

THE GAUTAM BUDHA UNIVERSITY

Gautam Buddha University, established by the Uttar Pradesh Act (9) of 2002, commenced its first academic session at its 511 acres lush green campus at Greater Noida in August 2008. The University envisions to become a world class centre for excellence in education with a special focus to serve the under privileged and economically challenged sections of the society. The campus is modeled as a fully residential educational campus in line with the best institutions of higher learning across the globe. The uniqueness of its reputation is acknowledged through the format, content and pedagogy of its programmes and their relevance to the society. The University is recognized by the University Grants Commission under UGC Act and is a member of the Association of Indian Universities.

SCHOOL OF MANAGEMENT

The School of Management commenced its first batch of MBA in August 2008 with 120 students. Since then, it has been marching on with an integrated focus on exploring and creating new avenues for young aspirants through strategic collaborations with institutions and enterprises of national and international repute. The curriculum of all its academic activities has international and cross cultural focus.

GBU SoM has state of the art classrooms and computing facilities, supported by an extensive library of books, journals, films and databases and a meditation centre. All academic programmes of GBU are fully residential. The serene and pollution-free campus, with extensive sports and co-curricular facilities, is well equipped to meet all the essential requirements of the residents.

At present, the school offers three programmes in management, which are Masters in Business Administration (MBA) two year programme, Integrated MBA five year programme and Doctoral Programme (PhD) in all areas of business management – Finance, Marketing, Human Resources and Organisation Behaviour, Strategic Management, Entrepreneurship, Operations and Information Management.

Management Development Programme On Psychological Testing & its Application in Business 14–15 September, 2012

Organized By



**School of Management
Gautam Buddha University
Greater Noida (Gautam Budh Nagar),
U.P. 201310**



OBJECTIVE OF THE MDP

There was a time when managers depended almost exclusively on secondary support systems and third party recommendations, while taking crucial corporate decisions. In the process they themselves stood as silent spectators due to lack of information about other disciplines, even if the ultimate responsibility fell on them. Nowadays corporations are slowly discovering that specific personality assessment is a powerful tool that helps in matching people to particular jobs. Executives need to know more about the range of standardized personality tests, how to use, apply and interpret them. Psychological testing and interviewing help executives reduce surprises when hiring key people.

Our structured approach towards candidate assessment can help tell you how well a person may fit in your company and can help you see if the candidate has sufficient talent to grow in your organization. Psychological assessments are used in succession planning, employees screening, pre-employment decisions, and employee counseling situations. From an organizational perspective, there is no other better growth strategy than using every tool available to hire and develop the best people. This programme is designed primarily to provide basic inputs required for the effective use of the personality assessment tools for organizational objectives. The programme will-

- Identify high-potential individuals for development opportunities.
- Look at an individual's readiness for promotion.
- Design individual development plans based on identified strengths and weaknesses.
- Assess possible reasons for poor performance and provide guidance.

Who should attend?

- HR professionals, Faculty Members, Consultants and people engaged in and/or interested in Psychological testing techniques.
- Researchers in industry such as marketing research firms

Contents of the Programme:

Since every executive wants the best people possible in the team, it should not be surprising that many companies use psychologists to assess people and teams. The MDP will focus on-

- The Concept of Psychological Testing
- Some commonly used Psychological Tests
- Application and Interpretations of Tests
- Self-awareness through Psychological Assessment
- Testing for Personal Growth and Development
- Assessment of Managerial Resourcefulness
- Developing a test or instrument- an overview.

Resource Persons:

Experts/Professors from GBU/IIM/FMS/MDI/ Industry

Duration and dates:

02 days: **September 14-15, 2012** (Friday and Saturday)

Venue:

Conference Hall, School of Management, Gautam Buddha University, Greater Noida

Fee: Rs. 3,000/- per participant

The fee covers the cost of kit, reading material, lunch and tea on both the days.

Accommodation

The accommodation may be arranged on request from participant depending on availability with applicable charges.

How to Apply

The participants are advised to send their nomination in prescribed format along with a Demand Draft of Rs. 3,000 in favor of *Gautam Buddha University* payable at New Delhi. Please write the name of MDP programme on the right top corner of the envelope.

The event will be conducted under the direction of:

Dr. Neeti Rana

Dean (I/C), School of Management

For further details, please contact the **programme coordinators:**

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Note:

The maximum number of seats is 30. The last date of receiving application is 21st August 2012.

Management Development Programme
Psychological Testing & Its Application in Business

on
(14-15 September 2012)

REGISTRATION FORM

Name : _____

E-mail : _____ Mobile No. _____

Tele-Fax : (O) _____ (R) _____ Fax: _____

Organization (with designation):

Address: _____

Accommodation required (Yes / No): _____; If Yes, from _____ to _____

Payment Details:

DD No. _____ Date _____ Issuing Bank _____

Amount Rs. 3000/- in favor of *Gautam Buddha University* payable at *New Delhi*

(Registration fee should be paid through Demand Draft only)

Note: Please mention your name and contact number at the back side of the DD.

Date: _____

Signature: _____