



# **EXECUTIVE MANAGEMENT PROGRAM**

## **SCHEDULE AND SESSIONS**

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**EXECUTIVE  
MANAGEMENT  
PROGRAM**

# **HUMAN RESOURCE MANAGEMENT AND ORGANISATION BEHAVIOR**

**SCHEDULE AND SESSIONS  
(HR EXCELLENCE FOR TEAM LEADS)**

<https://gbsrc.dpu.edu.in>

## **Trainer's Guide: HR Excellence for Team Leads - 4-Day Capability Building Program**

**Program Title:** Human Resource Excellence for Emerging Team Leaders

**Target Audience:** First-Line Managers, Project Leads, Team Leads (0-2 years of experience leading teams)

**Delivery Format:** 4 Days, In-Person | 10:00 AM - 5:00 PM

**Design Approach:** Practical | Action-Oriented | Coaching-Focused | Operationally Grounded

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### **Program Objectives**

- Build team leadership capability through HR fundamentals embedded in daily practice.
  - Equip new leaders to manage performance, resolve conflicts, coach junior staff, and communicate effectively.
  - Provide scalable frameworks and templates for real-time project teams.
  - Enable team-level transformation using structured tools, feedback loops, and documentation practices.
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### **Learning Philosophy**

- **Action Learning:** Use of checklists, trackers, SOPs, and ALPs.
  - **Behavioral Anchoring:** Role modeling, feedback rituals, and reflection.
  - **Real Context Practice:** Role Plays from healthcare-IT delivery environments.
  - **Ownership s Growth:** Development plans, team playbooks, and knowledge capture.
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## 4-Day Training Architecture

### Day 1: Foundation of Team Leadership and Goal Alignment

Session	Topic	Tools C Frameworks	Activities
1	Expectation and SMART Goal Setting	SMART Goals, Expectation Canvas	Team Role Alignment Exercise, Individual Goal Mapping
2	Delegation Readiness and Empowerment	Delegation Grid, Learning Curve Assessment	Delegation Simulation, Empowerment Matrix Mapping
3	Role Clarity and Accountability	RCR Matrix, Ownership Grid	Task-Role Mapping, TL Role Visualization
4	Confidence Building and Ownership Culture	Recognition Model, Small Wins Framework	Ownership Audit, Confidence Reflection Logs

**Key Outcomes:** Clear goal alignment, structured delegation, task ownership clarity, confidence building tools.

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### Day 2: Performance Support, Feedback and Conflict Resolution

Session	Topic	Tools C Frameworks	Activities
5	Performance Structuring for Early Career Talent	OKRs, Junior Performance Tracker, Weekly 1:1	Create Personalized Tracker, Conduct Practice 1:1s
6	Building a Feedback Culture	SBI, Feedforward, Feedback Frequency Planner	Feedback Role Play, Journal Design
7	Problem Solving and Conflict Resolution	DESC, 5 Whys, Conflict Checklist	Case-Based Conflict Role Play, Problem Solving Drill
8	Safe Space and Communication Etiquette	Start-Stop-Continue, Active Listening Canvas	Psychological Safety Workshop, Peer Feedback Simulation

**Key Outcomes:** Strengthened feedback habits, conflict handling tools, safe environment creation, review systems.

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### Day 3: Coaching, Mentoring and Knowledge Transfer

Session	Topic	Tools s Frameworks	Activities
9	Technical Mentoring and Learning Pathways	Learning Path Canvas, Weekly Growth Milestones	Design Technical Growth Roadmaps, Skill-Need Matrix
10	Shadowing, Buddy Systems and Upskilling	Mentorship Playbook, Buddy Checklist	Mentor Simulation, Peer Knowledge Shadow Plan
11	Process Documentation and SOP Building	SOP Template Kit, Documentation Tracker	SOP Sprint, Handoff Process Build
12	Communication Systems C Stand-up Protocols	Team Communication Canvas, Feedback Loops	Stand-up Role Play, Team Comms Flow Mapping

**Key Outcomes:** Mentorship plans, learning routines, SOP starters, peer collaboration ecosystems.

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### Day 4: Improvement, Leadership Practice and Capstone

Session	Topic	Tools s Frameworks	Activities
13	Continuous Improvement C Retrospectives	Team Reflection Grid, Kaizen Board, Retrospective Log	Run a Retro, Create Improvement Log
14	Documentation Ownership C Collaboration	Living Document Canvas, SOP Contribution Tracker	Collaborative Doc Build, Knowledge Review Ritual
15	Leading by Example C Team Culture Modeling	TL Values Map, Leadership Behavior Grid	Self-Audit: Leadership Habits, Team Culture Alignment Activity
16	Capstone: Team Playbook C Growth Roadmap	TL Playbook Template, Peer Review Rubric	Present TL Playbook, Receive Feedback, Build 30-Day Action Plan

**Key Outcomes:** Action plans for improvement, team lead modeling toolkit, peer-reviewed playbook.

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## Tools s Templates Toolkit

- Expectation Setting Canvas (SMART + Behavioral Goals)
  - Delegation Readiness and Empowerment Matrix
  - Ownership Tracker and Accountability Grid
  - Weekly 1:1 Template and Feedback Planner
  - Conflict Resolution Checklist and DESC Cards
  - Technical Learning Path and Peer Mentoring Log
  - SOP Builder Templates and Documentation Audit Sheet
  - Team Communication Norms SOP and Meeting Checklists
  - Retrospective Log and Continuous Improvement Grid
  - TL Values Reflection and Capstone Presentation Rubric
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# **OPERATION MANAGEMENT**

## **SCHEDULE AND SESSIONS**

<https://gbsrc.dpu.edu.in>

## Trainer's Guide: Executive Operations Mastery Program for Mid-Level Managers

**Program Title:** Executive Operations Mastery Bootcamp

**Target Audience:** Mid-Level Business Managers & Team Leads

**Duration:** 4 Day (In-Person, 10:00 AM – 5:00 PM)

**Learning Style:** Experiential | Action-Based | Case-Driven | Peer-Coached

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### Program Objectives

- Enable leaders to understand basic concepts operations management.
  - Enhance work efficiency and effectiveness.
  - Productivity through goal congruence.
  - Achieve transformation through feedback, empowerment, and capability-building.
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### Pedagogical Foundation

1. **Action Learning:** All modules are based on practical experience
  2. **Participative Learnings:** Draws from global best practices like Kaizen, 5S
  3. **Executive Relevance:** Uses real life Operation management cases.
  4. **Integration Workshops:** Connects each day's learning with current projects
  5. **Coaching & Reflection:** Daily peer reviews, feedback formats, and handson
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## Program Architecture: 4 Days × 4 Sessions

### Day 1: Operations Tree

Session	Topic	Frameworks	Activities
1	Operations for Service Sector	Operations Cases	Operation Excellence in Service Sector Cases
2	Making Common Sense Common Practice: Models for Service Excellence	Productivity Model	See around
3	Maintenance	Maintenance Triangle	Maintenance Alignment Canvas
4	World of Operations	Connecting dots in operations field	Case Study

**Integration:** Success depends on implementation SOP at work.

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## Day 2: Productivity Improvement Ecosystem

Session	Topic	Frameworks	Activities
5	Kaizen	Continuous improvement	Identifying kaizen around us
6	5S	Productive workspace	Identifying levels of 5S for individual workstations
7	Lean System	Waste Removal System	Identifying system waste
8	Root Cause Analysis	Fish Bone Diagram	Method Study and developing FBD

**Integration:** Small thing have a great effect.

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## Day 3: TQM

Session	Topic	Frameworks	Activities
9	Importance of Quality	Quality Revolution	Revolutionary Quality Video on If Japan Can What can't we?
10	TQM	Deming and Juran Model	PDCA model
11	Quality Circles	Sharing and developing	Team work for Quality achievement
12	SQC	Process and product Quality	Improvement through SQC

**Integration:** Make a habit of finding the best.

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## Day 4: Service operations & Growth

Session	Topic	Frameworks	Activities
13	Service Operations	Importance of Service Operations	Goods Service Continuum
14	Support Systems	Service as a support system	Identifying service importance workouts
15	SERVQUAL Model	SERVQUAL Model	Developing Servqual
16	Capstone: Presentation & Reflection	Feedback Panels, Implementation Tracker	Present Final

**Integration:** Realization and demonstration for real teams.

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## Toolkit from TL Operational Practices

- **Excellence through common** (Making Common Sense Common Practice: Models for Manufacturing Excellence)
- **SERVQUAL**
- **Productivity Model**
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## Post-Program Activation Timeline

Week	Focus	Deliverable
1	SOPs & Goals	Align SOP and success
2	Continuous improvement	Identifying Kaizens
3	Quality Models	Implementation of Quality MS
4	Review SERVQUAL	Service excellences

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## Final Deliverables for Each Executive

- Action Learning Project Plan with Timelines
- Preparing for effective deliverables
- Identifying waste and improvement Own Team
- Certificate of Completion (on ALP Submission)



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# **FINANCE MANAGEMENT**

## **SCHEDULE AND SESSIONS**

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# Personal Finance Session

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Target Audience: Young professionals, or anyone looking to take control of their finances.

Duration: 3-4 Hours (with one short break)

## Programme Schedule

Slot	Session Title	Topics Covered	Activities / Tools
1	<b>Welcome &amp; Warm-Up: Why Finance Matters</b>	<ul style="list-style-type: none"><li>• Icebreaker: Money and You</li><li>• The “Tough Questions” on family finances, savings, insurance</li></ul>	Group Poll / Discussion
2	<b>Goals, Budgeting &amp; Saving</b>	<ul style="list-style-type: none"><li>• Setting financial goals (short/medium/long-term)</li><li>• 50:30:20 Rule</li><li>• Emergency Fund</li><li>• Avoiding Debt</li></ul>	Budgeting template activity
3	<b>Time Value of Money &amp; Power of Compounding</b>	<ul style="list-style-type: none"><li>• Compounding: Ram vs Shyam</li><li>• Why starting early matters</li><li>• Simple calculations with goal examples</li></ul>	Compounding calculator demo
	<b>Tea/Coffee Break</b>	—	—
4	<b>Investment Basics &amp; Asset Classes</b>	<ul style="list-style-type: none"><li>• Equity, Bonds, Mutual Funds, Real Estate, Gold, Crypto</li><li>• Risk vs Return</li><li>• Tax-efficient investing</li></ul>	Investment decision matrix
5	<b>Risk, Insurance &amp; Documentation Essentials</b>	<ul style="list-style-type: none"><li>• What is risk?</li><li>• Need for diversification</li></ul>	Risk profile quiz + checklist

Slot	Session Title	Topics Covered	Activities / Tools
		<ul style="list-style-type: none"> <li>• Term &amp; Medical Insurance</li> <li>• Nomination, Will, “What My Family Needs to Know” doc</li> </ul>	
6	<b>Case Study: Buy vs Rent + Retirement Planning</b>	<ul style="list-style-type: none"> <li>• Home ownership dilemma (1 Cr home case)</li> <li>• How much to save for retirement</li> </ul>	Interactive case discussion
7	<b>Wrap-Up &amp; Takeaways</b>	<ul style="list-style-type: none"> <li>• Final Q&amp;A</li> <li>• Share budget/goals assignment</li> <li>• Key messages and feedback</li> </ul>	Summary + Certificate distribution (optional)

### Participant Resources

- • Budget Planner (Excel or Google Sheet)
- • Financial Goals Worksheet
- • Risk Profile Self-Assessment
- • Investment Option Comparison Table
- • Insurance & Will Checklist
- • Optional: “What My Family Needs to Know” Template

# Finance for IT Professionals: Financial Reporting, Analysis & Costing with Bloomberg Insights

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A 2-Day Management Development Programme

## Target Audience

Mid to -level IT professionals, project managers, product leads, and non-finance managers in IT looking to make informed decisions using financial data.

## Duration

2 Days (9:30 AM – 5:30 PM each day)

## Learning Objectives

By the end of the programme, participants will be able to:

1. **Read and interpret financial statements** (P&L, Balance Sheet, Cash Flow) with a focus on IT-sector specifics.
2. **Analyze financial performance** using key ratios and industry-specific KPIs
3. **Understand cost structures** in IT projects and apply breakeven and decision-making tools effectively.
4. **Use Bloomberg Terminal functions** (FA, RV, BI, etc.) to extract, compare, and interpret real-time financial data.

## Day 1: Financial Reporting & Understanding Financial Statements

Time	Session	Details	Bloomberg Integration (where applicable)
9:30 – 10:00	Welcome & Introductions	Icebreaker + Expectations	—
10:00 – 11:15	<b>Session 1: Basics of Financial Reporting</b>	<ul style="list-style-type: none"> <li>Financial Reporting Principles</li> <li>Relevance for Tech &amp; IT Decision-Making</li> </ul>	Brief demo: FA (Financial Analysis) screen for listed IT firms (e.g., INFY, MSFT)
11:15 – 11:30	Tea/Coffee Break		
11:30 – 1:00	<b>Session 2: Income Statement (P&amp;L)</b>	<ul style="list-style-type: none"> <li>Revenue Streams in Tech</li> <li>Gross &amp; Operating Margins</li> </ul>	Use FA → IS (Income Statement tab) Peer comparison via RV (Relative Valuation) for IT firms
1:00 – 2:00	Lunch Break		
2:00 – 3:30	<b>Session 3: Balance Sheet</b>	<ul style="list-style-type: none"> <li>Asset-light vs Capital-heavy firms</li> <li>Intangibles in IT (IP, R&amp;D)</li> </ul>	Bloomberg demo: FA → BS tab Use BETA (Company Profile and Business Segments)
3:30 – 3:45	Tea/Coffee Break		
3:45 – 5:15	<b>Session 4: Cash Flow Statement</b>	<ul style="list-style-type: none"> <li>Importance of Cash in Tech Business Models</li> <li>Working Capital Cycles</li> </ul>	Bloomberg demo: FA → CF tab Visualize with GP (Graph Price with Financials)
5:15 – 5:30	Recap & Q&A		

## Day 2: Financial Analysis & Costing for Decision-Making

Time	Session	Details	Bloomberg Integration
9:30 – 10:00	Reflections on Day 1	Recap Quiz & Discussion	—
10:00 – 11:15	<b>Session 5: Financial Ratio Analysis</b>	<ul style="list-style-type: none"> <li>Profitability, Efficiency, Leverage</li> <li>KPIs like ROIC, CAC, LTV</li> </ul>	Demo: FA → Key Ratios Industry Comparison via BI → Tech Sector Dashboard
11:15 – 11:30	Tea/Coffee Break		
11:30 – 1:00	<b>Session 6: Cost Concepts &amp; Analysis</b>	<ul style="list-style-type: none"> <li>Fixed vs Variable Costs</li> <li>Direct vs Shared IT Costs</li> </ul>	Use Bloomberg's WEI (World Economic Indicators) to show cost impact of macro factors Use MA (Merger Analysis) to discuss cost synergies
1:00 – 2:00	Lunch Break		
2:00 – 3:30	<b>Session 7: Breakeven and Decision-Making</b>	<ul style="list-style-type: none"> <li>CVP Analysis</li> <li>Cost Simulations for a Product</li> </ul>	Optional Excel Model + Bloomberg overlay using historical margins from FA
3:30 – 3:45	Tea/Coffee Break		
3:45 – 5:00	<b>Session 8: Hands-on Case Study – Decode a Financial Report</b>	<ul style="list-style-type: none"> <li>Group Work: Analyze Real Tech Company</li> <li>Present Insights</li> </ul>	Each group uses Bloomberg FA, DVD (Dividend Analysis), EVTS (Events), ANR (Analyst Ratings)
5:00 – 5:30	Feedback, Wrap-up & Certificates		

## Participant Deliverables (with Bloomberg components)

- Glossary of Bloomberg Functions for Non-Finance Professionals
- Financial Analysis Template with sample Bloomberg outputs
- Real-company case study with Bloomberg screenshots for guidance
- Reference Guide: How to use Bloomberg for Industry Peer Analysis & Ratios





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# **SALES, MARKETING AND BRANDING FOR YOUR BUSINESS**

**SCHEDULE AND SESSIONS**

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# **Trainer's Guide: 4-Day Executive Business Management Program for Mid-level Business Managers**

**Program Title:** Sales, Marketing and Branding for your Business

**Target Audience:** Mid-Level Business Managers & Team Leads

**Duration:** 4 Days (In-Person, 10:00 AM – 5:00 PM)

**Learning Style:** Experiential | Action-Based | Case-Driven | Peer-Coached

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## **Program Objectives**

- To prepare mid-level managers with strategic frameworks and analytical tools to drive sales growth, market expansion, and brand positioning in a competitive digital ecosystem.
  - To explore how branding impacts customer perception, trust, and loyalty—enabling participants to align brand strategies with the organization's value proposition and customer experience.
  - To foster collaboration between sales, marketing, and product teams, ensuring alignment of goals and coherent messaging across customer touchpoints.
  - To sensitize managers to emerging trends such as digital transformation, Omni channel strategies, content marketing, and sustainability branding in the IT services landscape.
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## **Pedagogical Foundation**

### **1. Adult Learning Principles (Andragogy)**

The program is designed around Malcolm Knowles' principles of adult learning, recognizing that mid-level managers bring prior experience, prefer practical application, and seek self-directed, goal-oriented learning.

### **2. Blended Learning Approach**

In-person / virtual interactive sessions for direct instruction and peer engagement.

Self-paced digital modules with caselets, videos, and quizzes for reinforcement.

Use of discussion forums and collaborative tools to enhance continuous learning and reflection.

### **3. Experiential Learning (Kolb's Learning Cycle)**

Activities include role-plays, simulations, and live business cases to ensure learning is grounded in real-world scenarios.

### **4. Case-Based Teaching**

Use of **industry-specific case studies**, particularly from IT and tech services, to build decision-making skills and strategic thinking.

Focus on real branding and marketing successes/failures in B2B and B2C tech contexts.

## **5. Use of Technology and Tools**

Exposure to modern marketing tools: CRM systems, marketing automation platforms, LinkedIn Sales Navigator, Google Analytics, etc.

Application of AI-based tools for customer segmentation, content personalization, and sales forecasting.



## Program Architecture: 4 Days × 4 Sessions

### Day 1: Sales and Sales Management

Session	Topic	Outlines & framework	Activities
1	Sales Models, 4 S model of Sales management	<ul style="list-style-type: none"><li>• Transactional Sales</li><li>• Solution Selling: Tailored IT solutions.</li><li>• Consultative Selling</li><li>• Account-Based Selling</li><li>• Inbound/Inside Sales</li></ul>	Role play, deliberations
2	Lead generation mechanism and funnel management, Online and offline lead generation management	S.P.A.C. E Framework	Demonstration
3	Sales channel management	Pull Strategy - Marketing, , Customer Development Push Strategy – Distributor Development, Sales	Case study discussion
4	Enhancing Negotiation Skills	Preparation Stage (Before the Negotiation), Opening Stage (Beginning the Negotiation), Exploration Stage (During the Negotiation), Bargaining Stage (Negotiating the Terms), Closing Stage (Finalizing the Agreement)  Post-Negotiation Stage (After the Deal is Done)	Role plays

## Day 2: Effective personal Selling and Selling techniques

Session	Topic	Frameworks	Activities
5	Effective personal Selling; Prospecting to closing	SPIN Selling Model (Situation, Problem, Implication, Need-Payoff)  The BANT Model (Budget, Authority, Need, Timeline)	PPT, Role plays and demonstration
6	Selling techniques:	FABing Technique, 3*3*3 techniques of sale, Targeting, Sales force Effectiveness (SFE), Partner Relationship Management (PRM)	PPT, Role plays and demonstration
7	CRM; Customer Acquisition, Retaining the customer, converting them to profitable customer, CRM models	IDIC Model: Focuses on identifying, differentiating, interacting, and customizing interactions with customers.  CRM Value Chain Model: Customer Lifecycle Model.	PPT, Classic case studies
8	Stakeholder Mapping and Management; Power and Interest Matrix  Sales force performance management	Salience Model . Influence–Impact Matrix . RACI Matrix (Responsible, Accountable, Consulted, Informed) The Power and Interest Matrix(also known as Mendelow’s Matrix)  Sales Funneling model and Sales analytics	Discussions and deliberations  Case study analysis  Best practices across IT firms

### Day 3: Basics of Marketing management

Session	Topic	Frameworks	Activities
9	Basic Principles and Understanding of Marketing	<p>4 Ps/7 P's of Marketing - Product, Price, Place, Promotion, People, Process, and Physical Evidence.</p> <p>4S of Marketing</p> <p>Size, Share, Shape and Soar of the products and services you manage</p>	Case study/ PPT
10	Objectives of marketing management	<p>Integrated Marketing Management Model</p> <ul style="list-style-type: none"> <li>• 4 P's / 4 S's</li> <li>• STP (Segmentation, Targeting, Positioning)</li> <li>• Customer Journey Mapping</li> <li>• Balanced Scorecard (for performance evaluation)</li> </ul>	Case study / PPT
11	Integrated marketing communication-	AIDA Model – a classic marketing and sales framework used to guide customer decision-making and communication strategies	AV supported cases
12	Market Research and Marketing Analytics	<ul style="list-style-type: none"> <li>• SWOT Analysis</li> <li>• Six Forces Model Marketing</li> <li>• Visual Model: Market Analytics Cycle</li> </ul>	Best practices across It firms

## Day 4: Digital Marketing and Brand Management

Session	Topic	Frameworks	Activities
13	Basics of Digital Marketing; Social Media marketing	RACE planning, Marketing funnel, Flywheel model, Forrester's 5 Is, McKinsey's consumer decision journey	Discussion and interaction
14	SEO, SEM, Designing and delivering online campaign	Lead Management, Sales Funnel creation and Management	PPT, Case studies
15	Strategic Brand Management; Building and managing brands	Kapferer Brand Prism, Brand Pyramid, Keller's Brand Equity Model (Customer-Based Brand Equity - CBBE), Aaker's Model.	PPT, Case study analysis
16	Building Brands in the Digital Era, Brand Positioning, Brand Consistency	The 4Cs of <b>building your brand</b> : Company, Category, Consumer, and Culture) , Brand Positioning Maps	Case studies and Best practices

### Capstone: Presentation & Reflection

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# **PROJECT MANAGEMENT**

## **SCHEDULE AND SESSIONS**

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## 4-Day Executive Project management Program for Mid-Level Managers

**Program Title:** Executive HR Mastery Bootcamp

**Target Audience:** Mid-Level Business Managers & Team Leads (especially in IT-led Healthcare Projects)

**Duration:** 4 Days (In-Person, 10:00 AM – 5:00 PM)

**Learning Style:** Experiential | Action-Based | Case-Driven | Peer-Coached

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### Program Objectives

- Develop Business Case for initiation of Specific Projects: New Projects and Add-on to existing projects
  - Identify key stakeholders of the project and utilize them before, during and after the project period
  - Understand and handle Work Breakdown Structure in a complex project environment.
  - Understand the project Closure mechanism
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### Pedagogical Foundation

1. **Action Learning:** All modules are paired with Real life projects of the participants company.
  2. **Executive Relevance:** Uses real project management issues like activity scheduling, PERT analysis, stakeholder mapping, Project life cycle
  3. **Integration Workshops:** Connects each day's learning with current projects via ALP blueprinting.
  4. **Coaching & Reflection:** Daily peer reviews, 1:1 feedback formats, and end-of-day journaling.
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## Program Architecture: 4 Days × 4 Sessions

### Day 1: Introduction to Project management and Framework

Session	Topic	Frameworks	Activities
1	Introduction to Project management	Portfolio, Program, Project and Processes  Project management Office and its role  Project Classifications (NTCP classifications, What & How classifications)	Classify own projects, Are we working on projects or processes?
2	Establish Project organization as a part of your organization	10 Questions to resolve to build your project organization  Check points for effective project organization  Concept of team roaster, Behavioral Roles in the team!  Aggregate workload planning	Simulation: Action Roles/ People Roles/ Thinking roles  Team work and presentation. Developing answers for the current projects being handled
3	Establish Project Parameters	8 Questions to answer for defining the project parameters  Concept of Project Charter	Project charter Template and creating project charter for your project
4	Project Framework Planning	11 Questions for defining the project framework  Issues related to projects and the tracking mechanism	Delegation Readiness Audit, Ownership Simulation

**Integration:** Project planning and Framework and Activity based on real work roles

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## Day 2: Preparing Business Case for your Project

Session	Topic	Frameworks	Activities
5	Development of Business case for your project	Components of Business Case 6 Business Advices in building the business case Business Case Analysis Team	Design Role-Based project team, Demystify the cultural Bias
6	Problem Definition for the project we handle	Problem Statement Organizational Impact Model Technology Migration	Template based models
7	Project Overview	Goals and Objective management, Project Performance, Project Assumptions, Project constraints, Major Project milestones	Template based documentation
8	Cost Benefit analysis and Alternative Analysis	Defining Benefits, Discounting of future benefits, IRR, Project feasibility decision	Listing of benefits and quantifying Benefits

**Integration:** Complete documentation of the Project .

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### Day 3: Project Life Cycle Management

Session	Topic	Frameworks	Activities
9	Project Concept Building	Developing and Designing of the project <ul style="list-style-type: none"><li>- Work Breakdown Structure</li><li>- Quality plan</li><li>- Precedence system</li><li>- Critical path and Critical chain</li></ul>	Work Breakdown Activity for the current projects
10	Project Execution	Scheduling and Achievement <ul style="list-style-type: none"><li>- PERT chart</li><li>- Network Chart</li><li>- Gantt Chart</li></ul>	Building of schedule for the current project through scheduling chart
11	Risk Management	Objectives of Risk Management, Opportunity and Threat Matrix, Risk Probability and impact matrix, Risk Management Strategies	Building the Matrix for the current Projects
12	Stakeholder Management	Power and Interest matrix for stakeholders	Stakeholder Logs and engagement schedule

**Integration:** probability of Success and failure for your project. Converting the risks into opportunity

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## Day 4: Monitoring and Evaluation, Project Closure and Improvement Plans

Session	Topic	Frameworks	Activities
13	Project Monitoring Mechanism	Control Process. Defining KPI for each Activity	TRUE Indicators for your KPI building
14	Project Monitoring tools	Gantt Chart and Fever Chart Conflict Resolution	Build charts for your project monitoring system
15	Project Closure and Improvement Plans	Debriefing template, Waste Elimination and Assumption review 8 Lessons for project improvement	Templates and group work
16	Capstone: Presentation & Reflection	Feedback Panels, Implementation Tracker	Present Final ALP + Receive 360 Feedback & Peer Coaching Session

**Integration:** Monitoring and Evaluation techniques, Debriefing tools

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### Toolkit from TL Operational Practices

- **Project Charter Template**
  - **Business Case Template**
  - **Stakeholder Management strategy templates**
  - Project team Roaster Template (HBR)
  - Issue Tracking Form (HBR)
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**EXECUTIVE  
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# **STRATEGY, INNOVATION AND LEADERSHIP IN BUSINESS**

**SCHEDULE AND SESSIONS**

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## 4-Day Executive Leadership and Innovation Program for Mid-Level Managers

**Program Title:** Leadership for Mid level managers

**Target Audience:** Mid-Level Business Managers & Team Leads (especially in IT-led Healthcare Projects)

**Duration:** 4 Days (In-Person, 10:00 AM – 5:00 PM)

**Learning Style:** Experiential | Action-Based | Case-Driven | Peer-Coached

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### Program Objectives

- Develop Business leadership and innovations by conceptualizing New products and services in the existing domain
  - Understand Business value and continuously strive for better value proposition
  - Understand business strategic areas and build new strategies for new geography and new customer
  - Understand and proactively work towards change management
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### Pedagogical Foundation

1. **Action Learning:** All modules are paired with Real life examples and models
  2. **Executive Relevance:** Relevant concepts for the current roles of the executives
  3. **Integration Workshops:** Connects other module learning
  4. **Coaching & Reflection:** Daily peer reviews, 1:1 feedback formats, and end-of-day journaling.
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## Program Architecture: 4 Days × 4 Sessions

### Day 1: Situational Analysis

Session	Topic	Frameworks	Activities
1	Situational Analysis and Building Strategy	SWOT analysis  Opportunity cost of Business	Group Work
2	Building Strategic areas of business	Business Foundation Decoding Mission & Vision  Building high returns of investment (Socially and financially)	
3	Tools for Strategy	Box Strategy, Parkinsons Law of Time, Time- Result Matrix, Rule of 1% improvement	Project charter Template and creating project charter for your project
4	Creating and sustaining business values	Innovation culture in the organization Organization strength Modelling, Org strength and product strength Matrix	Delegation Readiness Audit, Ownership Simulation

**Integration:** Creation and substance of organization Value

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### Day 2 to day 4: Preparing Business Case for your Project

Day 2 to day 4 sessions will be updated on a later date as the leadership sessions will be conducted by senior faculties and professionals from different organizations.

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