



Indian Education Society's Management  
College and Research Centre  
An  
ISO 9001: 2008  
Certified Institute

**Aim High**

**Achieve Higher**

**EXECUTIVE EDUCATION PROGRAMS**

# Executive Education Programs (EEPs)

At

**IESMCRC**

In today's competitive and ever-changing world of business there has been a paradigm shift in the quality of professionals required by the organizations. Organizations need business managers and executives, who are constantly updated in all facets of business and who understand the implications of their decision more holistically.

To upgrade the knowledge and skill base of industry executives, IES Management College has chalked out two-pronged approach of offering executive training by developing diverse executive education programs beneficial to those who want to update their knowledge base with the latest developments in their field:

- Conduct executive education programs on various topics in the area of Marketing, Finance, Soft Skills, HR, Supply Chain Management, Data Sciences and General Management.
- Develop and impart customized executive development programs as per individual company needs.

The selection of topics for the executive education programs (EDP) is done through continuous interaction by our highly qualified and experienced faculty members along with the industry professionals. The pedagogy adopted is interactive. Our approach is to bring in the rich experience of participants into the classroom through discussions and blend them with inputs from faculty members on the latest developments in the field. The pedagogy is supplemented with group exercises, role-plays, case studies and presentations by the participants.

**In addition to open EEPs, our Institute also develops and organizes customized programs based on specific requirements of the organizations. Many organizations have benefitted from such tailor made programs. These programs are conducted at the campuses of the companies.**

## Director's Message



I am pleased to forward the executive education program brochure of our College. It has been a very encouraging experience for us ever since we started conducting training programs for company executives as many corporate houses have shown keen interest and deputed their executives for our programs.

Some of the prominent companies which have taken advantage of our training programs are **Wockhardt, Indoco Remedies Limited, GAIL, MAZAGAON Dock Ltd., RANBAXY, Merck, Medley, Alkem, Sanofi Aventis India, ADLABS Films, The Shipping Corporation of India, The Greater Bombay Cooperative Bank, CADILA Healthcare, Sun Pharma, UNICHEM Laboratories, Mahindra Satyam Technology Centre, Raptakos Brett & Co. Ltd., Afcons Infrastructure Ltd., Anchor Electricals, Indian Oil Corp.**

Many of these companies have given a very positive feedback about the programs and have requested repeat programs. I invite your company to nominate executives working at different levels to attend the programmes offered by us and I am sure that you will get good return on investment. In case you prefer to conduct customized training programs exclusively for your executives, we would be more than happy to do that. Please let us know your requirements and we will design the program to suit your needs.

Wishing you a Happy Learning!!!

**Dinesh D. Harsolekar**  
Director

For program confirmation, please contact

Prof. Jyotsna Munshi

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**Indian Education Society's  
Management College and Research Centre**

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# Quantitative Techniques

# STATISTICAL PROCESS AND BASIC STATISTICS FOR BETTER QUALITY CONTROL FOR DECISIONS CONTINUOUS IMPROVEMENT

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

Managers, executives and supervisors involved in improving processes and products using statistical techniques.

**OBJECTIVE(S):**

To familiarize participants with various methods of statistical process control, statistical quality control and equip them with capability analysis for continuous improvement of products and services so that the unit can compete effectively in the market.

**CONTENTS:**

- Introduction to Statistical Process Control and Statistical Quality Control.
- Basic Statistical Concepts. Types and Uses of Control Charts.
- Drawing and Analysis of Control Charts.
- Process Capability and Process Control.
- Capability Indices Cp, Cpk, Pp, Ppk.

**PEDAGOGY:**

Interactive sessions, Case studies, Problem solving

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Prof. Devaki Nadkarni

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

Anyone concerned with Data Analysis for Decision Making. Management personnel at all levels in Sales, Finance, Production, Insurance, and Supply Chain & Logistics. No prior knowledge of statistics required.

**OBJECTIVE(S):**

Data analysis is a vital tool in management which enables one to analyse data more accurately and effectively. Successful managers use data to their advantage. This program aims at developing understanding of data, concepts of basic statistical techniques, data analysis and interpretation abilities.

**CONTENTS:**

- Data: Population and Sample Variables.
- Grouping/ Summarization of Data: Frequency Distribution.
- Pictorial representation of data : Bar chart, Pie chart, Line diagram, Scatter diagram, Histogram, Pareto Chart etc.,
- Measures of central tendency : Mean, Mode, Median
- Locational measures: Quartiles, Percentiles.
- Measures of variation: Range, Standard.
- Deviation, Variance, Coefficient of variation.
- Forecasting Methods.

**PEDAGOGY:**

Interactive sessions, Solving simple examples, Case study analysis & data analysis using MS- Excel

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Prof. Devaki Nadkarni

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## DATA ANALYTICS FOR BETTER BUSINESS DECISIONS

**PROGRAM DURATION:** 5 days

**FOR WHOM:**

Brand managers, Marketing Managers, Marketing Research Managers, FMCG Companies, Pharma Industrial and Service Sectors Companies and faculty members teaching Research Methodology and Marketing Research for MBA Students.

**OBJECTIVE(S):**

The principal objective of the program is to expose participants to the latest techniques to analyse business data and take decisions for betterment of business. The emphasis will be on data analysis and decision-making rather than on statistics. The objective is to take participants 'beyond' statistics to better decision making.

**CONTENTS:**

- Data Analytics and its Role in Business Decisions.
- BIG Data: Structured and unstructured data.
- Business Statistics.
- Basic analysis: Frequency analysis and cross-tabs for understanding customer's insights.
- Capturing customers' & dealers' perceptions & formulating business strategies.
- Product positioning and developing marketing communications.
- Segmenting markets and developing customers' profiles for better insights.
- Developing & deciding product/service features and pricing.
- Competitors' analysis using BIG data.
- Redefining market and understanding current trends.
- Sales forecasting and budgeting-select practical techniques with live data.
- Classifying customers into appropriate groups based on their characteristics and then developing business strategy.

**PEDAGOGY:**

Interactive sessions, case studies, quizzes and examples. In addition, participants can bring their own company-data and get ready-made solutions

**INVESTMENT:**

Rs. 25,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Prof. Parag Mahulikar

## STATISTICAL MODELLING FOR DATA ANALYSIS

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

- Executives, managers, Senior managers
- No prior knowledge on Statistical Methods is required.

**OBJECTIVE(S):**

In a highly competitive and increasingly Internet centric world, where information and data is available in abundance, it is vital to focus on statistical analysis as a primary tool for decision making. This program aims at developing understanding of data, concepts of appropriate quantitative techniques, data visualizing, data analysis and interpreting abilities.

**CONTENTS:**

- Introduction to SMDA
- Statistical design and sampling
- Estimation and hypothesis testing
- Univariate statistical modelling
- Bivariate statistical modelling
- Multivariate statistical modelling
- Time series modelling
- Statistical Applications

**PEDAGOGY:**

- Hands on practical training using statistical software (SPSS, ITSM) and cases for data analysis and Interpretation for effective decision making

**INVESTMENT:**

Rs. 10,000/-per participant plus GST which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Richa Chaudhary

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## BASIC STATISTICS FOR DECISION MAKING

**PROGRAM DURATION:** 2 days

### FOR WHOM:

A quick refresher course for those who have had statistical training in the past or an introduction to basic statistics.

### OBJECTIVE(S)

This course is intended to cover business statistics and interpretation of business data to make sound and fast managerial decisions. Statistical measures such as averages, frequency and standard error are used widely. But how are they calculated, and exactly what do they tell us? This two-day workshop will help participants develop an appreciation of the potential of statistics and a critical eye of when and how they should or shouldn't be used.

### CONTENTS

- Introduction to statistics and data description, Types of data and variables,
- Types of statistics, Application of measures of central tendency and variability, Questionnaire designing, Sampling techniques,
- Fundamentals of Hypothesis Testing, Simple Linear Regression Model and Correlation.

### PEDAGOGY

- Hands on practical training using statistical software (SPSS) and cases for data analyses and Interpretation for effective decision making

### INVESTMENT:

Rs. 10,000/- per participant plus GST which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Richa Chaudhary

## BUSINESS ANALYTICS FOR STRATEGIC DECISION MAKING

**PROGRAM DURATION** 3 days

### FOR WHOM:

Managers from different domains, middle to senior level professional managers, .Individuals who wish to gain understanding of Business Analytics.

### OBJECTIVE(S):

The principal objective of the program is to expose participants to the latest techniques to analyse business data and take decisions for betterment of business. The emphasis will be on data analysis and decision-making rather than on statistics. The objective is to take participants 'beyond' statistics to better decision making.

### CONTENTS:

- Introduction to Business Analytics
  - Descriptive Analytics, Inferential Analytics, Predictive Analytics , Prescriptive Analytics
- Basic Statistics
  - Correlation, Testing of Hypothesis, Analysis of Variance (ANOVA)
- Advanced Business Analytics-I
  - Linear Regression, Logistic Regression, Segmentation and Cluster Analysis, Positioning and Factor Analysis, Decision Tree Analysis
- Advance Business Analytics-II
  - Product Designing and Conjoint Analysis, Discriminant Analysis, Basics of Time Series Analytics, Forecasting through, xponential Smoothing

### PEDAGOGY:

- Hands on practical training using statistical software (SPSS , ITSM) and cases for data analysis and Interpretations for effective decision making

### INVESTMENT:

Rs. 15,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Richa Chaudhary

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# MARKETING

## TRANSFORMING CUSTOMER INSIGHTS INTO STRATEGIC MARKETING DECISIONS

**PROGRAM DURATION:** 2 days

### FOR WHOM:

The program is designed for executives and managers who require understanding of the market space for their product/ service offerings in order to make strategic decisions. The top managers from the cross-functional areas who need to take strategic decisions for the product/service offerings are also encouraged to attend.

### OBJECTIVE(S):

- To understand the customers, competitors & product space.
- To acquaint with qualitative and Quantitative techniques for decision- making.
- To analyse the product/service offerings using various techniques.
- To do annual budgeting with forecasting techniques.

### CONTENTS:

- Product positioning and developing marketing.
- Communication using opportunity matrix.
- Segmenting markets for better insights using Cluster analysis.
- Developing and deciding product features using conjoint analysis.
- Capturing customers and dealers perceptions and formulating marketing strategies using Multidimensional scaling & Modified Multidimensional scaling.
- Competitors' analysis using secondary data.
- Redefining market & understanding current trends.
- Sales forecasting and budgeting.

### PEDAGOGY:

Interactive sessions, cases and examples

### INVESTMENT:

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Prof. Parag Mahulikar

## INNOVATIVE MARKETING STRATEGIES TO FACE CHALLENGES IN VUCA WORLD

**PROGRAM DURATION:** 2 days

### FOR WHOM:

Middle and senior level marketing professionals

### OBJECTIVE(S):

- To enable understanding of the potential role of Marketing Strategy in an organization and how to link Marketing with Business Strategies
- To provide insights on the challenges faced by marketing team in this VUCA World
- To equip the marketing team with the practices followed by organizations not only in India but also globally which will enable them to face the challenges

### CONTENTS:

- Marketing and its role in an organization
- Aligning Marketing with Business Strategies
- Marketing Insights: A Global Perspective
- Developing a culture of innovation in organizations
- Challenges for Marketers in contemporary scenarios
- Marketing Analytics
- Capturing Voice of Customers: A Global Perspective
- Innovation and Differentiation Strategies
- Marketing in digital world
- Marketing Strategies in Changing Competitive Landscape: A Global Perspective

### PEDAGOGY:

Interactive sessions, cases

### INVESTMENT:

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Vijay Bhangale

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## MANAGING HEALTHCARE BRAND

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

The Program is designed for Brand Executives, Brand Managers, Marketing Managers and Marketing Heads.

**OBJECTIVE(S):**

- To familiarize participants with Branding & Brand Management concepts.
- Help them to create sustainable point of differentiation and build Brand Equity.
- Help them to develop Brand Strategies & effectively manage their brands.

**CONTENTS:**

The 2-Day program not only delves into the challenges of Branding & Brand Management, but also provides fresh perspective and tactics. For creating and sustaining a successful and innovative brand, leverage on this platform, which focuses on true sharing and practical “how to” to gain deep insights into building a powerful brand that lives and breathes a distinctive personality.

The program will cover the following topics:

- Concept of a Brand
- Key influencers in healthcare
- Branding processes and Strategies
- Building Brand Identity/Personality
- Brand architecture
- Brand building process
- Understanding Consumer Insights
- Segmentation, Targeting, Positioning
- New out-of-box practices for building Brands
- Brand Portfolio Management
- Tracking Brand Health(Brand Report Card)
- Budgeting

**PEDAGOGY:** Interactive sessions, cases, Role-plays

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Vijay Bhangale

## STRATEGIC BRAND MANAGEMENT

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

The Program is designed for Brand Executives, Brand Managers, and Marketing Managers and Marketing Heads.

**OBJECTIVE(S):**

To familiarize participants with Branding and Brand Management concepts. This would help them to effectively manage their Brands/Brands Portfolio.

**CONTENTS:**

The 2-Day program not only delves into the challenges of Branding and Brand Management, but also provides fresh perspective and tactics. For creating and sustaining a successful and innovative brand, leverage on this platform, which focuses on true sharing and practical “how to” to gain deep insights into building a powerful brand that lives and breathes a distinctive personality.

The program will cover the following topics:

- Concept of a Brand
- Consumer Buying Process & Key influencers
- Branding processes and Strategies
- Building Brand Identity/Personality
- Brand Architecture
- Brand Building process
- Understanding Consumer Insights
- Segmentation, Targeting, Positioning
- Brand Portfolio Management
- Brand Report Card

**PEDAGOGY:**

Interactive sessions, cases

**INVESTMENT:**

Rs. 10,000/- per participant plus GST which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Vijay Bhangale

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## WORKSHOP ON “NUANCES IN MARKETING”

**PROGRAM DURATION:** 3 days

**FOR WHOM:**

Middle Management managers in marketing and Sales Departments.

**OBJECTIVE(S):**

Marketing is a field where a good exposure to the techniques and understanding the business dynamics is critical. A marketing training gives a complete understanding of planning and strategizing, as also one learns the marketing tricks and applies the laws and principles learned in the program with real life cases. More so than any other business function, marketing involves the meshing and combining of concrete data, principles, and models with judgment and creativity. The program gives an orientation about new & emerging application of marketing to ensure marketing and sales staff is equipped with latest trends.

**CONTENTS:**

- Distribution & Logistics
- Retail Management
- CRM
- Services Management
- M-Marketing
- Social network marketing
- Integrated Marketing Communication
- Marketing Analytics
- Marketing metrics

**PEDAGOGY** Case studies, Role-plays

**INVESTMENT:**

Rs.15,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Mohan.B.Rao

## GROOMING AND ETIQUETTES FOR SALES EXECUTIVES

**PROGRAM DURATION:** 2 days

**FOR WHOM:** For entry level and mid-level sales executives

**OBJECTIVE(S):** Sales executives are the first point of contact between organization and prospective customers. They need to be well groomed to leave a positive impression in the prospects' mind. The two day workshop focuses on overall grooming of sales executives to mould them as super highfliers in Sales.

**CONTENTS:**

- How to create a good first impression
- How physical appearance matters in sales
- Polishing personality traits – body language, mannerism...
- Increasing likeability factor of the staff
- ‘YOU’ as a Brand
- Boost confidence level
- Positive thinking
- Attain competitive edge
- Importance of Etiquette in business

**PEDAGOGY:** Activity based learning, experiential learning, focused group discussion

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning evening tea, lunch, reading and activity material.

**LEAD FACULTY:** Prof. Ulhas Karkhanis and Prof. Prajakta Dhuru

## CREATIVE COMMUNICATION STRATEGIES

**PROGRAM DURATION:** 2 days

**FOR WHOM:** Marketing professionals

**OBJECTIVE(S):**

The sessions are designed to give participants a conceptual and practical understanding of the significance and application of the creative processes involved in Advertising and Promotion.

- To sensitize participants to the conceptual features of persuasive communication
- To impart to the participants the various means and methods of assessing and approaching creative content in communication
- To equip participants for strategic communication from client and agency perspectives

**CONTENTS:**

- Communication process
- Conceptual understanding of the creative process
- Dimensions of creativity in advertising and measurement tool
- Different types of communication messages
- Developing a creative brief
- Making a television commercial
- Developing a print advertisement
- Developing content for internet marketing
- An understanding of the choice of genre and media for specific creative strategies

**PEDAGOGY:**

Cases

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Vijay Bhangale

## DEALER MANAGEMENT

**PROGRAM DURATION:** 3 days

**FOR WHOM:**

For dealership and franchise organizations.

**OBJECTIVE(S)**

- Understand overall dynamics of Dealer operations and inter departmental relationships
- Participant will be exposed to various facets of business that shall help improve viability and profitability of dealership/ franchise

**CONTENTS**

- Product demonstration, consulting and selling
- Prospecting and Sales Management
- Service and aftermarket Management
- Parts and Stores Management
- Complementary Services for increasing profitability
- Services capes
- Etiquettes for enhanced customer experience
- Dashboard for performance monitoring
- How to be viable and profitable
- Customer retention program

**PEDAGOGY**

Case discussions

**INVESTMENT:**

Rs. 15,000/- plus GST per participant which includes morning and Evening tea, lunch and reading material.

**LEAD FACULTY:** Prof. Deepak Ganachari

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## CUSTOMER RELATIONSHIP MANAGEMENT

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

Marketing professionals

**OBJECTIVE(S)**

- Help team understand and articulate their CRM goals and key milestones
- Assist team in determining how they will measure the success of their relationship management efforts

**CONTENTS**

- Connecting with customers - CRM basics
- Examine Best Practices - What leaders do
- Create a road map - Planning interaction
- What do some of the best of breed CRM applications do
- Choosing a system - Home grown, Off the shelf, bespoke
- Manage the day to day - Cleansing of data
- Looking at Metrics - Marketing, Sales and Service numbers
- Implementation challenges

**PEDAGOGY**

Case discussion

**INVESTMENT:**

Rs. 10,000/- per participant plus GST which includes morning & Evening tea, Lunch and reading material.

**LEAD FACULTY:** Prof. Deepak Ganachari

## DEVELOPING SALES SKILLS

**PROGRAM DURATION:** 2 days

**FOR WHOM:** For entry level and mid-level sales executives

**OBJECTIVE(S):** Sales Skills don't always come naturally to sales executives. This workshop enables the sales professionals in mastering sales skills and coaches them to be better sales managers.

The workshop not only enables participants to attain their short term goals but instil a culture of learning and self-improvement to achieve long term goals.

**CONTENTS:**

- Building Business Acumen and Product Knowledge
- Reaching out to prospective customer/Strategic Prospecting Skills
- Initial pitching and breaking through
- Exhibiting excellent Demo skills
- Building rapport with effective communication
- Active listening and intelligent questioning
- Handling time effectively
- Preventing/handling queries and objections
- Gaining Commitment
- Closing Techniques and Relationship Management

**PEDAGOGY:** Activity based learning, experiential learning, focused group discussion

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning evening tea, lunch, reading and activity material. Minimum batch size required -20

**LEAD FACULTY:** Prof. Ulhas Karkhanis and Prof. Prajakta Dhuru

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# FINANCE

## FINANCE FOR NON-FINANCE COMPANY VALUATION EXECUTIVES

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

The program is designed for middle level managers and executives from non-finance areas who require an understanding of finance concepts. Self-employed entrepreneurs desirous of understanding financial management. Those who are new to the field of finance or those who wish to update their knowledge on finance.

**OBJECTIVE(S):**

- To enable non-finance executives to understand the scope and concepts of financial management. This should help them assess the impact of their functional performance on the financial health of the company.
- To understand the key issues affecting financial decisions.
- To evaluate and understand the corporate financial viability, the performance metrics of the organization and investment opportunities.

**CONTENTS:**

- Introduction to financial decision making.
- Understanding terms and numbers in Corporate Financial Statements and Cash Flow Statements.
- Analysis and Interpretation of Corporate Financial Statements using Ratio Analysis.
- Cost Classification and Management.
- Budgeting and Budgetary Control.
- Cost Volume Profit (CVP) Analysis and Break Even Analysis.
- Investment Analysis and Project Appraisal
- Cost of Financing and Financing Decisions.
- Working Capital Management.

**PEDAGOGY:**

Interactive sessions, cases, numerical exercises

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Dinesh D. Harsolekar

**PROGRAM DURATION:** 2 days

**FOR WHOM:** Financial analyst, Investment advisors, Valuation professionals, Managers, executives' faculty members and academicians.

**OBJECTIVE(S):**

- Understand the Valuation Process
- Value a firm using multiples and comparable
- Value a firm using Income Approach
- Value loss making firms and start-up firms

**CONTENTS:**

- Basics of Valuation:
- Sourcing Information for Valuation
- Financial Statement Analysis
- Income Approach
- Market Approach
- Asset Approach
- Valuation of start-ups

**PEDAGOGY:**

Interactive sessions, case studies, problem solving

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Svetlana Tatuskar

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## FSA AND CV (FINANCIAL STATEMENT ANALYSIS AND CORPORATE VALUATION)

**PROGRAM DURATION:** 2 days

**FOR WHOM:** Research analyst, financial advisors, Portfolio managers, Valuation professionals, Investors, Faculty members and Academicians.

**OBJECTIVE(S):**

- To understand Fundamental Analysis
- To understand the Process of Fundamental Analysis
- To carry out fundamental analysis using Financial Statement Analysis (FSA)
- To understand Corporate Valuation (CV)
- To understand the link between FSA and CV
- To value a company based on FSA

**CONTENTS:**

- Top-down and bottom-up approaches
- PESTLE and SWOT analysis
- Analysing Financial Data
- Connection between Earnings and Share Price
- Connection between Financial Ratios and Value of Company
- Forecasting Financial Statements
- Valuing a Company

**PEDAGOGY:**

Interactive sessions, exercise and case studies

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Prof. Gazia Sayed

## FINANCIAL MODELING USING EXCEL

**PROGRAM DURATION:** 2 days

**FOR WHOM:** Investment banking / private equity professionals, Equity research analysts, Professionals in brokerage houses, wealth management, PMS, consulting firms, Faculty members and Academicians.

**OBJECTIVE(S):**

- To understand excel functions
- To analyses Big data in Finance using excel
- To develop spreadsheet
- To create financial models

**CONTENTS:**

- Basic excel functions
- Valuation inputs and outputs
- Projection of Financial Statements
- Valuation models
- Equity research models
- Bond valuation models
- Report writing

**PEDAGOGY:**

Interactive sessions, Hands-on practice with Excel and Case studies

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Prof. Gazia Sayed

# HUMAN RESOURCE

## RIGHT ATTITUDE FOR RIGHT LEADERSHIP FOR SUPERVISORY ALTITUDE IN CAREER STAFF

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

For junior management and office staff.

**OBJECTIVE(S):**

- To understand management goals and objectives.
- To understand importance of right attitude in career enhancement.
- To develop a right attitude for jobs and employment this leads to job satisfaction.
- Promotion and overall growth of an individual.

**CONTENTS:**

- Management goal, objectives, and policies.
- Creation of jobs and employment.
- To make the employee aware about his role in the organization.
- Developing a right attitude for the Job.
- Job Satisfaction and Benefits of Job Satisfaction.

**PEDAGOGY:**

Case studies, Role Plays

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. M. W. Shaikh

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

The program is designed for experienced managers /supervisors who are in the middle level of the management. These managers are responsible for leading staff / employees. The programme is also suitable for Functional Managers and departmental heads. Growing Middle Level Managers / Supervisors for effective Leadership, is a requirement of Business.

**OBJECTIVE(S):**

- Learning the skills and qualities of leadership. The program will help middle level managers to shoulder higher responsibilities.
- Reducing and bridging gap between Senior Managers, Operational Managers, and employees.
- Managing complex situations.
- Learning about how effective leadership improves the organizational performance.

**CONTENTS:**

- Introduction to Leadership and Business
- Leadership a requirement of business
- Learning how to develop leaderships skills and qualities
- Discuss on the qualities of Business Leaders – Cases
- Styles of Leadership observed / practised in Industry and its impact on businesses
- Benefits of effective Leadership in achieving business goals and objectives
- Case-Study / Role-Play

**PEDAGOGY:**

Case studies, Exercises, Role-Play

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. M. W. Shaikh

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## HR FOR NON-HR EXECUTIVES

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

Non-HR Executives (Finance, Production, Operations, Marketing up to the level of Managers.)

**OBJECTIVE(S):**

- To expose participants to functions of HR i.e. selection, training, development, retention of individuals.
- To discuss nitty-gritties of manpower planning in different departments.
- To train the non-HR executives in HR matters including how to resolve the problems of employees at different levels.

**CONTENTS:**

- Understanding – Business Objectives / goals, How they are achieved and by whom
- Management of people in the organization
- HRM in business
- Functions of HR Departments
- Aligning HR functions with organizational goals & objectives
- Developing sound HR Policies / Strategies for organizations
- Mechanism to resolve conflicts and improve employee relations
- Effects of good HR-Practices on business

**PEDAGOGY:**

Case studies, Role Plays

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. M. W. Shaikh

## MANAGEMENT FOR SUPERVISORS AND OFFICERS

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

Supervisors, Junior Officers, Assistant Managers, all functional areas.

**OBJECTIVE(S):**

- To give appropriate inputs to the junior officers on management and other related areas.
- To train them to take up higher responsibilities in Management Hierarchy.

**CONTENTS:**

- Understanding Business & Business Management, types of Businesses
- Learning the Principles of Management required for business.
- Understanding the organization development, designing & development of Departments Sections
- Learning about authority, responsibility & power
- Understanding the basic functions in Industry and Role of Functional Managers.
- **Learning:** Three important requirements of Management for progress
  - A) Communication Skills
  - B) Leadership
  - C) Decision making abilities
- Case Study or Management Game to understand Management

**PEDAGOGY:**

Case Studies, Role Plays

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. M. W. Shaikh

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## LABOUR LAWS FOR CORPORATE MANAGERS

**PROGRAM DURATION:** 2 days

### FOR WHOM:

The program is designed for Factory Managers, Work Managers, HR Managers, production Managers, for Factories –small and medium scale factory (industries)

### OBJECTIVE(S):

- Learning the importance labour laws applicable to the manufacturing units.
- Nos. of returns to be filled under the labour laws.
- Knowing about the authorities, their functions /roles under different labour law.

### CONTENTS:

The program is developed to impart basic understanding of labour laws and its applications to businesses.

- Introduction to Labour Laws applicable to small scale, Medium Scale and large Manufacturing Companies
- Discussion on Factories Act 1948 and Contract Labour Regulation & Abolition
- Labour Laws applicable to Pay roll / Compensation Management of Service / Manufacturing Companies.
- Laws applicable to all Businesses Service Sector / Manufacturing Units
- Discussion on
  - Bombay Shops & Establishment Act, 1948
  - The Employees' State Insurance Act, 1948
  - The Provident Fund Act, 1952 and Family Pension
- Laws related to Health, Safety and Accidents
  - Workmen Compensation Act, 1923
  - Calculation of Compensation
  - Labour law changes & new reforms i.e. Labour Codes on Wages, Industrial Relations, The Small Factories Bill, 2014.

### PEDAGOGY:

Case studies, Role Plays

### INVESTMENT:

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. M. W. Shaikh

## CONFLICT RESOLUTION WORKSHOP

**PROGRAM DURATION:** 2 days

### FOR WHOM

Managers and Executives working in all functional areas who wish to improve their ability to respond to conflict and contribute building stronger organization.

### OBJECTIVE(S):

- To diagnose conflict in your team.
- To approach difficult situations with a solution oriented mind-set.
- Techniques to influence positive outcomes for both parties.
- Encourage collaborative problem solving and gain consensus.

### CONTENTS:

- Understanding Conflicts in Businesses
- Impact of conflicts on businesses/ corporates
- Identify the source of conflict.
- Diagnose the stage of conflict.
- Understand the avoidance and approach styles of conflict management.
- Study steps in negotiation towards conflict resolution.
- Encourage collaborations culture of problems solving as a proactive approach of conflict prevention.
- Building permanent mechanism to resolve conflicts in an organization.

### Pedagogy:

Exercises, role plays

### INVESTMENT:

Rs. 10,000 per participant plus GST which includes morning and evening tea, lunch and workshop material.

**LEAD FACULTY** Prof. Prajakta Dhuru

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## PERSONAL EXCELLENCE: A JOURNEY

**PROGRAM: DURATION:** 2 days

### FOR WHOM:

This course has been designed for people playing different roles as professionals in an organization. Therefore, senior, middle or junior level executives interested to develop certain skills and competencies for personal excellence and also to cope up with various challenges in this turbulent world effectively, are welcome to join the program.

### OBJECTIVE(S):

The program aims to empower individuals to become self-aware by identifying their strength and weaknesses. Self-awareness leads to self-development. This program will facilitate the employees to excel in corporate settings and personal life in general.

### CONTENT:

- Know thyself
- Assertiveness
- Exploring Interpersonal Needs and aspirations
- Analysis of Life Positions
- Happiness and Well-being

### PEDAGOGY:

Role Plays, Personality assessment and Experience Sharing

### INVESTMENT:

Rs. 15,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Prof. Rangana Maitra

## LIFE SKILL AND COMPETENCY FOR SUCCESS AND WELL-BEING

**PROGRAM: DURATION:** 2 days

### FOR WHOM:

This course has been designed for people playing different roles as professionals in an organization. Therefore, senior, middle or junior level executives interested to develop certain skills and competencies for getting success in life and also to cope up various challenges in this turbulent world effectively are welcome to join the program.

### OBJECTIVE(S):

The program aims to empower individuals to acquire life skill and competency required to facilitate their effectiveness in corporate settings and personal life in general.

### CONTENT:

- Johari Window
- Transactional Analysis
- Self-efficacy
- Self-esteem
- Emotional Intelligence
- Spiritual Intelligence
- Potential Sources of stress
- Sources of organizational stress
- Adverse impact of stress
- Stress Management
- Time management
- Rejuvenation of body, mind and soul
- Happiness and well-being
- Enhance overall sense of well-being
- These programs can be customized to suit the training needs of companies

### PEDAGOGY:

Interactive sessions, Role Plays, Exercises, Experience Sharing and Videos

### INVESTMENT:

Rs. 15,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Vijay Bhangale and Prof. Rangana Maitra

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## HUMAN RESOURCES ANALYTICS

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

Human Resources Managers

**OBJECTIVE(S)**

- To enable participants to understand the utilities of HR Analytics for improved Employee Performance
- To enable participants to use HR Analytics in various functions of HR
- To enable participants to analyse data using basic and advanced statistical tools for informed decision-making about interventions and their impact (No prior knowledge of Statistical Methods is required.)
- To enable participants to understand the effect of HR Analytics on business

**CONTENTS:**

- What is HR Analytics?
- Conceptual models of analytics and developing insights from Workforce analytics
- Application of Statistical tools and techniques like Descriptive Statistics, Co-relation ANOVA, Linear, Multiple and Logistic Regression, and Structured Equation modelling for HR decision-making
- Aligning HR strategy to business outcomes
- Conduct Predictive Analytics using different HR Case studies
- Suggest suitable Interventions e.g. Training, Engagement activities, Retention strategies, Organizational Development
- Techniques to help monitor the impact of interventions

**PEDAGOGY:**

Interactive sessions, Hands on practical training using statistical software SPSS and AMOS, Case Study

**INVESTMENT:**

Rs. 10,000/-per participant plus GST which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Prof. Sonal Daulatkar

## HIGH PERFORMANCE TEAMS

**PROGRAM: DURATION:** 2 days

**FOR WHOM:**

For middle and junior level managers and executives, playing critical roles in the organization as part of the teams and who are passionate and determined for their professional growth.

**OBJECTIVE(S):**

A highly interactive and activity based workshop that will empower and enable individual to become a great team member.

**CONTENT:**

- Define an “extraordinary” team
- Identify the characteristics of an high performance team
- Apply strategies to increase team performance
- Apply strategies to enhance individual team member performance
- Break the ice, enhance communication, and build trust
- Deepen collaboration, engagement, and teamwork
- Boost productivity and achieve business performance
- Foster positive, authentic connections, and build bonds
- Understand and refine leadership with communication styles
- Build self-awareness, develop empathy and enrich relationships
- Develop leaders and their decision-making and execution skills

**PEDAGOGY:**

Experiential Learning, Facilitative Processes, Activity Based Learning, Focused Group Discussion, Facilitator Lead Discussions, role play, Communication style assessment, and observation based debriefing

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and workshop material.

**LEAD FACULTY:** Mr. Anand Mehta

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# OPERATIONS & IT

## DATA ANALYTICS USING ADVANCED MS-EXCEL

**PROGRAM DURATION:** 3 days

**FOR WHOM:**

The Program is designed for Executives, Managers, Senior Managers and Departmental Heads.

**OBJECTIVE(S):**

To enable participants to learn tackling complex data analysis and advanced charting and graphing issues—and create professional-looking forms and PivotTable reports with ease

**CONTENTS:**

The 2-Day program is focused at the following concepts in reference to Microsoft Excel.

- Data Management
- Data Analysis
- Data Validation
- Summarize the Reports
- Dashboard Report
- MIS Report
- Charts reports

The program will cover the following topics:

- Awareness of the basic facilities available in Microsoft Excel
- Basic Formulas
- Decision Making through Lookup, Referencing and Nested formulas
- Arrays, Advanced charting and graphing functions
- Statistical functions and Date / Days functions
- Text Function
- Conditional formatting and Data Validation
- Getting the most out of PivotTable and PivotChart reports
- What-If-Analysis
- Maximizing the power of Excel with VBA and macros

**PEDAGOGY:**

Hands-on training with Excel sheet, Interactive and will have a judicious mix and exercises.

**INVESTMENT:**

Rs. 15,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Aradhana Goutam

## TOTAL QUALITY MANAGEMENT FOR MANAGERS

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

The Program is designed for Executives, Managers, Senior Managers and Departmental Heads.

**CONTENT:**

- Leadership
- The work environment
- Systems and tools
- Production and sales
- Implementation of TQM

**PEDAGOGY:**

Interactive sessions, Case study

**INVESTMENT:**

Rs. 10,000/- per participant plus GST which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY** Prof. Deepak Ganachari

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## IMPLEMENTATION OF LEAN MANAGEMENT PRACTICES

**Program Duration:** 2 days

### FOR WHOM:

The Program is designed for Executives, Managers, Senior Managers and Departmental Heads.

### OBJECTIVE:

- Make the participants well versed with the concepts Lean Management and Manufacturing, that can be applied to one's organization
- Familiarize with concept of types of waste, lean tools, lean metrics and Lean Maturity matrix
- Become a Lean Manager: develop an understanding of how to manage people in a Lean environment in order to sustain improvements in production methods.

### CONTENT:

- 5S and standard work
- Cellular flow
- Facilitation skills for lean champions
- Planning & strategy deployment
- Kanban and pull systems
- Lean management system
- Lean office simulation
- Poke-yoke » error-proofing
- Project planning
- SMED principles (single minute exchange of die)
- Total productive maintenance (TPM)
- Value stream mapping basics
- Value stream mapping current state
- Value stream mapping future state & metrics

### PEDAGOGY:

Interactive sessions, Case study

### INVESTMENT:

Rs. 10,000/- per participant plus GST which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY** Prof. Deepak Ganachari

## TRAINING MODULE ON KAIZEN

**PROGRAM DURATION:** 2 days

### OBJECTIVE:

- To enable the participants to understand the meaning and significance of Kaizen in their operations
- To equip the participants with tools that they can utilize and adopt in order to start Kaizen
- To guide the participants on how to do Kaizen the easy way
- To coach the participants on how to effectively implement and sustain the Kaizen program in their operations

### FOR WHOM:

The Program is designed for Executives, Managers, Senior Managers and Departmental Heads.

### CONTENT:

- Introduction of Kaizen
- 7 types of wastes
- Why Kaizen
- Key elements of Kaizen culture
- Kaizen mind-set
- Role of management in Kaizen implementation
- Toyota Production System
- Benefits of Kaizen
- How to implement Kaizen
- Understand the critical success factors in sustaining Kaizen activities

### PEDAGOGY:

Case study

### INVESTMENT:

Rs. 10,000/- per participant plus GST which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY** Prof. Deepak Ganachari

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## PROJECT MANAGEMENT

**PROGRAM DURATION:** 3 days

**FOR WHOM:**

The Program is designed for Executives, Managers, Senior Managers and Departmental Heads.

**OBJECTIVE(S):**

- Manage the selection and initiation of individual projects and of portfolios of projects in the enterprise.
- Conduct project planning activities that accurately forecast project costs, timelines, and quality.
- Implement processes for successful resource, communication, and risk and change management.
- Demonstrate effective project execution and control techniques that result in successful projects.
- Conduct project closure activities and obtain formal project acceptance.

**CONTENT:**

- Overview of Project Management
- Project management process and role of project manager
- Strategic management and project identification
- Structuring concepts and Tools
- Use of Project Management applications for effectively managing projects
- Risk - identification ,classification, and mitigation
- Detailed Project Report - feasibility study, DCF, cash flow statements
- Project scheduling with constraints
  - CPM,PERT, Crashing, Resource allocation and Levelling
- Project planning and scheduling - (Application based)
- Project monitoring and Control
  - EVA, Change management scope creep and auditing
- Project Closure
- Project Management Office

**PEDAGOGY:**

Interactive sessions, Case study, Hands on Practise on MS-Project

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Prof. Deepak Ganachari

## SUPPLY CHAIN MANAGEMENT

**PROGRAM DURATION:** 3 days

**FOR WHOM:**

The Program is designed for Executives, Managers, Senior Managers and Departmental Heads.

**OBJECTIVE(S):**

- Analyse the manufacturing operations of a firm
- Apply sales and operations planning, MRP and lean manufacturing concepts
- Apply logistics and purchasing concepts to improve supply chain operations
- Apply quality management tools for process improvement

**CONTENT:**

- Understanding Supply Chain and achieving Strategic Fit
- Supply Chain Drivers and Metrics
- Network Design in Supply Chain - 1
- Network design in supply chain - 2
- Demand Forecasting and Aggregate Planning
- Demand, Supply Planning and Coordination
- Inventory Optimization and Managing Inventories in SCM-Cycle Inventory
- Inventory Optimization and Managing Inventories in SCM-Safety inventory

**PEDAGOGY:**

Case study

**INVESTMENT:**

Rs. 15,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY** Prof. Deepak Ganachari

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## LOGISTICS AND SUPPLY CHAIN MANAGEMENT

**PROGRAM DURATION:** 3 days

**FOR WHOM:**

The Program is designed for Executives, Managers, Senior Managers and Departmental Heads.

**OBJECTIVE(S)**

- Understand logistics operation within an organization and how to reduce cost associated with logistics within an organization
- Understand how Logistics operations optimization help improve Supply Chain in organizations

**CONTENT:**

- Introduction to Supply Chain Management.
- Logistics Management for superior customer service.
- Logistics and Warehousing.
- Logistics and Transport.
- Logistics and Financial Management.
- Business Strategy and Marketing Logistics.
- Inventory/Production Planning, Procurement and Transport.
- Logistics and Human Resource Management.

**PEDAGOGY:**

Interactive sessions, Case study

**INVESTMENT:**

Rs. 15,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY** Prof. Deepak Ganachari

## WAREHOUSE AND INVENTORY MANAGEMENT

**PROGRAM DURATION:** 3 days

**FOR WHOM:**

The Program is designed for Executives, Managers, Senior Managers and Departmental Heads.

**OBJECTIVE(S):**

- Learn the principles of Warehouse and Inventory Management
- Evaluate and analyse current procedures and KPIs
- Identify areas to improve customer service whilst achieving reductions in inventory
- Understand and implement the essential tools for managing warehouses and inventory in the supply chain

**CONTENT:**

- Basics of Warehouse Operations
- Inventory Management
- General Warehouse and Bonded Warehouse
- Private & Public Warehouses
- Technology aspects of WHM – RFID, Barcode, & WMS Software.
- Warehouse automation
- Packing and Labelling
- Lean Operations, & 5S, Just in Time (JIT) Concepts
- Warehouse and Inventory management metrics
- Supply Chain Management

**PEDAGOGY:**

Interactive sessions, Case study

**INVESTMENT:**

Rs. 15,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY** Prof. Deepak Ganachari

## THREE PL LOGISTICS

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

The Program is designed for Executives, Managers, Senior Managers and Departmental Heads.

**OBJECTIVE(S):**

- To have an insight into how the third-party logistics service drives and contributes towards the efficiency and effectiveness of a supply chain by performing its core competencies in providing logistics solutions.
- The contents cover organizing; managing, coordinating and measuring outsourced 3PL's operations, processes and practice to achieve the best practice for strategic logistics management.

**CONTENT:**

- Introduction to Logistics
- Different Types of Logistics Services ( 3PL, R & R, e - Logistics)
- Fourth Party Logistics (4PL)
- Basics of Imports, Exports & Freight Forwarding
- Transportation Management
- Distribution Management
- Warehousing and Inventory Management
- Cargo Insurance ( Open Marine Policy and FOV)
- Project Logistics
- Over Dimensional Cargo
- Organizations associated with Logistics

**PEDAGOGY:**

Case study discussion

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Prof. Deepak Ganachari

## PROCESS ENGINEERING

**PROGRAM DURATION:** 3 days

**FOR WHOM:**

The Program is designed for Executives, Managers, Senior Managers and Departmental Heads.

**OBJECTIVE(S):**

- Participant will be able to re-engineer the operational process by studying the business processes with an intention to improve the operational efficiency
- Understand how to establish framework for sustained continuous improvement in process for operational excellence

**CONTENT:**

- Process analysis techniques
- Process requirement management
- Process design practices and concepts
- Process decomposition and capturing in process templates/models
- Process composition and capturing in process templates/models
- Process categorization and classification
- Process levels
- Process tiers
- Process nature
- Process life cycle management
- Process quality management
- Agile business process management (BPM)

**PEDAGOGY:**

Interactive sessions, Case study

**INVESTMENT:**

Rs. 15,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY** Prof. Deepak Ganachari

# GENERAL MANAGEMENT

## COMMUNICATION FOR PEOPLE MANAGEMENT IN CORPORATE CULTURE

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

The Program is designed for business executives working at all levels.

**OBJECTIVE(S):**

The program aims to give an opportunity to participants to test their communication skills and decide if the skills possessed by them are sufficient to prove their managerial and leadership effectiveness in corporate settings.

**CONTENTS:**

- Significance of good communication skills in corporate world.
- Communication skills required for leaders and managers.
- Communication for interpersonal relations in multi-cultural environment.
- Communicating using modern channels of communication.
- Mastering written and oral communication.
- Non-verbal communication.
- Ethical dilemma in corporate communication.

**PEDAGOGY:**

Interactive sessions, role plays, demonstrations and exercises

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Dinesh D. Harsolekar

## EEP'S ETHICS IN BUSINESS AND CORPORATE SOCIAL RESPONSIBILITY (CSR)

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

Senior level professionals of industry, NGO's, Financial Institutions, Govt. Agencies.

**OBJECTIVE(S):**

- To enable tomorrow's leaders in conduct of globalized businesses on the eve of socially responsible investing becoming a reality.
- To explore the whole range of CSR activities and the possible strategic implications.

**CONTENTS:**

- Business of business in globalised environment.
- Ethical postulates from ancient Indian & European thinkers.
- Growth vs. Development, the Conundrum.
- Corporate Social Responsibility – various aspects and possibilities.
- Corporate Governance, need for wider scope.
- Indian Scenario for CSR.
- Rating criteria for CSR.
- Arrival of socially responsible investing.

**PEDAGOGY:**

Interactive sessions, Cases

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Prof.V.R.Shahane

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## IMBIBING SUSTAINABLE DEVELOPMENT

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

Senior Level Professionals from Corporates, Rating Agencies, Financial Institutions and Government Agencies.

**OBJECTIVE(S):**

The performance of business leaders is no longer justified by profitable operations alone but more on ensuring sustainability of the business model comprising profits, people and planet. This program will focus on the developmental yardsticks that will drive the global capital flows needed for business growth.

**CONTENTS:**

- The progression from human intelligence to ecological intelligence.
- Incorporation of social responsibilities into strategic plans.

**PEDAGOGY:**

Interactive sessions, Cases

**INVESTMENT:**

Rs. 20,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Prof. V. R. Shahane

## STRATEGIC PLANNING FOR GLOBALIZING BUSINESS

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

Senior Level Professionals from Corporates, Rating Agencies and Financial Institutions.

**OBJECTIVE(S):**

Globalization of business necessitates revisiting the classic strategic planning process incorporating newer and relevant concepts and greater emphasis on sustainable and green ideas. This program provides the necessary inputs in this context.

**CONTENTS:**

- Analysis of the changing global business environment.
- Strategic Analysis of growth & investment options.
- Implementation & review of the strategic course selected.

**PEDAGOGY:**

Interactive sessions, Cases studies

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY :** Prof. V. R. Shahane

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## LEADERSHIP FOR BUSINESS EXCELLENCE

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

The program is customized for entry level, mid management and senior professionals.

**OBJECTIVE(S):**

To provide a platform for discussion and dissection of various leadership paradigms and their impact on one's personal and professional effectiveness.

**CONTENTS:**

- Introduction and Overview.
- Leadership: Concepts and Constructs.
- Leadership: Models and Frameworks.
- Leadership Styles: PEST Analysis.
- Leadership and Organizational Change.
- Leadership and Cross Cultural challenges.
- Leadership Effectiveness for Business Excellence.
- Handling Success and Failures.
- The Journey Within.
- Wrapping Up.

**PEDAGOGY:**

Interactive sessions, Cases Studies, Games, Role Play

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY :** Dr. Minu Mehta

## CREATIVITY & INNOVATION

**PROGRAM DURATION:** 1 day

**FOR WHOM:**

Managers, Executives, Entrepreneurs, Self Employed professionals, Business Heads

**OBJECTIVE:**

An interactive workshop that will help the participants use methods to enhance creative thinking, practice creative thinking, generate creative ideas to solve problems and challenges and make a mind-set of innovation. To have Fun.

**CONTENT:**

- Definition and Ingredients
- Theory of Creativity
- Conceptual Blocks to creativity
- Components of Creativity
- Types of Innovation
- Process of Innovation
- Step by Step Guidelines
- Diverging & Converging Techniques
- Barriers to Creativity & Innovation
- Benefits & Rewards of creativity & Innovation

**PEDAGOGY:**

Experiential Learning, Facilitative Processes, Activity Based Learning, Art based Learning, Focused Group Discussion, Facilitator Lead Discussions,

**INVESTMENT:**

Rs. 5,000/- plus GST per participant which includes morning and evening tea, lunch and workshop material.

**LEAD FACULTY:** Mr. Anand Mehta

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## MANAGERIAL EFFECTIVENESS

**PROGRAM: DURATION:** 2 days

**FOR WHOM:**

For senior and middle level managers playing important roles in the organization for their professional development and who are passionate and determined for their rapid professional growth.

**OBJECTIVE:**

An interactive workshop that will help the participants become more proficient with the help of effective communication with the stakeholders, taking ownership & responsibilities by keeping oneself organized. This program will facilitate the participants to excel in corporate settings and personal life.

**CONTENT:**

- Attitude & Personal State Management
- The Importance of Ownership & Responsibility
- The Discipline of Organising Yourself
- Passion & Professionalism
- Effective Leadership
- People Management
- Effective Business Communication Skills
- Knowing Oneself to Communicate Effectively
- Listening Skills

**PEDAGOGY:**

Experiential Learning, Facilitative Processes, Activity Based Learning, Focused Group Discussion, Facilitator Lead Discussions, role play, Communication style assessment, and observation based debriefing

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and workshop material.

**LEAD FACULTY:** Mr. Anand Mehta

## BUSINESS ETIQUETTE WORKSHOP

**PROGRAM DURATION:** 2 days

**FOR WHOM**

Managers and Executives working in all functional areas who wish to improve their Professional Business Etiquettes and contribute building stronger organization.

**OBJECTIVE:**

An interactive workshop that will equip the participants to work effectively with their colleagues to get the desired results. The program will also help the participants set their goals better and use their time effectively.

**CONTENTS:**

- Importance of Interpersonal Skills
- Perfecting the Day to Day Interactions
- Emotional Intelligence at Work
- Empathizing and Understanding your Colleagues
- The Empathy Map
- Importance of Robust Dialogue to Build High Performance Relationships.
- Team Management
- Dealing with Inter Personal Conflict & Difficult Co-workers
- Setting your Goals
- Understanding Time Leveraging
- The Impact of Planning Yourself Well
- The Urgent & Important Matrix – Prioritizing Your Work
- Pareto's Principle
- Email Etiquette

**PEDAGOGY:**

Experiential Learning, Facilitative Processes, Activity Based Learning, Focused Group Discussion, Facilitator Lead Discussions, role play.

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and workshop material.

**LEAD FACULTY** Mr. Anand Mehta

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## DRUM CIRCLE

**PROGRAM: DURATION:** 90 Mins - 1 Day

**FOR WHOM:**

Every Human Being who wish to take a deep dive into the therapeutic and healing potential of the drum, and take their interactions to a greater level of interconnectedness, expressiveness, creativity and trust.

**OBJECTIVE(S):**

A highly interactive and rhythm based workshop that will empower and enable individual from within.

**CONTENT:**

- Rhythm Based Learning techniques
- Therapeutic methods of group drumming
- Healing power of rhythm
- Sense of catharsis, release and re-discovery

**PEDAGOGY:**

Experiential Learning, Facilitative Processes, Rhythm Based Learning, Focused Group Discussion,

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and workshop material and cost of hiring drums.

**DRUM CIRCLE FACILITATOR:** Mr. Anand Mehta

## RECLAIM YOUR CREATIVITY

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

The program is customized for entry level, mid management and senior professionals.

**OBJECTIVE(S):**

The program aims to develop creative thinking and problem solving skills among the participants.

**CONTENTS:**

- Creativity V/S Innovation
- Exploring our creative potential
- Integrating Creativity and Innovation with work culture
- Using Creativity and Innovation for Strategic Advantage
- From Chaos to Creativity: Taking the Leap of Faith

**PEDAGOGY:**

Interactive sessions, Facilitation of experiential learning, Cases Studies, Games, Role Play

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, lunch and reading material.

**LEAD FACULTY:** Dr. Minu Mehta

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## FROM MIND TO MATTER

**PROGRAM DURATION:** 2 days

**FOR WHOM:**

The program is customized for entry level, mid management and senior professionals.

**OBJECTIVE(S):**

The program aims to assist the participants to recognise recurring life patterns and co-creating new patterns by choice

**CONTENTS:**

- Mysteries of Mind
- Mapping the Mess
- Cleaning the Slate
- Refocus Realign Redesign
- From Mind to Matter

**PEDAGOGY:**

Interactive sessions, Experiential learning, Games, Activities

**INVESTMENT:**

Rs. 10,000/- plus GST per participant which includes morning and evening tea, Lunch and reading material.

**LEAD FACULTY:** Dr. Minu Mehta

## INDIAN EDUCATION MANAGEMENT COLLEGE RESEARCH CENTRE'S RESOURCE FACULTY



Dr. Dinesh D. Harsolekar is the Director of Indian Education Society's Management College and Research Centre, Bandra (W), Mumbai. He holds Post graduate degree in Accounting and Ph.D. in Management and has more than 35 years of industrial, teaching, research and administrative experience. Dr. Harsolekar has conducted training programs for the executives of many companies like ACC, Crompton Greaves, TATA Liebert, Vikram Ispat, Global Telesystems, Technova Imaging Systems, Mazgaon Dock, Family Planning Association, Afcons Infrastructure Ltd, The Greater Bombay Cooperative Bank etc. He has published 2 books and written several articles and papers in journals, periodicals and newspapers



Prof. Parag Mahulikar is the Dean and Senior Professor of Marketing at IES Management College, Bandra. He has done his post-graduation in Statistics from Bombay University and also Diploma in Operations Research for Management from Bombay University. He has more than 30 years of experience in Marketing and Marketing Research in the industry at senior level. He has worked with FMCG, Consumer Durables, Industrial goods, and Marketing Research industries. He was Director and Head of Bombay Office of ORG. He launched IMS Health India, subsidiary of IMS Health Pvt. Ltd-an American multinational company specializing pharmaceutical marketing research, in India in 1995 as Director. He has taught in various prestigious management institutes in and outside Mumbai viz. Indian Institute of Management, Indore, NITIE, NMIMS, S.P. Jain, Sydenham Institute of Management, Chetana etc. for the last 30 years. His area of specialization is Marketing, Marketing Research, Strategy and Balanced Scorecard. He has been conducting executive development programs for senior managers and executive directors for the past 25 years. Some of the recently conducted programs were for Ranbaxy, Merck India, Alkem, Glenmark, and Gas Authority of India (GAIL), and Sanofi Aventis, Medley, Mahindra Satyam and Raptakos, Brett Co. Ltd.



Prof. Vijay R. Shahane graduated in Chemical Engineering from UDCT, Mumbai University, in 1966 and has international industry exposure of over 35 years spanning leading industrial groups like ESSO, TATA and GOENKA as well as Government Institutions. He has held senior positions including Managing Director of listed Companies. His Teaching experience of over 15 years covers Finance, Operations, Strategic Management and Ethical Sustainable Development. Teaching at Management Institutions and conducting Management Development Programs has been an extension of his professional activities and the pedagogy adopted reflects both his top-level industry experience and an innovative approach to teaching.



Dr. Mohan B. Rao is an Electrical Engineer from BITS, Pilani and has done his PGDMSM from University of Delhi and PGDBM from XLRI, Jamshedpur. At XLRI, Prof. Rao was awarded the Gold Medal in Economics. Prof. Rao has over 25 years of experience in working in a variety of products and markets and has last served as Vice President at Dishnet DSL, prior to which he was CEO (Networking) at Datamatics. Prof. Rao had begun his career at Godrej and worked in various capacities. He has been exploring his passion for teaching and academics since 1985 at institutes like NITIE, NMIMS, & TMTTC. He has done consulting and customized training programs for Godrej group, Gas Authority of India Ltd.(GAIL), Ghaffari Inc USA, Cisco USA, Nirmal Datacom, CANFin homes to name a few. He is currently Associate Dean (External Collaborations) at IES Management College and Research Centre and has done over 50 detailed market studies with the active involvement of students for Coca-Cola, Cadbury, and Maruti among others. At IESMCRC, he is responsible for setting up the ISO environment. He is currently the lead auditor and during the evolution of ISO 9001:2008 standards, he was engaged by ISO Geneva for validation of the new standards.



Dr. M. W. Shaikh has done Master of Laws & Master of Labour Studies from University of Mumbai and has over 25 years of experience with leading companies like M/s Jam Mills, Nhava Yard (MDL), New India Bank Ltd Patel roadways Ltd and Allana Group of Companies. His expertise is in the field of HRM, Industrial Law, Personnel Finance and he was teaching at leading institutes and also authored a book on Personnel Finance. He has conducted various corporate training programs in areas such as Functional Skills, Soft Skills, and Business Law in Companies like Patel Roadways, Allana Group, Fabindia, NABARD, and The Greater Bombay Cooperative Ltd. He is working as the Associate Dean (Student Affairs and Placements) in IES.



Dr. Vijay Bhangale has rich industry experience of 17 years in Marketing/Sales with companies like Ranbaxy Labs, Glaxo Smith Kline Consumer Healthcare, Searle, Merck, Ipca Labs & Merisant at various levels right up to heading the Marketing & Sales function. He has been instrumental in setting up new businesses, launching new products and building brands which have been leaders in their respective categories. For last 11 years he has been in IES MCRC as Associate Dean – Academics and has taught various subjects like ‘Consumer Behaviour’, ‘Business Strategy’, ‘Marketing Strategy’, ‘Integrated Marketing Communication’, ‘Stress Management’, ‘EQ & SQ’. Etc. He has conducted management development programs for senior industry professionals in areas of ‘Brand Management’ & ‘Stress Management’. He has consulted reputed pharmaceutical companies in business planning, marketing strategy and communication development etc. He has published papers in various international & national journals. He has presented papers in international and national conferences. He has travelled globally for business purpose to countries like France, UK, USA, Greece, Dubai, Singapore, Thailand, Srilanka etc.



Dr. Minu Mehta is a result oriented professional with more than 19 years of experience in academics and administration. She has been actively involved in all aspects of management education including course design, curriculum development, pedagogy, and evaluation. Her research focus has primarily been on issues of leadership and entrepreneurship, particularly from the gender perspective. She has presented papers at various international platforms including Zayed and Al-Ghurair University Dubai, and Monash University, Australia. Being a resource person with various government bodies, academic institutions and NGOs, she is regularly invited for organizing discussions and workshops. She is a Grid International Inc certified leadership trainer. She has received the Innovative Teaching Practices Award in the year 2009, the Development Activities Award in 2010 and Award for Achieving the Highest Rating in Teaching in 2011. Dr Mehta is presently working as a professor in IES MCRC.



Ms. Devaki Nadkarni has been working as Assistant Professor at Indian Education Society's Management College and Research Centre, Bandra (W), Mumbai since July 2006. She has 9 years of industrial experience as a design engineer in handling turn key projects in process industry and more than 10 years of teaching experience in the areas of Production / Operations Management, Quantitative Techniques, Project Management, TQM etc. She has taught working executive students of IGNOU- MBA programs and Mumbai University part-time programs. She has presented research papers in international conference in the areas of Entrepreneurship and Operations Management. She has attended Faculty Development Programs in the areas of Quantitative Techniques and Operations Management at IIM (Ahmedabad) and IIM (Bangalore). Currently, she is pursuing Ph.D. from S.N.D.T University.



Dr Richa Chaudhary is associate professor in the area of Marketing and Quantitative Techniques with over 12 years of teaching experience at Post Graduate level. She obtained her doctorate (Ph.D. in Customer Relationship Management) in 2011, from Banasthali University. Her graduate degrees include MBA (Marketing) and PGDTDP with B.Sc. Honors in Mathematics. She is currently associated with IES Management College and Research Centre, Mumbai, prior to that, she has worked in many other management institutes in Mumbai and Banasthali University. Her area of interest includes Marketing Research and Analytics, Business Statistics, Research Methodology, Operation Research, and Consumer Behavior.

She is a recognized Ph.D. co-guide in faculty of Management at Banasthali University, and has been working as an advisory Statistical Consultant for many Ph.D. candidates from various B. Schools across India. She is head, Research and Publication at IES Management College and is reviewer for various international and national journals. Her research interest span consumer analytics, consumer behaviour, health and fitness market, digital marketing etc.



Dr. Aradhana Goutam, holds a Ph.D. in the area of Computer Science Engineering & Information Technology, from Faculty of Engineering Sciences, Devi Ahilya Vishwavidyalaya, Indore (M.P.), coupled with a Master of Technology (M.Tech) in Information Technology Degree from the Devi Ahilya Vishwavidyalaya, Indore (M.P.).

She has experience in developing software solutions on multiple platforms. Her academics experience spans across M.Tech. Information Technology, Mobile Computing, B.E. Computer Science and B.E. Information Technology. She has been associated with premier and reputed institutions like DAVV Indore and FRCRCE Mumbai. Currently she is working as an associate professor in IES MCRC Mumbai.

Her 12 years of experience spans across Teaching, Industry and Research domains. She has taught many subjects Like Project Management, Software Engineering, Mobile Computing, DBMS, JAVA, ERP, and many others. She has published 19 research papers in various International and national Journals.



Prof. Deepak Ganachari, an associate professor in IES MCRC, graduated as a Mechanical Engineer, prior to his post-graduation in Management Studies. He has an industry work experience of 21+ years. Deepak is trained on Six Sigma Black Belt and Project Management programs.

Deepak's industry experience spans across Automotive, Information Technology and Consulting Domains. He has worked in organizations like FIAT and FORD in India, Mahindra First Choice and Satyam Computers (currently merged with Tech Mahindra). His Automotive domain assignments spanned After Market Service, Channel Development, Dealer Management, Development and implementation of Pre owned car programs. IT and Consulting assignments spanned mainly in process engineering, best practices, solutions for business transformation and IT enablement. He has to his credit execution of 7 global engagements as Project Manager. He has 10 years' experience in Consulting Presales and Business Development, scouting for researching solutions in manufacturing, logistics and Supply Chain, to enhance business agility and optimize operational excellence.



Prof. Prajakta Dhuru has around 15+ years of experience in industry and academics. She is currently working for IES MCRC, Mumbai since 2015. At IES MCRC she is involved as a full time management faculty for Human Resources and General Management. Apart from teaching she is actively involved in many other developmental activities.

In addition to her teaching role she was largely responsible for grooming students to make them placement ready. She has taught in many Indian and International Universities and covered many subjects related to Organization Behaviour, Human Resources and General Management.

Along with her teaching she was a regular trainer at ASTM, Zicom to conduct modules for their DGR course. She was also associated with Trainer at Sir Sorabji Pochkhanawala Bankers Training College (SPBT), a training centre of Dena Bank and Central Bank. She covered various modules on Corporate Grooming, Interpersonal relationships, Conflict Management and communication. She has also worked on different projects of reviewing JD's and was a part of Assessment Centres during her association with few HR Consultancies.



Dr. Svetlana Tatuskar has completed her Masters in Commerce from the University of Mumbai and is also a Certified Accounting Technician by the Institute of Chartered Accounts of India. Her core subjects are Corporate Valuations, Mergers and Acquisitions, Corporate Finance and Strategic Financial Management. She has conducted lectures at BSE Training Institute on Valuations and Mergers and Acquisitions. She has been with IES for the past 9 years. Prior to joining IES, she has 9 years of experience spread over both academics and Industry. Her academic experience is spread over AICTE recognized B- Schools in Mumbai and other private Institutes conducting lectures for Chartered Accountancy students. She is also empanelled as examiner and paper setter for the Institute of Companies secretary of India. She has presented Research Papers at International and National Conferences including the IIMs. She has won various awards and accolades for her research work from prestigious bodies. Many of her papers have also been published in leading international and national journals. She has conducted several MDP programs for executives at AFCONS, Mazagaon Docks, BSE, Citizen Credit Bank, just to name a few.



Prof. Sonal Daulatkar has completed her Fellow (Doctoral) Program in IT from National Institute of Industrial Engineering (NITIE), Mumbai, and M.B.A. in Systems, HR and Marketing and B.E. (Elex.) from colleges affiliated to University of Pune. She has 14 years of work experience in industry and academia. Her passion for teaching lead her to develop herself into teaching about various areas of Business such as Business Intelligence and Analytics, Training and Development, Organizational Behaviour, Value-based Management, Software Engineering, ERP, and MIS among others. She has keen interest in multi-domain studies and her main research interest is the co-creation of IT Business Value across different functions, especially HR. She has some good research publications, is a reviewer of international Journals, and is associated with professional bodies for furtherance of knowledge. She holds a certification from SAP India as HCM functional consultant.



Prof. Rangana Maitra has over 19 years of experience in industry and academics. She has authored a book and published many research papers in various international & national journals. She has also presented papers in various international conferences. Since the last 10 years she is associated with IES MCRC as an associate professor and teaches 'Organizational Behaviour', 'Organizational Development', 'Behavioural Dynamics for Talent Acquisition and Development' and 'Human Resource Management'. She possesses three post graduate degrees of which two are in the area of management and M.A. in English Literature. She has also completed M.Phil. In Management.

She is having consulting interests in the areas of Individual and interpersonal dynamics and team-building. She has expertise in the field of Psychometric Testing. She has keen interest in the Self Awareness and Self Development and conducts workshop in this area. Her research interest lies in the areas of Human-being Development, Organizational Change & Development, especially merger & acquisition and Leadership.



Mr. Anand Mehta is professionally an entrepreneur and passionately a Corporate Trainer. He is an Engineer turned MBA, has experience of training more than 200 companies and have facilitated more than 350 training workshops, reaching to more than 20,000 people in last 10 years of his training carrier.

He has been instrumental in transforming lives of corporate employees, MBA Students, SME's, NGO's and Associations.

He has been awarded as Business Tycoon by IES and Young Leader by Lions Clubs International. He is a certified Outbound trainer and Drum Circle Facilitator.

He is also an active member of Association of Experiential Educators, International Association of facilitator, International Trainers Conclave and Association of Trainers.

His passion in experiential education makes him the most sought-after facilitative Trainer, who firmly believes in high level of engagement leading to transformational long-term impact.



Prof. Gazia Sayed holds a MMS Degree from Mumbai University, and had specialized in the field of Finance. She is currently perusing Ph. D from Mumbai University and her research centre is K. J. Somaiya Institute of Management Studies and Research. She took to teaching BMS and MMS students in the area of Finance. She is currently associated with Indian Education Society's Management College and Research Centre as Assistant Professor. She was awarded as best faculty for "Co-curricular /Extra-curricular and Administrative activities" in the AY 2009-10 and Best Faculty – First Runner up in the AY 2014-15. She has been recognized as a teacher of the university for the M.M.S. Degree in Management Studies. She had written many Research Papers for various National and International Journals and Conferences in the areas like Corporate Valuation, Mergers and Acquisition, Corporate finance, Microfinance and Banking.