in India as a recognized doctoral guide and visiting faculty.

He has organized several Faculty Development programs and offered consultancy in the area of recruitment and staff development and training in marketing to some corporate and cooperative institutions.

**Prof. Dhruva Chak**

*Professor and Area Head, Marketing and Business Communication*  
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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**

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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, NLC, ONGC, 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. P. S. Nagpal**

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Prof. Nagpal has always been academically inclined and had himself secured high ranks/ gold medals throughout his academic career, also including a gold medal in LL.B. He continued pursuing his academic interests during his industry days, having been associated as a faculty in the Regional Training Centre in addition to his managerial responsibilities in the Regional Office. In 2004. Since 2006, he has been associated with BIMTECH and has been associated with teaching, evaluation and development of course materials for a range of Non-Life Insurance subjects (so far eight different subjects including Insurance Laws). Prof. Nagpal Has co-authored various professional publications like The Medical Savings Account model- An option for Health Insurance in India., Training Module on Negotiations and Contracting, Contributed - A Case Study on Private Health Insurance in India, Co-authored the course book published by the Insurance Institute of India Mumbai in 2010 on Health Insurance (IC-27) prescribed for their Associateship Diploma examination for both Life and General insurance streams.



**Dr. B K Das**

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Dr. B.K. Das, a Ph.D. in Economics, holds a Law degree and also CAIIB and Dip in Business Management. He is a career banker working in a leading Public Sector Bank for 36 years which include 3 years with Govt of India and 2 years with State Govt. As General Manager of the Bank he has worked in almost all departments like Credit, Personnel, Vigilance, General Adm, Recovery and Priority Sector. He visited Bangladesh under UNDP sponsorship to study Bangladesh Grameen Bank under the guidance of Prof Yunus, the nobel laureate. Dr Das joined the BIMTECH in 2009 as Professor and Advisor and at present he is also the Director of Birla Global Institute. He has also worked as Chairman of the Recruitment Board for

recruitment of Probationary Officers by all the Public Sector Banks for the last 3 years.

**Prof. K. K. Krishnan**

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Prof. K. K. Krishnan, Chairperson, Centre for Corporate Relations and Professor, Insurance, prior to joining BIMTECH in 2004, had a diverse career. He had served the public sector life insurance sector behemoth, the Life Insurance Corporation of India across all zones of the country for three decades and more. He commenced his service in LIC in his capacity as a Junior Officer and retired as an Executive Director. Prior to and before BIMTECH, he saw service in the Hindustan Times, New Delhi as a Production Assistant, in USIS & GDR Trade Representation as a Statistical Assistant, in Radio and TV Commercials, Mumbai and in New field Advertising, New Delhi as CEO and Creative Director, respectively. Prof. Krishnan is a post-graduate in Economics from the Banaras Hindu University and a PG Diploma holder from the Bombay University in Advertising and Public Relations. His research interests area in the area of regulatory oversight of financial institutions and micro finance and micro insurance.



यद् भावं तद् भवति । सूक्ति

As you think, so shall you become.

## Dr. Paramwsar Nayak

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Dr. Nayak has done Post Graduation and Ph. D in Personnel Management and Industrial Relations and MSW (Labour Welfare & HR) from Delhi University. He has over 26 years of experience in teaching (both in India and overseas), training, research and consultancy. Besides being in the position of a full Professor for last 15 years, he has served in the capacity of Dean, Director(Academic), and Director of a few B-Schools and Universities in India.

He has conducted over 160 training for corporate executives of Neyveli Lignite Corporation, NTPC, NSPCL, NHPC, JSPL, Jindal Power Ltd., IFFCO, PowerGrid, SJVN, SAIL-RSP, UCO Bank, Allhabad Bank, Red Cross, UNICEF etc. Areas of his training expertise include Leadership Development, Team Building, Conflict Management, Change Management, Competency Mapping and Development, Creativity and Innovation, Learning Orgaziation, Performance Management, Values, Attitudes & Ethics, Time Mgt., Employee Engagement, Talent Management, Stress Management & Employee Motivation, HR Redundancy Management, Inter Personal Skill Development, OD & HR Restructuring, Corporate Governance, Planning & Management of Development Projects. His publications include two books and several research papers besides his doctoral guidance. He has been invited by institute/university of repute, both in India and overseas, as visiting professor to teach HR & OB courses as well as speaker/Key Note speaker in conferences. He is associated with a dozen of professional bodies. He is a member of Knowledge Committee of PHD Chamber of Commerce, New Delhi and member of ISTD's Testing & Certification committee. He has received Elvina The Luke Award of Delhi University in the year 1989 for his academic achievement and received doctoral and other research fellowship from ICSSR and UGC.



## Prof. Sunil Sangra

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Prof. Sunil Sangra has 25 years of diverse experience working with leading business organizations in India, in the banking, media, and consulting sectors. He has also played an entrepreneurial role in helping grow a small partnership firm to a publicly listed company with the distinction of issuing the most successful IPO in the Indian media sector ever, with subscriptions exceeding US \$ 1 billion. He was also part of the Palladium Group's consulting team in India as Principal Consultant where he guided companies in their strategy management processes. He was also part of a World Bank funded team that worked with numerous Indian companies, across sectors, in helping them develop overseas markets with a focus on the Triad countries. Prof. Sangra now balances his time between teaching and consulting. He teaches Strategy, International Business and Innovation Management to MBA students At BIMTECH and other leading business schools in India. He is also a faculty and a mentor for the Goldman Sachs "10,000 Women Entrepreneurs Initiative". He continues to consult in strategy for companies in India and the Middle East. He is active in conducting executive education programs. He is also a Principal at the IXL-Center, a Cambridge (Boston) based firm engaged in consulting and training for Innovation. Prof. Sangra has trained extensively with Arthur D. Little at Cambridge, Massachusetts, USA, in International Business Strategy. He has also practiced and trained extensively with Kaplan and Norton's (Harvard Business School) Balanced Scorecard Collaborative in the area of Strategy Execution. He has a full-time MBA from the Indian Institute of Management at Luck now and Bachelors-Honours in Economics.

## Prof. Akhil Pandey

*Professor*  
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With a career spanning more than 44 years with the TATAs, Prof. Akhil Pandey. has been an architect of IT reforms and benchmark implementation for several leading Indian corporates such as Tata Steel, Essar Group, Tata Consultancy Services and TCG Software etc. Since April 2003, he has been associated with North Delhi Power Limited for spearheading the IT reforms in the power distribution sector. The pioneering initiatives implemented under his stewardship have brought a sea change in Power distribution business and as a result, NDPL's IT implementation is being considered as a bench mark. His Last role was as an advisor to Managing Director and mentoring NDPL on strategic and human resource matters. He is also actively involved in advocating culture of innovation, value based work culture and ethics at work place as well as spearheading an awareness and advocacy movement for combating Climate Change. Prof. Pandey's contributions to the field of IT have been recognized at various national and international forums. He was also conferred the country's Gold CIO award for the year 2005 at a function held at Bombay.

He is an alumnus of XLRI, Jamshedpur and completed his Mechanical Engineering from National Institute of Technology, Jamshedpur. He has also served as visiting professor for XLRI; IIT, Kharagpur; Deptt of Computer Science, NIT, Jamshedpur and as moderator of the Technical Education for School of Mining & Applied Geology, Dhanbad.

**Prof. Pankaj Priya**

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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 has a PhD from IIT Delhi in the area of Retail Branding. He has published 12 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 is a reviewer for Journal for Retailing and Consumer Services (Elsevier Publications). 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 (for their warehouse managers), Construction Industry Development Centre and AMUL Dairy products Ltd. (for their distributors), Sleepwell Mattresses (for their front line sales supervisors), MMTC (for their staff on floor sales), Women Entrepreneurs Programmes of Goldman Sachs and NTPC (for their corporate communication team) 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 Graw Hill Publications for training young professionals for floor sales in Organised retail. He has supervised a report on Stake Holder's views on Impact of FDI on multi brand retail in India, which was submitted to Government of India in July 2010 and appears on the website of DIPP, Ministry of Commerce, Government of India. He has delivered a talk on the same at seminars organized by WASME.

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



**Prof. Nagendra Nath Sharma**

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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, FIII**

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Prof. Shylaja Iyengar has a career span of more than two decades in the corporate (Insurance and General Industry) as well as the Education Sector.

Currently, she is with BIMTECH, Bhubaneswar as Assoc. Professor, and teaching Business Communication. Prior to this she was the Chairperson of Business Communication Area and also a faculty with the Centre for Insurance and Risk Management at BIMTECH, Noida. She has been with the institute since 2006. Her teaching experience has seen her handle assignments in General Insurance, Business Communication and Soft Skills.

A Science Graduate from Bangalore University, Prof. Shylaja is a PGD in Business Administration, an MBA (Education Management) and also a Fellow of The Insurance Institute of India, Mumbai. Prof. Shylaja interacts with the Industry very actively.



**Dr. Rahul Singh**

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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.

## Dr. L Ramani

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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 16 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

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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 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. Anuj Sharma

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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 12 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. Abha Rishi

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Dr. Abha Rishi has 18 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

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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. Vineeta Dutta Roy**

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Dr Vineeta Dutta Roy, Associate Professor and Lead CSR at BIMTECH has 15 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.



**Prof. Kamal Kalra**

*Associate Professor Finance*

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Prof Kamal Kalra joined BIMTECH in July 2011 as Associate Prof in Finance. He has done his B.Tech in Mechanical Engineering from IIT Delhi and is a Certified Associate of the Indian Institute of Bankers. He worked in Union Carbide for two years and thereafter joined State Bank of India (SBI) as a Probationary officer. He has handled diverse assignments in SBI both in India and abroad in SBI London. He was posted as Faculty, State Bank Institute for Information & Communication Management Hyderabad during his tenure with SBI. He was Director, National Institute for Banking Studies and Corporate Management, Noida a training college for bankers for 5 years and thereafter GM (North India) Manappuram Finance Ltd.

He is proposing to do research in Risk Management in the credit card industry. He is fond of swimming, badminton and reading.

**Prof. Manoj K Pandey**

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Prof. Manoj K Pandey holds master degree in Management and is an Associate Member of Insurance Institute of India. He has over 20 years of professional industry experience in life insurance sector. Prof. Pandey was with LIC of India for 17 years and served in different functional area. His last assignment was as Country Head for the Sultanate of Oman. He served for three in private sector in life & medical insurance in Gulf before joining BIMTECH as faculty in year 2011.

Prof. Pandey has his teaching & research interest in life insurance & marketing area. His is pursuing his Doctoral studies from BIMTECH.



**Prof. Krishna Akalamkam**

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Prof. Krishna Akalamkam is an Associate Professor at Birla Institute of Management Technology (BIMTECH). Prof. Akalamkam's main focus areas include marketing, marketing research and consumer behavior with a special focus on consumer online shopping behavior. He teaches an elective course on Digital Marketing to second year PGDM students at BIMTECH. Prior to joining academics, he has worked for more than seventeen years in the corporate sector, including fourteen years in marketing research industry and three years in manufacturing as Engineer. He has worked with leading research agencies like AC Nielsen, Indian Market Research Bureau and Research International, a WPP group company. He handled a variety of assignments including communication research, new product development, brand health, usage and attitudes, pricing research, customer satisfaction measurement and worked with several clients from different industries. Some of the clients he has worked with include Nestle India Ltd., Hindustan Unilever, Reckitt Benckiser, Nokia, Radico Khaitan, Coca Cola, ICI Paints. Prof. Krishna has done his bachelor's degree in Chemical Engineering from Andhra University College of Engineering and MBA from Faculty of Management Studies (FMS), Delhi University.

## Dr. Meena Bhatia

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Dr Meena Bhatia has been teaching management students at post graduate and undergraduate level for past 17 years. She taught at IIFT, IMT, IILM, Bombay Stock Exchange Institute, to name a few. Her teaching competence is in the areas of financial accounting, management accounting, corporate finance, Management control system, Securities Analysis and portfolio management. She has also taught at School of Management, University of Bradford, UK.

Dr Bhatia takes active interest in Research. Her research interest area includes financial markets, disclosures and financial reporting. She has presented research papers at various conferences and has published in journals of repute. She has offered management development programmes in the area of costing, finance, accounting, analysis and investments. She has provided consultancy to a small and medium scale enterprises. By way of qualification, she is a PhD, AICWAI, CFA, MBA and B.Com (Hons) from Delhi University. She is a merit holder of Institute of Cost Accountants of India, and scholarship holder of Institute of Chartered Financial Analyst of India.



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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. Rajeev Sharma

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Prof. Rajeev Sharma is the Assistant Professor in the area of Supply chain and Operations at Birla Institute of Management Technology, Greater Noida. He is a qualified cost and management accountant. He has 14 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.



## Prof. Navin Shrivastava

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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.

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Dr. Pooja Misra, Assistant Professor has a work experience of 19 years+ in academics and the Corporate industry. She has spent 12+ years in the Industry with organizations such as American Express, Standard Chartered Bank and Lazard Creditcapital. She shifted to the Academic world in 2008 and has completed her Ph.D in Management from Gautam Buddha University in the area of: Compensation Components and its effect on Employee engagement and turnover intent.

Her research interests include Macroeconomic dimensions of an economy, Corporate Strategies, Compensation, and Current trends in Business Environment. She has published several research papers and articles in international and national journals and has presented papers in various national and international conferences.

**Dr. Archana Shrivastava**

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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).



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Dr. Sangeeta Shukla is Assistant Professor of Business Communication at BIMTECH, Greater Noida. She has done her Doctoral Research in English Language. She holds a Masters' Degree in English as well as a Diploma in Marketing & Sales Management from Bhartiya Vidya Bhavan's Rajendra Prasad Inst. of Commerce & Management, Mumbai. 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 training.

Sangeeta Shukla is the Editor of 'Vritant', the BIMTECH Newsletter. She is also a member of the editorial team for SAGE Journal – 'South Asian Journal for Business Management Cases' and the BIMTECH journal- 'Emerging Business Plus Markets'. Sangeeta is the mentor of 'Majlis'-the Debating and Theatre Society of BIMTECH. Sangeeta has been conducting Management Development and Training Programmes for organizations like NTPC, Power Grid, IFFCO, Pearson, Expressions India, Goldman Sachs, Oriental Insurance, to name a few.

**Dr. Jaya Gupta**

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Dr. Jaya Gupta is an Assistant Professor in Organizational Behavior and Human Resource Management at BIMTECH. She has over 16 years of teaching experience. She has attended and presented papers at several international and national conferences. She is pursuing her PhD in the area of High performance Work Practices and its impact on Organizational Citizenship Behavior and Turnover Intentions. Her research interests include Talent Management, Psychological Capital, Organizational Culture and Gen X & Gen Y.



**Prof. Chanchal Kushwaha**

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He is an MCA with Advance Diploma in Software Technology and System Management from National Institute of Information Technology along with MCSD (Microsoft Certified Solution Developer) from Microsoft corp., having over 16+ years of experience in IT Training, Business Development, Service Operations and running successful business processes with proven ability of achieving service delivery and targets.

In past he has worked at Managerial position with NIIT and APTECH, leading Global IT Training Companies. He has done IT Training & Management Development Programs for Goldman Sachs - Ten Thousand Women Entrepreneurs, Jindal Steel and Power Ltd., Federation of Indian Export Organizations, Handicrafts and Handlooms Exports Corporation of India Ltd., PEC Ltd. and Bank Professionals.

His interest areas of teaching and training are E-commerce, E-Tailing, Social Media Marketing and IT Tools used for Business Data Analysis using MS-Excel.

**Prof. Nimisha Singh**

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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 11 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**

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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.



**Prof. Eugene Reuben**

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Prof. Eugene Reuben has a rich and varied experience of working with some of the leading Companies in India. He has been in the Industry for over 19 years, spending a decade in IT companies. He has worked with Companies like DCM Data Systems, Sprint RPG & E-Ready Technology. He has also gained valuable insight in the Banking and Logistics Industry. He not only has a MBA (Marketing) degree to his credit but is also a certified Supply Chain Manager from ISCEA. He also holds various degrees and diplomas in the IT and other related fields including SAP Business ByDesign, LAN-WAN Technologies, Lotus notes, MS exchange and Advance diploma in e-commerce & web technologies. With his rich experience and knowledge, over the last 7 years, he has diversified in the field of Training and Academics and is currently a part of BIMTECH fraternity for over 3 years now. He undertakes workshops and trainings in various disciplines including Effective Team building, Decision making, ERP & SAP Modules.

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Dr. Nitika Sharma has been in the area of Human Resources for last 13 years. She is an MBA from Banasthali Vidyapith, Rajasthan and PhD in the area of Human Resource Accounting from Guru Gobind Singh Indraprastha University, Delhi. She has various papers published in National and International journals to her credit. She is trained in experiential learning model for managing change through group processes. She has conducted training programmes in the area of Employee Involvement and development with HERO Group, ConAgra India, NTPC, NSPCL, PowerGrid, UCO Bank to name a few. She has also undertaken workshops on “Entrepreneurship awareness” with special reference to Motivation needs to young and aspiring entrepreneurs, under Department of Science and Technology. Apart from this she has keen interest in the music and dance (kathak).



**Prof. Saloni Sinha**

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She is a post graduate in Linguistics from Jawaharlal Nehru University, New Delhi. She is a gold medalist in MA (Linguistics) and has also qualified UGC-NET. She received an A+ in her dissertation on aspects of Santhali Linguistics, which was a first in the department. Presently enrolled for a PhD at JIIT, Noida, she is in pursuit of realizing issues in Bilingualism and Semantics in science communication. Her research is on aspects of semantics and translation in the development of a comprehensive bilingual glossary of technical terms. She has about 14 years of academic, research and training experience in the field of English Language Teaching, etc. in JNU, MHRD, IGNOU, Amity University, UPTU, & Ranchi University. She has to her credit ESP curriculum implemented in several reputed organizations like TERI University, UGC (Add-on courses) etc. She is also an Expert Advisor in Commission for Scientific and Technical Terminology, MHRD, GOI. She has participated and published in several national and international forums. Ms. Sinha holds Dale Carnegie Certification for Communication Skills training. She has also qualified basic and Advanced Level Cambridge Teachers Certification. She is a key resource person in the field of Soft Skills & Communications Skills, and has to her credit several Linguistic empowerment Practicums for embassies, corporates and universities.

**Prof. Monica Mittal**

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Prof. Monica Mittal is a professor in the area of insurance. She is also an active member of Center for Corporate Relation and Alumni interface. Her Educational qualification is, Bachelor of Business Administration- Univesity Gold Medalist from M.D.U (2003) , Master Of Business Administration – Birla Institue of Management Technology , Gold Medalist (2007), Master Of Commerce – M.D.U (2008), Fellow of III ALMI from LOMA and Diploma holder of CII. She has done an International project on “ Strengthening MIUs In India” with FICCI and has Developed a self study material for IMT , GZB on “ Principle and practice of Life Insurance “



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Dr. Sanyal has 12 years of teaching experience in various B-Schools across India and also has 6 years professional experience as Tax Lawyer. He teaches Corporate Finance, Investment Management, Financial Derivatives and Financial Econometrics and his research interest is in stock market analysis. He conducts MDPs and FDPs on regular intervals. He has several National and International publications and a book review to his credit.



**Prof. Y. R. Lakshmi**

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Prof. Y. R. Lakshmi has more than 10 years of experience in teaching courses like Financial and Cost Accounting and has worked as a Research Associate in IIM Ahmedabad. She has also participated in many Conferences and Seminars and published Case studies on Leadership. She is currently pursuing her PhD from Utkal University. Besides this she has many publications to her credit. Her Research interests lie in the areas of Corporate Governance, Corporate Disclosure Practices and Leadership Studies.

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Dr. Ritu Srivastava has a Masters Degree in International Business Management and she is UGC -NET qualified in Management Studies. Her doctoral research work is in the area of cross border mergers and acquisitions. She has an experience of twelve years in the research and academic field. Her areas of academic interest are International Business Strategies, International Commodity Management and Global Geography of Trade. She has undergone training in International Logistics in Sri Lanka Ports Authority and has participated in several national and international conferences and seminars.



She is also the founder member of an NGO working towards rehabilitation of street children in Lucknow.

**Prof. Arindam Banerjee**

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Prof. Arindam Banerjee is a fellow of The Institute of Cost Accountants of India (FCMA), a Certified Financial Planner (CFPCM), and a partly qualified Actuary by qualification. He is presently pursuing PhD from National Institute of Technology (NIT), Durgapur (an institute of national importance). His research topic for PhD dissertation is linked to behavioral finance. He possess around 11 years of industry experience along with 8 years of academic experience.

Prof. Banerjee took active participation as trainer and resource person in MDP programmes for organizations like National Foundation for Corporate Governance (NFCG), Principal Mutual Fund, NIS Sparta Ltd., Indian Navy (on behalf of ICAI), and PEC Ltd. among others.

Prof. Banerjee's research articles are published by reputed publishers and journals e.g. The Management Accountant, Macmillan, Bloomsbury, IIM Ahmadabad, IMT case journal to name a few.

Prof. Banerjee is editor of Global Journal of Management (ISSN 2348-8581). He is also member of editorial board of 'Business Perspectives', research journal published by BIMTECH. In recent past, he also acted as editor of 'Asia-pacific Journal of Management Research and Innovation', published by Sage publications, UK.

The important areas of training interest for Prof. Banerjee are i) Finance for non-finance executive ii) Personal Financial Planning and Wealth Management iii) Risk Management iv) Cost Management v) Financial Modeling using MS-Excel vi) Life Insurance, and vii) Stock market and Investment Management etc.

## Glimpses of Past MDPs



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# HR Round Table Series 2014-15



HR Round Table held on 9th January 2015 at Park Hyatt, Hyderabad



HR Round Table held on 27th February 2015 at Hotel Sahara Star, Mumbai



HR Round Table held on 26th September 2014 at Le Meridien, Bengaluru



HR Round Table held on 1st August 2014 at Hotel The Lalit, New Delhi

अमंत्रम् अक्षरं नास्ति नास्तिमूलं अनौषधम् ।  
अयोग्यः पुरुषो नास्ति योजकस्तत्र 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.

- Rigveda



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