

Problem Statement:

My university wants me to work upon data of top universities in my country so that the analysis can be used for development of my university's own MDP programme with full research and effectiveness.

Methodology Followed:

1. I have collected first hand **Primary Data** by doing research online and was able to collect 120 MDP programs information
2. I have done the data collection and used the features (Variables) which i found were the important ones.
3. I Will be performing data analysis on the same.

List of Features (Variables):

1. **Name_of_University** : The name of the university offering the program.
2. **Programme_Name**: The name of the management development program (MDP).
3. **Key_focus_area**: The key focus area of the program.
4. **Program_Duration**: The duration of the program in days.
5. **Program format**: The format of the program (Online/Offline/Hybrid).
6. **Target Audiance**: Primary target audience.
7. **Target Audiance.1**: Secondary target audience.
8. **Target Audiance.2**: Tertiary target audience.
9. **Course fee**: The fee for the program.
10. **Year**: The year the program is offered.
11. **Link of Brochure**: The link to the brochure.

```
In [1]: # Importing the libraries
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns

# Loading the dataset.
data = pd.read_excel("C:/Users/Dell/Desktop/MDP_DATA.xlsx")
```

```
In [2]: data.head()
```

	Name_of_University	Programme_Name	Key_focus_area	Program_Duration	Program format(Online/Offline/Hybrid)	Target Audiance	Target Audiance.1	Target Audiance.2
0	Chitkara University	Online Management Development Program (MDP) on...	Investment	5	Online	Investors	Traders	Private Sector
1	Lovely Professional University	UDAAN-A Leap Towards Professional Excellence	Professional Growth	2	Offline	managers	NaN	NaN
2	Sharda University	HOW AND WHAT TO EXPORT OR EXPORT: A COMPREHENSIV...	International Business	7	Online	Entrepreneurs	OPPOs, FPOs, Small businesses (MSMEs)	OPPOs, FPOs, Small businesses (MSMEs)
3	LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT	Transforming Supply Chains in a VUCA World: A ...	Supply chains and Analytics	2	Offline	manufacturing	Managers, executives, and professionals in ope...	Managers, executives, and professionals in ope...
4	LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT	MANAGING PROJECTS WITH MICRO- SOFT PROJECT	operations management	2	Offline	Managers & Executives	NaN	NaN

```
In [3]: data = data.drop(['Unnamed: 11'], axis = 1)
```

```
In [4]: data
```

Out[4]:

Name_of_University	Programme_Name	Key_focus_area	Program_Duration	Program format(Online/Offline/Hybrid)		Target_Audiance	Target_Audiance.1
0 Chitkara University	Online Management Development Program (MDP) on...	Investment	5	Online	Investors	Traders	
1 Lovely Professional University	UDAAN-A Leap Towards Professional Excellence	Professional Growth	2	Offline	managers	Nan	
2 Sharda University	HOW AND WHAT TO EXPOR O EXPORT: A COMPREHENSIV...	International Business	7	Online	Entrepreneurs	OFPOS, FPOs, Small businesses (MSMEs)	
3 LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT	Transforming Supply Chains in a VUCA World: A ...	Supply chains and Analytics	2	Offline	manufacturing	Managers, executives, and professionals in ope...	
4 LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT	MANAGING PROJECTS WITH MICRO- SOFT PROJECT	operations management	2	Offline	Managers & Executives	Nan	
...
117 INDIAN INSTITUTE OF MANAGEMENT RAIPUR	Blockchain in Fintech	Finance	3	Offline	senior managers	Nan	
118 INDIAN INSTITUTE OF MANAGEMENT RAIPUR	Customer Centricity	Marketing	2	Offline	B2B and B2C companies.	Entrepreneurs	
119 INDIAN INSTITUTE OF MANAGEMENT RAIPUR	Gender in Workplace	Organizational Behaviour and Human Resource Ma...	3	Offline	women in middle and senior-level managers	Nan	
120 Christ University	Machine Learning Algorithms for Business Decis...	Artificial Intelligence	2	Offline	Entrepreneurs	Senior and middle levels Managers	
121 Management Development Institute	Conflict Management and Negotiation Skills	General Management	3	Offline	executives	leaders	

122 rows × 11 columns

```
In [5]: data.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 122 entries, 0 to 121
Data columns (total 11 columns):
 #   Column           Non-Null Count  Dtype  
--- 
 0   Name_of_University    122 non-null   object  
 1   Programme_Name        122 non-null   object  
 2   Key_focus_area        122 non-null   object  
 3   Program_Duration      122 non-null   int64  
 4   Program format( Online/Offline/Hybrid) 122 non-null   object  
 5   Target_Audiance       122 non-null   object  
 6   Target_Audiance.1     95 non-null    object  
 7   Target_Audiance.2     79 non-null    object  
 8   Course_fee            122 non-null   object  
 9   Year                  122 non-null   int64  
 10  Link of Brochure      57 non-null    object  
dtypes: int64(2), object(9)
memory usage: 10.6+ KB
```

```
In [6]: data.isnull().sum()
```

```
Out[6]: Name_of_University          0
         Programme_Name            0
         Key_focus_area           0
         Program_Duration         0
         Program format( Online/Offline/Hybrid) 0
         Target_Audiance          0
         Target_Audiance.1        27
         Target_Audiance.2        43
         Course_fee                0
         Year                      0
         Link_of_Brochure          65
         dtype: int64
```

```
In [8]: # Filling the empty cells in Target Audience features with Empty so to further proceed with the analysis part.
data['Target_Audiance.1'] = data['Target_Audiance.1'].fillna('empty')
```

```
In [9]: data['Target_Audiance.1']
```

```
Out[9]: 0                               Traders
         1                           empty
         2           OFPOs, FPOs, Small businesses (MSMEs)
         3   Managers, executives, and professionals in ope...
         4                           empty
         ...
         117                          ...
         118                     Entrepreneurs
         119                         empty
         120             Senior and middle levels Managers
         121                   leaders
Name: Target_Audiance.1, Length: 122, dtype: object
```

```
In [10]: data['Target_Audiance.2'] = data['Target_Audiance.2'].fillna('empty')
```

```
In [11]: data.isnull().sum()
```

```
Out[11]: Name_of_University          0
         Programme_Name            0
         Key_focus_area           0
         Program_Duration         0
         Program format( Online/Offline/Hybrid) 0
         Target_Audiance          0
         Target_Audiance.1        0
         Target_Audiance.2        0
         Course_fee                0
         Year                      0
         Link_of_Brochure          65
         dtype: int64
```

- Letting the 'Link of Brochure' be empty, as this feature being null won't affect analysis and last for other analysis we'll need to fetch the pdfs from link. Therefore, it won't affect.

```
In [13]: # Combining target audience for analysis of distribution
```

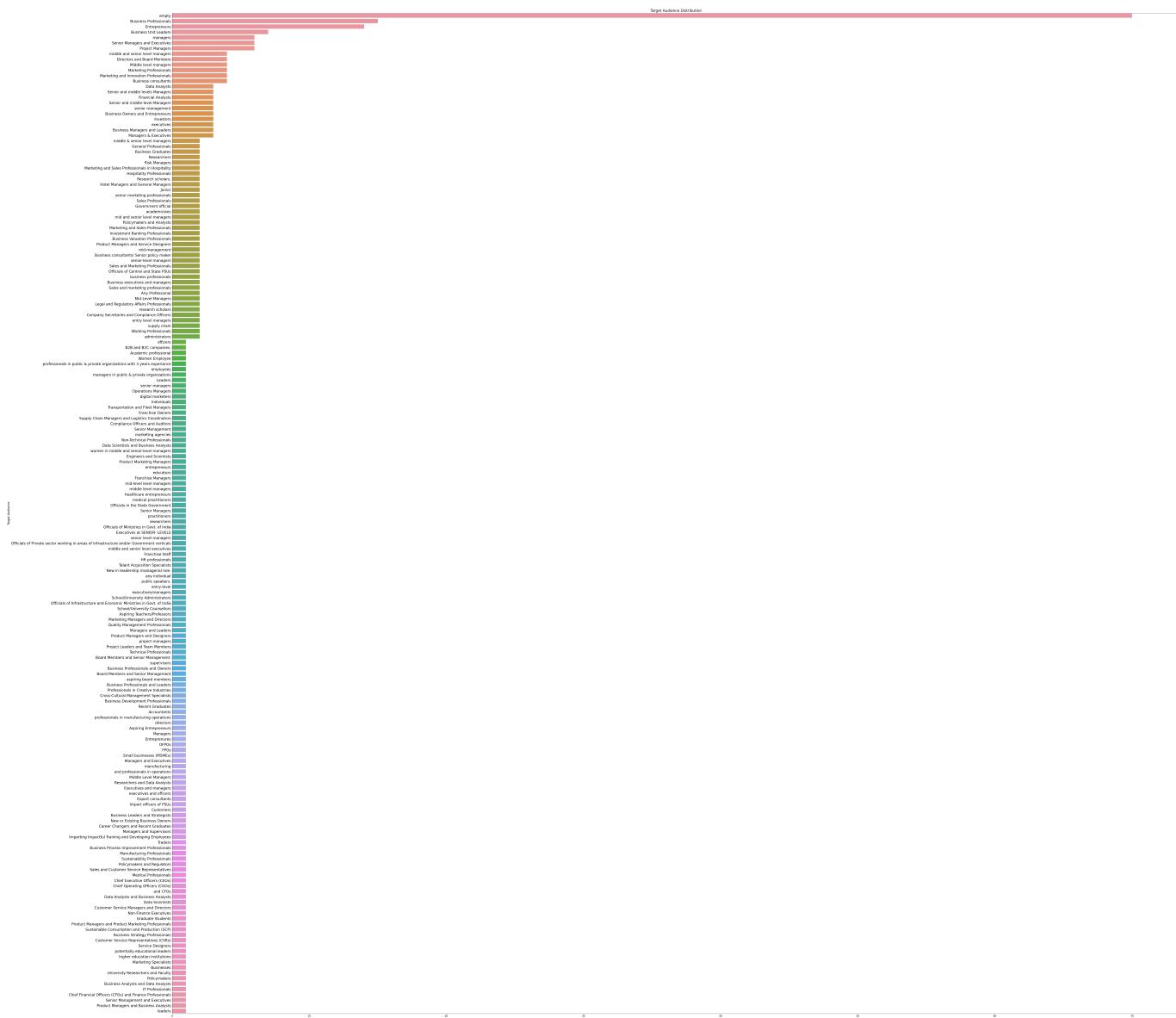
```
target_audience = data[['Target_Audiance', 'Target_Audiance.1', 'Target_Audiance.2']].apply(lambda x: ','.join(x))
target_audience_list = target_audience.str.split(',')
target_audience_flat = [item.strip() for sublist in target_audience_list for item in sublist]
target_audience_df = pd.DataFrame(target_audience_flat, columns=['Target_Audience'])
```

```
In [14]: target_audience_df = target_audience_df[target_audience_df['Target_Audience'] != 'Empty']
```

```
In [19]: import warnings
warnings.filterwarnings('ignore')
```

```
In [26]: # Plotting the distribution
plt.figure(figsize=(100, 100))
sns.countplot(data=target_audience_df, y='Target_Audience', order=target_audience_df['Target_Audience'].value_counts())
plt.title('Target Audience Distribution', fontsize=20)
plt.xlabel('Count', fontsize=16)
plt.ylabel('Target Audience', fontsize=16)
plt.xticks(fontsize=14)
plt.yticks(fontsize=20)

plt.show()
```



```
In [29]: # Saving the plot as image
image_path = 'target_audiance_df.png'
plt.savefig(image_path)
plt.show()
```

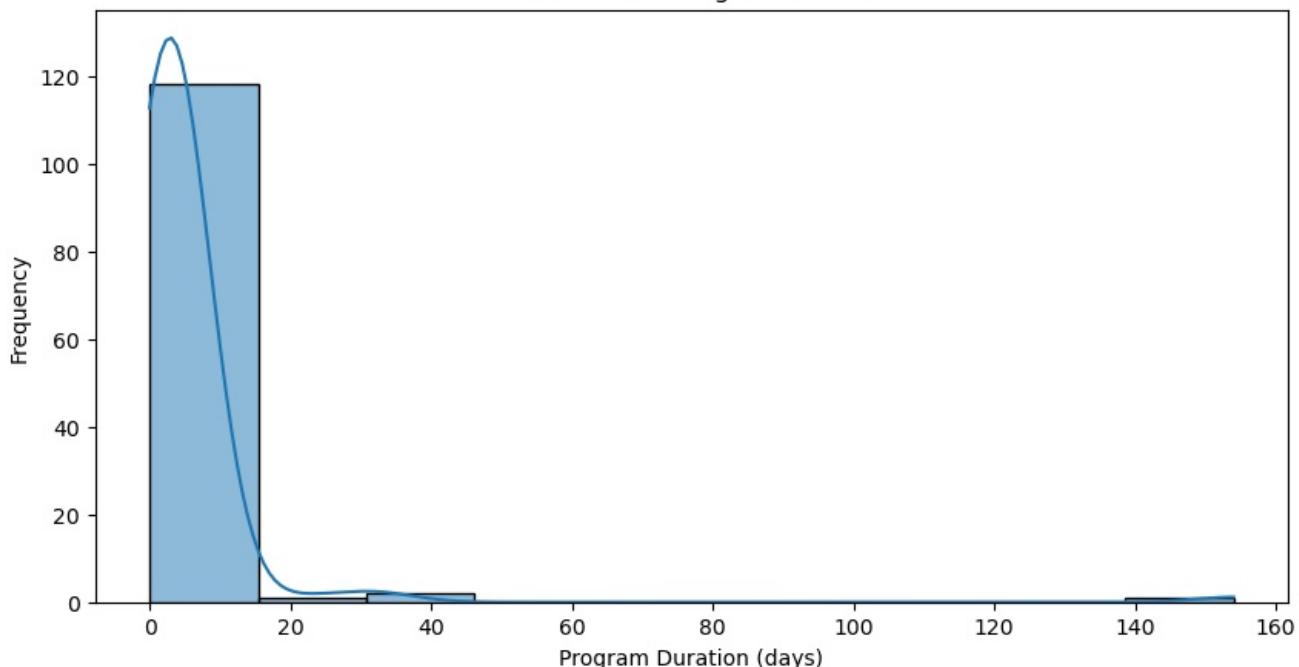
<Figure size 640x480 with 0 Axes>

```
In [31]: # Display basic statistics for numerical columns
data[['Program_Duration', 'Course fee', 'Year']].describe()
```

	Program_Duration	Year
count	122.000000	122.000000
mean	4.811475	2023.893443
std	14.278998	0.850934
min	0.000000	2018.000000
25%	2.000000	2024.000000
50%	3.000000	2024.000000
75%	3.000000	2024.000000
max	154.000000	2025.000000

```
In [33]: # Plot histogram for Program Duration
plt.figure(figsize=(10, 5))
sns.histplot(data['Program_Duration'], bins=10, kde=True)
plt.title('Distribution of Program Duration')
plt.xlabel('Program Duration (days)')
plt.ylabel('Frequency')
plt.show()
```

Distribution of Program Duration



This tells that maximum duration of any program lies in between 0 - 20 range whereas on second, the range is between 30 - 45

In [48]:

```
data
```

Out[48]:

	Name_of_University	Programme_Name	Key_focus_area	Program_Duration	Program format(Online/Offline/Hybrid)	Target_Audiance	Target_Audience.1
0	Chitkara University	Online Management Development Program (MDP) on...	Investment	5	Online	Investors	Traders
1	Lovely Professional University	UDAAN-A Leap Towards Professional Excellence	Professional Growth	2	Offline	managers	empty
2	Sharda University	HOW AND WHAT TO EXPOR O EXPORT: A COMPREHENSIV...	International Business	7	Online	Entrepreneurs	OFPOs, FPOs, Small businesses (MSMEs)
3	LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT	Transforming Supply Chains in a VUCA World: A ...	Supply chains and Analytics	2	Offline	manufacturing	Managers, executives, and professionals in ope...
4	LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT	MANAGING PROJECTS WITH MICRO-SOFT PROJECT	operations management	2	Offline	Managers & Executives	empty
...
117	INDIAN INSTITUTE OF MANAGEMENT RAIPUR	Blockchain in Fintech	Finance	3	Offline	senior managers	empty
118	INDIAN INSTITUTE OF MANAGEMENT RAIPUR	Customer Centricity	Marketing	2	Offline	B2B and B2C companies.	Entrepreneurs
119	INDIAN INSTITUTE OF MANAGEMENT RAIPUR	Gender in Workplace	Organizational Behaviour and Human Resource Ma...	3	Offline	women in middle and senior-level managers	empty
120	Christ University	Machine Learning Algorithms for Business Decis...	Artificial Intelligence	2	Offline	Entrepreneurs	Senior and middle levels Managers
121	Management Development Institute	Conflict Management and Negotiation Skills	General Management	3	Offline	executives	leaders

122 rows × 13 columns

```
In [52]: print(data.columns)
```

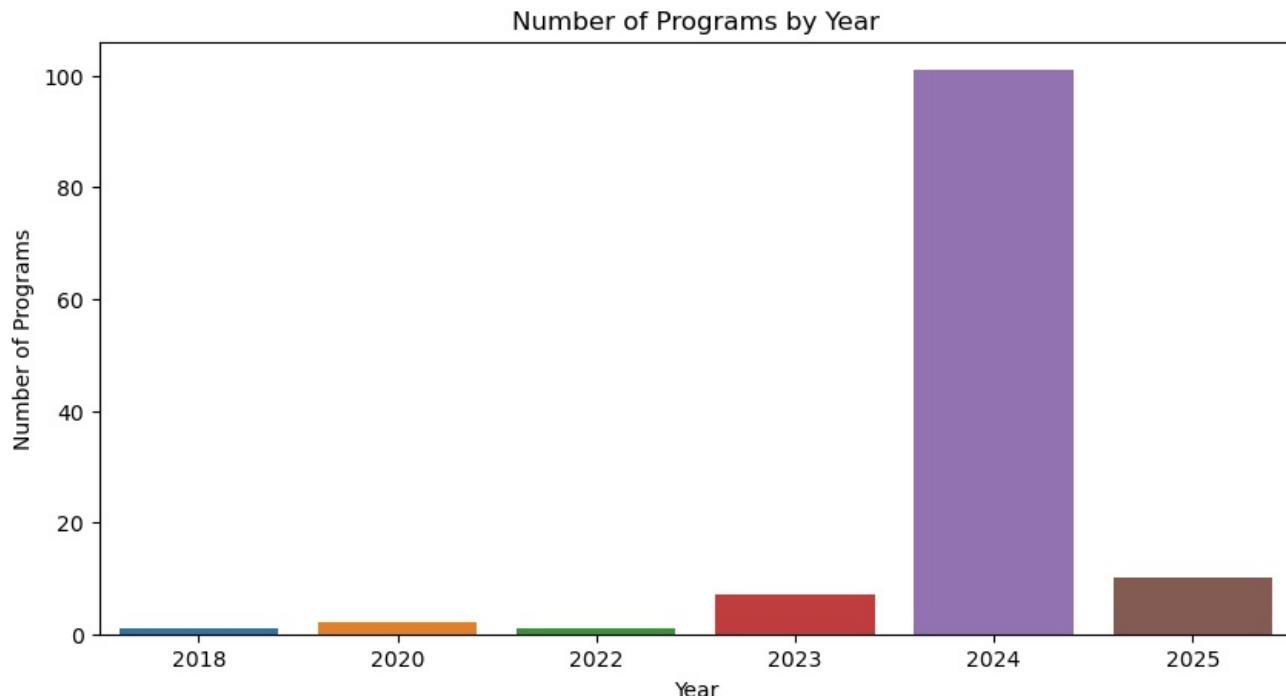
```
Index(['Name_of_University', 'Programme_Name', 'Key_focus_area',
       'Program_Duration', 'Program format( Online/Offline/Hybrid)',
       'Target Audiance', 'Target Audiance.1', 'Target Audiance.2',
       'Course fee', 'Year', 'Link of Brochure', 'Course fee ', 'Course_fee '],
      dtype='object')
```

```
In [53]: data.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 122 entries, 0 to 121
Data columns (total 13 columns):
 #   Column           Non-Null Count Dtype  
 --- 
 0   Name_of_University    122 non-null   object  
 1   Programme_Name        122 non-null   object  
 2   Key_focus_area        122 non-null   object  
 3   Program_Duration      122 non-null   int64   
 4   Program format( Online/Offline/Hybrid) 122 non-null   object  
 5   Target Audiance       122 non-null   object  
 6   Target Audiance.1     122 non-null   object  
 7   Target Audiance.2     122 non-null   object  
 8   Course fee            122 non-null   object  
 9   Year                  122 non-null   int64   
 10  Link of Brochure     57 non-null    object  
 11  Course fee            122 non-null   float64 
 12  Course_fee            122 non-null   float64 
dtypes: float64(2), int64(2), object(9)
memory usage: 12.5+ KB
```

```
In [54]: # Plot number of programs by year
```

```
plt.figure(figsize=(10, 5))
sns.countplot(data=data, x='Year')
plt.title('Number of Programs by Year')
plt.xlabel('Year')
plt.ylabel('Number of Programs')
plt.show()
```



```
In [58]: data['Program format( Online/Offline/Hybrid)'] = data['Program format( Online/Offline/Hybrid)'].str.lower()
```

```
In [63]: data['Program format( Online/Offline/Hybrid)'].unique()
```

```
Out[63]: array(['online', 'offline', 'optional', 'kolkata', 'online '],
      dtype=object)
```

```
In [64]: # Merging all the extra columns
```

```
replacements = {'kolkata': 'offline', 'online ': 'online'}
data['Program format( Online/Offline/Hybrid)'] = data['Program format( Online/Offline/Hybrid)'].replace(replace
```

```
In [65]: data['Program format( Online/Offline/Hybrid)'].unique()
```

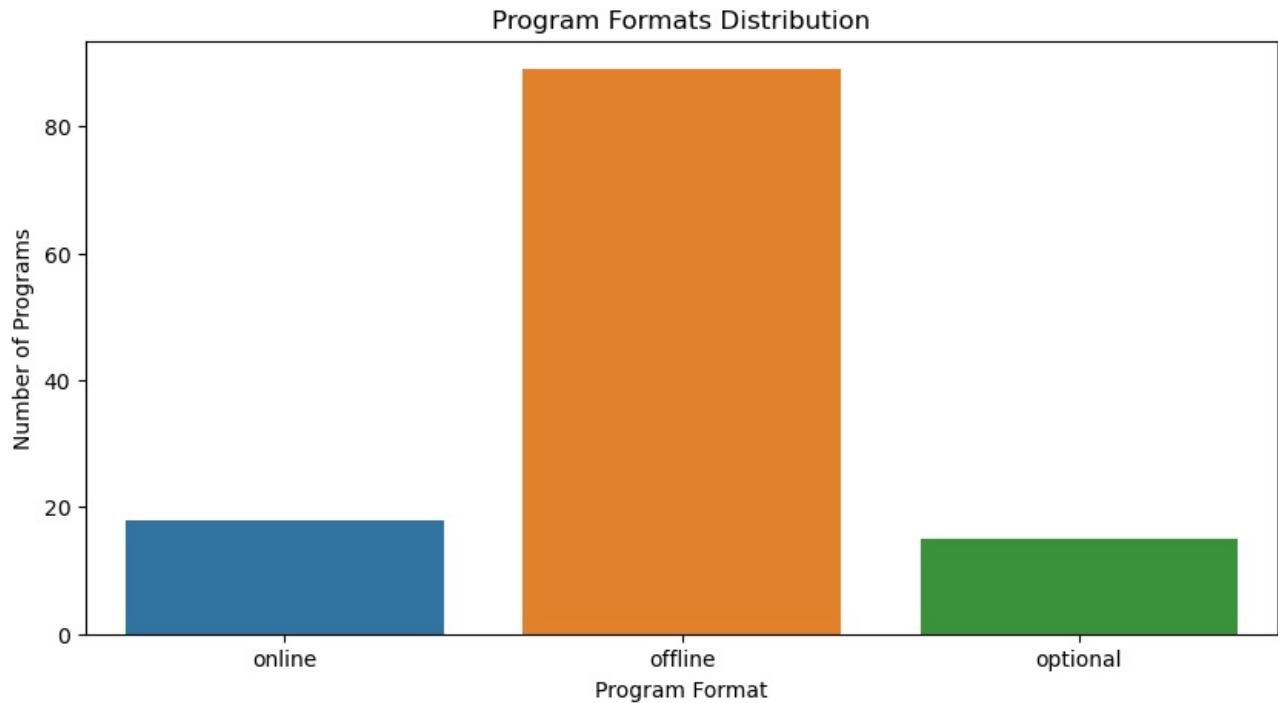
```
Out[65]: array(['online', 'offline', 'optional'], dtype=object)
```

```
In [66]: # Plot program formats distribution
```

```

plt.figure(figsize=(10, 5))
sns.countplot(data=data, x='Program format( Online/Offline/Hybrid)')
plt.title('Program Formats Distribution')
plt.xlabel('Program Format')
plt.ylabel('Number of Programs')
plt.show()

```



Day 2

```
In [3]: # importing the libraries
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns

# Loading the dataset.
data = pd.read_excel("C:/Users/Dell/Desktop/MDP_DATA.xlsx")
```

```
In [6]: def clean_course_fee(fee):
    if isinstance(fee, str):

        parts = [float(part.replace(',', '')) for part in fee.split('/') if part.strip().isdigit()]
        if parts:
            return np.mean(parts) # You can use mean, max, min, or first value as needed
        else:
            return np.nan
    return fee
```

```
In [7]: data['Course_fee '] = data['Course fee'].apply(clean_course_fee)
```

```
In [11]: data = data.drop(['Unnamed: 11'], axis = 1)
data
```

Out[11] :

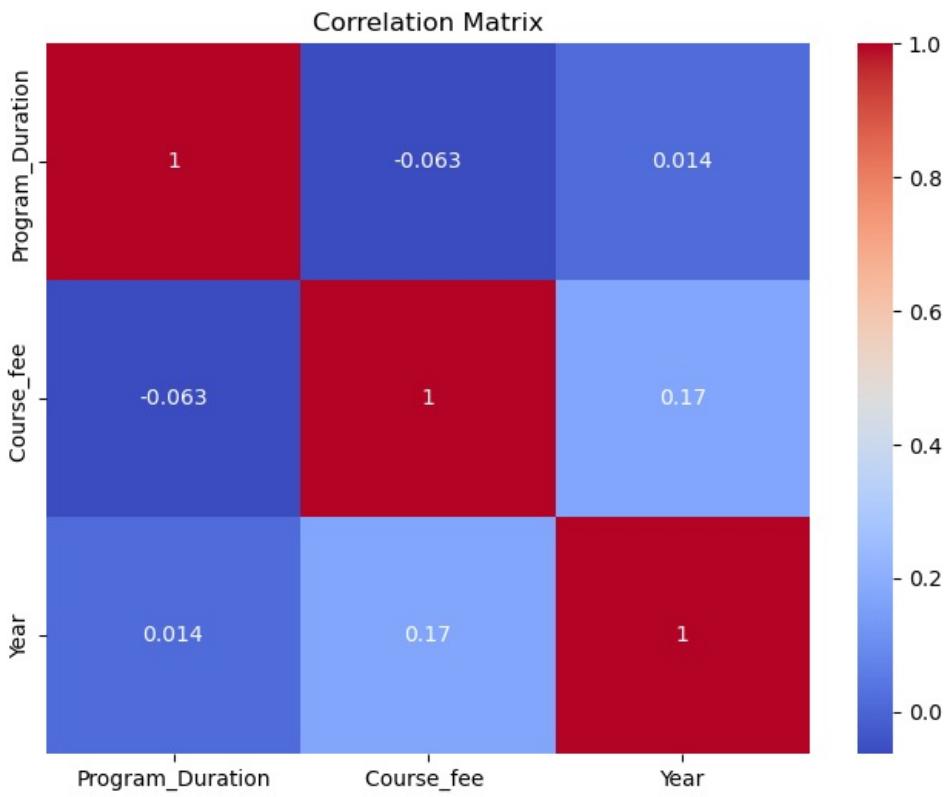
	Name_of_University	Programme_Name	Key_focus_area	Program_Duration	Program format(Online/Offline/Hybrid)	Target_Audiance	Target_Audiance.1
0	Chitkara University	Online Management Development Program (MDP) on...	Investment	5	Online	Investors	Traders
1	Lovely Professional University	UDAAN-A Leap Towards Professional Excellence	Professional Growth	2	Offline	managers	NaN
2	Sharda University	HOW AND WHAT TO EXPOR O EXPORT: A COMPREHENSIV...	International Business	7	Online	Entrepreneurs	OFPOs, FPOs, Small businesses (MSMEs)
3	LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT	Transforming Supply Chains in a VUCA World: A ...	Supply chains and Analytics	2	Offline	manufacturing	Managers, executives, and professionals in ope...
4	LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT	MANAGING PROJECTS WITH MICRO- SOFT PROJECT	operations management	2	Offline	Managers & Executives	NaN
...
117	INDIAN INSTITUTE OF MANAGEMENT RAIPUR	Blockchain in Fintech	Finance	3	Offline	senior managers	NaN
118	INDIAN INSTITUTE OF MANAGEMENT RAIPUR	Customer Centricity	Marketing	2	Offline	B2B and B2C companies.	Entrepreneurs
119	INDIAN INSTITUTE OF MANAGEMENT RAIPUR	Gender in Workplace	Organizational Behaviour and Human Resource Ma...	3	Offline	women in middle and senior-level managers	NaN
120	Christ University	Machine Learning Algorithms for Business Decis...	Artificial Intelligence	2	Offline	Entrepreneurs	Senior and middle levels Managers
121	Management Development Institute	Conflict Management and Negotiation Skills	General Management	3	Offline	executives	leaders

122 rows × 12 columns

In [13] :

```
# Compute the correlation matrix
corr = data[['Program_Duration', 'Course_fee ', 'Year']].corr()

# Plot the heatmap
plt.figure(figsize=(8, 6))
sns.heatmap(corr, annot=True, cmap='coolwarm')
plt.title('Correlation Matrix')
plt.show()
```



- **Positive Correlation** : The correlation coefficient between **program duration (in days)** and **course fee** is likely **positive** , which means there's a positive association between these two variables. This suggests that programs with a longer duration (more weeks) tend to have higher course fees. There could be several reasons for this, such as programs with a longer duration covering more comprehensive material, requiring more instructor time, or involving additional resources or facilities.

```
In [12]: data.columns
```

```
Out[12]: Index(['Name_of_University', 'Programme_Name', 'Key_focus_area',
       'Program_Duration', 'Program format( Online/Offline/Hybrid)',
       'Target_Audiance', 'Target_Audiance.1', 'Target_Audiance.2',
       'Course_fee', 'Year', 'Link of Brochure', 'Course_fee '],
      dtype='object')
```

```
In [15]: # Group by university and calculate average course fee
average_fee_by_university = data.groupby('Name_of_University')['Course_fee'].mean().sort_values(ascending=False)
print(average_fee_by_university)
```

Name_of_University	Average Course Fee
INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE	48362.500000
INDIAN INSTITUTE OF MANAGEMENT SHILLONG	44444.444444
Management Development Institute	42500.000000
INDIAN INSTITUTE OF MANAGEMENT SIRMAUR	19655.263158
Lovely Professional University	12500.000000
INDIAN INSTITUTE OF MANAGEMENT RAIPUR	10554.054054
Christ University	8500.000000
LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT	5000.000000
Sharda University	1699.000000
Chitkara University	1500.000000

Name: Course_fee , dtype: float64

1. **INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE** has the highest course fee at ₹48,362.50.
2. **Sharda University** and **Chitkara University** have the lowest course fees at ₹1699 and ₹1500 respectively.
3. The course fees seem to vary significantly across the universities listed.

Therefore, It can be seen that fees is not a issue when it comes to enrollment when the enrollee finds value in the program.

```
In [28]: data['Program format( Online/Offline/Hybrid)'] = data['Program format( Online/Offline/Hybrid)'].str.lower()
```

```
In [29]: data['Program format( Online/Offline/Hybrid)'].unique()
```

```
Out[29]: array(['online', 'offline', 'optional', 'kolkata', 'online '],
      dtype=object)
```

```
In [30]: # Merging all the extra columns
replacements = {'kolkata': 'offline', 'online ': 'online'}
data['Program format( Online/Offline/Hybrid)'] = data['Program format( Online/Offline/Hybrid)'].replace(replacements)
```

```
In [31]: data['Program format( Online/Offline/Hybrid)'].unique()
```

```
Out[31]: array(['online', 'offline', 'optional'], dtype=object)
```

```
In [33]: # Group by key focus area and format, and count the number of programs  
program_count_by_focus_area = data.groupby(['Key_focus_area', 'Program format( Online/Offline/Hybrid)']).size()  
program_count_by_focus_area
```

```
Out[33]:
```

	Program format(Online/Offline/Hybrid)	offline	online	optional
	Key_focus_area			
	Analytics	4.0	NaN	1.0
	Artificial Intelligence	1.0	NaN	NaN
	Business Development	1.0	1.0	NaN
	Business Management	3.0	NaN	NaN
	CSR	1.0	NaN	NaN
	Communications	3.0	NaN	NaN
	Cyber Security	NaN	1.0	NaN
	Data visualization	1.0	NaN	NaN
	Decision Sciences	2.0	1.0	NaN
	Economics	NaN	2.0	NaN
	Entrepreneurship	1.0	NaN	1.0
	Enviornment Management & Analytics	NaN	1.0	NaN
	Finance	7.0	1.0	1.0
	Finance & Accounting	1.0	NaN	NaN
	GENERAL MANAGEMENT	1.0	NaN	NaN
	General Management	6.0	NaN	NaN
	Governance	NaN	NaN	2.0
	Information System	5.0	NaN	NaN
	Information Technology	3.0	1.0	NaN
	Innovation	NaN	NaN	1.0
	International Business	NaN	1.0	NaN
	Investment	NaN	1.0	NaN
	Logistics and Supply chains	1.0	NaN	NaN
	Manufacturing	NaN	NaN	1.0
	Marketing	7.0	6.0	2.0
	Operations and Supply chain Management	8.0	1.0	NaN
Organizational Behaviour and Human Resource Management		13.0	NaN	NaN
	Problem Solving	NaN	NaN	1.0
	Product Management	NaN	NaN	1.0
	Professional Growth	10.0	NaN	1.0
	Project Management	NaN	NaN	1.0
	Resource Utilization	NaN	NaN	1.0
	Sales and Marketing	NaN	NaN	1.0
	Strategic Management	4.0	NaN	NaN
	Supply chains and Analytics	1.0	NaN	NaN
	Tourism	3.0	1.0	NaN
	Women Empowerment	1.0	NaN	NaN
	operations management	1.0	NaN	NaN

Program Availability Insights:

1. Offline Dominance :

- The majority of programs are offered offline. For example, Finance has 7 offline programs, Operations and Supply Chain

Management has 8, and General Management has 6.

- Key focus areas such as Analytics (4 programs) and Marketing (7 programs) also show a preference for offline delivery.

2. Limited Online Options :

- Many focus areas have no online programs available, denoted by NaN (e.g., Artificial Intelligence, Business Development, Communications).
- Only a few areas like Economics (2 programs) and Finance (1 program) have online options.

3. Hybrid/Optional Formats :

- Some programs are available in an optional or hybrid format, indicating flexibility. For example, Analytics and Finance each have 1 program listed as optional.
- Innovation and Women Empowerment each have 1 optional program available, suggesting emerging areas of focus with flexible delivery options.

Focus Area Popularity:

1. High Program Count :

- Behaviour and Human Resource Management has the highest number of offline programs (13).
- Information System (5 programs offline) and Professional Growth (10 programs offline) also have significant offerings.

2. Specialized Areas :

- Niche areas like Cyber Security, Environment Management & Analytics, and Women Empowerment have fewer programs, suggesting either a specialized focus or emerging interest.
- Governance, Investment, and Product Management have only one program each, highlighting a more targeted offering.

Trends and Observations:

1. Preference for Traditional Learning :

- The strong emphasis on offline programs across various focus areas suggests a preference or tradition of in-person learning for these subjects.

2. Emerging Areas with Flexibility :

- Areas like Innovation and Women Empowerment having optional programs indicate a trend towards providing flexible learning solutions for newer or evolving fields.

3. Potential Gaps :

- Lack of online options in many focus areas could point to a potential gap in accessibility for remote learners or working professionals.
- Focus areas with no optional programs might benefit from exploring hybrid models to cater to a broader audience.

Recommendations:

1. **Increasing online program** availability in key areas like Finance, Marketing, and Operations Management could cater to a wider audience, especially for working professionals and international students.
2. **Developing more optional or hybrid programs** in areas like Artificial Intelligence, Data Visualization, and Cyber Security could attract students seeking flexible learning schedules.
3. **Focused marketing and development** efforts for niche areas like Environment Management & Analytics, Product Management, and Governance could help in growing these segments.

Day 3

```
In [34]: # importing the libraries
from sklearn.feature_extraction.text import CountVectorizer
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns

# Loading the dataset.
data = pd.read_excel("C:/Users/Dell/Desktop/MDP_DATA.xlsx")
```

```
In [35]: text_data = data['Programme_Name'].astype(str) + ' ' + data['Key_focus_area'].astype(str)
```

```
text_data
```

```
Out[35]: 0      Online Management Development Program (MDP) on...
1      UDAAN-A Leap Towards Professional Excellence P...
2      HOW AND WHAT TO EXPOR O EXPORT: A COMPREHENSIV...
3      Transforming Supply Chains in a VUCA World: A ...
4      MANAGING PROJECTS WITH MICRO- SOFT PROJECT ope...
...
117          Blockchain in Fintech Finance
118          Customer Centricity Marketing
119      Gender in Workplace Organizational Behaviour a...
120      Machine Learning Algorithms for Business Decis...
121      Conflict Management and Negotiation Skills Gen...
Length: 122, dtype: object
```

```
In [36]: vectorize = CountVectorizer(stop_words='english')
X = vectorize.fit_transform(text_data)
```

```
In [40]: # Get the most frequent terms
sum_of_words = X.sum(axis=0)
words_frequency = [(word, sum_of_words[0, idx]) for word, idx in vectorize.vocabulary_.items()]
words_frequency = sorted(words_frequency, key=lambda x: x[1], reverse=True)
```

```
In [42]: # Printing the top 20 keywords
print(words_frequency[:20])
```

```
[('management', 60), ('marketing', 22), ('business', 21), ('analytics', 16), ('supply', 15), ('finance', 14), ('resource', 14), ('organizational', 14), ('operations', 13), ('decision', 13), ('behaviour', 13), ('human', 13), ('professional', 12), ('growth', 12), ('chain', 12), ('data', 11), ('leadership', 11), ('information', 9), ('excellence', 7), ('making', 7)]
```

```
In [44]: Most_used_words = [word for word, _ in words_frequency[:50]]
print(Most_used_words)
```

```
['management', 'marketing', 'business', 'analytics', 'supply', 'finance', 'resource', 'organizational', 'operations', 'decision', 'behaviour', 'human', 'professional', 'growth', 'chain', 'data', 'leadership', 'information', 'excellence', 'making', 'innovation', 'using', 'strategic', 'performance', 'skills', 'general', 'development', 'analysis', 'project', 'financial', 'customer', 'managing', 'effective', 'corporate', 'design', 'technology', 'digital', 'intelligence', 'value', 'chains', 'governance', 'sustainable', 'non', 'thinking', 'strategy', 'entrepreneurship', 'tourism', 'creation', 'building', 'logistics']
```

Text Analysis:

Here are mentioned the list of top 50 words that have been used in the **key_area_domain** and in **Programme names**:

1. Functional Areas :

- Management
- Marketing
- Business
- Analytics (including data analytics and financial analytics)
- Supply Chain
- Finance
- Human Resources
- Operations
- Project Management

2. Skills and Attributes :

- Decision Making
- Leadership
- Communication (potentially through "information" and "human behaviour")
- Professional Development
- Problem-solving (implied by "analysis")
- Strategic Thinking
- Performance Management
- Innovation

3. Business Concepts and Trends :

- Customer Focus
- Managing and Effectiveness
- Corporate Governance
- Digital Transformation (through "technology" and "digital")
- Business Intelligence
- Value Creation

- Supply Chains (plural)
- Sustainability
- Non-Profit Management
- Strategic Management
- Entrepreneurship

4. Other :

- Tourism
- Logistics

Day 4

```
In [93]: import pandas as pd
import fitz # PyMuPDF
```

```
In [94]: from nltk.tokenize import word_tokenize
from nltk.corpus import stopwords
from collections import Counter
import re
import nltk
```

```
In [95]: nltk.download('punkt')
nltk.download('stopwords')
```

```
[nltk_data] Downloading package punkt to
[nltk_data]     C:\Users\DELL\AppData\Roaming\nltk_data...
[nltk_data]   Package punkt is already up-to-date!
[nltk_data] Downloading package stopwords to
[nltk_data]     C:\Users\DELL\AppData\Roaming\nltk_data...
[nltk_data]   Package stopwords is already up-to-date!
```

```
Out[95]: True
```

```
In [96]: stop_words = set(stopwords.words('english'))
custom_stop_words = {'iim', 'raipur', 'calcutta', 'institute', 'fees', 'apply', 'various', 'may', 'new', 'mdp', 'pro'}
stop_words.update(custom_stop_words)
```

```
In [97]: def text_from_pdf(brochure_link):
    try:
        with fitz.open(brochure_link) as pdf:
            text = ''
            for page_num in range(len(pdf)):
                page = pdf[page_num]
                text += page.get_text()
    return text
except Exception as e:
    print(f'Error reading {brochure_link}: {e}')
    return ''
```

```
In [98]: def preprocess_text(text):
    text = re.sub(r'^\w\s]', '', text) # Remove punctuation
    text = re.sub(r'\d+', '', text) # Remove numbers
    text = text.lower() # Convert to lowercase
    words = word_tokenize(text) # Tokenize text
    words = [word for word in words if word not in stop_words] # Remove stop words
    return words
```

```
In [99]: # Loading the dataset.
brochure_link = pd.read_excel("C:/Users/DELL/Desktop/mdp_path.xlsx")
```

```
In [100]: brochure_link
```

Out[100...]

	Serial Number	Path
0	1	C:\Users\DELL\Desktop\mdp\4.pdf
1	2	C:\Users\DELL\Desktop\mdp\5.pdf
2	3	C:\Users\DELL\Desktop\mdp\6.pdf
3	4	C:\Users\DELL\Desktop\mdp\7.pdf
4	5	C:\Users\DELL\Desktop\mdp\8.pdf
...
93	94	C:\Users\DELL\Desktop\mdp\LPU.pdf
94	95	C:\Users\DELL\Desktop\mdp\MDI.pdf
95	96	C:\Users\DELL\Desktop\mdp\MDP_Brochure.pdf
96	97	C:\Users\DELL\Desktop\mdp\mdp-brochure\al baha...
97	98	C:\Users\DELL\Desktop\mdp\Sharda.pdf

98 rows × 2 columns

In [101...]

```
all_words = []
for mdp_path in brochure_link['Path ']:
    text = text_from_pdf(mdp_path)
    if text: # Check if text extraction was successful
        words = preprocess_text(text)
        all_words.extend(words)
```

In [102...]

```
from nltk.sentiment.vader import SentimentIntensityAnalyzer
```

In [103...]

```
nltk.download('vader_lexicon')
sia = SentimentIntensityAnalyzer()
```

[nltk_data] Downloading package vader_lexicon to
[nltk_data] C:\Users\DELL\AppData\Roaming\nltk_data...
[nltk_data] Package vader_lexicon is already up-to-date!

In [104...]

```
sentiments = []
for mdp_path in brochure_link['Path ']:
    text = text_from_pdf(mdp_path)
    if text: # Check if text extraction was successful
        sentiment = sia.polarity_scores(text)
        sentiment['PDF Name'] = mdp_path
        sentiments.append(sentiment)
```

In [105...]

```
word_counts = Counter(all_words)
most_common_words = word_counts.most_common(54)
print("Most common words:", most_common_words)
```

Most common words: [('programme', 1523), ('management', 1417), ('business', 794), ('program', 529), ('research', 369), ('marketing', 318), ('data', 312), ('office', 307), ('development', 306), ('leadership', 306), ('case', 291), ('email', 279), ('financial', 257), ('learning', 255), ('per', 252), ('managers', 248), ('digital', 239), ('pm', 239), ('executive', 237), ('experience', 232), ('dr', 228), ('online', 220), ('international', 211), ('skills', 202), ('also', 194), ('analytics', 191), ('day', 189), ('th', 189), ('details', 188), ('understanding', 184), ('cmdp', 184), ('faculty', 181), ('education', 181), ('analysis', 179), ('communication', 173), ('work', 172), ('applicable', 166), ('last', 165), ('plus', 164), ('corporate', 164), ('commencement', 162), ('taxes', 161), ('nominations', 161), ('would', 161), ('global', 158), ('ai', 158), ('fee', 156), ('innovation', 156), ('organization', 154), ('strategic', 153), ('professor', 151), ('attend', 150), ('residential', 147), ('key', 146)]

In [106...]

```
if len(sentiments) != len(brochure_link):
    sentiments.extend([{ "neg": 0.0, "neu": 0.0, "pos": 0.0, "compound": 0.0 }] * (len(brochure_link) - len(sentiments)))
```

In [107...]

```
brochure_link['Sentiment'] = sentiments
print(brochure_link[['Path ', 'Sentiment']])
```

```

Path \
0      C:\Users\DELL\Desktop\mdp\4.pdf
1      C:\Users\DELL\Desktop\mdp\5.pdf
2      C:\Users\DELL\Desktop\mdp\6.pdf
3      C:\Users\DELL\Desktop\mdp\7.pdf
4      C:\Users\DELL\Desktop\mdp\8.pdf
...
93     ...
94     C:\Users\DELL\Desktop\mdp\LPU.pdf
95     C:\Users\DELL\Desktop\mdp\MDI.pdf
96 C:\Users\DELL\Desktop\mdp\MDP_Brochure.pdf
97     C:\Users\DELL\Desktop\mdp-brochure\al baha...
97     C:\Users\DELL\Desktop\mdp\Sharda.pdf

Sentiment
0  {'neg': 0.005, 'neu': 0.874, 'pos': 0.121, 'co...
1  {'neg': 0.014, 'neu': 0.846, 'pos': 0.141, 'co...
2  {'neg': 0.007, 'neu': 0.865, 'pos': 0.128, 'co...
3  {'neg': 0.01, 'neu': 0.905, 'pos': 0.086, 'com...
4  {'neg': 0.018, 'neu': 0.865, 'pos': 0.117, 'co...
...
93  {'neg': 0.006, 'neu': 0.927, 'pos': 0.067, 'co...
94  {'neg': 0.013, 'neu': 0.863, 'pos': 0.124, 'co...
95  {'neg': 0.007, 'neu': 0.912, 'pos': 0.081, 'co...
96  {'neg': 0.0, 'neu': 0.0, 'pos': 0.0, 'compound...
97  {'neg': 0.0, 'neu': 0.0, 'pos': 0.0, 'compound...

```

[98 rows x 2 columns]

```
In [108]: for index, row in brochure_link.iterrows():
    print(f"PDF: {row['Path ']}")
    print(f"Sentiment Scores:")
    print(f"Negative: {row['Sentiment'][['neg']:.2f]}")
    print(f"Neutral: {row['Sentiment'][['neu']:.2f]}")
    print(f"Positive: {row['Sentiment'][['pos']:.2f]}")
    print(f"Compound: {row['Sentiment'][['compound']:.2f]}")
    print("-" * 30)
```

PDF: C:\Users\DELL\Desktop\mdp\4.pdf

Sentiment Scores:
 Negative: 0.01
 Neutral: 0.87
 Positive: 0.12
 Compound: 1.00

 PDF: C:\Users\DELL\Desktop\mdp\5.pdf

Sentiment Scores:
 Negative: 0.01
 Neutral: 0.85
 Positive: 0.14
 Compound: 1.00

 PDF: C:\Users\DELL\Desktop\mdp\6.pdf

Sentiment Scores:
 Negative: 0.01
 Neutral: 0.86
 Positive: 0.13
 Compound: 1.00

 PDF: C:\Users\DELL\Desktop\mdp\7.pdf

Sentiment Scores:
 Negative: 0.01
 Neutral: 0.91
 Positive: 0.09
 Compound: 1.00

 PDF: C:\Users\DELL\Desktop\mdp\8.pdf

Sentiment Scores:
 Negative: 0.02
 Neutral: 0.86
 Positive: 0.12
 Compound: 1.00

 PDF: C:\Users\DELL\Desktop\mdp\9.pdf

Sentiment Scores:
 Negative: 0.01
 Neutral: 0.88
 Positive: 0.11
 Compound: 1.00

 PDF: C:\Users\DELL\Desktop\mdp\10.pdf

Sentiment Scores:
 Negative: 0.01
 Neutral: 0.91
 Positive: 0.09

Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\11.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.87
Positive: 0.11
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\12.pdf
Sentiment Scores:
Negative: 0.03
Neutral: 0.83
Positive: 0.14
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\13.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.92
Positive: 0.07
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\14.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.87
Positive: 0.13
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\15.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.86
Positive: 0.13
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\16.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.87
Positive: 0.12
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\17.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.90
Positive: 0.09
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\18.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.81
Positive: 0.17
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\19.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.92
Positive: 0.06
Compound: 0.99

PDF: C:\Users\DELL\Desktop\mdp\20.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.89
Positive: 0.10
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\21.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.90
Positive: 0.09
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\22.pdf
Sentiment Scores:
Negative: 0.05
Neutral: 0.87

Positive: 0.09
Compound: 0.99

PDF: C:\Users\Dell\Desktop\mdp\23.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.90
Positive: 0.09
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\24.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.85
Positive: 0.13
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\25.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.90
Positive: 0.09
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\26.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.89
Positive: 0.09
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\27.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.87
Positive: 0.11
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\28.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.88
Positive: 0.11
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\29.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.88
Positive: 0.11
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\30.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.90
Positive: 0.09
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\31.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.87
Positive: 0.11
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\32.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.86
Positive: 0.13
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\33.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.84
Positive: 0.15
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\34.pdf
Sentiment Scores:
Negative: 0.01

Neutral: 0.85
Positive: 0.13
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\35.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.91
Positive: 0.07
Compound: 0.99

PDF: C:\Users\Dell\Desktop\mdp\36.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.85
Positive: 0.14
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\38.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.89
Positive: 0.10
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\christ.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.92
Positive: 0.07
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\cmdp-brochure-2023-24.pdf
Sentiment Scores:
Negative: 0.00
Neutral: 0.92
Positive: 0.08
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc1.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.91
Positive: 0.08
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc2.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.91
Positive: 0.08
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc3.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.92
Positive: 0.07
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc4.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.91
Positive: 0.08
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc5.pdf
Sentiment Scores:
Negative: 0.03
Neutral: 0.87
Positive: 0.10
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc6.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.90
Positive: 0.08
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc7.pdf
Sentiment Scores:

Negative: 0.01
Neutral: 0.91
Positive: 0.08
Compound: 1.00

PDF: C:\Users\DELL\Desktop\MDP\iimc8.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.91
Positive: 0.08
Compound: 1.00

PDF: C:\Users\DELL\Desktop\MDP\iimc9.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.89
Positive: 0.10
Compound: 1.00

PDF: C:\Users\DELL\Desktop\MDP\iimc10.pdf
Sentiment Scores:
Negative: 0.04
Neutral: 0.83
Positive: 0.14
Compound: 1.00

PDF: C:\Users\DELL\Desktop\MDP\iimc11.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.86
Positive: 0.12
Compound: 1.00

PDF: C:\Users\DELL\Desktop\MDP\iimc12.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.91
Positive: 0.07
Compound: 1.00

PDF: C:\Users\DELL\Desktop\MDP\iimc13.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.92
Positive: 0.07
Compound: 0.99

PDF: C:\Users\DELL\Desktop\MDP\iimc14.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.89
Positive: 0.11
Compound: 1.00

PDF: C:\Users\DELL\Desktop\MDP\iimc15.pdf
Sentiment Scores:
Negative: 0.00
Neutral: 0.92
Positive: 0.08
Compound: 1.00

PDF: C:\Users\DELL\Desktop\MDP\iimc16.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.90
Positive: 0.07
Compound: 1.00

PDF: C:\Users\DELL\Desktop\MDP\iimc17.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.92
Positive: 0.08
Compound: 1.00

PDF: C:\Users\DELL\Desktop\MDP\iimc18.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.91
Positive: 0.08
Compound: 1.00

PDF: C:\Users\DELL\Desktop\MDP\iimc19.pdf

Sentiment Scores:
Negative: 0.01
Neutral: 0.89
Positive: 0.11
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc20.pdf
Sentiment Scores:
Negative: 0.03
Neutral: 0.85
Positive: 0.12
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc21.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.82
Positive: 0.17
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc22.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.91
Positive: 0.08
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc23.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.93
Positive: 0.06
Compound: 0.99

PDF: C:\Users\Dell\Desktop\mdp\iimc24.pdf
Sentiment Scores:
Negative: 0.00
Neutral: 0.89
Positive: 0.11
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc25.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.89
Positive: 0.10
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc26.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.92
Positive: 0.08
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc27.pdf
Sentiment Scores:
Negative: 0.03
Neutral: 0.88
Positive: 0.09
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc28.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.91
Positive: 0.08
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc29.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.89
Positive: 0.10
Compound: 1.00

PDF: C:\Users\Dell\Desktop\mdp\iimc30.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.91
Positive: 0.08
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimc31.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.92
Positive: 0.07
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimc32.pdf
Sentiment Scores:
Negative: 0.00
Neutral: 0.88
Positive: 0.11
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimc33.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.89
Positive: 0.10
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimc34.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.94
Positive: 0.05
Compound: 0.99

PDF: C:\Users\DELL\Desktop\mdp\iimc35.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.91
Positive: 0.07
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimc36.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.91
Positive: 0.08
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimc37.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.92
Positive: 0.06
Compound: 0.99

PDF: C:\Users\DELL\Desktop\mdp\iimc38.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.93
Positive: 0.06
Compound: 0.99

PDF: C:\Users\DELL\Desktop\mdp\iimc39.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.93
Positive: 0.07
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimc40.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.88
Positive: 0.10
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimc41.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.92
Positive: 0.07
Compound: 0.99

PDF: C:\Users\DELL\Desktop\mdp\iimc42.pdf
Sentiment Scores:
Negative: 0.03
Neutral: 0.89
Positive: 0.09
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimc43.pdf
Sentiment Scores:
Negative: 0.00
Neutral: 0.89
Positive: 0.11
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimc44.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.85
Positive: 0.15
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimc45.pdf
Sentiment Scores:
Negative: 0.00
Neutral: 0.92
Positive: 0.08
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimc46.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.87
Positive: 0.11
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimk1.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.82
Positive: 0.17
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimk2.pdf
Sentiment Scores:
Negative: 0.04
Neutral: 0.67
Positive: 0.29
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimk3.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.85
Positive: 0.12
Compound: 0.99

PDF: C:\Users\DELL\Desktop\mdp\iimk4.pdf
Sentiment Scores:
Negative: 0.04
Neutral: 0.79
Positive: 0.17
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimk5.pdf
Sentiment Scores:
Negative: 0.09
Neutral: 0.66
Positive: 0.26
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimk6.pdf
Sentiment Scores:
Negative: 0.02
Neutral: 0.84
Positive: 0.14
Compound: 1.00

PDF: C:\Users\DELL\Desktop\mdp\iimk7.pdf
Sentiment Scores:
Negative: 0.04
Neutral: 0.87
Positive: 0.09
Compound: 0.99

PDF: C:\Users\DELL\Desktop\mdp\iimk8.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.88
Positive: 0.11

```
Compound: 1.00
-----
PDF: C:\Users\DELL\Desktop\mdp\iimr1.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.88
Positive: 0.11
Compound: 1.00
-----
PDF: C:\Users\DELL\Desktop\mdp\iimr2.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.80
Positive: 0.19
Compound: 1.00
-----
PDF: C:\Users\DELL\Desktop\mdp\iimr3.pdf
Sentiment Scores:
Negative: 0.04
Neutral: 0.86
Positive: 0.10
Compound: 1.00
-----
PDF: C:\Users\DELL\Desktop\mdp\LPU.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.93
Positive: 0.07
Compound: 0.98
-----
PDF: C:\Users\DELL\Desktop\mdp\MDI.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.86
Positive: 0.12
Compound: 1.00
-----
PDF: C:\Users\DELL\Desktop\mdp\MDP_Brochure.pdf
Sentiment Scores:
Negative: 0.01
Neutral: 0.91
Positive: 0.08
Compound: 0.99
-----
PDF: C:\Users\DELL\Desktop\mdp\mdp-brochurelal bahadur _ pageno. 20.pdf
Sentiment Scores:
Negative: 0.00
Neutral: 0.00
Positive: 0.00
Compound: 0.00
-----
PDF: C:\Users\DELL\Desktop\mdp\Sharda.pdf
Sentiment Scores:
Negative: 0.00
Neutral: 0.00
Positive: 0.00
Compound: 0.00
```

Day 5

```
In [109]: # statistical analysis of the sentiments
sentiment_df = pd.DataFrame(sentiments)
statistics = sentiment_df.describe()
```

```
In [110]: statistics
```

Out[110...]

	neg	neu	pos	compound
count	98.000000	98.000000	98.000000	98.000000
mean	0.014204	0.862633	0.102827	0.976866
std	0.011646	0.132492	0.040179	0.141748
min	0.000000	0.000000	0.000000	0.000000
25%	0.007000	0.865000	0.081000	0.995925
50%	0.011000	0.887000	0.098000	0.998100
75%	0.018000	0.908000	0.120500	0.998975
max	0.085000	0.939000	0.288000	1.000000

In [111...]

```
sorted_sentiments = sentiment_df.sort_values(by='pos', ascending=False)
print("Sorted Sentiments (Descending Order of Positive Score):")
print(sorted_sentiments[['PDF Name', 'neg', 'neu', 'pos', 'compound']])
```

Sorted Sentiments (Descending Order of Positive Score):

	PDF Name	neg	neu	pos	compound
83	C:\Users\DELL\Desktop\mdp\iimk2.pdf	0.038	0.674	0.288	0.9992
86	C:\Users\DELL\Desktop\mdp\iimk5.pdf	0.085	0.656	0.258	0.9960
91	C:\Users\DELL\Desktop\mdp\LPU.pdf	0.008	0.801	0.191	0.9999
85	C:\Users\DELL\Desktop\mdp\iimk4.pdf	0.035	0.793	0.172	0.9957
82	C:\Users\DELL\Desktop\mdp\iimk1.pdf	0.011	0.818	0.171	0.9967
..
73	C:\Users\DELL\Desktop\mdp\iimc38.pdf	0.016	0.925	0.059	0.9919
58	C:\Users\DELL\Desktop\mdp\iimc23.pdf	0.012	0.930	0.058	0.9901
69	C:\Users\DELL\Desktop\mdp\iimc34.pdf	0.008	0.939	0.053	0.9921
96		NaN	0.000	0.000	0.0000
97		NaN	0.000	0.000	0.0000

[98 rows x 5 columns]

In [112...]

```
sortedsentiments = sentiment_df.sort_values(by='neg', ascending=False)
print("Sorted Sentiments (Descending Order of Negative Score):")
print(sortedsentiments[['PDF Name', 'neg', 'neu', 'pos', 'compound']])
```

Sorted Sentiments (Descending Order of Negative Score):

	PDF Name	neg	neu	pos	\
86	C:\Users\DELL\Desktop\mdp\iimk5.pdf	0.085	0.656	0.258	
18	C:\Users\DELL\Desktop\mdp\22.pdf	0.046	0.867	0.087	
88	C:\Users\DELL\Desktop\mdp\iimr1.pdf	0.040	0.874	0.086	
92	C:\Users\DELL\Desktop\mdp\MDI.pdf	0.039	0.857	0.104	
83	C:\Users\DELL\Desktop\mdp\iimk2.pdf	0.038	0.674	0.288	
..
78	C:\Users\DELL\Desktop\mdp\iimc43.pdf	0.003	0.887	0.110	
50	C:\Users\DELL\Desktop\mdp\iimc15.pdf	0.003	0.917	0.079	
35	C:\Users\DELL\Desktop\mdp\cmdp-brochure-2023-2...	0.000	0.916	0.084	
96		NaN	0.000	0.000	0.0000
97		NaN	0.000	0.000	0.0000

compound

86	0.9960
18	0.9914
88	0.9936
92	0.9985
83	0.9992
..	...
78	0.9990
50	0.9983
35	0.9983
96	0.0000
97	0.0000

[98 rows x 5 columns]

In [113...]

```
filtered_sentiments = sentiment_df[(sentiment_df['neg'] != 0.0) | (sentiment_df['neu'] != 0.0) | (sentiment_df['pos'] != 0.0)]
sorted_sentiments_pos = filtered_sentiments.sort_values(by='pos', ascending=False)
sorted_sentiments_neg = filtered_sentiments.sort_values(by='neg', ascending=False)
highest_positive_pdf = sorted_sentiments_pos.iloc[0]['PDF Name']
highest_negative_pdf = sorted_sentiments_neg.iloc[0]['PDF Name']
```

In [114...]

```
print(f"PDF with Highest Positive Sentiment: {highest_positive_pdf}")
print(f"PDF with Highest Negative Sentiment: {highest_negative_pdf}")
```

PDF with Highest Positive Sentiment: C:\Users\DELL\Desktop\mdp\iimk2.pdf
 PDF with Highest Negative Sentiment: C:\Users\DELL\Desktop\mdp\iimk5.pdf

Insights from Sentiment Analysis:

1. Highest Positive Scores :

- PDFs ranked at the top (1st pdf i.e. **iimk2**) in terms of positive scores (pos) indicate documents that have a significant amount of positive sentiment in their content. These could be brochure promoting certain programs or initiatives.

2. Lowest Negative Scores:

- PDFs with the lowest negative scores (neg) (1st being **iimk5**) suggest documents that contain very little negative sentiment. This indicates that the content is generally neutral or positive, with minimal negative language or criticism.

3. Compound Scores:

- The compound score combines the positive, negative, and neutral scores into a single metric. High compound scores close to 1 indicate overall positive sentiment, while scores close to -1 indicate negative sentiment. Values around 0 suggest a neutral sentiment.

Insights from Frequency Analysis of the PDFs:

1. **Top Words** : The list includes words like 'management', 'program', 'business', 'institute', 'leadership', 'data', 'marketing', and others. These are likely central themes or topics across the PDF documents
2. **Skill Development** : 'Skills', 'leadership', 'communication', 'analytics', and 'training' highlight emphasis on skill development, leadership qualities, communication skills, and analytics capabilities.
3. **Program Details** : Words such as 'programme', 'fee', 'registration', 'faculty', 'campus', and 'training' indicate information related to program specifics, fees, registration processes, faculty members, and campus facilities.

```
In [115]: from wordcloud import WordCloud  
import matplotlib.pyplot as plt  
  
In [116]: word_freq = most_common_words.copy()  
  
In [117]: word_freq
```

```
Out[117]: [('programme', 1523),  
 ('management', 1417),  
 ('business', 794),  
 ('program', 529),  
 ('research', 369),  
 ('marketing', 318),  
 ('data', 312),  
 ('office', 307),  
 ('development', 306),  
 ('leadership', 306),  
 ('case', 291),  
 ('email', 279),  
 ('financial', 257),  
 ('learning', 255),  
 ('per', 252),  
 ('managers', 248),  
 ('digital', 239),  
 ('pm', 239),  
 ('executive', 237),  
 ('experience', 232),  
 ('dr', 228),  
 ('online', 220),  
 ('international', 211),  
 ('skills', 202),  
 ('also', 194),  
 ('analytics', 191),  
 ('day', 189),  
 ('th', 189),  
 ('details', 188),  
 ('understanding', 184),  
 ('cmdp', 184),  
 ('faculty', 181),  
 ('education', 181),  
 ('analysis', 179),  
 ('communication', 173),  
 ('work', 172),  
 ('applicable', 166),  
 ('last', 165),  
 ('plus', 164),  
 ('corporate', 164),  
 ('commencement', 162),  
 ('taxes', 161),  
 ('nominations', 161),  
 ('would', 161),  
 ('global', 158),  
 ('ai', 158),  
 ('fee', 156),  
 ('innovation', 156),  
 ('organization', 154),  
 ('strategic', 153),  
 ('professor', 151),  
 ('attend', 150),  
 ('residential', 147),  
 ('key', 146)]
```

```
In [118]: word_freq = dict(word_freq)
```

```
In [119]: wordcloud = WordCloud(width=800, height=400, background_color='white').generate_from_frequencies(word_freq)  
plt.figure(figsize = (50,40))  
plt.imshow(wordcloud, interpolation = 'bilinear')  
plt.axis('off')  
plt.show()
```



Overall Interpretation:

The wordcloud suggests that the 50 MDPs brochures focus on developing **leadership** and **management skills** for **executives** and **senior management**. These programs likely emphasize **strategic thinking**, **innovation**, and the ability to **adapt to change**. They equip participants with the skills necessary for effective **decision-making** within a business context.

```
In [132... import requests
from bs4 import BeautifulSoup
import pandas as pd

In [134... df = pd.read_excel("C:/Users/Dell/Desktop/MDP_LINKS.xlsx")
data = []

In [135... for index, row in df.iterrows():
    url = row['Links '] # Adjust the column name if necessary

    try:
        response = requests.get(url)
        # Checking if the request was successful
        if response.status_code == 200:
            # Parse the HTML content
            soup = BeautifulSoup(response.text, 'html.parser')

            # Extracting all paragraph tags
            paragraphs = soup.find_all('p')

            text = ''.join([para.get_text() for para in paragraphs])

            data.append({'URL' : url, 'Text' : text })
            # Extracting and printing the text from each paragraph
            for para in paragraphs:
                print(para.get_text())
        else:
            print(f"Failed to retrieve the page {url}. Status code: {response.status_code}")
    except requests.exceptions.RequestException as e:
        print(f"Request failed for URL {url}: {e}")
```

The utilization of Big Data, which encompasses vast amounts of information, such as online reviews and social media comments, has witnessed a significant surge in recent years. Big Data analytics can yield valuable insights into consumer behaviors and preferences, empowering businesses to make informed decisions. Consequently, market research analysts who can handle and apply data in real-world marketing contexts are in high demand.

This course has been meticulously crafted to provide participants with a comprehensive understanding of the industrial and scientific significance of marketing analytics and how it can be utilized to make strategic and operational decisions in organizations that harness Big Data. Its goal is to equip future marketing managers with practical, evaluative, and analytical skills that will transform them into experts in marketing analytics. Upon completion, participants will be capable of influencing and improving performance and strategy within organizations

The three-day program aims to provide individuals with modern analytical skills. The course is designed for those who wish to pursue a career in Marketing Analytics and those looking to advance their professional development or change their career path. It aims to address the industry's need for a competent workforce that can leverage data science to tackle marketing problems.

The three-day program aims to provide individuals with modern analytical skills. The course is designed for those who wish to pursue a career in Marketing Analytics and those looking to advance their professional development.

or change their career path. It aims to address the industry's need for a competent workforce that can leverage data science to tackle marketing problems.

The program will cover the following aspects of Marketing Analytics:

- The Importance of Analytics in Marketing
- Marketing Data Sources
- Marketing Measurement and Analytics Tools
- A/B Testing Marketing Analytics
- Customer analytics- what do customers want?
- Customer Acquisition - Cost and lifetime value

The program will cover the following aspects of Marketing Analytics:

- The Importance of Analytics in Marketing
- Marketing Data Sources
- Marketing Measurement and Analytics Tools
- A/B Testing Marketing Analytics
- Customer analytics- what do customers want?
- Customer Acquisition - Cost and lifetime value

The program is relevant to all marketing managers who wish to sharpen their analytical skills for better results in day-to-day decision-making. It is vital for senior and middle-level executives in sales and marketing.

The program is relevant to all marketing managers who wish to sharpen their analytical skills for better results in day-to-day decision-making. It is vital for senior and middle-level executives in sales and marketing.

The programme is scheduled during May 15-17, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of May 14, 2024, to the forenoon of May 18, 2024.

The programme is scheduled during May 15-17, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of May 14, 2024, to the forenoon of May 18, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is May 01, 2024. The last date for withdrawal of nominations is May 02, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is May 01, 2024. The last date for withdrawal of nominations is May 02, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

This programme has been designed to provide specialized knowledge in cyber security management. As organizations continue to deploy mission critical network centric information systems, managing the security of such systems will become more critical. The challenge is as much about securing networks, communications, data and applications as it is about awareness of best practices on what is to be done and how it is to be integrated to the organizations operating environment and enterprise architecture. Therefore, from the perspective of organization, an understanding of how information security can be managed at organizational level keeping in mind the major information security standards (such as ISO 27001, NIST) and the legal and regulatory provisions is important. This cou

rse is designed to provide a comprehensive framework for planning, analyzing and managing information security to suit to the differing requirements at individual and Enterprise level especially in view of the Emerging Technologies such as AI, Block chain, etc. The Digital Data Protection Act has been notified in August 2023. The program shall also cover the implications of the Act for Enterprises and individuals. This program also covers the major cyber crime incidents, discusses how they happened (the techniques/ methods used, motivation), and the learning's from such incidents

- Give an understanding of the global threat scenario and how these cyber crimes happen. What are the major categories of cyber crime and what precautions and safeguards can be deployed to minimize the damage
 - An understanding of Information Security, Trends in security incidents, The Need for Security; Threats such as Malware attacks, Phishing, Identity theft, Botnets, SQL injection, Insider risk and Spam, mobile risk.
 - An exposure on the various aspects of information security including confidentiality, integrity and availability of information resources; Information security Governance issues.
 - Tools and techniques available to ensure confidentiality, integrity and authentication in the cyber space.
 - Cryptography, digital signature , digital certificates, Public Key Infrastructure, Role of CCA etc
 - Precautions to take in online business, in using social media and using e-mails etc.
 - Risk Management Framework for an organization, Security Policy Development, Sample Security Policies. Information Security Assurance Framework
 - Standards such as ISO 27001: 2022, NIST (FISMA), COBIT, PCI-DSS within the organization and third party and supplier relationship management.
 - Approaches for assessment and evaluation of the necessary investment in information security from the economic view point.
 - Security audit and compliance
 - Understanding Privacy and Data Protection issues and requirements. Critical factors in accommodating the security and privacy requirements in outsourcing arrangements and cross border data flows.
 - Give exposure on legal and regulatory aspects of information systems security including discussions on IT Act 2008, intermediary guidelines, etc
-
- Give an understanding of the global threat scenario and how these cyber crimes happen. What are the major categories of cyber crime and what precautions and safeguards can be deployed to minimize the damage
 - An understanding of Information Security, Trends in security incidents, The Need for Security; Threats such as Malware attacks, Phishing, Identity theft, Botnets, SQL injection, Insider risk and Spam, mobile risk.
 - An exposure on the various aspects of information security including confidentiality, integrity and availability of information resources; Information security Governance issues.
 - Tools and techniques available to ensure confidentiality, integrity and authentication in the cyber space.
 - Cryptography, digital signature , digital certificates, Public Key Infrastructure, Role of CCA etc
 - Precautions to take in online business, in using social media and using e-mails etc.
 - Risk Management Framework for an organization, Security Policy Development, Sample Security Policies. Information Security Assurance Framework
 - Standards such as ISO 27001: 2022, NIST (FISMA), COBIT, PCI-DSS within the organization and third party and supplier relationship management.
 - Approaches for assessment and evaluation of the necessary investment in information security from the economic view point.
 - Security audit and compliance
 - Understanding Privacy and Data Protection issues and requirements. Critical factors in accommodating the security and privacy requirements in outsourcing arrangements and cross border data flows.
 - Give exposure on legal and regulatory aspects of information systems security including discussions on IT Act 2008, intermediary guidelines, etc
 - Specialized knowledge on various issues in management of security.
 - To identify and assess security risks, formulate and implement security policies.
 - To analyze different options for maintenance of the security infrastructure
 - Evaluating Information security Investments; security audit and assessment
 - An understanding of key standards, legal requirements, etc
-
- Specialized knowledge on various issues in management of security.
 - To identify and assess security risks, formulate and implement security policies.
 - To analyze different options for maintenance of the security infrastructure
 - Evaluating Information security Investments; security audit and assessment
 - An understanding of key standards, legal requirements, etc

This programme is meant for professionals in any industry who desire to add knowledge and skills in Cyber security management. It also addresses the requirement of Information security managers responsible for organizational security; individual users visiting online sites, handling data etc.

This programme is meant for professionals in any industry who desire to add knowledge and skills in Cyber security management. It also addresses the requirement of Information security managers responsible for organizational security; individual users visiting online sites, handling data etc.

The programme is scheduled during May 23-25, 2024 on a residential basis at MDI Campus,Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of May 22,2024, to the forenoon of May 26, 2024.

The programme is scheduled during May 23-25, 2024 on a residential basis at MDI Campus,Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of May 22,2024, to the forenoon of May 26, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is May 08, 2024. The last date for withdrawal of nominations is May 10, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is May 08, 2024. The last date for withdrawal of nominations is May 10, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The importance of analytics for organizations originates from the massive amount of data being generated through various online platforms that the businesses are dealing with. Further, large amount of data caters to the consumer sentiments that can positively or negatively impact the sustainability of the firms. The bandwagon effect and the competitive environment has forced organizations to open analytics divisions without any training and guidance to the novice starters. To tackle these challenges, we propose a very robust and detailed program on advanced business analytics. Contrary to management beliefs, we propose that the standard datasets and models may be outdated and there is a need to transition to more complex and open-source programming platforms. This unique program will focus on advanced analytics tools for descriptive, diagnostic, predictive, and prescriptive analytics solutions coupled with some real-world case studies.

The key objectives of this course are as follows:

To understand the fundamentals of different types of advanced business analytics solutions and their applications.

To analyze the training, validation, and test datasets through various analytics and data mining tools.

To apply the principles and learnings from advanced analytics to real life supply chain problems

The key objectives of this course are as follows:

Functional analytics
Descriptive analytics using statistical models
Problem diagnosis and feedback
Predictive analytics for prediction and classification
Prescriptive analytics for optimization

Senior / Middle-level Managers

Senior / Middle-level Managers

The programme is scheduled during June 06-08, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of June 05, 2024, to the forenoon of June 09, 2024.

The programme is scheduled during June 06-08, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of June 05, 2024, to the forenoon of June 09, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only

) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is May 23, 2024. The last date for withdrawal of nominations is May 24, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is May 23, 2024. The last date for withdrawal of nominations is May 24, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The main objectives of this program would be to understand and develop the hidden potential of manager. To become an effective leader and manager, one needs to understand the real life workplace realities. Therefore, it is one of the important challenges in front of manager to make them more effective in the context of changing organizations. Along with the Knowledge about own self manager are also required to have an ability to understand and analyze others' explicit behavior and also the hidden part of others' behaviors. These behavioral aspects of self and others provide a good idea and perspective to understand the work place environment in a different paradigm. This program will capture various sets of expertise which are essential for managerial effectiveness.

The program would be addressing the following issues:

Understanding Self – knowing strength and weakness of oneself
Developing effective interpersonal Relationship
Effective Communication skills
Managerial Decision Making
Roles and Skills of an Effective Manager
Time and Stress Management
Team Dynamics: How people act in team situation through outdoor exercise
Conflict Management & Negotiation

The program would be addressing the following issues:

Executives and managers at all level who want to explore and understand their potential to manage things effectively

Executives and managers at all level who want to explore and understand their potential to manage things effectively

The programme is scheduled during June 19-21, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of June 18, 2024, to the forenoon of June 22, 2024.

The programme is scheduled during June 19-21, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of June 18, 2024, to the forenoon of June 22, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations

- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme.

aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

The last date for receipt of nominations is June 05, 2024. The last date for withdrawal of nominations is June 07, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted. Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is June 05, 2024. The last date for withdrawal of nominations is June 07, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted. Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Advances in the fields of neuroscience and neuroeconomics are re-defining and enhancing our understanding of how human beings make decisions in general and how consumers make decisions from a marketing perspective. Neuro based laboratory and field applications can generate more advanced insights on consumer behaviour, team member behaviour, and employee behavior that can add enhanced value to managers in their implementation of marketing plans. Current evidence suggests that using neuro tools to generate behavioral insights (the how and why of a behavior) can lead to predictions that are more accurate by 20-40% and actions that are more likely to elicit the desired behavior from the target customer or other relevant person.

Based on research and consulting in this field by the program coordinator and faculty who will teach on the programme, the programme will cover neuroscience and its applications in the area of consumer behaviour, pricing, packaging and marketing communications and other business areas.

The programme is designed:

- To develop the participant's basic knowledge of how the human brain operates – what are some basic brain operating principles?
- To understand using the brain operating principles how we take decisions based around the themes of "thinking and feeling, conscious and unconscious;" how the brain receives stimuli, processes them and the responses that it generates.
- To learn about the appropriate use of neuro tools in the generation of consumer and human behaviour insights
- To apply these insights in the areas of pricing, marketing communications, packaging, product design, and employee behaviour. with the objective of producing behaviour change in the target audience

The programme is designed:

- To develop the participant's basic knowledge of how the human brain operates – what are some basic brain operating principles?
- To understand using the brain operating principles how we take decisions based around the themes of "thinking and feeling, conscious and unconscious;" how the brain receives stimuli, processes them and the responses that it generates.
- To learn about the appropriate use of neuro tools in the generation of consumer and human behaviour insights
- To apply these insights in the areas of pricing, marketing communications, packaging, product design, and employee behaviour. with the objective of producing behaviour change in the target audience

The programme would incorporate:

- Basic principles of brain organisation and functioning.
- Understand and evaluate key neuromarketing tools such as functional magnetic resonance imaging (fMRI), and electroencephalography (EEG), eye tracking, RFI, etc.
- Capabilities and limitations of these methods with examples of their application.
- Important consumer neuroscience research in marketing, pricing, branding and product design to highlight areas of future potential.
- Applications of neuroscience in different marketing areas.

The programme would incorporate:

- Basic principles of brain organisation and functioning.
- Understand and evaluate key neuromarketing tools such as functional magnetic resonance imaging (fMRI), and electroencephalography (EEG), eye tracking, RFI, etc.
- Capabilities and limitations of these methods with examples of their application.
- Important consumer neuroscience research in marketing, pricing, branding and product design to highlight areas of future potential.
- Applications of neuroscience in different marketing areas.

This course is aimed at anyone involved in the promotion of products, services or brands and anyone who has ever wondered how neuroscience can be used to help understand consumer behaviour and wants to achieve behaviour change. In terms of area, marketing generally defined, pricing, sales, branding and product design are key functions that can have substantial benefits from the programme.

This could include:

- Account Managers; Creative Leads in Advertising Agencies
- Marketing Managers in Consumer Products
- Brand Managers
- Sales Managers in B2B contexts

- Market Research Professionals
- Brand and Business Consultants
- Behavior Science Architects
- Professionals with PR firms
- CXOs with Marketing and HR related responsibilities
- HR Managers

It's also suitable for anyone who uses the above kinds of services or agencies and wants to be more informed about what's on the market in terms of neuroscience in marketing. It is also useful for managers seeking to achieve behaviour change in the field or in their organizations

This course is aimed at anyone involved in the promotion of products, services or brands and anyone who has ever wondered how neuroscience can be used to help understand consumer behaviour and wants to achieve behaviour change. In terms of area, marketing generally defined, pricing, sales, branding and product design are key functions that can have substantial benefits from the programme.

This could include:

- Account Managers; Creative Leads in Advertising Agencies
- Marketing Managers in Consumer Products
- Brand Managers
- Sales Managers in B2B contexts
- Market Research Professionals
- Brand and Business Consultants
- Behavior Science Architects
- Professionals with PR firms
- CXOs with Marketing and HR related responsibilities
- HR Managers

It's also suitable for anyone who uses the above kinds of services or agencies and wants to be more informed about what's on the market in terms of neuroscience in marketing. It is also useful for managers seeking to achieve behaviour change in the field or in their organizations

The programme is scheduled during June 21-23, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of June 20, 2024, to the forenoon of June 24, 2024.

The programme is scheduled during June 21-23, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of June 20, 2024, to the forenoon of June 24, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 45,000/- (Rupees Forty Five Thousand only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 45,000/- (Rupees Forty Five Thousand only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is June 05, 2024. The last date for withdrawal of nominations is June 07, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is June 05, 2024. The last date for withdrawal of nominations is June 07, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Managers are frequently faced with multiple conflicting scenarios that require effective allocation of resources, optimized processes, reduced costs, better quality products etc. Optimization techniques are predictive techniques that assist managers in taking best decisions under challenging situations. Optimization modelling includes mathematical approaches that offer flexibility to managers to generate multiple business scenarios, evaluate potential consequences and generate alternate solutions before finally implementing them. Historically, optimization modelling has had significant contribution in supply chain and logistics network designs, warehouse optimization, workforce scheduling, routing optimization, airline scheduling, project management etc. With the evolving fi

eld of data analytics, optimization modelling has become an even more interesting and important area for managers for quick and insightful decision making.

- Understanding and Analysis of Financial Statements
- Statement of Profit and Loss
- Balance Sheet
- Cash Flow Statement
- Use of Financial Ratios as Key indicators
- Cost information for Problem Solving and Decision-Making
- Types of Costs
- Understanding of Cost Behaviour
- Establishing Break - Even Levels
- Using Costing for Product Pricing
- Evaluation of Capital Investment Projects
- Time Value of Money
- Project Cash Flows : Estimation
- Techniques of Evaluation : Payback/NPV/IRR
- Working Capital Management
- Estimation of Working Capital Requirements
- Working Capital Cycle
- Management of Inventory/Receivables/Cash/Payables
- Strategic Finance
- Financial Markets and Instruments
- Tax Planning and Management
- International Finance

- Understanding and Analysis of Financial Statements
- Statement of Profit and Loss
- Balance Sheet
- Cash Flow Statement
- Use of Financial Ratios as Key indicators
- Cost information for Problem Solving and Decision-Making
- Types of Costs
- Understanding of Cost Behaviour
- Establishing Break - Even Levels
- Using Costing for Product Pricing
- Evaluation of Capital Investment Projects
- Time Value of Money
- Project Cash Flows : Estimation
- Techniques of Evaluation : Payback/NPV/IRR
- Working Capital Management
- Estimation of Working Capital Requirements
- Working Capital Cycle
- Management of Inventory/Receivables/Cash/Payables
- Strategic Finance
- Financial Markets and Instruments
- Tax Planning and Management
- International Finance

Managers at middle level who need to have an exposure to finance. Past programmes have been attended by the professionals in corporate planning, manufacturing, marketing and sales, HRD and finance too.

Managers at middle level who need to have an exposure to finance. Past programmes have been attended by the professionals in corporate planning, manufacturing, marketing and sales, HRD and finance too.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 65,000/- (Rupees Sixty Five Thousand only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular

programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 65,000/- (Rupees Sixty Five Thousand only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular

programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The programme is scheduled during June 24-28, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of June 23, 2024, to the forenoon of June 29, 2024.

The programme is scheduled during June 24-28, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of June 23, 2024, to the forenoon of June 29, 2024.

The last date for receipt of nominations is June 12, 2024. The last date for withdrawal of nominations is June 1

4, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted. Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is June 12, 2024. The last date for withdrawal of nominations is June 14, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted. Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Rapid and unprecedented advances in the digital domain have altered even the most immovable foundations of the corporate world, including written business communication. Modern corporate correspondence goes beyond formal letters, emails, and memoranda. Text and social media communications, online conversations and messengers, reports, online proposals, video messaging, etc. make up modern business writing. Today, effective writing is a powerful tool in the business environment. It is the most usual and trusted way to engage with coworkers, other businesses, and clients. We therefore say that writing is essential to communicate your message clearly and professionally and to incite action in those who you supervise, work with and require action from.

In this programme, we'll cover all areas of professional writing, from constructing effective business emails to writing complete reports while reducing the need for re-writing, repetition, and clarification. You will be able to master the skills of writing with clarity, precision, and accuracy to persuade, inform and build vital business relationships. You will gain an understanding of how to write a certain topic that calls for directions, instructions, or explanations. The style and skills required for formal business writing are best developed by practice and experience, but with the right tools and know-how it is not hard to improve.

Prior to the course, participants may choose to bring a sample of their writing for one-on-one feedback. The facilitator, Dr Niva Bhandari, will confidentially review these samples and provide feedback to participants during the workshop. The participants would also be required to share in advance a list of three expectation from the training programme.

After completing this 3-day course, you will have learnt the following skills:

- Familiarisation with accepted writing norms of Business writing and the types of formal writing genres which address different business problems, styles and audience awareness
- Understand the ethical, international, social, and professional constraints of audience, style, and content for writing situations a.) among managers or co-workers and colleagues of an organization, and b.) between organizations, or between an organization and the audiences.
- Be able to write effective business communications, persuasive writing, emails, business reports / consulting reports and proposals, etc
- Develop strategies to successfully communicate technical information to specialists and non-specialists using graphically presented data, executive summaries, and other ways to highlight key information
- Practice the unique qualities of professional rhetoric and writing style, such as sentence conciseness, clarity, avoiding wordiness or ambiguity, using direct order organization, readability, coherence and transitional devices.
- Proof-reading and avoid common business writing pitfalls

After completing this 3-day course, you will have learnt the following skills:

- Familiarisation with accepted writing norms of Business writing and the types of formal writing genres which address different business problems, styles and audience awareness
- Understand the ethical, international, social, and professional constraints of audience, style, and content for writing situations a.) among managers or co-workers and colleagues of an organization, and b.) between organizations, or between an organization and the audiences.
- Be able to write effective business communications, persuasive writing, emails, business reports / consulting reports and proposals, etc
- Develop strategies to successfully communicate technical information to specialists and non-specialists using graphically presented data, executive summaries, and other ways to highlight key information
- Practice the unique qualities of professional rhetoric and writing style, such as sentence conciseness, clarity, avoiding wordiness or ambiguity, using direct order organization, readability, coherence and transitional devices.
- Proof-reading and avoid common business writing pitfalls

The programme will cover the following aspects of Powerful and Compelling Writing Skills:

- Developing essential Business and technical writing skills for persuasion and impact
- Adapting your writing style to your audience's needs for maximising the impact
- Composing clear messages using a structured writing approach
- Implementing ways to best display visual information
- Constructing successful email communication
- Writing an effective and compelling Executive Summary for a report or proposal
- Delivering negative information strategically to improve outcomes
- Implementing reviewing and proofreading strategies to ensure error-free writing
- Writing precise, concise, courteous, and correct written communication that delivers tangible results
- Applying effective editing techniques to polish business and technical writing

The programme will cover the following aspects of Powerful and Compelling Writing Skills:

- Developing essential Business and technical writing skills for persuasion and impact
- Adapting your writing style to your audience's needs for maximising the impact
- Composing clear messages using a structured writing approach

- Implementing ways to best display visual information
- Constructing successful email communication
- Writing an effective and compelling Executive Summary for a report or proposal
- Delivering negative information strategically to improve outcomes
- Implementing reviewing and proofreading strategies to ensure error-free writing
- Writing precise, concise, courteous, and correct written communication that delivers tangible results
- Applying effective editing techniques to polish business and technical writing
- Professionals, Managers and Executives
- Non-Profit and Service Organizations
- Teaching professionals
- Motivated Individuals and Entrepreneurs
- Administrative Staff and Receptionists
- Everyone who wants to develop a more professional business writing style

- Professionals, Managers and Executives
- Non-Profit and Service Organizations
- Teaching professionals
- Motivated Individuals and Entrepreneurs
- Administrative Staff and Receptionists
- Everyone who wants to develop a more professional business writing style

The programme is scheduled during June 24-26, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali , Gurugram. Accommodation for participants would be available at MDI Campus from the noon of June 23, 2024, to t he forenoon of June 27, 2024.

The programme is scheduled during June 24-26, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali , Gurugram. Accommodation for participants would be available at MDI Campus from the noon of June 23, 2024, to t he forenoon of June 27, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and re turned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course m aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the disco unt policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and re turned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course m aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the disco unt policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is June 10, 2024. The last date for withdrawal of nominations is June 1 2, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. Howe ver, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is June 10, 2024. The last date for withdrawal of nominations is June 1 2, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. Howe ver, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Preparing managers at the middle and senior levels for leadership roles is very crucial as leadership is not con fined to only the top and second levels of management. Such an approach of leadership development will to a gre a t extent take care of the leadership cr isis being faced by many organisations. Leadership roles include develop ing competencies not only of managing but influencing and empowering others to help them achieve desired outcome s. Leadership is also seeing the bigger picture, having a clear vision in line with the company's strategic plan s and communicating it across the team, negotiating effectively and managing team across cultures. Effective lea dership also includes identifying individual strengths and delegating accordingly, and monitoring progress tow ar ds pre -defined goals and objectives, listening objectively and empathetically, being organized and managing str ess.

The objective of this 3-day programme is to prepare managers for leadership roles by enhancing their competencie s, both at the professional and personal levels. This would help them to take a proactive approach to make the b est of th e challenges thrown up by the present complex business environment.

The objective of this 3-day programme is to prepare managers for leadership roles by enhancing their competencie s, both at the professional and personal levels. This would help them to take a proactive approach to make the b

est of the challenges thrown up by the present complex business environment.

Understanding Self and Others
Leadership Communication
Cross Cultural Management
Time and Stress Management
Winning Negotiation Strategies
Leadership and Decision Making

Executives at all levels in organisations such as government, public and private sectors, MNCs and NGOs etc

Executives at all levels in organisations such as government, public and private sectors, MNCs and NGOs etc
The programme is scheduled during July 03-05, 2024 on a residential basis at MDI Campus,Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of July 02, 2024, to the forenoon of July 06, 2024.

The programme is scheduled during July 03-05, 2024 on a residential basis at MDI Campus,Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of July 02, 2024, to the forenoon of July 06, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is June 20, 2024. The last date for withdrawal of nominations is June 22, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted. Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is June 20, 2024. The last date for withdrawal of nominations is June 22, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted. Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Pricing is essential in driving business profits, but it is vastly underutilized to maximize firm profitability, gain market share, and enhance customer value. In a global survey of 1700 organizations, Bain & Company found that, although most companies reported pricing as their top priority, 85% stated there is significant room for improvement in pricing. Although pricing can be changed quickly and easily, businesses invest in growing sales, advertising, and reducing inefficiencies. Further, if managers know how to price anything right, it can directly impact the bottom line. For example, a 1% increase in realized prices can result in 11% profit improvement.

Pricing for Profit will alter the way you think about pricing. Instead of simply relying on simple pricing models, you will appreciate an in-depth understanding of pricing and how it impacts other stakeholders, including customers and competitors. Pricing for Profit program from MDI Gurgaon will provide you with the skills required to manage pricing in a competitive environment. This will help you make a strong case for your pricing decisions within the organization.

This three-day programme is designed to equip participants with the knowledge, skills, and strategies necessary to excel in pricing for profit. The program would help participants:

- Think more extensively about pricing approaches.
- Develop a systematic understanding of assessing, formulating, and implementing pricing approaches.
- Understand how customers evaluate prices and use prices to communicate value to their customers
- Appreciated new pricing practices, including new approaches to competition.

This three-day programme is designed to equip participants with the knowledge, skills, and strategies necessary to excel in pricing for profit. The program would help participants:

- Think more extensively about pricing approaches.
- Develop a systematic understanding of assessing, formulating, and implementing pricing approaches.
- Understand how customers evaluate prices and use prices to communicate value to their customers
- Appreciated new pricing practices, including new approaches to competition.

Program Highlights

- Fundamentals for Pricing Decisions
- Economic value to consumers
- Psychological Aspects of Pricing
- Managing price competition
- Lifetime Value of the Customer
- Using Conjoint Analysis to Measure Price Sensitivity
- Segmented pricing, personalized pricing, and product line pricing
- Pricing a New Product
- Pricing for different channels
- Ethical Aspects of Pricing Strategy

Program Highlights

- Fundamentals for Pricing Decisions
- Economic value to consumers
- Psychological Aspects of Pricing
- Managing price competition
- Lifetime Value of the Customer
- Using Conjoint Analysis to Measure Price Sensitivity
- Segmented pricing, personalized pricing, and product line pricing
- Pricing a New Product
- Pricing for different channels
- Ethical Aspects of Pricing Strategy

This program will benefit:

- Executives responsible for the profitability of their business/units.
- Mid- to senior-level executives in pricing and revenue management, product development, marketing, finance, sales, business development, etc.
- Managers/Entrepreneurs interested in developing a business model and

This program will benefit:

- Executives responsible for the profitability of their business/units.
- Mid- to senior-level executives in pricing and revenue management, product development, marketing, finance, sales, business development, etc.
- Managers/Entrepreneurs interested in developing a business model and

The programme is scheduled during July 10-12, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of July 09, 2024, to the forenoon of July 13, 2024.

The programme is scheduled during July 10-12, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of July 09, 2024, to the forenoon of July 13, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is June 26, 2024. The last date for withdrawal of nominations is June 28, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

(For enquiry, please contact at or +91-124-4560008.)

The last date for receipt of nominations is June 26, 2024. The last date for withdrawal of nominations is June 28, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

(For enquiry, please contact at or +91-124-4560008.)

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

"Leadership can be a key differentiator in a competitive business environment." Are leaders born or made, is an age old question with no clear answer. However, given the fact that businesses are continuously becoming more competitive, soaring pressures on executives mostly driven by humongous targets and catering to diverse needs of employees owing to generational differences it becomes even more challenging to create an impact as a leader. Businesses are meant to create value for various stakeholders and a lot of realizations of business values are dependent on business leaders. What are some of the key leadership competencies that create an impact? How to acquire or sharpen these competencies? Is it easy or difficult to hone these skills? This programme is aimed at finding some answers to these questions.

The main objective of this programme is to understand how Leadership becomes a key differentiator in a business. What are some of the key competencies that successful leaders possess and also their unique characteristics that make them create an impact in their role, on their job, in the organization and on the business. The other objectives include self-assessment for greater self-awareness on key leadership dimensions, sharing and learning from peers' experiences and success stories, enhancing awareness on the current milestone in their overall leadership journey, and creating future roadmap for the leadership journey ahead.

The main objective of this programme is to understand how Leadership becomes a key differentiator in a business. What are some of the key competencies that successful leaders possess and also their unique characteristics that make them create an impact in their role, on their job, in the organization and on the business. The other objectives include self-assessment for greater self-awareness on key leadership dimensions, sharing and learning from peers' experiences and success stories, enhancing awareness on the current milestone in their overall leadership journey, and creating future roadmap for the leadership journey ahead.

The programme will have the following coverage:

- Understanding the nature of Leadership
- Leadership Competencies
- Creating impact through effective communication
- Leadership's impact on Business
- Authentic Leadership
- Value based approach to Leadership
- Ethical Leadership

The programme will have the following coverage:

- Understanding the nature of Leadership
- Leadership Competencies
- Creating impact through effective communication
- Leadership's impact on Business
- Authentic Leadership
- Value based approach to Leadership
- Ethical Leadership

Participants shall include junior, middle, and senior level officers/managers/administrators who are in various leadership roles.

Participants shall include junior, middle, and senior level officers/managers/administrators who are in various leadership roles.

The programme is scheduled during July 10-12, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of July 09, 2024, to the forenoon of July 13, 2024.

The programme is scheduled during July 10-12, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of July 09, 2024, to the forenoon of July 13, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is June 27, 2024. The last date for withdrawal of nominations is June 28, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) from the Continuing Education Office before sending the participants to the MDI Campus, Gurgaon.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is June 27, 2024. The last date for withdrawal of nominations is June 28, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) from the Continuing Education Office before sending the participants to the MDI Campus, Gurgaon.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Why do some firms outperform others in the same business environment? This question lies at the heart of Competitive Strategy, which is essentially the study of why some companies succeed. In contrast, others fail to gain a competitive advantage over their rivals in the industry. The concepts and ideas often impact a manager's approach to regain competitive advantage to add value to the organization. For example, some competitors decide their boundaries and co-exist, while others have rivalries to get business. New concepts are built around notions of complementarities and strategic fit. Overall, an advanced level of competitive strategy requires managers to have a 'big-picture' view of a company's situation and decide upon courses of action that will help a company to act or win against rivals in the fiercely competitive marketplace. Globally, managers are operating in a dynamic, uncertain and ambiguous environment. Rising risks such as pollution, infectious disease, lockdown, and the act of war are creating many new problems for the organization. In addition, managers are facing issues related to ethics in strategic decision-making. The recent pandemic (COVID-19) forced companies to change their approach for sustainable competitive advantage. The environmental changes force managers to change their strategies - Strategic Risk Management, Strategic Change, and Business Transformation are often used to overcome these risks and issues. The decisions managers undertake to sustain a competitive advantage in the face of competition are important in changing environments. This course will discuss how managers should shape their strategies in the dynamic business environment and crises. The experience and learning from the cases and latest research will add to your knowledge in this MDP.

Formulation of strategy and learning competitive advantage

Analyze why some firms fail to gain competitive advantage, and why others are not

Apply Strategic Change and Strategic Risk Management

Strategic Decision-making in a State of uncertainty and Crisis

Addressing ethical questions in strategic decision-making

Overview of Strategy and Crafting Strategy

Strategy and Structure

Review of Competitive Strategies

Why do competitive strategies fail?

Strategic Risk Management

Strategic Change Management

Advanced Strategic approaches: Blue Ocean Strategy, Red Ocean Traps, End of Competitive Advantage, Transient Competitive Advantage, Multiple Competitive Advantage and Dynamic Capabilities, and Strategic Issue Management

Middle-level managers and executives responsible for formulating business-level and corporate level strategies
Business consultants and consultancy firms looking to better advise clients for sustainable and profitable growth

The programme is scheduled during July 18-20, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of July 17, 2024, to the forenoon of July 21, 2024.

The programme is scheduled during July 18-20, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of July 17, 2024, to the forenoon of July 21, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular

programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is July 04, 2024. The last date for withdrawal of nominations is July 06, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is July 04, 2024. The last date for withdrawal of nominations is July 06, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

If delivering any task efficiently and effectively, building harmonious relationships, connecting with people from diverse backgrounds and persuading people to join hands with you in whatever you endeavor are some of the things you aspire for, then this programme is designed especially for you.

Our understanding and the related research has time and again proven that Communication is not the only but certainly an essential skill required for delivering excellent results and achieving upward mobility. The research indicates that professionals who have demonstrated effectiveness, both in building relations and delivering results, have high Communication Competence.

This programme is designed to help managers at the middle level positions to come and test themselves and further their communication skills in a lab like environment through the use of carefully designed techniques: film analysis, theater, experiential learning, cases and plethora of live examples. This programme ensures a resounding success for enthusiastic participants.

Basic Understanding of Human Communication Process
Enhancing Intrapersonal & Interpersonal communication
Appreciating Intercultural Communication
Developing Non-verbal & Listening skills
Honing Public Speaking & Presentation skills
Appreciating Virtual Communications

The Programme has been designed for organizational teams of executives from the corporate sector (PSEs, Private Sectors, MNCs, Financial Institutions, Banks and Armed Forces).

The Programme has been designed for organizational teams of executives from the corporate sector (PSEs, Private Sectors, MNCs, Financial Institutions, Banks and Armed Forces).

The programme is scheduled during July 22-24, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of July 21, 2024, to the forenoon of July 25, 2024.

The programme is scheduled during July 22-24, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of July 21, 2024, to the forenoon of July 25, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nomination

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only

) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

The last date for receipt of nominations is July 10, 2024. The last date for withdrawal of nominations is July 12, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is July 10, 2024. The last date for withdrawal of nominations is July 12, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The program "Strategic Leadership" is suitable for strategic leaders in organizations. Through the discussion of various theories and concepts related to the decision-making processes of strategic leaders, the course enables the participants to acquire the skills and capabilities needed to become successful CEOs, top management team members, and board members. The leadership challenges are discussed from the lens of strategic perspectives. The sessions are primarily divided into two parts such as principles, and contexts. In Part I, we discuss various theories and concepts related to strategic leadership. In Part II, various contextual scenarios are discussed in detail. Overall, the course provides a thorough understanding of strategic leadership.

The objective of this program is to help the participants in developing the skills to become strategic leaders. It is designed considering various conceptual frameworks, and practical challenges.

The objective of this program is to help the participants in developing the skills to become strategic leaders. It is designed considering various conceptual frameworks, and practical challenges.

Strategic Thinking and Planning

Roles and responsibilities of strategic leaders

Strategic leadership development process

Leading strategic change

Ethical dimensions

Strategic leadership in entrepreneurial, and disruptive contexts

Analytics and strategic leadership

Boardroom challenges

1. Leaders working as CEOs, top management team members, and Board members

2. Leaders aspiring to become CEOs, top management team members, and Board members

3. Managers willing to gain the strategic leadership perspective to contribute to strategy formulation and implementation

1. Leaders working as CEOs, top management team members, and Board members

2. Leaders aspiring to become CEOs, top management team members, and Board members

3. Managers willing to gain the strategic leadership perspective to contribute to strategy formulation and implementation

The programme is scheduled during August 07-09, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 06, 2024, to the forenoon of August 10, 2024.

The programme is scheduled during August 07-09, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 06, 2024, to the forenoon of August 10, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

• 10% Discount against 3-5 nominations

• 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the disco

unt policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is July 25, 2024. The last date for withdrawal of nominations is July 26, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is July 25, 2024. The last date for withdrawal of nominations is July 26, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560008

Problem solving and decision-making are important skills for business and life, and are especially important for management and leadership. There are processes and techniques to improve decision-making and the quality of decisions. Decision-making is more natural to certain personalities, so these people should focus more on improving the quality of their decisions. People that are less natural decision-makers are often able to make quality assessments, but then need to be more decisive in acting upon the assessments made. Problem-solving and decision-making are closely linked, and each requires creativity in identifying and developing options.

A manager's responsibility as a decision maker is very important. While all managers are called upon to make decisions, the kinds of decisions that are required will vary with their level of authority and type of assignment. Poor decisions can be disastrous to a department and an organization. Good decisions help work to flow and enable the organization to achieve its goals. Skill as a decision maker is a distinguishing characteristic of most successful managers.

Thus there is a need to understand this decision dynamics in a systematic approach. Tools and techniques in this regard will give manager a better discretion and control over otherwise seemingly a complex and uncontrollable situation.

This programme would assist participants:

To develop an understanding of variables affecting decisions and premises around which decisions are made
To apply the general problem-solving process to systematically analyze and resolve organizational challenges.
To use creativity-enhancement techniques to generate innovative ideas and solutions to business problems.
To impart analytical and problem solving skills necessary to develop solutions for a variety of management and business decisions both at strategic and tactical level
To understand the complexity of decision making, uncertainty and risk factor involved in it
To understand the mathematical reasoning, modeling and analysis to quantify subjectivity in decision making to the level of human cognition.
To simplify and innovate problem solving in a methodological way by applying system dynamics approach

This programme would assist participants:

Precepts for Creative Problem Solving
Imagination Engineering for problem solving
Why Decision Fails: Decision Dilemmas?
Managerial Decision Making Process
Tools and Techniques of Decision Making (AHP, Decision Tree, DMUU)
Innovating Decisions through Creative Problem Dissolving
Balancing Complexity, Risk and Uncertainty: A Case

This programme is designed for executives making decisions mainly at middle and top level management. The generic systems approach makes it relevant for any decision maker who wants to analyze and see the dynamics of risk and uncertainty in any organizational context.

Middle and Senior Level Managers making decisions at various strategic and function levels, Marketing, Finance, Supply chain, Human Resource etc.

Researchers and Analytics, who wants to understand patterns of reality and predicting system behavior having significance for decision makers

This programme is designed for executives making decisions mainly at middle and top level management. The generic systems approach makes it relevant for any decision maker who wants to analyze and see the dynamics of risk and uncertainty in any organizational context.

The programme is scheduled during August 12-14, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 11, 2024, to the forenoon of August 15, 2024.

The programme is scheduled during August 12-14, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 11, 2024, to the forenoon of August 15, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy:

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy:

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is August 01, 2024. The last date for withdrawal of nominations is August 02, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is August 01, 2024. The last date for withdrawal of nominations is August 02, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The programme facilitates learning through interactive methods such as case studies, 'do-it-yourself' approaches, industry experiences, best practices, and interactive sessions.

This programme is designed for management personnel of organizations who:

Play a key role in the various collaborations (alliances) his/her organization has entered into or proposes to enter into

Would like to understand various critical decisions, at various stages, that form the core of an organization's alliance strategy

Would like to be sensitized to the reasons for the failure of strategic alliances

Would like to understand the various alternatives to grow- independently, by entering into a strategic alliance, by acquiring another organization.

This programme is designed for management personnel of organizations who:

All of those personnel/executives who belong to the middle and top-level management of their organization.

All of those personnel/executives who belong to the middle and top-level management of their organization.

The programme is scheduled during August 12-14, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 11, 2024, to the forenoon of August 13, 2024.

The programme is scheduled during August 12-14, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 11, 2024, to the forenoon of August 13, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy:

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is August 01, 2024. The last date for withdrawal of nominations is August 02, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is August 01, 2024. The last date for withdrawal of nominations is August 02, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The 27th AMP program at MDI Gurgaon offers a unique opportunity for senior executives to adapt to the daily pressures and immerse themselves in a learning experience designed for the current global context. This fully residential program provides a serene and stimulating environment for reflection, strategic thinking, and the application of cutting-edge management practices.

Based on the diverse experiences that a participant goes through MDI's 27th AMP 2024 is expected to help the participants to:

- Learn about various parameters of growth & development through effective boardroom leadership leading to making significant decisions for organizational benefit. MDI is equipped with a professional facility to provide insight into different perspectives with the use of a Neuroscience Lab.
- Develop a strategic understanding of the issues involved in managing a globally competitive organization.
- Acquire the learning of the latest concepts in major functional areas that will be impacted by the changing technologies & turbulent environment.
- Develop creative & lateral thinking abilities for building globally competitive organizations.
- Develop a critical understanding of culture & management practices in the western world with implications for Indian organizations.
- Lastly, engage in exercises which stimulate critical thinking, re-energizing the mind, reflecting, learning & applying the learnings.

Issues faced at the senior management levels are highly interdisciplinary. This will become even more pronounced in the world of tomorrow. Consequently, MDI's Advanced Management Program has been designed to cover a diverse range of topics of relevance. Participants will be encouraged to integrate the learning from these different areas & apply it to determine strategies for their organizations, as well as to create action plans based on these strategies. Some of the topics that are tentatively covered during the AMP are as follows:

- Strategies for Internationalization
- Global competition & Global strategy
- Decision-making in an uncertain Environment
- Business risk analysis
- The changing Global economy
- Doing business with the European Union
- Leadership & Emotional Intelligence
- Performance Management
- Sustainable Development of companies, regions & countries
- Strategic cost management
- Methods for managing intellectual capital
- Strategies for building alliances
- Design Thinking & Problem Solving
- Application of Global practices in their respective Department
- Understanding the Evolving Ecosystem
- The Evolving Role of the Board
- Scenario Planning & Future-Proofing
- Disruptive Innovation & Opportunity Identification
- Effective Communication and Influence.
- Boardroom Governance & Best Practices
- Building a High-Performing Board
- Sustainable Business Practices

Phase I: The Indian Experience

Phase 1 of the AMP, which the participants will spend at the MDI campus in Gurgaon involves an exciting duration of covering issues of building global competitiveness and its impact on business strategy as a whole. The focus will be on anticipating change and formulating strategies to enable the organization to grow and adapt to the changing environment. It will examine the link between strategy and other factors such as the Macro- macro-economic environment and Government Policy. It also looks at Finance from a top management perspective. It will delineate various leadership and boardroom issues, as well as propose supporting tools and techniques that senior manag

ement can use to be globally competitive. These include phenomenal advances in the digital domain, AI and links between management areas including strategy. In the Indian phase, eminent guest speakers are invited to interact with the participants to share knowledge. The idea is to provide a top management view on various issues in the Indian phase. One industry visit may be planned in Gurgaon to give a view to the participants on providing insights into the industry inorder to remain sustainable and globally competitive.

Phase II: The Overseas Learning Experience

While Phase I focuses on learning in the Indian environment, Phase II is spent in collaboration with key Business Schools and Industries in Europe. The idea is to look at globalization and the consequent opportunities and issues from the other side. In OLP, based on what has been discussed and gathered during the phase I, participants will be exposed to some of the present views & thinking and best practices in International Business. You will be provided with the opportunity to interact with contemporary Industry Experts & Leaders in some of the best European business schools in Paris, France; Vienna, Austria; Frankfurt, Germany; Rotterdam, Netherlands etc. A few industry visits will be organized, which will help participants to not only understand how businesses are managed in Europe but also appreciate the opportunities available to Indian organizations in Europe.

We are planning workshops and interactions in Collaboration with the Following Institutions:

- IÉSEG School of Management, Paris, France
- Frankfurt School of Finance & Management, Frankfurt, Germany
- Vienna University of Eco. & Business Administration, Austria
- University of Antwerp, Antwerp, Belgium

Issues faced at the senior management levels are highly interdisciplinary. This will become even more pronounced in the world of tomorrow. Consequently, MDI's Advanced Management Program has been designed to cover a diverse range of topics of relevance. Participants will be encouraged to integrate the learning from these different areas & apply it to determine strategies for their organizations, as well as to create action plans based on these strategies. Some of the topics that are tentatively covered during the AMP are as follows:

- Strategies for Internationalization
- Global competition & Global strategy
- Decision-making in an uncertain Environment
- Business risk analysis
- The changing Global economy
- Doing business with the European Union
- Leadership & Emotional Intelligence
- Performance Management
- Sustainable Development of companies, regions & countries
- Strategic cost management
- Methods for managing intellectual capital
- Strategies for building alliances
- Design Thinking & Problem Solving
- Application of Global practices in their respective Department
- Understanding the Evolving Ecosystem
- The Evolving Role of the Board
- Scenario Planning & Future-Proofing
- Disruptive Innovation & Opportunity Identification
- Effective Communication and Influence.
- Boardroom Governance & Best Practices
- Building a High-Performing Board
- Sustainable Business Practices

Phase I: The Indian Experience

Phase 1 of the AMP, which the participants will spend at the MDI campus in Gurgaon involves an exciting duration of covering issues of building global competitiveness and its impact on business strategy as a whole. The focus will be on anticipating change and formulating strategies to enable the organization to grow and adapt to the changing environment. It will examine the link between strategy and other factors such as the Macro- macro-economic environment and Government Policy. It also looks at Finance from a top management perspective. It will delineate various leadership and boardroom issues, as well as propose supporting tools and techniques that senior management can use to be globally competitive. These include phenomenal advances in the digital domain, AI and links between management areas including strategy. In the Indian phase, eminent guest speakers are invited to interact with the participants to share knowledge. The idea is to provide a top management view on various issues in the Indian phase. One industry visit may be planned in Gurgaon to give a view to the participants on providing insights into the industry inorder to remain sustainable and globally competitive.

Phase II: The Overseas Learning Experience

While Phase I focuses on learning in the Indian environment, Phase II is spent in collaboration with key Business Schools and Industries in Europe. The idea is to look at globalization and the consequent opportunities and issues from the other side. In OLP, based on what has been discussed and gathered during the phase I, participants will be exposed to some of the present views & thinking and best practices in International Business. You will be provided with the opportunity to interact with contemporary Industry Experts & Leaders in some of the best European business schools in Paris, France; Vienna, Austria; Frankfurt, Germany; Rotterdam, Netherlands etc. A few industry visits will be organized, which will help participants to not only understand how businesses are managed in Europe but also appreciate the opportunities available to Indian organizations in Europe.

We are planning workshops and interactions in Collaboration with the Following Institutions:

- IÉSEG School of Management, Paris, France
- Frankfurt School of Finance & Management, Frankfurt, Germany
- Vienna University of Eco. & Business Administration, Austria
- University of Antwerp, Antwerp, Belgium

AMP brings together accomplished senior executives from a wide variety of public, private or joint venture organizations. Participants are drawn from both the private as well as the public sector & represent diverse industries. In all, MDI's AMP works with about thirty to forty participants from over fifteen to twenty organizations every year. To ensure uniform levels of participation as well as contribution from everyone, the AMP participants are carefully selected along three dimensions: past achievements, current level of responsibility & upward mobility. Senior Level Managerial experience is a must; therefore, Business Consultants & other Executives are not considered for this Program.

AMP brings together accomplished senior executives from a wide variety of public, private or joint venture organizations. Participants are drawn from both the private as well as the public sector & represent diverse industries. In all, MDI's AMP works with about thirty to forty participants from over fifteen to twenty organizations every year. To ensure uniform levels of participation as well as contribution from everyone, the AMP participants are carefully selected along three dimensions: past achievements, current level of responsibility & upward mobility. Senior Level Managerial experience is a must; therefore, Business Consultants & other Executives are not considered for this Program.

The Program fee is split into two components. The first component comprises the Indian Phase of the Program & the second one covers Overseas Learning Program. The fee for the Indian Phase is Rs. 2,50,000 (Rupees Two Lakh Fifty Thousand Only), which includes the fee for academic inputs, teaching material, books, and boarding and lodging for at the MDI campus. The fee for the Overseas Learning Program is Rs. 4,50,000 (Rupees Four Lakh Fifty Thousand Only). This fee covers the cost of academic inputs, economy class travel to and from Europe, local travel required for the Program within Europe, airport transfers, medical insurance and visa.

The fee for the Overseas Learning Program does not include the cost of boarding and lodging in Europe, as well as any personal and incidental expenses incurred by each participant. These will have to be met by the respective sponsoring organization according to their TA/DA rules. However, to facilitate logistics, the arrangements for stay abroad as well as in-city travel will be organized by MDI. GST applicable will be charged extra. In case, participants are eligible for travel by higher class, (Business class) the differential airfare may be paid directly to the Travel Operator by the nominating organizations.

Note: OLP Booking of Air ticket & Hotel will be arranged by the Travel Agent, Individual Booking will not be done for any Participants.

The Program fee is split into two components. The first component comprises the Indian Phase of the Program & the second one covers Overseas Learning Program. The fee for the Indian Phase is Rs. 2,50,000 (Rupees Two Lakh Fifty Thousand Only), which includes the fee for academic inputs, teaching material, books, and boarding and lodging for at the MDI campus. The fee for the Overseas Learning Program is Rs. 4,50,000 (Rupees Four Lakh Fifty Thousand Only). This fee covers the cost of academic inputs, economy class travel to and from Europe, local travel required for the Program within Europe, airport transfers, medical insurance and visa.

The fee for the Overseas Learning Program does not include the cost of boarding and lodging in Europe, as well as any personal and incidental expenses incurred by each participant. These will have to be met by the respective sponsoring organization according to their TA/DA rules. However, to facilitate logistics, the arrangements for stay abroad as well as in-city travel will be organized by MDI. GST applicable will be charged extra. In case, participants are eligible for travel by higher class, (Business class) the differential airfare may be paid directly to the Travel Operator by the nominating organizations.

Note: OLP Booking of Air ticket & Hotel will be arranged by the Travel Agent, Individual Booking will not be done for any Participants.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Marketing has undergone a huge transformation over the years. With an increasing number of consumers using smart phones and internet-connected devices, digital marketers are finding new ways to connect with their customers. Learning digital marketing is an indispensable aspect of any firm's marketing strategy. Due to the growth of social media platforms and the ubiquity of search engines, digital channels can influence public perception, consumer behavior, and, hence, a business's success.

This program is designed to equip participants with an in-depth understanding of digital marketing tools and to execute digital and social media marketing campaigns. By learning these skills, managers and entrepreneurs can proactively influence consumer perceptions and behaviors through digital campaigns.

This three-day programme will equip participants with the knowledge, skills, and strategies necessary to excel in Digital Marketing. The program would help participants:

- Gain an in-depth understanding of digital marketing and platform businesses
- Appreciate the understanding of emerging digital technologies
- To create integrated digital marketing campaigns and improve their performance.

This three-day programme will equip participants with the knowledge, skills, and strategies necessary to excel in Digital Marketing. The program would help participants:

- Gain an in-depth understanding of digital marketing and platform businesses
- Appreciate the understanding of emerging digital technologies
- To create integrated digital marketing campaigns and improve their performance.

Program Highlights

- Marketing overview and understanding of digital marketing
- Traditional vs Digital Marketing
- Analysis of Customer behaviour on social media platforms
- Strategic decision-making in digital marketing
- Using various digital marketing tools and techniques
- Search marketing (SEM, SEO, paid search marketing)
- Mobile Marketing
- Social media marketing
- Email marketing
- Video Marketing
- Digital marketing analytics tools
- Web analytics

Program Highlights

- Marketing overview and understanding of digital marketing
- Traditional vs Digital Marketing
- Analysis of Customer behaviour on social media platforms
- Strategic decision-making in digital marketing

- Using various digital marketing tools and techniques
- Search marketing (SEM, SEO, paid search marketing)
- Mobile Marketing
- Social media marketing
- Email marketing
- Video Marketing
- Digital marketing analytics tools
- Web analytics

This program will benefit:

- Professionals interested in exploring and leveraging the power of digital marketing and social media
- Any professional seeking to understand how digital marketing and analytics works
- Managers in marketing, sales, brand or communication roles interested in using digital marketing skills
- Senior managers and leaders interested in learning about the digital customer
- Consultants and entrepreneurs who want to reach new customers

This program will benefit:

- Professionals interested in exploring and leveraging the power of digital marketing and social media
- Any professional seeking to understand how digital marketing and analytics works
- Managers in marketing, sales, brand or communication roles interested in using digital marketing skills
- Senior managers and leaders interested in learning about the digital customer
- Consultants and entrepreneurs who want to reach new customers

The programme is scheduled during August 19-21, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 18, 2024, to the forenoon of August 22, 2024.

The programme is scheduled during August 19-21, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 18, 2024, to the forenoon of August 22, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is August 07, 2024. The last date for withdrawal of nominations is August 09, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

(For enquiry, please contact at or +91-124-4560008.)

The last date for receipt of nominations is August 07, 2024. The last date for withdrawal of nominations is August 09, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

(For enquiry, please contact at or +91-124-4560008.)

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

In present complex and uncertain business environment, identification of problem and its timely solution requires effective decision making. Managers usually struggle in using available information and inputs for taking appropriate decisions. This training program is designed for employees managing the business and experiencing a need for business analytics. Business analytics, an undervalued area, recently picked up its pace, and have demonstrated impact of its use in the businesses and have completely changed the way the business is done in today's world. Organizations expect for the basic and advanced business analytical skills from their employee holding management positions in different department. The businesses look for hands on practice knowledge and experience for almost all type of profiles. This course is designed and meant to build a confidence in the managers to demonstrate the required analytical skills which can add value to the businesses, and enhance the profitability of the organizations.

Multiple international consulting companies have started a dedicated department on business analytics, and serve to the industry for multiple areas of consulting. Many industries have started operating with an in-house business analytics department, which controls the complete business data and work on it to find the additional value which can be added to their business, and achieve a competitive edge in the market place. This training program offers hands on practice along with the analytics content. The Spreadsheet Analysis, Statistical Application Systems, Advanced Econometric models, Modeling Languages, Optimization Systems, Simulation Software Systems will be introduced during the session, and the participants are expected to work on the same rigorously. The idea is to make future industry practitioners i.e. current management charged with the practical tools and instruments which are commonly available in the field, but when they come across to these tools they find themselves handicapped to the effective use of it.

To acquaint the participant with the theory of analytical tools and techniques

To encourage the participant to practice the analytical tools using the analytical systems including Spreadsheets, SPSS, Extend SIM, Premium Solver, AMPL, CPLEX, etc.

To expose participants to recent business analytics and technology applications in areas like services (Healthcare, Retail, Hospitality industry, Transportation and Logistics, Mail Express, Entertainment and Media, Sports), and Manufacturing (Electronics, Automobile, Process Industries, Etc.)

Module one: Introduction to Business Analytics; Descriptive Analytics

- Introduction to Business Analytics for problem solving and decision making
- Analytics on Spreadsheets; Basic and advance Excel: Excel formula, Pivot Table, Lookup, Data analysis Tools, Solver,
- Data warehousing, visualization, exploring and descriptive statistical measures

Module Two: Predictive Analytics

- Regression analysis: simple and multiple linear. Logistics and other advance regression.
- Time-series and Pattern Data: Advance forecasting techniques –ARMA, ARIMA etc., Econometric models.

Module Three: Prescriptive Analytics.

- Linear Optimization and its business application
- Decision Analysis: single and multi-criteria; deterministic and stochastic.

Module one: Introduction to Business Analytics; Descriptive Analytics

- Introduction to Business Analytics for problem solving and decision making
- Analytics on Spreadsheets; Basic and advance Excel: Excel formula, Pivot Table, Lookup, Data analysis Tools, Solver,
- Data warehousing, visualization, exploring and descriptive statistical measures

Module Two: Predictive Analytics

- Regression analysis: simple and multiple linear. Logistics and other advance regression.
- Time-series and Pattern Data: Advance forecasting techniques –ARMA, ARIMA etc., Econometric models.

Module Three: Prescriptive Analytics.

- Linear Optimization and its business application
- Decision Analysis: single and multi-criteria; deterministic and stochastic.

This program will be useful for Executives and professionals involved in different activities in their respective organization across different sectors. It will be helpful for participants in making operations more efficient and responsive to dynamic market requirements

This program will be useful for Executives and professionals involved in different activities in their respective organization across different sectors. It will be helpful for participants in making operations more efficient and responsive to dynamic market requirements

The programme is scheduled during August 21-23, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 20, 2024, to the forenoon of August 24, 2024.

The programme is scheduled during August 21-23, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 20, 2024, to the forenoon of August 24, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is August 07, 2024. The last date for withdrawal of nominations is August 08, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules.

However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is August 07, 2024. The last date for withdrawal of nominations is August 08, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Lean is a success strategy used by companies such as Toyota, Dell and Hewlett Packard. Lean organizations deliver high quality at the lowest cost with the shortest lead time. Lean management is a systematic approach for identifying and eliminating waste in operations through continuous improvement for doing everything more efficiently, reducing the cost of operating the system and fulfilling the customers desire for maximum value at the lowest price. Many organizations have realized the capability of producing high quality products more economically even in lower volume and if half the time and space using just a fraction of the normal work in processes inventory. For the enterprises keen to win and retain customer confidence, to realize efficiency and effectiveness in all business processes and to improve the chance of making profit consistently, Lean management has proved to be a very reliable "good management practice".

To identify opportunities of implementing Lean Management.

To understand the principles of Lean Management in simple terms.

To implement the Lean Guiding Principles.

To provide guidelines for right tool selection from the Lean toolbox.

To perform Value Stream Analysis using MINITAB.

To provide guidelines for sound selection of quality/process improvement projects.

To enable practicing managers to apply Lean management methodology for quality/process improvement projects.

Identify wastes in process.

Types of Waste

Lean Guiding Principles

Lean Project selection and planning

Lean toolkit: 5S, VSM, SMED, JIT, KANBAN.

Value Stream Analysis

Visual Management

The programme is scheduled during August 21-23, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 20, 2024, to the forenoon of August 24, 2024.

The programme is scheduled during August 21-23, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 20, 2024, to the forenoon of August 24, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy:

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy:

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is August 07, 2024. The last date for withdrawal of nominations is August 09, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules.

However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is August 07, 2024. The last date for withdrawal of nominations is August 09, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

In the realm of leadership development, the sentiment 'If I have seen further it is by standing on the shoulders of giants' by Isaac Newton resonates profoundly. Just as aspiring leaders benefit from the wisdom and guidance of those who came before them, our Management Development Programme, 'Coaching and Mentoring: Building the Next Generation of Leadership,' stands as a platform for aspiring leaders to elevate themselves by learning from seasoned mentors and coaches. Through the invaluable insights and support of these 'Expert Leaders,' participants can gain a clearer vision of their leadership path and ultimately achieve greater heights of success and impact.

Recognizing the paramount importance of effective leadership in today's dynamic landscape, this programme is meticulously designed. With a focus on coaching and mentoring, it seeks to cultivate leaders who not only inspire but innovate, driving sustainable organizational success. Through this 3-day immersive workshop on coaching and mentoring with a special focus on next-generation leadership and personalized mentorship, participants embark on a transformative journey. This programme serves as a beacon, fostering leaders who epitomize integrity, empathy, and vision, shaping a brighter future for themselves and their organizations.

- Mentoring to motivate, engage, and empower the high potential executives.
- Alternative (Indian) Coaching and Mentoring models for engaging the 'Mind'.
- Coaching and Mentoring techniques for employee efficacy and accomplishments.
- Assessment of self-awareness, emotional intelligence, communication, and leadership skills like team building, etc.
- Leveraging Technology for Coaching and Mentoring

Recognizing the paramount importance of effective leadership in today's dynamic landscape, this programme is meticulously designed. With a focus on coaching and mentoring, it seeks to cultivate leaders who not only inspire but innovate, driving sustainable organizational success. Through this 3-day immersive workshop on coaching and mentoring with a special focus on next-generation leadership and personalized mentorship, participants embark on a transformative journey. This programme serves as a beacon, fostering leaders who epitomize integrity, empathy, and vision, shaping a brighter future for themselves and their organizations.

- Mentoring to motivate, engage, and empower the high potential executives.
- Alternative (Indian) Coaching and Mentoring models for engaging the 'Mind'.
- Coaching and Mentoring techniques for employee efficacy and accomplishments.
- Assessment of self-awareness, emotional intelligence, communication, and leadership skills like team building, etc.
- Leveraging Technology for Coaching and Mentoring

The interactive sessions will cover the following themes:

- Coaching and Mentoring –inspiring the mind, engaging the workforce, and evaluating the impact of the initiatives.
- Looking inward for effective Mentoring- Consciousness-centered leadership.
- Benchmarked Live cases for 'Coaching and Mentoring' for competency building.
- Strategies for fostering a coaching culture within organizations and maintaining trustful relationships with mentees.
- Developing emotional intelligence and self-awareness for effective leadership.
- Leveraging technology and digital tools for remote coaching and mentoring.
- Ethical considerations and boundaries in coaching and mentoring relationships.
- Networking opportunities and mentorship connections.
- Action planning for implementing coaching and mentoring strategies in participants' organizations.
- Techniques for providing constructive feedback and guidance.
- Navigating challenging conversations and conflict resolution.

The interactive sessions will cover the following themes:

- Coaching and Mentoring –inspiring the mind, engaging the workforce, and evaluating the impact of the initiatives.
- Looking inward for effective Mentoring- Consciousness-centered leadership.
- Benchmarked Live cases for 'Coaching and Mentoring' for competency building.
- Strategies for fostering a coaching culture within organizations and maintaining trustful relationships with mentees.
- Developing emotional intelligence and self-awareness for effective leadership.
- Leveraging technology and digital tools for remote coaching and mentoring.
- Ethical considerations and boundaries in coaching and mentoring relationships.
- Networking opportunities and mentorship connections.
- Action planning for implementing coaching and mentoring strategies in participants' organizations.
- Techniques for providing constructive feedback and guidance.
- Navigating challenging conversations and conflict resolution.

This course is designed to teach people who want to focus on their personal and professional growth, who are;

- Current and aspiring leaders at all levels.
- HR professionals and talent developers.
- Managers and supervisors.
- Entrepreneurs and business owners.
- Career-driven individuals.
- Professionals in changing industries

This course is designed to teach people who want to focus on their personal and professional growth, who are;

- Current and aspiring leaders at all levels.
- HR professionals and talent developers.
- Managers and supervisors.
- Entrepreneurs and business owners.
- Career-driven individuals.
- Professionals in changing industries

The programme is scheduled during August 28-30, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 27, 2024, to the forenoon of August 31, 2024.

The programme is scheduled during August 28-30, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of August 27, 2024, to the forenoon of August 31, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is August 14, 2024. The last date for withdrawal of nominations is August 16, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

The last date for receipt of nominations is August 14, 2024. The last date for withdrawal of nominations is August 16, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560008

In everyday life, we see customers having diverse preferences based on a variety of factors like culture, upbringing, life experiences, and current needs. Indeed, customers' choices can be dynamic and evolve (as per trends, life cycle stages, and technological advancements) beyond just static variations. Understanding and catering to these diverse preferences is crucial for businesses to attract and retain customers effectively. It often involves market research, gathering customer feedback, and adapting strategies to meet evolving needs and individual differences. An impressive interaction or the right message to customers not only creates awareness but also brings about a difference in the customer onboarding experience. Moreover, the digitalization of communication channels has transformed customers' behavior making them more informed, empowered, and discerning. Businesses that can effectively engage with customers by speaking their language, providing authentic practices, and delivering personalized value are more likely to succeed in today's competitive marketplace. In this scenario, marketing communication strategies have to be clear with defined goals, motivated employees, and a positive work culture built on and for customers' gratification.

To impart the following proficiencies in the participants:

- Identification, management, and retention of ideal prospects and profitable customers.
- Analysis of marketing efforts through customer experience, satisfaction, and loyalty.
- Development of strong communication skills to connect deeply with the target customer base.
- Application of apt integrated marketing communication strategy to build customer relationships.
- Contemplation of marketing processes (internal and external) to understand customer journey

To impart the following proficiencies in the participants:

- Identification, management, and retention of ideal prospects and profitable customers.

- Analysis of marketing efforts through customer experience, satisfaction, and loyalty.
- Development of strong communication skills to connect deeply with the target customer base.
- Application of apt integrated marketing communication strategy to build customer relationships.
- Contemplation of marketing processes (internal and external) to understand customer journey
- Fundamental of Customer- Management
- Analyzing a business' communicational data (i.e. social media platforms, emails, live chat, etc.)
- Interpreting and managing the needs and expectations of customers
- Customer Journey – Mapping and identifying pain points
- Customer Experience Management
- How to improve customer service relationships, assist in customer retention, and drive sales growth?
- Email writing skills – Apology email, communication email, etc. Basic structure, Do's & Don'ts
- Grooming – What to check in the team?
- Telephone etiquettes (for executives in QCM team)
- Customer interactions – How to conduct effectively?
- How to communicate with management?
- Why should you make a monthly report and present it?

- Fundamental of Customer- Management
- Analyzing a business' communicational data (i.e. social media platforms, emails, live chat, etc.)
- Interpreting and managing the needs and expectations of customers
- Customer Journey – Mapping and identifying pain points
- Customer Experience Management
- How to improve customer service relationships, assist in customer retention, and drive sales growth?
- Email writing skills – Apology email, communication email, etc. Basic structure, Do's & Don'ts
- Grooming – What to check in the team?
- Telephone etiquettes (for executives in QCM team)
- Customer interactions – How to conduct effectively?
- How to communicate with management?
- Why should you make a monthly report and present it?

This course is designed to teach entrepreneurs and marketers who want to focus their marketing strategies on the ir target audience.If you work in sales/marketing and wants to know:

- How to identify and retain your ideal customer?
- How to woo them with the right content with your communication skills?
- How to convert them into paying customers?
- How to engage with customers?
- How to manage your existing customers?
- Then this course is for you.

This course is designed to teach entrepreneurs and marketers who want to focus their marketing strategies on the ir target audience.If you work in sales/marketing and wants to know:

- How to identify and retain your ideal customer?
- How to woo them with the right content with your communication skills?
- How to convert them into paying customers?
- How to engage with customers?
- How to manage your existing customers?
- Then this course is for you.

The programme is scheduled during September 04-06, 2024 on a residential basis at MDI Campus, Mehrauli Road, Suk hrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 03, 2024, to the forenoon of September 07, 2024.

The programme is scheduled during September 04-06, 2024 on a residential basis at MDI Campus, Mehrauli Road, Suk hrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 03, 2024, to the forenoon of September 07, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and re turned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty-Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course m aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the disco unt policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and re turned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty-Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course m aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the disco unt policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is August 21, 2024. The last date for withdrawal of nominations is Augu st 23, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the pa rticipants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is August 21, 2024. The last date for withdrawal of nominations is August 23, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The word excellence is widely used to denote superlative performance in any activity in which an individual or organization is engaged. In the context of organizations excellence may refer to some aspects of their activities or it may also be used for their overall performance. It is difficult to define organizational excellence because some of its elements are intangible which cannot be quantified or measured. Excellence must really be seen in terms of competition. The competition has been an integral part of evolution itself. It manifests itself in fights among males and females of the species in trying to win the best mates for procreation. In business, there has always been a competition among organizations to win customers and investors. Operational Excellence is a philosophy of leadership, teamwork and problem solving resulting in continuous improvement throughout the organization by focusing on the needs of the customer, empowering employees, and optimizing existing activities in the process. This operational excellence is derived from the implementation of Kaizen concept in corporations. In contrast to the usual emphasis on revolutionary, innovative change on an occasional basis, Kaizen looks for uninterrupted, ongoing incremental change. In other words, there is always room for improvement and continuously trying to become better. In practice, Kaizen can be implemented in corporations by improving every aspect of a business process in a step by step approach, while gradually developing employee skills through training education and increased involvement. To build a habit of 'Excellence' in managers, this programme aims at building competencies of problem solving and decision-making important skills for business and life, with innovative methodologies and in class discussions

This programme would assist participants:

To develop an understanding of variables affecting decisions and premises around which decisions are made

To build organizational structure to foster innovation, excellence and leadership

To benchmark and measure performance

To enhance productivity by effective management of Job and Workplace

To improve individual effectiveness by managing transformations

This programme would assist participants:

Customer Centricity for Operations Excellence
Building Organizations for Excellence
Enhancing Productivity
Designing effective organizational structure
Benchmarking Performance
Managing power and politics in organizations
Managing Job and Workplace
Nurturing Organizational culture
Strategic Decision Making
Leading and managing transformations

This programme is designed for executives making decisions mainly at middle and top level management. The generic systems approach makes it relevant for any decision maker who wants to analyze and see the dynamics of risk and uncertainty in any organizational context.

Middle and Senior Level Managers making decisions at various strategic and function levels, Marketing, Finance, Supply chain, Human Resource etc.

Researchers and Analytics, who wants to understand patterns of reality and predicting system behavior having significance for decision makers.

This programme is designed for executives making decisions mainly at middle and top level management. The generic systems approach makes it relevant for any decision maker who wants to analyze and see the dynamics of risk and uncertainty in any organizational context.

The programme is scheduled during September 09-11, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 08-11, 2024, to the forenoon of September 12, 2024.

The programme is scheduled during September 09-11, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 08-11, 2024, to the forenoon of September 12, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy:

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable

in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy:

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is August 28, 2024. The last date for withdrawal of nominations is August 30, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is August 28, 2024. The last date for withdrawal of nominations is August 30, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Customer Well Being is a positive psychological state that comprises of his / her cognitive and affective evaluation of life wherein one feels content, and experiences more pleasure than pain. Marketers now realize that their roles are not limited to designing products and services or exchanging value alone but they are active participants in creating value for the customers that leads to a healthy and positive state of mind. Customer Well Being thus is the way to success in forthcoming years.

To achieve this companies will have to train their employees and design systems and structures differently from the current structures of value exchange.

- To Build an Overview of Customer Well Being as the Future of Marketing
- Designing Products and Services for Customer Well Being
- Understanding the role of Digital Technologies in the context of Customer Well Being
- Designing Organization Structures and Systems for Customer Well Being
- Employee Training for delivering Customer Well Being
- ESG and Customer Well being.
- To Build an Overview of Customer Well Being as the Future of Marketing
- Designing Products and Services for Customer Well Being
- Understanding the role of Digital Technologies in the context of Customer Well Being
- Designing Organization Structures and Systems for Customer Well Being
- Employee Training for delivering Customer Well Being
- ESG and Customer Well being.
- Understanding Customer Well Being at different levels and types
- The role of Business Organizations for Well Being
- Using i4.0 technologies for different human functions and its impact on customer health
- How to practice Responsible Marketing
- Addressing Happiness and Well Being as Value
- Creating empowered customers and employees
- Delivery Systems for Operationalizing Well Being
- Understanding Customer Well Being at different levels and types
- The role of Business Organizations for Well Being
- Using i4.0 technologies for different human functions and its impact on customer health
- How to practice Responsible Marketing
- Addressing Happiness and Well Being as Value
- Creating empowered customers and employees
- Delivery Systems for Operationalizing Well Being

This program is for executives, heading units and departments in various functional areas of private sector, public sector and government organizations. It is for middle and senior level Management, freelancers.

This program is for executives, heading units and departments in various functional areas of private sector, public sector and government organizations. It is for middle and senior level Management, freelancers. The programme is scheduled during September 09-11, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 08, 2024, to the forenoon of September 12, 2024.

The programme is scheduled during September 09-11, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 08, 2024, to the forenoon of September 12, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is August 28, 2024. The last date for withdrawal of nominations is August 30, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is August 28, 2024. The last date for withdrawal of nominations is August 30, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560008

By following a structured approach, six-sigma helps in better understanding of customers' needs and wants from their point of view, and be able to build and/or modify processes and products to meet or exceed their expectations. Six Sigma improvement projects targets to reduce the cost of quality in industries. However, the reason for instituting consumer oriented six-sigma goes beyond just the savings. Some of the projects undertaken for six-sigma change the very dynamics of the way's things get done and provide a significant competitive boost to the company or product.

To understand the role of Statistical Thinking in improving quality.

To understand the meaning and goals of Six Sigma performance metrics.

To understand the various stages of DMAIC (Define-Measure-Analyse-Improve-Control) methodology of process improvement.

To provide guidelines for right tool selection from the Six Sigma toolbox.

To learn the basic functions of MINITAB software.

To provide guidelines for sound selection of quality/process improvement projects.

To enable practicing managers to apply Six Sigma methodology for quality/process improvement projects.

Role of Statistical Thinking in quality improvement initiatives.

What is Six Sigma statistically?

Six Sigma DMAIC methodology

Six Sigma toolbox

Six Sigma Project selection and planning

Basic MINITAB functions for process analysis

This program is for executives, heading units and departments in various functional areas of private sector, public sector and government organizations

This program is for executives, heading units and departments in various functional areas of private sector, public sector and government organizations

The programme is scheduled during September 11-13, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 10, 2024, to the forenoon of September 14, 2024.

The programme is scheduled during September 11-13, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 10, 2024, to the forenoon of September 14, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and re-

turned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RGTS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RGTS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is August 28, 2024. The last date for withdrawal of nominations is August 30, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is August 28, 2024. The last date for withdrawal of nominations is August 30, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Teams are the basic building blocks of today's organizations. Increasingly, managers have to work in teams especially in project based and networked organizations. Managers will need the ability to deal effectively with teams in order to mobilize day to day tasks.

The main objectives of this program would be to understand and develop the basic potential of an effective team leader and team member.

To become an effective leader and manager, one needs to understand and assess the real life workplace realities. Teams are one of the important sources through which any organization is achieving its desirable goal. This program will capture the potential of not only an effective team leader but also effectiveness of a manager as a team member; in other words this program will capture the capability of an effective team leader and effective team member.

The program would be addressing the following issues:

Understanding Self – knowing strength and weakness of oneself
Developing effective interpersonal Relationship
Effective Communication skills
Managerial Decision Making
Roles and Skills of an Effective Manager
Time and Stress Management
Team Dynamics: How people act in team situation through outdoor exercise
Conflict Management & Negotiation

The program would be addressing the following issues:

Executives and managers at all level who want to explore and understand their potential to manage things effectively

Executives and managers at all level who want to explore and understand their potential to manage things effectively

The programme is scheduled during September 18-20, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 17, 2024, to the forenoon of September 21, 2024.

The programme is scheduled during September 18-20, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 17, 2024, to the forenoon of September 21, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

10% Discount against 3-5 nominations

20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

The last date for receipt of nominations is September 04, 2024. The last date for withdrawal of nominations is September 06, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is September 04, 2024. The last date for withdrawal of nominations is September 06, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

This program focuses on a game-changing approach to strategy and planning that will keep businesses ahead of competitors. Developed by military and intelligence agencies, this planning approach is a revolutionary way to stress-test strategy, flush-out unseen threats, and missed opportunities, and execute more successfully in an increasingly uncertain world. This approach will help any company plan better, anticipate emerging competitors, and avoid potentially disastrous mistakes. Businesses might be using this planning approach to stress-test turnaround plans, to recognize their corporate structures, to vet investment targets, to formulate their pitches to investors, and to figure out how to find the upside in a slowing global economy.

The tools and techniques discussed in the program make critical and contrarian thinking part of the planning process, forcing companies to take a hard look at their assumptions, examine the ways in which plans could fail, and consider alternative explanations and perspectives. It will enable organizations to make smarter choices and turn disruptive events into opportunities.

By embracing this strategic approach, managers, leaders and aspiring leaders in companies of every size and in every industry will be able to plan better, compete more effectively, innovate more proactively, and make their businesses one of the disruptors in the marketplace, rather than one of the disrupted

All of those personnel/executives who belong to the upper-middle and top-level management of their organization

All of those personnel/executives who belong to the upper-middle and top-level management of their organization The programme is scheduled during September 23-25, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 22, 2024, to the forenoon of September 26, 2024.

The programme is scheduled during September 23-25, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 22, 2024, to the forenoon of September 26, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is September 11, 2024. The last date for withdrawal of nominations is September 13, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is September 11, 2024. The last date for withdrawal of nominations is September 13, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Over the years, the world has witnessed numerous corporate scandals and white-collar crime by people at the top. This has been a collaborative activity, rather than an individual effort, and is a serious, costly, and growing epidemic for business and government and in particular for shareholders, and therefore call for serious financial diligence - disrupting the silos of misconduct to foster real world change for stakeholders' interests at large. In our modern-day-risk landscape, companies must navigate uncertainties in the internal and external environment. Though no company likes the possibility of bad actors committing fraud, external and internal risks of fraud remains a pressing-and costly-concern. According to the Association of Certified Fraud Examiners' (ACFE) 2020 Global Fraud Study, organisations lose an average of 5% of revenue to fraud each year. Fraud risk management, simply put, is the process of assessing fraud risks within your organization and then developing an anti-fraud program that stops any fraudulent activity before it happens. It involves identifying potential and inherent fraud risks and developing a program that works to detect and prevent suspected fraud, both internal and external to the business. Having a reputation for integrity is crucial to safeguarding market confidence and public trust. If there is no fraud risk management strategy in place, fraud has the potential to grow like a virus, destroying the health of businesses and causing greater and greater losses. The present program brings extensive real-world experience with fraud analytics capabilities to examine the "financial hazards," how they inevitably result in financial and corporate blowups and what lessons we can draw from blowups such as those of Enron, WorldCom, Satyam Computers, Kingfisher Airlines, Lehman Brothers, and the recent IL&FS, and DHFL for understanding the health of the organisation in a more focused and targeted approach.

- Fraud Risk Assessment - The Domino Effect!
- Rotten Apple Foundation
- Fraud Triangle: The Motivation
- Fraud Detection & Prevention
- Financial Statements' Fraud
- Fraud Analytics & Modelling
- Fraud Risk Governance
- Corporate Governance System
- Board Mechanism & Simulation
- Fraud Resistance System
- Designing the Management Compensation
- Governance Metrics for "SWM"

- Fraud Risk Assessment - The Domino Effect!
- Rotten Apple Foundation
- Fraud Triangle: The Motivation
- Fraud Detection & Prevention
- Financial Statements' Fraud
- Fraud Analytics & Modelling
- Fraud Risk Governance
- Corporate Governance System
- Board Mechanism & Simulation
- Fraud Resistance System
- Designing the Management Compensation
- Governance Metrics for "SWM"

Managers at middle level who need to have an exposure to finance. Past programmes have been attended by the professionals in corporate planning, manufacturing, marketing and sales, HRD and finance too.

Managers at middle level who need to have an exposure to finance. Past programmes have been attended by the professionals in corporate planning, manufacturing, marketing and sales, HRD and finance too.

The programme is scheduled during September 23-25, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 22,

2024, to the forenoon of September 26, 2024.

The programme is scheduled during September 23-25, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 22, 2024, to the forenoon of September 26, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular

programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular

programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is September 11, 2024. The last date for withdrawal of nominations is September 13, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted. Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is September 11, 2024. The last date for withdrawal of nominations is September 13, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted. Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Economic theory tries to explain how a typical 'rational' economic agent 'ought' to behave. One of the critics of this paradigm is behavioral economics which attempts to explain and model how an economic agent actually behaves. In the process it wants to model people as 'nice' and also 'people are stupid' so there is a shift from how an agent ought to behave to how the agent is behaving. The type of questions that are raised are: is the utility maximizing rational consumer a good enough approximation of consumer behavior, or 'expected utility' a good enough approximation of decision making under uncertainty and in the process brings back psychology into economics. This is what economics has been invented for. This could have serious implications for pricing as well as viability of the organization.

The programme aims to understand how the psychological insights in human behaviour helps in designing corporate and public policies towards pricing, saving and investment behaviour, finance, health and medical care, improving choice architecture, and climate change, and resist temptation etc. Look at things from longer term perspective and from collective perspective for a sustainable business, planet and people.

The programme aims to understand how the psychological insights in human behaviour helps in designing corporate and public policies towards pricing, saving and investment behaviour, finance, health and medical care, improving choice architecture, and climate change, and resist temptation etc. Look at things from longer term perspective and from collective perspective for a sustainable business, planet and people.

Topic 1: Introduction to Behavioural economics & how it is Different from Conventional Economics, Rationality Debate: Are Consumers Rational in their Choices?

Topic 2: Prospect Theory: Risky choices, Expected Utility theorem and its limitations, Endowment Effect, and Status Quo Bias.

Topic 3: Heuristics and Biases in Decision Making – Anchoring Effect, Priming, Sunk Costs,

Topic 4: Choice Architecture – Signalling – Framing & Anchoring in Pricing

Topic 5: Economic Motivation and Social Behaviour – Herd Behaviour, FOMO, Money Illusion, Placebo Effect, Success Paradox, Inequality.

Topic 6: Social Learning & Placebo Effect – Medicines, Money, Corporation, God, and Nation-State – The Game of Trust, Quality & Pricing Issues

Topic 7: Individual Differences – Role of Personality, Mood & Emotions, Signalling, Efficient Market Hypothesis, Time preferences, Forward Planning Challenge

Topic 8: Pricing & Profits & Innovations in Pricing – How firms ignore pricing and its implications for viability

Participants will include people working in Marketing and Pricing professionals.

Participants will include people working in Marketing and Pricing professionals.

The programme is scheduled during September 26-28, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 25, 2024, to the forenoon of September 29, 2024.

The programme is scheduled during September 26-28, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of September 25, 2024, to the forenoon of September 29, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

10% Discount against 3-5 nominations

20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

The last date for receipt of nominations is September 12, 2024. The last date for withdrawal of nominations is September 14, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is September 12, 2024. The last date for withdrawal of nominations is September 14, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

This programme is designed for management personnel of organizations who:

- Have been promoted or are due for promotion to the middle management position in their organizations
- Would like to be sensitized to the importance and relevance of an organization's strategy
- Would like to be exposed to the details of external and internal strategic management audit
- Would like to understand the process of strategy formulation
- Would like to understand their role in their organization's strategic management process

All of those personnel/executives who belong to the middle and top-level management of their organization
Faculty

All of those personnel/executives who belong to the middle and top-level management of their organization
Faculty

The programme is scheduled during October 07-09, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of October 06, 2024, to the forenoon of October 10, 2024.

The programme is scheduled during October 07-09, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of October 06, 2024, to the forenoon of October 10, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

• 10% Discount against 3-5 nominations

• 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and re

turned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RGTS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is September 22, 2024. The last date for withdrawal of nominations is September 24, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is September 22, 2024. The last date for withdrawal of nominations is September 24, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

After globalization, Indian organizations are striving very hard to sustain their competitiveness in the digital era. Post-Covid 19, supply chains are also facing a lot of disruptions. Supply chains should become resilient by digitizing their processes to overcome these disruptions. For digitization of processes, organizations are implementing emerging technologies such as big data analytics, artificial intelligence, blockchain technologies, the internet of things, etc. In this digitization process, organizations are facing many organizational and operational challenges. In the present context of a globalized market, the product life cycle has shortened due to the dynamic requirement of markets in terms of taste, durability, quality, flexibility, low price, etc. In the past, most organizations have tried to improve their individual operations for improving their individual performance by initiatives such as advanced manufacturing technologies applications, Just in time approach, lean manufacturing, quality management, etc. It has been observed that performance improvement in a particular organization of a value chain has saturated; therefore, it is urgently required to improve performance in terms of the complete value chain. Performance of whole value chain can be improved only after successful integration and coordination among different members of value chain by using emerging technologies. Nowadays, competition between individual organizations has been replaced by Competition among Supply Chains. The digitization of supply chains also plays a critical role in improving supply chains resilience.

In a global economy, to improve the competitiveness ranking of any country, minimization of waste in processes and efficient production systems are essential. It has been observed specifically in context of India that leakages in Public Distribution Systems, Waste in Food Sector, Losses in transportation sector, Lack of IT enabled systems, lack of world class product quality, processes inefficiencies, escalation of input resources cost; product rejections at buyer end, huge inventory stock, lack of process digitisation are major areas of concern. To tackle such challenges, each individual needs to be trained about applying emerging technologies and decision-making tools in supply chains. Therefore, knowledge and application of different decision making tools such as Multi criteria decision making tools, Linear programming, Decision tree, Descriptive and Predictive analytics is very important. For effective supply chain management in the digital age, accurate decision-making based on available data also plays an important role.

This programme would assist participants

To develop understanding of key challenges in managing global supply chains and logistics across different sectors in the digital era.

To develop appropriate strategies for implementing emerging technologies such as AI, Blockchain, Big data analytics, Cloud computing, Internet of things in supply chains and logistics for resilient and sustainable operations Building descriptive, predictive and prescriptive analytics in supply chain.

To understand application of Multicriteria decision making tools (MCDM), LINDO, SPSS and EXCEL for Supply Chain optimisation.

This programme would assist participants

- Introduction of Supply Chain Analytics and Industry 4.0 revolution
- Application of Industry 4.0 Technologies and data driven innovations in Supply Chains
- Supply Chain Strategies for process digitization and supply chain resilience
- Decision making tools and techniques for optimizing supply chain networks
- Developing strategic leadership for resilient supply chains
- Behavioral and cultural issues in managing global supply chains
- Understanding concepts of Net zero economy, Circular economy, Climate neutrality, ESG practices
- Supply chains risks/disruptions/Resilience in the digital age
- Logistic and Network optimization for sustainable and resilient supply chains
- Suppliers Selection and distribution Strategies
- Procurement and Outsourcing Strategies in the era of Industry 4.0 and Net zero economy
- Challenges for Supply chains resilience in the digital age
- Bullwhip effect and supply chain coordination strategies in digital age
- Supply Contracts and Dynamic Pricing

- Frameworks for Sustainable Supply Chains in Circular Economy
 - Use of MCDM, LINDO, EXCEL, SPSS for optimisation of Supply chains
 - Introduction of Supply Chain Analytics and Industry 4.0 revolution
 - Application of Industry 4.0 Technologies and data driven innovations in Supply Chains
 - Supply Chain Strategies for process digitization and supply chain resilience
 - Decision making tools and techniques for optimizing supply chain networks
 - Developing strategic leadership for resilient supply chains
 - Behavioral and cultural issues in managing global supply chains
 - Understanding concepts of Net zero economy, Circular economy, Climate neutrality, ESG practices
 - Supply chains risks/disruptions/Resilience in the digital age
 - Logistic and Network optimization for sustainable and resilient supply chains
 - Suppliers Selection and distribution Strategies
 - Procurement and Outsourcing Strategies in the era of Industry 4.0 and Net zero economy
 - Challenges for Supply chains resilience in the digital age
 - Bullwhip effect and supply chain coordination strategies in digital age
 - Supply Contracts and Dynamic Pricing
 - Frameworks for Sustainable Supply Chains in Circular Economy
 - Use of MCDM, LINDO, EXCEL, SPSS for optimisation of Supply chains
- This program will be useful for Executives and professionals involved in managing supply chain and logistic operations in their respective organisation across different sectors. It will be helpful for participants in making supply chains more efficient and responsive to dynamic market requirements.

This program will be useful for Executives and professionals involved in managing supply chain and logistic operations in their respective organisation across different sectors. It will be helpful for participants in making supply chains more efficient and responsive to dynamic market requirements.

The programme is scheduled during October 14-16, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of October 13, 2024, to the forenoon of October 17, 2024.

The programme is scheduled during October 14-16, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of October 13, 2024, to the forenoon of October 17, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is October 02, 2024. The last date for withdrawal of nominations is October 04, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is October 02, 2024. The last date for withdrawal of nominations is October 04, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Globalization, technological changes, and the resultant chaotic business environment have led to large-scale changes in organizations. The new business dynamics has generated pressures on all—the top leadership, middle management, and supervisory personnel—to build a facilitative culture that is oriented to customer demands; employee needs; and sustainable business growth.

Great organizations are able to develop the capability to align themselves quickly with the internal and external

l changes that are brought in by the new compulsions. They keep evolving and redesigning themselves for an appropriate response to the changing business scenario. Towards this goal, they focus themselves on building a dynamic structure, engaging culture, organizational leadership brand and the requisite people capabilities. Research reveals that managing change becomes more efficacious if employees' concerns are addressed along with business issues. The redesigned agendas of some leading organizations even envisage "people first and customer second" focus. These perspectives necessitate organization-building through interventions such as leadership competencies development, responsive organization design, learning organization, employee involvement, attitudinal change programme, and people-centric culture. In terms of developing and internalizing specific skills to move to the next level of organizational growth, this involves, among others, focusing on personal leadership development, ability to nurture psychological contract, developing a caring and fun culture as a way of organizational life, entrepreneurial innovative mindset, ability to bounce back under crisis, emotionally intelligent citizenship, and aligning people issues with business needs.

Globalization, technological changes, and the resultant chaotic business environment have led to large-scale changes in organizations. The new business dynamics has generated pressures on all—the top leadership, middle management, and supervisory personnel—to build a facilitative culture that is oriented to customer demands; employee needs; and sustainable business growth.

Great organizations are able to develop the capability to align themselves quickly with the internal and external changes that are brought in by the new compulsions. They keep evolving and redesigning themselves for an appropriate response to the changing business scenario. Towards this goal, they focus themselves on building a dynamic structure, engaging culture, organizational leadership brand and the requisite people capabilities. Research reveals that managing change becomes more efficacious if employees' concerns are addressed along with business issues. The redesigned agendas of some leading organizations even envisage "people first and customer second" focus. These perspectives necessitate organization-building through interventions such as leadership competencies development, responsive organization design, learning organization, employee involvement, attitudinal change programme, and people-centric culture. In terms of developing and internalizing specific skills to move to the next level of organizational growth, this involves, among others, focusing on personal leadership development, ability to nurture psychological contract, developing a caring and fun culture as a way of organizational life, entrepreneurial innovative mindset, ability to bounce back under crisis, emotionally intelligent citizenship, and aligning people issues with business needs.

Globalization, technological changes, and the resultant chaotic business environment have led to large-scale changes in organizations. The new business dynamics has generated pressures on all—the top leadership, middle management, and supervisory personnel—to build a facilitative culture that is oriented to customer demands; employee needs; and sustainable business growth.

Great organizations are able to develop the capability to align themselves quickly with the internal and external changes that are brought in by the new compulsions. They keep evolving and redesigning themselves for an appropriate response to the changing business scenario. Towards this goal, they focus themselves on building a dynamic structure, engaging culture, organizational leadership brand and the requisite people capabilities. Research reveals that managing change becomes more efficacious if employees' concerns are addressed along with business issues. The redesigned agendas of some leading organizations even envisage "people first and customer second" focus. These perspectives necessitate organization-building through interventions such as leadership competencies development, responsive organization design, learning organization, employee involvement, attitudinal change programme, and people-centric culture. In terms of developing and internalizing specific skills to move to the next level of organizational growth, this involves, among others, focusing on personal leadership development, ability to nurture psychological contract, developing a caring and fun culture as a way of organizational life, entrepreneurial innovative mindset, ability to bounce back under crisis, emotionally intelligent citizenship, and aligning people issues with business needs.

- Understanding business complexities in the VUCA World and role of distributed leadership
- Understanding Organizations: Strategic, Political, Cultural, Spiritual Perspectives
- Leading and Designing organizations for sustainable development
- Leading cultural change for organizational turnaround
- Models of Change Management
- Developing transformational leadership competencies
- Promoting leadership at various levels to develop employee engagement culture
- Managing Emotional Processes during the change management
- Emotional intelligence for effective change management

- Understanding business complexities in the VUCA World and role of distributed leadership
- Understanding Organizations: Strategic, Political, Cultural, Spiritual Perspectives
- Leading and Designing organizations for sustainable development
- Leading cultural change for organizational turnaround
- Models of Change Management
- Developing transformational leadership competencies
- Promoting leadership at various levels to develop employee engagement culture
- Managing Emotional Processes during the change management
- Emotional intelligence for effective change management

The programme is designed for senior and middle-level line managers, functional executives, HR managers, and department and section heads from Private, Public and Multi-National Companies (MNCs) that are concerned about developing and implementing effective people policies.

The programme is designed for senior and middle-level line managers, functional executives, HR managers, and department and section heads from Private, Public and Multi-National Companies (MNCs) that are concerned about developing and implementing effective people policies.

The programme is scheduled during October 14-16, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhratali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of October 13, 2024, to the forenoon of October 17, 2024.

The programme is scheduled during October 14-16, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhratali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of October 13, 2024, to the forenoon of October 17, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course material.

aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is October 02, 2024. The last date for withdrawal of nominations is October 04, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is October 02, 2024. The last date for withdrawal of nominations is October 04, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

In today's fast-paced and demanding work environments, the well-being of employees has emerged as a critical concern for organizations worldwide. Recent studies indicate that deliberately altering workplace environments to promote employee well-being can lead to not just enhanced worker health, but also favorable business results such as heightened job performance (including boosted productivity) and reduced instances of employee burnout. Recognizing the profound impact of employee well-being on organizational performance, morale, and retention, there is a growing imperative to equip leaders and managers with the knowledge and skills necessary to foster a supportive and healthy workplace culture. This Management Development Programme addresses this need by providing participants with a comprehensive understanding of the factors influencing employee well-being and practical strategies for promoting positive behavioral change and effective communication in the workplace. By attending this programme, participants can expect to gain valuable insights, tools, and strategies for creating a supportive work environment that prioritizes employee well-being, fosters engagement and productivity, and enhances organizational performance and reputation.

Participants would be able to:

- Enhance their level of awareness in terms of factors affecting employee well-being.
- Develop skills to identify and address behavioral patterns impacting mental health.
- Provide strategies for fostering positive behavioral change.
- Communicate with appropriate communication techniques while discussing sensitive well-being topics.
- Cultivate an empathetic and supportive organizational culture.
- Implement evidence-based interventions to reduce workplace stressors.
- Recognize signs of distress and provide support.
- Establish clear communication channels for addressing well-being concerns.
- Foster collaboration to proactively support employee well-being.
- Evaluate the effectiveness of implemented strategies for continuous improvement

Participants would be able to:

- Enhance their level of awareness in terms of factors affecting employee well-being.
- Develop skills to identify and address behavioral patterns impacting mental health.
- Provide strategies for fostering positive behavioral change.
- Communicate with appropriate communication techniques while discussing sensitive well-being topics.
- Cultivate an empathetic and supportive organizational culture.
- Implement evidence-based interventions to reduce workplace stressors.
- Recognize signs of distress and provide support.
- Establish clear communication channels for addressing well-being concerns.
- Foster collaboration to proactively support employee well-being.
- Evaluate the effectiveness of implemented strategies for continuous improvement

This content framework aims to provide participants with the knowledge, skills, and strategies necessary to effectively address employee well-being through behavioral change and communication strategies.

- Understand factors influencing employee well-being and its significance in the workplace.
- Recognize signs of stress, burnout, and common triggers through behavioral patterns.
- Implement strategies to promote positive behavioral change and encourage healthy habits.
- Utilize effective communication strategies, including empathy and active listening skills.
- Foster a supportive organizational culture emphasizing empathy, inclusivity, and destigmatizing mental health discussions.
- Implement evidence-based interventions to mitigate workplace stressors.
- Provide resources and support to enhance resilience and coping skills.

- Train employees to recognize signs of distress and mental health issues.
- Develop protocols for providing appropriate support and referrals.

This content framework aims to provide participants with the knowledge, skills, and strategies necessary to effectively address employee well-being through behavioral change and communication strategies.

- Understand factors influencing employee well-being and its significance in the workplace.
- Recognize signs of stress, burnout, and common triggers through behavioral patterns.
- Implement strategies to promote positive behavioral change and encourage healthy habits.
- Utilize effective communication strategies, including empathy and active listening skills.
- Foster a supportive organizational culture emphasizing empathy, inclusivity, and destigmatizing mental health discussions.
- Implement evidence-based interventions to mitigate workplace stressors.
- Provide resources and support to enhance resilience and coping skills.
- Train employees to recognize signs of distress and mental health issues.
- Develop protocols for providing appropriate support and referrals.

This course is designed to teach people who want to focus on their personal and professional growth, who are;

- Leaders at all levels.
- HR professionals.
- Managers and supervisors.
- Health and Safety Professionals.
- Employee Assistance Program (EAP) Providers.
- Anyone interested in Employee Well-Being

This course is designed to teach people who want to focus on their personal and professional growth, who are;

- Leaders at all levels.
- HR professionals.
- Managers and supervisors.
- Health and Safety Professionals.
- Employee Assistance Program (EAP) Providers.
- Anyone interested in Employee Well-Being

The programme is scheduled during October 16-18, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of October 15, 2024, to the forenoon of October 19, 2024.

The programme is scheduled during October 16-18, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of October 15, 2024, to the forenoon of October 19, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is October 02, 2024. The last date for withdrawal of nominations is October 04, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is October 02, 2024. The last date for withdrawal of nominations is October 04, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

In the current dynamic competitive environment, to bring out the best of performance from people at workplace is

a significant managerial challenge for any organization. This needs a continuous emphasis on developing people to enhance team capabilities and motivate individuals to put in their best efforts. Development is needed at the individual, group level competencies to constantly innovate for higher efficiency, through an emphasis on learning processes as well as learning outcomes. This development can happen through formal learning programmes or through informal learning programmes like planned job activities- mentoring, feedback etc. which may not necessarily include additional cost. For developing people, managers often have to play as a coach, mentor, critique, or as a facilitator, which means that they should be equipped with understanding of skills underpinning these roles. Also there is a requirement of fine balance in monitoring performance at macro level as per organizational requirements and handling individual discrepancies and focal issues at individual level.

The program aims to develop competencies in participants to develop people at workplace, who can be a catalyst for change.

- Practice art of open and attentive listening
- Understanding to develop adaptive learning environment
- Apply principles of adult learning for effective development
- Develop interpersonal effectiveness
- Developing the right thought process for problem solving and managerial decision making
- Managing conflicts and negotiation at workplace
- Gain familiarity about various interventions for performance improvement

- Practice art of open and attentive listening
- Understanding to develop adaptive learning environment
- Apply principles of adult learning for effective development
- Develop interpersonal effectiveness
- Developing the right thought process for problem solving and managerial decision making
- Managing conflicts and negotiation at workplace
- Gain familiarity about various interventions for performance improvement
- Reflection and self-analysis
- Team building and leadership
- Art and science of giving effective feedback
- Formal and informal learning
- Developing change agents
- Managerial decision making
- Outbound programme on change
- Reflection and self-analysis
- Team building and leadership
- Art and science of giving effective feedback
- Formal and informal learning
- Developing change agents
- Managerial decision making
- Outbound programme on change

The Programme has been designed for middle & senior level executives- both HR and no-HR from the Public sector, Private sector - MNCs, Hospitals, Financial Institutions, Banks, educational Intuitions etc.

The Programme has been designed for middle & senior level executives- both HR and no-HR from the Public sector, Private sector - MNCs, Hospitals, Financial Institutions, Banks, educational Intuitions etc.

The programme is scheduled during March 05-07, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of March 04, 2025, to the forenoon of March 08, 2025.

The programme is scheduled during March 05-07, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of March 04, 2025, to the forenoon of March 08, 2025.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is February 25, 2025. The last date for withdrawal of nominations is February 27, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is February 25, 2025. The last date for withdrawal of nominations is February 27, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules.

es. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The program aims to train strategic integration skills by posing multiple decision scenarios in a rich business/social problem context setup using Capstone Simulation. The simulation is designed to foster experiential learning through trial-and-error experimentation to take multiple strategic decisions, analyze consequences through dialectical inquiry, and record reflections. The program enables managers to analyze strategic The objective of the program is to better enhance participants' practical managerial skills to effectively lead organizations.

The objective of the program is to better enhance participants' practical managerial skills to effectively lead organizations.

Introduction to Strategic Management

Capstone Simulation rounds

Debrief of the Simulation

Understanding the decision heuristics

Managers formulating the strategies

Managers implementing strategic decisions in practice

Managers involved in strategic analysis

The programme is scheduled during March 05-07, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of March 04, 2025, to the forenoon of March 08, 2025.

The programme is scheduled during March 05-07, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of March 04, 2025, to the forenoon of March 08, 2025.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is February 22, 2025. The last date for withdrawal of nominations is February 24, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

The last date for receipt of nominations is February 22, 2025. The last date for withdrawal of nominations is February 24, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The main objectives of this program would be to understand and develop the hidden potential of manager. To become an effective leader and manager, one needs to understand the real life workplace realities. Therefore, it is one of the important challenges in front of manager to make them more effective in the context of changing organizations. Along with the Knowledge about own self manager are also required to have an ability to understand and analyze others' explicit behavior and also the hidden part of others' behaviors. These behavioral aspects of self and others provide a good idea and perspective to understand the work place environment in a different paradigm. This program will capture various sets of expertise which are essential for managerial effectiveness. The program would be addressing the following issues:

Understanding Self – knowing strength and weakness of oneself
Developing effective interpersonal Relationship
Effective Communication skills
Managerial Decision Making
Roles and Skills of an Effective Manager
Time and Stress Management
Team Dynamics: How people act in team situation through outdoor exercise
Conflict Management & Negotiation

The program would be addressing the following issues:

Executives and managers at all level who want to explore and understand their potential to manage things effectively

Executives and managers at all level who want to explore and understand their potential to manage things effectively

The programme is scheduled during February 19-21, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of February 18, 2025, to the forenoon of February 22, 2025.

The programme is scheduled during February 19-21, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of February 18, 2025, to the forenoon of February 22, 2025.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

10% Discount against 3-5 nominations

20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

The last date for receipt of nominations is February 05, 2025. The last date for withdrawal of nominations is February 07, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is February 05, 2025. The last date for withdrawal of nominations is February 07, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

With the advent of new technologies, the world is no longer constrained by borders. With increased diversity, globalization, and fierce competition in and across organizations, professionals today face the challenge of commu

nicating effectively and efficiently at their workplace. An altogether new set of communication competencies are required today to achieve success at managerial and leadership positions. This Management Development Programme would help managers and leaders acquire communication skills for building and enhancing competencies that would help them attain a competitive advantage.

The focus of this intensive three day programme is to hone the communication competencies of Managers as well as Business Leaders. The programme aims to:

1. Enhance Personal Communication Effectiveness
2. Enhance Workplace Communication Skills
3. Develop Leadership Communication Competencies.

The focus of this intensive three day programme is to hone the communication competencies of Managers as well as Business Leaders. The programme aims to:

1. Enhance Personal Communication Effectiveness
2. Enhance Workplace Communication Skills
3. Develop Leadership Communication Competencies.

Enhance the communication skills so as to make the best of the challenges thrown up by the present complex business environment

Tentative Program Schedule

1. Nature and Process of Communication
2. Listening, Silence and Body Language
3. Public Speaking
4. Presentation Skills
5. Effective Written Communication
6. Interpersonal Communication in Organization
7. Winning Negotiation Strategies
8. Cross cultural Communication
9. Leadership Communication

Enhance the communication skills so as to make the best of the challenges thrown up by the present complex business environment

Tentative Program Schedule

1. Nature and Process of Communication
2. Listening, Silence and Body Language
3. Public Speaking
4. Presentation Skills
5. Effective Written Communication
6. Interpersonal Communication in Organization
7. Winning Negotiation Strategies
8. Cross cultural Communication
9. Leadership Communication

The programme is of relevance to all managers who wish to sharpen their interpersonal skills for better results in day-to-day working. It is of vital importance for senior and middle level executives in sales, marketing, HR and other functional areas for general management.

The programme is of relevance to all managers who wish to sharpen their interpersonal skills for better results in day-to-day working. It is of vital importance for senior and middle level executives in sales, marketing, HR and other functional areas for general management.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is February 05, 2025. The last date for withdrawal of nominations is February 07, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted. Nominating organizations are advised to await confirmation of acceptance.

For enquiry, please contact at or +91-124-4560008

The last date for receipt of nominations is February 05, 2025. The last date for withdrawal of nominations is February 07, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted. Nominating organizations are advised to await confirmation of acceptance.

For enquiry, please contact at or +91-124-4560008

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

With the accelerating pace of competition and innovation in post-liberalized India, strategic decision-making is crucial for the success of an organization. This requires a deep understanding of the changing environmental context in which the company finds itself, and the resources and capabilities that the company possesses or needs to develop.

This program seeks to familiarize the executives with the use of important analytical tools and techniques of strategic management to aid strategy formulation in different contexts. This would help them to undertake effective strategies to gain and build sustainable competitive advantage for their SBUs / organizations

With the accelerating pace of competition and innovation in post-liberalized India, strategic decision-making is crucial for the success of an organization. This requires a deep understanding of the changing environmental context in which the company finds itself, and the resources and capabilities that the company possesses or needs to develop.

This program seeks to familiarize the executives with the use of important analytical tools and techniques of strategic management to aid strategy formulation in different contexts. This would help them to undertake effective strategies to gain and build sustainable competitive advantage for their SBUs / organizations

With the accelerating pace of competition and innovation in post-liberalized India, strategic decision-making is crucial for the success of an organization. This requires a deep understanding of the changing environmental context in which the company finds itself, and the resources and capabilities that the company possesses or needs to develop.

This program seeks to familiarize the executives with the use of important analytical tools and techniques of strategic management to aid strategy formulation in different contexts. This would help them to undertake effective strategies to gain and build sustainable competitive advantage for their SBUs / organizations

After completion of the program the participant should be able to:

- Focus on important analytical and behavioral aspects of organizations,
- Analyze firm resources and competence for competitive advantage,
- Do business environment analysis,
- Financial analysis for sustained competitive advantage,
- Formulate business-level strategies for sustained competitive advantage,
- Competitor Analysis

After completion of the program the participant should be able to:

- Focus on important analytical and behavioral aspects of organizations,
- Analyze firm resources and competence for competitive advantage,
- Do business environment analysis,
- Financial analysis for sustained competitive advantage,
- Formulate business-level strategies for sustained competitive advantage,
- Competitor Analysis

The program is designed for middle or senior-level executives who are currently responsible (or, likely to assume responsibility) for the competitive strategy of an SBU (Strategic Business Unit).

The program is designed for middle or senior-level executives who are currently responsible (or, likely to assume responsibility) for the competitive strategy of an SBU (Strategic Business Unit).

The programme is scheduled during February 12-14, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of February 11, 2025, to the forenoon of February 15, 2025.

The programme is scheduled during February 12-14, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of February 11, 2025, to the forenoon of February 15, 2025.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is January 29, 2025. The last date for withdrawal of nominations is January 31, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

The last date for receipt of nominations is January 29, 2025. The last date for withdrawal of nominations is January 31, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

In any organization irrespective of industry, size, location, and current performance - effective leadership helps to maximize efficiency and to achieve organizational goals. Strong and able leadership is the enabler for high performance for every organization, making it necessary for organizations to identify, develop, and nurture leaders. However, in the day-to-day operations, a structured leadership development program often tends to get overlooked because of immediate demands of business. Our program addresses the need to introduce the leaders of future to essential elements of leadership and to inculcate fundamental leadership skills. This program is designed to help young professionals understand fundamental principles and practices of leadership.

Comprehending various leadership styles

- Understanding to develop adaptive learning environment
- Developing the ability to influence subordinates
- Developing the right thought process for problem solving and managerial decision making
- Enhancing emotional quotient
- Developing effective communication skills for relationship management

Comprehending various leadership styles

- Understanding to develop adaptive learning environment
- Developing the ability to influence subordinates
- Developing the right thought process for problem solving and managerial decision making
- Enhancing emotional quotient
- Developing effective communication skills for relationship management
- Leadership potential assessment and identifying potential areas of improvement
- Managing superior-subordinate relationship
- Managing high performance and cohesiveness in teams
- Motivating others for effective engagement
- Problem solving and decision making
- Managing diverse teams
- Leadership potential assessment and identifying potential areas of improvement
- Managing superior-subordinate relationship
- Managing high performance and cohesiveness in teams
- Motivating others for effective engagement
- Problem solving and decision making
- Managing diverse teams

The Programme has been designed for Middle level executives from the Public sector, Private sector - MNCs, Hospitals, Financial Institutions, Banks, educational Intuitions etc

The Programme has been designed for Middle level executives from the Public sector, Private sector - MNCs, Hospitals, Financial Institutions, Banks, educational Intuitions etc

The programme is scheduled during February 12-14, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of February 11, 2025, to the forenoon of February 15, 2025.

The programme is scheduled during February 12-14, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of February 11, 2025, to the forenoon of February 15, 2025.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is January 27, 2025. The last date for withdrawal of nominations is Jan

uary 29, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.
For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is January 27, 2025. The last date for withdrawal of nominations is January 29, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.
For enquiry, please contact at or +91-124-4560008.
Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Recent developments in business and industry have shown that project management has emerged as the new competence in short supply across all industry sectors/verticals. Project management as a management discipline provides the foundation for most of the varied economic activity in industries as diverse as pharmaceuticals, software and aerospace.

Projects drive business. And in the public sector, it is effective project management that translates politician's promises of new roads, schools and hospitals into meaningful new constructions that improve everyday public life. The world today is witnessing tremendous acceleration in the pace of change in business and technology and this has had a direct impact on the occurrence and frequency of projects. These include projects targeted to develop and implement new ways of meeting the ever-increasing demand for energy, improved communication, housing, recreation, transportation and food. Other projects could be to solve the problems of hunger, high population growth, illiteracy, disease and pollution. All these projects have one thing in common – proper planning, implementation/execution, monitoring and control so as to deliver the desired level of performance on completion within the stipulated cost and time.

The course aims to expose participants to various stages of a project life cycle. Every manager at some point is required to handle large scale projects which requires them to possess skill sets and understanding of tools and techniques to manage these projects. Some key deliverables of projects include timely completion of projects while balancing project costs. Failing to complete projects on time may result in massive loss of reputation and credibility. Participants will be exposed to various phases of projects including initiation, planning, risk assessment, stakeholder management etc. through concepts, tools, frameworks and cases.

The course aims to expose participants to various stages of a project life cycle. Every manager at some point is required to handle large scale projects which requires them to possess skill sets and understanding of tools and techniques to manage these projects. Some key deliverables of projects include timely completion of projects while balancing project costs. Failing to complete projects on time may result in massive loss of reputation and credibility. Participants will be exposed to various phases of projects including initiation, planning, risk assessment, stakeholder management etc. through concepts, tools, frameworks and cases.

The programme will cover the following coverage:

Project management and project life cycle
Risk analysis of projects
Project cost estimation
Project management information systems
Use of project management software(s) like Microsoft Project
Project monitoring: time and cost overrun evaluation
Contracting for projects
Project cost control

The programme will cover the following coverage:

Executives, consultants, trainers involved in project management roles in construction, manufacturing, energy, telecom, aviation, transportation. Managers in product, process, research and development roles.

Executives, consultants, trainers involved in project management roles in construction, manufacturing, energy, telecom, aviation, transportation. Managers in product, process, research and development roles.
The programme is scheduled during February 11-15, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of February 10, 2025, to the forenoon of February 16, 2025.

The programme is scheduled during February 11-15, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of February 10, 2025, to the forenoon of February 16, 2025.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 65,000/- (Rupees Sixty Five Thousand only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

10% Discount against 3-5 nominations
20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and re-

turned with all the details. The fee of the program is Rs. 65,000/- (Rupees Sixty Five Thousand only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

The last date for receipt of nominations is January 29, 2025. The last date for withdrawal of nominations is January 30, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is January 29, 2025. The last date for withdrawal of nominations is January 30, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Integrating AI-powered applications into marketing strategies can indeed revolutionize how businesses engage with customers and optimize their operations. The ability to analyze vast amounts of data using AI enables marketers to gain deeper insights into consumer behavior, preferences, and trends, allowing for more targeted and personalized marketing efforts. By leveraging Supervised and unsupervised machine learning techniques (that offer powerful tools for tasks such as customer segmentation, predictive modeling, and fraud detection), businesses can better understand their customers' journeys, identify patterns, and tailor their marketing strategies accordingly. Moreover, hearing from industry experts in data analytics and marketing can provide invaluable insights and practical knowledge on how to effectively harness the power of AI and machine learning in real-world scenarios. This course seems like a great opportunity for marketers and business professionals to stay ahead of the curve in leveraging cutting-edge technologies to enhance the customer journey and maximize the potential of their marketing efforts.

The learning objectives of this course are as follows:

- Get familiar with the concept and general analysis process of supervised machine learning
- Understand the basic theory behind various machine learning techniques.
- Apply different machine learning techniques and evaluate their performance.

The learning objectives of this course are as follows:

- Get familiar with the concept and general analysis process of supervised machine learning

- Understand the basic theory behind various machine learning techniques.

- Apply different machine learning techniques and evaluate their performance.

- AI and Customer Journey

- Data Handling & Smart Data Analysis

- General Process of supervised machine learning techniques in a non-technical way

- Sampling and cross-validation techniques

- Use of customised S/W for consumer experience

- AI Case successes in Services, Retail, and other industries

- AI and Customer Journey

- Data Handling & Smart Data Analysis

- General Process of supervised machine learning techniques in a non-technical way

- Sampling and cross-validation techniques

- Use of customised S/W for consumer experience

- AI Case successes in Services, Retail, and other industries

The course is designed for sales and marketing functions of small, medium, and large organizations who have 3 years and above experience in their job roles.

The course is designed for sales and marketing functions of small, medium, and large organizations who have 3 years and above experience in their job roles.

The programme is scheduled during February 05-07, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from noon of February 04, 2025, to the forenoon of February 08, 2025.

The programme is scheduled during February 05-07, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from noon of February 04, 2025, to the forenoon of February 08, 2025.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty-Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging, and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty-Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging, and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is January 22, 2025. The last date for withdrawal of nominations is January 23, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

The last date for receipt of nominations is January 22, 2025. The last date for withdrawal of nominations is January 23, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Effective communication stands as a cornerstone of success for a leader, manager, or person who aspires to become a leader someday. Communication plays a pivotal role in shaping the growth trajectory of high-potential leaders. Communication skills and strategies are necessary to thrive in leadership roles and drive organizational growth. One must delve into the diverse world of communication styles, strategic messaging, and relationship-building techniques, to become a high-potential leader.

In this programme, participants will embark on a transformative journey toward becoming impactful communicators, inspiring leaders, and driving forces for organizational growth and success.

Participants would be able to:

- Enhance communication skills for articulating vision and strategies.
- Understand diverse communication styles for effective leadership.
- Build rapport, trust, and engagement with stakeholders.
- Deliver impactful presentations and speeches.
- Develop active listening skills for constructive dialogue.
- Manage conflicts with professionalism and empathy.
- Enhance emotional intelligence for better team connection.
- Use communication strategically for organizational growth.
- Encourage continuous improvement through feedback.
- Inspire and mobilize teams towards shared objectives

Participants would be able to:

- Enhance communication skills for articulating vision and strategies.
- Understand diverse communication styles for effective leadership.
- Build rapport, trust, and engagement with stakeholders.
- Deliver impactful presentations and speeches.
- Develop active listening skills for constructive dialogue.
- Manage conflicts with professionalism and empathy.
- Enhance emotional intelligence for better team connection.
- Use communication strategically for organizational growth.
- Encourage continuous improvement through feedback.
- Inspire and mobilize teams towards shared objectives

This comprehensive content framework aims to equip high-potential leaders with the essential communication skills and strategies needed to drive growth, inspire others, and lead effectively in dynamic organizational environments.

- Understand communication styles by exploring different communication styles and their impact on leadership effectiveness, by identifying personal communication preferences and adaptability to diverse styles.
- Techniques for articulating a compelling vision and communicating strategic goals effectively.
- Strategies for building authentic connections and fostering trust with team members, peers, and superiors.
- Essentials of delivering impactful presentation skills and speeches.
- Active Listening and Dialogue Facilitation skills.
- Conflict Management and Negotiation approaches with professionalism, empathy, and assertiveness.
- Understanding Emotional Intelligence and Relationship Building.
- Strategic Communication for Organizational Growth.
- Strategies for inspiring and mobilizing teams towards shared objectives through effective communication.
- Communicating vision, values, and strategic initiatives to engage and motivate team members.

This comprehensive content framework aims to equip high-potential leaders with the essential communication skills and strategies needed to drive growth, inspire others, and lead effectively in dynamic organizational environments.

- Understand communication styles by exploring different communication styles and their impact on leadership effectiveness, by identifying personal communication preferences and adaptability to diverse styles.
- Techniques for articulating a compelling vision and communicating strategic goals effectively.
- Strategies for building authentic connections and fostering trust with team members, peers, and superiors.

- Essentials of delivering impactful presentation skills and speeches.
- Active Listening and Dialogue Facilitation skills.
- Conflict Management and Negotiation approaches with professionalism, empathy, and assertiveness.
- Understanding Emotional Intelligence and Relationship Building.
- Strategic Communication for Organizational Growth.
- Strategies for inspiring and mobilizing teams towards shared objectives through effective communication.
- Communicating vision, values, and strategic initiatives to engage and motivate team members.

This course is designed to cater to a diverse audience of professionals, who are;

- Emerging Leaders.
- Mid-level Managers.
- Team Leaders and Supervisors.
- HR professionals.
- Cross-functional Leaders.
- Project Managers.
- Entrepreneurs and Business Owners.

If you are someone who aspires to leadership roles or wish to enhance your leadership capabilities through improved communication skills, this course is for you!

This course is designed to cater to a diverse audience of professionals, who are;

- Emerging Leaders.
- Mid-level Managers.
- Team Leaders and Supervisors.
- HR professionals.
- Cross-functional Leaders.
- Project Managers.
- Entrepreneurs and Business Owners.

If you are someone who aspires to leadership roles or wish to enhance your leadership capabilities through improved communication skills, this course is for you!

The programme is scheduled during February 03-05, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukh rali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of February 02, 20 25, to the forenoon of February 06, 2025.

The programme is scheduled during February 03-05, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukh rali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of February 02, 20 25, to the forenoon of February 06, 2025.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and re turned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course m aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the disco unt policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and re turned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course m aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the disco unt policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is January 25, 2025. The last date for withdrawal of nominations is Jan uary 27, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules . However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the pa rticipants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is January 25, 2025. The last date for withdrawal of nominations is Jan uary 27, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules . However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the pa rticipants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The research of the last forty years in happiness shows tremendous benefits for individuals, organisations and c ountries. To be happy is emerging as one of the major strategies of different levels of units such as countries, companies, and individuals. With the tremendous benefits of happiness, leaders must embrace happiness and focus

on leadership with happiness to achieve high performance. Unfortunately, happiness appears vague and difficult to achieve, which is not the right way. This program aims to democratise happiness for all and all aspects of life, leading to the overall happiness of individuals and organisations. Using strategy and innovation concepts, achieving happiness and corporate success in a simple and easy-to-do way for leaders and companies is possible. The program highlights that the ultimate purpose of any strategy is to create an impact and make a positive difference by adding value to the stakeholders i.e. creating prosperity, ensuring environmental sustainability and creating happiness, the ultimate goal of life.

This programme's content is from research and practice in happiness, strategy, and innovation domains, such as dual advantage strategy, happiness advantage, strategic intuition, happiness hormones, defining happiness, and first-principle thinking.

This programme's content is from research and practice in happiness, strategy, and innovation domains, such as dual advantage strategy, happiness advantage, strategic intuition, happiness hormones, defining happiness, and first-principle thinking.

This programme is useful for and is open to entrepreneurs, family business owners, CXOs, CEOs, board members, civil servants, senior judges, senior defense officers, vice chancellors of universities, and so on i.e. it is open to leaders /aspiring leaders from any domain such as business, government and civil society organisations / NGOs/ educational institutions.

This programme is useful for and is open to entrepreneurs, family business owners, CXOs, CEOs, board members, civil servants, senior judges, senior defense officers, vice chancellors of universities, and so on i.e. it is open to leaders /aspiring leaders from any domain such as business, government and civil society organisations / NGOs/ educational institutions.

The programme is scheduled for January 29-31, 2025, on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurgaon. Accommodation for participants would be available at MDI Campus from the noon of January 28, 2025, to the forenoon of February 1, 2025.

The programme is scheduled for January 29-31, 2025, on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurgaon. Accommodation for participants would be available at MDI Campus from the noon of January 28, 2025, to the forenoon of February 1, 2025.

The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs . 150,000/- (Rupees One Lac Fifty Thousand only) per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs . 150,000/- (Rupees One Lac Fifty Thousand only) per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is December 15, 2024. The last date for withdrawal of nominations is December 30, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is December 15, 2024. The last date for withdrawal of nominations is December 30, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560008

The word excellence is widely used to denote superlative performance in any activity in which an individual or organization is engaged. In the context of organizations excellence may refer to some aspects of their activities or it may also be used for their overall performance. It is difficult to define organizational excellence because some of its elements are intangible which cannot be quantified or measured. Excellence must really be seen in terms of competition. The competition has been an integral part of evolution itself. It manifests itself in fights among males and females of the species in trying to win the best mates for procreation. In business, there has always been a competition among organizations to win customers and investors. Operational Excellence is a philosophy of leadership, teamwork and problem solving resulting in continuous improvement throughout the organization.

on by focusing on the needs of the customer, empowering employees, and optimizing existing activities in the process. This operational excellence is derived from the implementation of Kaizen concept in corporations. In contrast to the usual emphasis on revolutionary, innovative change on an occasional basis, Kaizen looks for uninterrupted, ongoing incremental change. In other words, there is always room for improvement and continuously trying to become better. In practice, Kaizen can be implemented in corporations by improving every aspect of a business process in a step by step approach, while gradually developing employee skills through training education and increased involvement. To build a habit of 'Excellence' in managers, this programme aims at building competencies of problem solving and decision-making-important skills for business and life, with innovative methodologies and in class discussions

This programme would assist participants:

To develop an understanding of variables affecting decisions and premises around which decisions are made
To build organizational structure to foster innovation, excellence and leadership
To benchmark and measure performance
To enhance productivity by effective management of Job and Workplace
To improve individual effectiveness by managing transformations

This programme would assist participants:

Customer Centricity for Operations Excellence
Building Organizations for Excellence
Enhancing Productivity
Designing effective organizational structure
Benchmarking Performance
Managing power and politics in organizations
Managing Job and Workplace
Nurturing Organizational culture
Strategic Decision Making
Leading and managing transformations

This programme is designed for executives making decisions mainly at middle and top level management. The generic systems approach makes it relevant for any decision maker who wants to analyze and see the dynamics of risk and uncertainty in any organizational context:

Middle and Senior Level Managers making decisions at various strategic and function levels, Marketing, Finance, Supply chain, Human Resource etc.
Researchers and Analytics, who wants to understand patterns of reality and predicting system behavior having significance for decision makers.

This programme is designed for executives making decisions mainly at middle and top level management. The generic systems approach makes it relevant for any decision maker who wants to analyze and see the dynamics of risk and uncertainty in any organizational context:

The programme is scheduled during January 20-22, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhratali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of January 19, 2025, to the forenoon of January 23, 2025.

The programme is scheduled during January 20-22, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhratali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of January 19, 2025, to the forenoon of January 23, 2025.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is January 08, 2025. The last date for withdrawal of nominations is January 10, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is January 08, 2025. The last date for withdrawal of nominations is January 10, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Marketing is indeed indispensable for business growth, especially in today's digital age where consumers are inundated with choices. Even the best product or service needs modern marketing handles to drive sales and gain customers. Effective marketing strategies not only inform potential customers about your offerings but also engage with them in a way that resonates with their needs, preferences, and expectations. With digitalization, customers are now more informed and thus only gravitate toward brands that speak their language and give them personalized experiences. The businesses that survive in this competitive landscape are those whose marketing efforts are based on customer feedback, and market trends to build stronger brand loyalty, drive sales, create value, and ultimately scale up their operations. This customer-centric approach not only fosters growth but also establishes long-term relationships that are essential for sustained success.

Marketing is indeed indispensable for business growth, especially in today's digital age where consumers are inundated with choices. Even the best product or service needs modern marketing handles to drive sales and gain customers. Effective marketing strategies not only inform potential customers about your offerings but also engage with them in a way that resonates with their needs, preferences, and expectations. With digitalization, customers are now more informed and thus only gravitate toward brands that speak their language and give them personalized experiences. The businesses that survive in this competitive landscape are those whose marketing efforts are based on customer feedback, and market trends to build stronger brand loyalty, drive sales, create value, and ultimately scale up their operations. This customer-centric approach not only fosters growth but also establishes long-term relationships that are essential for sustained success.

Marketing is indeed indispensable for business growth, especially in today's digital age where consumers are inundated with choices. Even the best product or service needs modern marketing handles to drive sales and gain customers. Effective marketing strategies not only inform potential customers about your offerings but also engage with them in a way that resonates with their needs, preferences, and expectations. With digitalization, customers are now more informed and thus only gravitate toward brands that speak their language and give them personalized experiences. The businesses that survive in this competitive landscape are those whose marketing efforts are based on customer feedback, and market trends to build stronger brand loyalty, drive sales, create value, and ultimately scale up their operations. This customer-centric approach not only fosters growth but also establishes long-term relationships that are essential for sustained success.

- Fundamental of Customer-Centricity
- Measuring and Managing Customer Satisfaction, Customer Loyalty, Customer Profitability, and Customer Lifetime Value
- Creating Buyer Persona
- Role of Digital Media in Customer Centricity
- Content Marketing
- Plotting the Customer Journey and identifying crucial touch-points.

- Fundamental of Customer-Centricity
- Measuring and Managing Customer Satisfaction, Customer Loyalty, Customer Profitability, and Customer Lifetime Value
- Creating Buyer Persona
- Role of Digital Media in Customer Centricity
- Content Marketing
- Plotting the Customer Journey and identifying crucial touch-points.

This course is designed to teach entrepreneurs and marketers who want to focus their marketing strategies on their target audience.

- If you work in sales/marketing and want to know:
- How to identify your ideal customer?
- How to woo them with the right content?
- How to convert them into paying customers?
- Then this course is for you.

This course is designed to teach entrepreneurs and marketers who want to focus their marketing strategies on their target audience.

- If you work in sales/marketing and want to know:
- How to identify your ideal customer?
- How to woo them with the right content?
- How to convert them into paying customers?
- Then this course is for you.

This course is designed to teach entrepreneurs and marketers who want to focus their marketing strategies on their target audience.

- If you work in sales/marketing and want to know:
- How to identify your ideal customer?
- How to woo them with the right content?
- How to convert them into paying customers?
- Then this course is for you.

This course is designed to teach entrepreneurs and marketers who want to focus their marketing strategies on their target audience.

- If you work in sales/marketing and want to know:
- How to identify your ideal customer?
- How to woo them with the right content?
- How to convert them into paying customers?
- Then this course is for you.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty-Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging, and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty-Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging, and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is January 01, 2025. The last date for withdrawal of nominations is January 03, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

The last date for receipt of nominations is January 01, 2025. The last date for withdrawal of nominations is January 03, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

In a highly competitive and VUCA world, communication is an indispensable attribute of a great leader. Communication competencies add to the credibility and effectiveness of a leader, irrespective of one's gender. Particularly in case of women leaders, they enter the business arena possessing certain skills, such as sensitive listening, relationship-orientation, empathy, expressiveness, and so on – all of which are important prerequisites for being effective communicators. But simply possessing these skills does not necessarily translate into communication competence in a work environment. Therefore, it adds to the importance of having formal training and understanding of communication as a network of various skills and competencies when developing women leaders. Communication competence is primal for women in power to widen their circle of affect and be successful leaders. This three day training programme is designed to help women executives to come and test themselves and further their communication competencies in terms of skill, knowledge and attitude.

This three day training programme is designed to help women executives to come and test themselves and further their communication competencies in terms of skill, knowledge and attitude.

- Going beyond the Glass Ceiling
- Developing Assertive Communication Style
- Creating a Powerful Influence
- Enhancing Networking Opportunities through Social Media
- Leveraging the Art of Negotiation
- Managing Emotions and Stress
- Creating Work-Life Balance

- Going beyond the Glass Ceiling
- Developing Assertive Communication Style
- Creating a Powerful Influence
- Enhancing Networking Opportunities through Social Media
- Leveraging the Art of Negotiation
- Managing Emotions and Stress
- Creating Work-Life Balance

The programme is of relevance to all managers who wish to sharpen their interpersonal skills for better results in day-to-day working. It is of vital importance for senior and middle level executives in sales, marketing, HR and other functional areas for general management.

The programme is of relevance to all managers who wish to sharpen their interpersonal skills for better results in day-to-day working. It is of vital importance for senior and middle level executives in sales, marketing, HR and other functional areas for general management.

The programme is scheduled during January 15-17, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of January 14, 2025, to the forenoon of January 18, 2025.

The programme is scheduled during January 15-17, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram.

ali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of January 14, 2025 , to the forenoon of January 18, 2025.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is January 01, 2025. The last date for withdrawal of nominations is January 03, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules .

For enquiry, please contact at or +91-124-4560008

The last date for receipt of nominations is January 01, 2025. The last date for withdrawal of nominations is January 03, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules .

For enquiry, please contact at or +91-124-4560008

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Leadership is one of the important challenges in the changing context of today's world. Therefore, developing leadership potential is required to be able to manage business. The main objectives of this program would be to understand and explore the hidden potential of oneself. To become an effective leader, one needs to understand the workplace realities, knowledge about self, one's own strengths and weaknesses. One should have an ability to understand and analyse others' both explicit and implicit behaviours. These behavioural aspects of self and others provide a good idea and perspective to understand the work place environment in a different paradigm. This program will emphasize the need of an effective leader to keep the focus towards growth of an organization and adaptability towards change in terms of technology and processes.

The programme would be addressing the following points:

Understanding leadership and followership
Developing competencies at self and interpersonal level
Exploring values and leadership communication
Leader as a coach and mentor
Developing assertiveness and trust on others
Leading teams; tackling leadership and conflict issues in teams
Leadership and change

The programme would be addressing the following points:

Executives and managers at all levels who want to explore and understand their potentials to manage teams effectively.

Executives and managers at all levels who want to explore and understand their potentials to manage teams effectively.

The programme is scheduled during January 15-17, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of January 14, 2025 , to the forenoon of January 18, 2025.

The programme is scheduled during January 15-17, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of January 14, 2025 , to the forenoon of January 18, 2025.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable

in NEPAL also)

10% Discount against 3-5 nominations

20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

The last date for receipt of nominations is January 01, 2025. The last date for withdrawal of nominations is January 03, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is January 01, 2025. The last date for withdrawal of nominations is January 03, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Managers are often confronted with the challenge of leading an increasingly heterogeneous team that is diverse along the lines of gender, generation, physical ability, appearance and ethnicity among others. Research suggests that differences can lead to lesser engagement and more conflicts in teams, and reduce organizational commitment. Yet, there is evidence that increased engagement bolsters learning potential of teams and hence helps in unleashing creativity and innovation. Some organizations are trying to frame engagement as a process to be leveraged with the assumption that talented and creative employees come from diverse backgrounds. This approach helps facilitate producing the requisite people behaviors, attitudes, and mental models that are necessitated by the demand of high performance work systems, so as to realize the company's business strategies.

Engaging teams is more than simply acknowledging differences in people. Hence it's required to support planned and positive engaging practices in sync with the organizational culture to capitalize on its benefits.

• Understanding team diversity: gender, generation and others- challenges and opportunities

• Analyzing and capitalizing employees' strengths

• Driving improved performance by conflict management

• Understanding communication strategies for effective employee management

• Managing inclusive environment

• Developing feedback and coaching skills

• Effective team communication for empowered participation

• Understanding team diversity: gender, generation and others- challenges and opportunities

• Analyzing and capitalizing employees' strengths

• Driving improved performance by conflict management

• Understanding communication strategies for effective employee management

• Managing inclusive environment

• Developing feedback and coaching skills

• Effective team communication for empowered participation

• Understanding and capitalizing employees' strengths

• Effective communication for empowered participation in organizational pursuits

• Developing feedback and coaching skills

• Outbound learning for managing change

• Managing inclusive environment

• Communication strategies for managing diverse teams

• Understanding and capitalizing employees' strengths

• Effective communication for empowered participation in organizational pursuits

• Developing feedback and coaching skills

• Outbound learning for managing change

• Managing inclusive environment

• Communication strategies for managing diverse teams

The Programme has been designed for Middle level executives from the Public sector, Private sector - MNCs, Hospitals, Financial Institutions, Banks, educational Intuitions etc

The Programme has been designed for Middle level executives from the Public sector, Private sector - MNCs, Hospitals, Financial Institutions, Banks, educational Intuitions etc

The programme is scheduled during January 13-15, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali

ali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of January 12, 2025 , to the forenoon of January 16, 2025.

The programme is scheduled during January 13-15, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukh ali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of January 12, 2025 , to the forenoon of January 16, 2025.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and re turned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course m aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the disco unt policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and re turned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course m aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the disco unt policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is January 01, 2025. The last date for withdrawal of nominations is Jan uary 02, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules . However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

The last date for receipt of nominations is January 01, 2025. The last date for withdrawal of nominations is Jan uary 02, 2025. Any withdrawal received after this date will be subject to deduction as per the Institute's rules . However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Business firms are exposed to contracts in all areas of business – agreeing to terms while making partnership ag reements with other business firm to execute a public-private partnership contract, purchasing raw material, mac hinery or technology from supplier, selling goods/services to the buyer, engaging contractor/sub-contractor to p erform a contract, and even engaging contract workers through contractors. Knowing the principles of contracts, contract negotiation and management is not just a skill needed by lawyers, it illuminates for every manager or e xecutive a crucial institution that they use all the time and generally take for granted. In the same vein effec tive contract negotiation and management is a crucial part of any business and the ability to negotiate and draf t effective, readable, non-ambiguous contracts is a valuable skill for every manager and executive. Pitfalls in contract drafting, negotiations or management in-turn leads to contractual disputes and legal battles.

This three-day training program, with new materials and updated case examples, is designed and customized to int roduce the range of issues that arise when entering and enforcing contracts. The Program will provide an introdu ction to what a contract is and also provide practical understanding of contractual clauses. Then, participants will be exposed to several case study discussions to uncover ley issues surrounding contractual disputes resulting from poor contract negotiation and/or pitfalls in drafting a commercial contract. With the knowledge of what makes a contract and how can they go wrong, Professor will discuss ways and skills to draft and negotiate commer cial contracts that are readable, enforceable and protect business firm's interest. Finally, Professor will disc uss keys for successful contract execution, management and take away points to avoid contractual disputes during performance. The program will centrally focus on public-private partnerships and tenders.

This programme would assist participants, to

- Develop basic understanding of legal aspects of a contract and practical knowledge of contractual clause
- identify and critically discuss key issues surrounding contractual disputes resulting from poor contract negot iation and/or pitfalls in drafting a commercial contract
- understand ways in which to draft and negotiate commercial contracts that are readable, enforceable and protec t their business interest
- know the keys for successful contract execution, management and avoid contractual disputes during performance

This programme would assist participants, to

- Develop basic understanding of legal aspects of a contract and practical knowledge of contractual clause
- identify and critically discuss key issues surrounding contractual disputes resulting from poor contract negot iation and/or pitfalls in drafting a commercial contract
- understand ways in which to draft and negotiate commercial contracts that are readable, enforceable and protec t their business interest
- know the keys for successful contract execution, management and avoid contractual disputes during performance
- Day 1: Legal Aspect of Drafting a Commercial Contract- Fundamentals of valid contract, possible issues, challe nges and pitfalls in drafting a contract
- Day 2: Contract Management & Negotiations -Limits to enforcing contracts, and issues excusing the performance

of a contract, and contractual dispute resolution, Legal rationale and practical knowledge of contractual clause and specific skills needed for negotiating contractual terms and conditions

*Session plan will be shared later

- Day 1: Legal Aspect of Drafting a Commercial Contract- Fundamentals of valid contract, possible issues, challenges and pitfalls in drafting a contract
- Day 2: Contract Management & Negotiations -Limits to enforcing contracts, and issues excusing the performance of a contract, and contractual dispute resolution, Legal rationale and practical knowledge of contractual clause and specific skills needed for negotiating contractual terms and conditions

*Session plan will be shared later

This programme is recommended for executives, managers and planners who are actively involved in contract negotiations seeking the best practical ideas in improving contract negotiation and management for their organization.

This programme is recommended for executives, managers and planners who are actively involved in contract negotiations seeking the best practical ideas in improving contract negotiation and management for their organization. The programme is scheduled during January 08-10, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of January 07, 2025 , to the forenoon of January 11, 2025.

The programme is scheduled during January 08-10, 2025 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of January 07, 2025 , to the forenoon of January 11, 2025.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount

policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount

policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is November 27, 2024. The last date for withdrawal of nominations is November 29, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

The last date for receipt of nominations is November 27, 2024. The last date for withdrawal of nominations is November 29, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The main objectives of this program would be to understand and explore the hidden potential of oneself. To become an effective leader and manager, one needs to understand the real life workplace realities. Knowledge about self, one's own strength and weakness one should have an ability to understand and analyze others' explicit behavior and also the hidden part of others' behaviors. These behavioral aspects of self and others provide a good idea and perspective to understand the work place environment in a different paradigm. This program will capture various sets of expertise which are essential for managerial excellence.

The program would be addressing the following issues:

Exploring Self: Self Analysis
Developing Interpersonal Effectiveness
Exploring Values
Effective Communication Skills
Developing Assertiveness and Conflict Management
Motivating Self & Others
Skill Building and Self Development

The program would be addressing the following issues:

Executive and managers at all level who want to explore and understand their potentials to manage things effectively

Executive and managers at all level who want to explore and understand their potentials to manage things effectively

The programme is scheduled during December 18-20, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of December 17, 2024, to the forenoon of December 21, 2024.

The programme is scheduled during December 18-20, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of December 17, 2024, to the forenoon of December 21, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

10% Discount against 3-5 nominations

20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

The last date for receipt of nominations is December 04, 2024. The last date for withdrawal of nominations is December 06, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is December 04, 2024. The last date for withdrawal of nominations is December 06, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560008

In the ever-evolving landscape of contemporary business, the mastery of critical thinking and the art of making sound decisions stand as linchpins for organizational prosperity. Acknowledging the pivotal role of these competencies, the Management Development Programme "Critical Thinking and Decision Analysis" has been meticulously crafted. Designed with the overarching objectives in mind, this programme offers a comprehensive toolkit aimed at empowering participants with the requisite skills, methodologies, and insights vital for honing their critical thinking prowess and refining their decision-making acumen. By fostering a structured framework for decision analysis and nurturing a culture of inquiry and skepticism, the programme endeavors to arm participants with the capabilities needed to navigate complexity and uncertainty with finesse.

Tailored to cater to a diverse spectrum of professionals spanning managerial, analytical, and consultative domains, the programme serves as a dynamic platform for the cultivation of critical thinking and decision-making skills. Participants can anticipate an enriching journey, characterized by invaluable insights, practical techniques, and actionable strategies geared towards facilitating informed, logical, and ethically sound decision-making practices. Ultimately, this Management Development Programme emerges as a transformative vehicle, poised to elevate participants' critical thinking acumen, refine their decision-making capabilities, and catalyze positive outcomes across various spheres of influence.

Participants would be able to:

- Develop critical thinking skills for analyzing complex problems.
- Provide tools for evaluating information and identifying biases.
- Cultivate systematic decision analysis incorporating quantitative and qualitative factors.
- Challenge assumptions to foster intellectual curiosity.
- Synthesize diverse perspectives for informed decision-making.
- Encourage creativity and innovation in exploring solutions.
- Enhance collaboration and communication in decision processes.

- Apply critical thinking techniques to real-world challenges.
- Strengthen ethical reasoning aligned with organizational values.
- Foster continuous improvement in decision-making abilities.

Participants would be able to:

- Develop critical thinking skills for analyzing complex problems.
- Provide tools for evaluating information and identifying biases.
- Cultivate systematic decision analysis incorporating quantitative and qualitative factors.
- Challenge assumptions to foster intellectual curiosity.
- Synthesize diverse perspectives for informed decision-making.
- Encourage creativity and innovation in exploring solutions.
- Enhance collaboration and communication in decision processes.
- Apply critical thinking techniques to real-world challenges.
- Strengthen ethical reasoning aligned with organizational values.
- Foster continuous improvement in decision-making abilities.

This content framework aims to provide participants with a comprehensive understanding of critical thinking and decision analysis principles, along with practical tools and techniques for applying them effectively in real-world business contexts.

- Understanding the importance of critical thinking in decision-making.
- Defining key concepts and principles of critical thinking.
- Techniques and strategies for breaking down complex problems into manageable components by identifying and defining problem-solving goals.
- Introduction to decision analysis frameworks.
- Incorporating quantitative and qualitative factors into decision-making processes.
- Techniques for recognizing and questioning assumptions underlying decisions.
- Creating a culture that encourages critical thinking and skepticism.
- Strategies for gathering and synthesizing diverse viewpoints and information.
- Facilitating constructive dialogue and debate among team members.
- Encouraging creative thinking and exploring innovative solutions to problems.
- Overcoming barriers to creativity and fostering a culture of innovation.
- Enhancing collaboration skills for effective teamwork in decision processes.
- Improving communication skills to convey complex ideas and perspectives.
- Case studies and practical exercises applying critical thinking and decision analysis techniques to real-world business challenges.
- Learning from successful and unsuccessful decision-making examples.
- Discussing ethical considerations in decision-making and their impact on organizational values.
- Developing strategies for making ethically sound decisions aligned with organizational principles.
- Reflective exercises and feedback sessions to evaluate and improve critical thinking and decision-making skills.
- Creating personal development plans for ongoing growth in critical thinking abilities.

This content framework aims to provide participants with a comprehensive understanding of critical thinking and decision analysis principles, along with practical tools and techniques for applying them effectively in real-world business contexts.

- Understanding the importance of critical thinking in decision-making.
- Defining key concepts and principles of critical thinking.
- Techniques and strategies for breaking down complex problems into manageable components by identifying and defining problem-solving goals.
- Introduction to decision analysis frameworks.
- Incorporating quantitative and qualitative factors into decision-making processes.
- Techniques for recognizing and questioning assumptions underlying decisions.
- Creating a culture that encourages critical thinking and skepticism.
- Strategies for gathering and synthesizing diverse viewpoints and information.
- Facilitating constructive dialogue and debate among team members.
- Encouraging creative thinking and exploring innovative solutions to problems.
- Overcoming barriers to creativity and fostering a culture of innovation.
- Enhancing collaboration skills for effective teamwork in decision processes.
- Improving communication skills to convey complex ideas and perspectives.
- Case studies and practical exercises applying critical thinking and decision analysis techniques to real-world business challenges.
- Learning from successful and unsuccessful decision-making examples.
- Discussing ethical considerations in decision-making and their impact on organizational values.
- Developing strategies for making ethically sound decisions aligned with organizational principles.
- Reflective exercises and feedback sessions to evaluate and improve critical thinking and decision-making skills.
- Creating personal development plans for ongoing growth in critical thinking abilities.

This course is designed to cater to a diverse audience of professionals, who are;

- Managers and Leaders.
- Data Analysts and Scientists.
- HR professionals.
- Marketing and Sales Professionals.
- Business Analysts and Consultants.
- Entrepreneurs and Business Owners.
- Professionals in Training and Development
- If you are someone interested in your Personal Development, this course is for you!

This course is designed to cater to a diverse audience of professionals, who are;

- Managers and Leaders.
- Data Analysts and Scientists.
- HR professionals.
- Marketing and Sales Professionals.
- Business Analysts and Consultants.
- Entrepreneurs and Business Owners.

- Professionals in Training and Development

• If you are someone interested in your Personal Development, this course is for you!

The programme is scheduled during December 16-18, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of December 15, 2024, to the forenoon of December 19, 2024.

The programme is scheduled during December 16-18, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of December 15, 2024, to the forenoon of December 19, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is December 04, 2024. The last date for withdrawal of nominations is December 06, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

The last date for receipt of nominations is December 04, 2024. The last date for withdrawal of nominations is December 06, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The function of logistics and supply chain management is to design and manage the processes, assets, and flows of material and information required to satisfy customer's demands. Supply logistics related costs account for 20-25% of a typical firms total cost. On the revenue side the supply chain decisions have a direct impact on the market penetration and customer service. Globalization of economy and electronic commerce has heightened the strategic importance of supply chain management and created new opportunities for using supply chain strategy and planning as a competitive tool. Electronic commerce has not only created new distribution channels for consumers but also revolutionized the industrial marketplace by facilitating inter-firm communication and by creating efficient markets through trading communities. Moreover combination of enterprise information infrastructure and the Internet has paved the way for a variety of supply chain optimization technologies.

Supply chain management demands a unique blend of forecasting, inventory management and well designed performance measurement system. The collaboration is the key, which demands transparency among various supply chain members. The information visibility, needed for this transparency is well supported by the recent technological advancements. A practicing supply chain manager must know the value of collaboration, information visibility and forecasting to design a well performing supply chain.

This programme would assist participants:

To develop an understanding of key drivers of logistics and supply chain performance and their inter-relationships with strategy and other functions of the company such as marketing, manufacturing and accounting.

To impart analytical and problem solving skills necessary to develop solutions for a variety of logistics and supply chain management and design problems and develop an understanding for use of information technology in supply chain optimization.

To understand the complexity of inter-firm and intra-firm coordination in implementing programs such as e-collaboration, quick response, jointly managed inventories and strategic alliances.

To understand the value of managing the supply chain of a business enterprise by learning new strategic approaches and techniques in meeting all supply chain challenges of managing risk through achieving global optimization.

To understand the impact of recent trends on supply chain dynamics such as globalization, industry consolidation, disruption risks (e.g. terrorist attack or avian flu pandemic), technology developments, and innovation.

This programme would assist participants:

Introduction to Supply Chain Management
Supply Chain Processes, Drivers

Logistics trade-offs and Transportation Management
Problems and Obstacles in Supply Chain
Achieving Strategic fit and Scope in SCM
Strategic Sourcing: Towards procurement excellence
Demand Forecasting: Anticipating future to manage it
Recent Trends and Best Practices in Supply Chain

This programme is designed for executives in charge of creating and/or coordinating a supply chain strategy to bring their company performance to world-class standards. Executives who will take the greatest value from this MDP are:

Supply chain, sourcing and operations executives responsible for delivering outstanding customer service with high flexibility and minimum costs cross-company teams responsible for managing customer-supplier relations and maximizing the benefits coming from their partnerships.

Executives committed to excellence in developing and managing successful and world-class supply chain strategies and operations in this increasing global and competitive environment.

This programme is designed for executives in charge of creating and/or coordinating a supply chain strategy to bring their company performance to world-class standards. Executives who will take the greatest value from this MDP are:

The programme is scheduled during December 16-18, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of December 15, 2024, to the forenoon of December 19, 2024.

The programme is scheduled during December 16-18, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of December 15, 2024, to the forenoon of December 19, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular

programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular

programme. The discount will be observed in the following conditions: (discount applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is December 04, 2024. The last date for withdrawal of nominations is December 06, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is December 04, 2024. The last date for withdrawal of nominations is December 06, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The pattern of economic growth is gradually pushing the world towards a corner, from where a return might not be possible. Intergenerational equity is not being maintained due to this nature of growth, and this has economic, social, and ecological ramifications. To restore balance in the world, a new set of sustainable practices needed to be implemented. Thus, Sustainable Development Goals (SDGs) came into existence.

Sustainable development is the target of every nation around the world, and the policymakers are looking for solutions to implement the SDGs. As the individual goals of the 17 SDGs are linked with each other, it needs a holistic approach to implement the SDGs in any nation. Therefore, it is always hard to find out the beginning point. This beginning point should be designed in such a way, so that almost all the SDGs can be covered in a single move. This might require the modeling of the sustainability framework with the economic, social, and ecological aspects.

So far, the implementation of the SDGs has not been very successful on a global scale. There are several reasons behind this. According to the United Nations, data gaps are a major issue in implementing SDGs. It undermines the true picture of SDG implementation of a nation. Hence, a systematic implementation of SDGs needs to take care

of these data-oriented challenges. Moreover, effective diffusion of learning from the entire implementation process is required.

This program will allow the participants to understand the data gaps pertaining to SDG objectives, as well as how to bridge these data gaps, so that the best practices can be replicated. The participants will also understand the roadblocks in the way of implementation, and how to develop a data-driven approach to tackle those obstacles. These roadblocks are faced during two phases, i.e. (a) during the implementation phase of SDGs, and (b) during the replication phase of the SDGs. Therefore, knowing the data gaps and developing solutions to bridge those gaps will make the participants have an end-to-end perspective about the implementation of SDG objectives.

- Understand different aspects of SDGs
- Explain the economic environment for implementation of SDGs,
- Identify various roadblocks in the way of implementing SDGs,
- India's critical SDGs and positive spillovers,
- Understand data SDG gaps,
- Explore the different indicators of sustainability modeling,
- Explore proxy data to understand SDG implementation, and
- Understanding roles to be played by different stakeholders in the way of implementation

- Understand different aspects of SDGs
- Explain the economic environment for implementation of SDGs,
- Identify various roadblocks in the way of implementing SDGs,
- India's critical SDGs and positive spillovers,
- Understand data SDG gaps,
- Explore the different indicators of sustainability modeling,
- Explore proxy data to understand SDG implementation, and
- Understanding roles to be played by different stakeholders in the way of implementation
- Overview of SDGs,
- Understand Sustainable Development,
- Analyzing socio-economic and political environments for implementing SDGs,
- Roadblocks in the way of implementing SDG objectives,
- Agenda building and strategies
- Data gaps in SDGs,
- Interlinkages among the SDGs,
- Fulfilling data gaps for SDGs,
- SDGs in Sustainability/ESG reports
- Identification and classification of Sustainability indicators, and
- Stakeholder mapping for SDGs

- Overview of SDGs,
- Understand Sustainable Development,
- Analyzing socio-economic and political environments for implementing SDGs,
- Roadblocks in the way of implementing SDG objectives,
- Agenda building and strategies
- Data gaps in SDGs,
- Interlinkages among the SDGs,
- Fulfilling data gaps for SDGs,
- SDGs in Sustainability/ESG reports
- Identification and classification of Sustainability indicators, and
- Stakeholder mapping for SDGs

This program will be appropriate for Middle-level and Senior executives with the government, public, and private sector enterprises, leaders and managers handing cross functional teams, executives working with NGOs and non-profit organizations, economists, analysts, and entrepreneurs.

This program will be appropriate for Middle-level and Senior executives with the government, public, and private sector enterprises, leaders and managers handing cross functional teams, executives working with NGOs and non-profit organizations, economists, analysts, and entrepreneurs.

The programme is scheduled during December 11-13, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukh rali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of December 10, 2024, to the forenoon of December 14, 2024.

The programme is scheduled during December 11-13, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukh rali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of December 10, 2024, to the forenoon of December 14, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable

in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is November 27, 2024. The last date for withdrawal of nominations is November 29, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

(For enquiry, please contact at or +91-124-4560008.)

The last date for receipt of nominations is November 27, 2024. The last date for withdrawal of nominations is November 29, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

(For enquiry, please contact at or +91-124-4560008.)

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The Management Development Programme in Labour laws for HR and IR Professionals integrates the study of labour laws with managerial decision making for the employment and management of workers in the industrial establishment s. The recent time of globalization has brought forth a highly competitive market, which has made the survival o f the professionals an arduous job. Country's legal system has a pervasive impact on business activities and decisions of HR professionals and/or IR executives are expected to be carefully evaluated as to their legal consequences before they are implemented. The ignorance of such legal implications can lead to seriously damaging results for the organization and also for the professionals.

While the primary aim of this program is to enhance the knowledge of HR and IR professionals in the labour laws, this program will help the participants develop the skills of managing the interests of workers and employer hand in hand. To attain this objective, the program content integrates labour laws with some important aspects of industrial relations and labour employment which are highly essential for HR and IR professionals to learn. In nutshell, this program will equip the participants with the skillsets set required by HR/IR professionals to effectively operate within the modern business world.

The Management Development Programme in Labour laws for HR and IR Professionals integrates the study of labour laws with managerial decision making for the employment and management of workers in the industrial establishment s. The recent time of globalization has brought forth a highly competitive market, which has made the survival o f the professionals an arduous job. Country's legal system has a pervasive impact on business activities and decisions of HR professionals and/or IR executives are expected to be carefully evaluated as to their legal consequences before they are implemented. The ignorance of such legal implications can lead to seriously damaging results for the organization and also for the professionals.

While the primary aim of this program is to enhance the knowledge of HR and IR professionals in the labour laws, this program will help the participants develop the skills of managing the interests of workers and employer hand in hand. To attain this objective, the program content integrates labour laws with some important aspects of industrial relations and labour employment which are highly essential for HR and IR professionals to learn. In nutshell, this program will equip the participants with the skillsets set required by HR/IR professionals to effectively operate within the modern business world.

The Management Development Programme in Labour laws for HR and IR Professionals integrates the study of labour laws with managerial decision making for the employment and management of workers in the industrial establishment s. The recent time of globalization has brought forth a highly competitive market, which has made the survival o f the professionals an arduous job. Country's legal system has a pervasive impact on business activities and decisions of HR professionals and/or IR executives are expected to be carefully evaluated as to their legal consequences before they are implemented. The ignorance of such legal implications can lead to seriously damaging results for the organization and also for the professionals.

While the primary aim of this program is to enhance the knowledge of HR and IR professionals in the labour laws, this program will help the participants develop the skills of managing the interests of workers and employer hand in hand. To attain this objective, the program content integrates labour laws with some important aspects of industrial relations and labour employment which are highly essential for HR and IR professionals to learn. In nutshell, this program will equip the participants with the skillsets set required by HR/IR professionals to effectively operate within the modern business world.

1. Constitutional provisions for the protection of workers' interest

2. The broad scheme and key features of-

- The Code on Wages, 2019,
- The Industrial Relations Code, 2020,
- The Code on Social Security, 2020 and
- The Occupational Safety, Health and Working Conditions Code, 2020
- What is changing- A detailed discussion on changes in scope and applications of regulatory provisions
- How to prepare the organizations for the change.

3. Project work

1. Constitutional provisions for the protection of workers' interest

2. The broad scheme and key features of-

- The Code on Wages, 2019,
- The Industrial Relations Code, 2020,
- The Code on Social Security, 2020 and
- The Occupational Safety, Health and Working Conditions Code, 2020
- What is changing- A detailed discussion on changes in scope and applications of regulatory provisions

- How to prepare the organizations for the change.

3. Project work

The programme is scheduled during December 09-11, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of December 08, 2024, to the forenoon of December 12, 2024.

The programme is scheduled during December 09-11, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of December 08, 2024, to the forenoon of December 12, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is November 27, 2024. The last date for withdrawal of nominations is November 29, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

The last date for receipt of nominations is November 27, 2024. The last date for withdrawal of nominations is November 29, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

As SEBI has come up with BRSR (Business Responsibility and Sustainability Reporting) guidelines for the top listed firms, it is high time for Indian firms to align their business processes and practices with National Guidelines on Responsible Business Conduct (NGRBC) nine principles. As each business is different and there are various challenges in the implementation, this course for corporate professionals is designed to bridge this gap, where it attempts to sensitize the practitioners with detailed BRSR guidelines, and its implementation. As BRSR is aligned with global reporting standards, the participants will be exposed to the global trends of sustainability reporting, and ESG guidelines. Also, it is important for organizations to recognize the material issues in sustainability practices in two dimensions: importance to the organizations; and importance to society. The course will discuss how to tackle these crucial sustainability aspects. In the process, the participants would be exposed to understanding the triple bottom line approach of sustainability.

The course aims to achieve the following stated objectives:

- To sensitize the professionals about BRSR sustainability reporting guidelines
- To understand the sustainability guidelines for corporations, sustainability reporting standards and guidelines, and various sustainability assessment tools;
- To integrate business processes as per BRSR guidelines and
- To integrate sustainability and ESG (Environment, Social, and Governance) into business strategy and operations

The course aims to achieve the following stated objectives:

- To sensitize the professionals about BRSR sustainability reporting guidelines
- To understand the sustainability guidelines for corporations, sustainability reporting standards and guidelines, and various sustainability assessment tools;
- To integrate business processes as per BRSR guidelines and
- To integrate sustainability and ESG (Environment, Social, and Governance) into business strategy and operations
- Changing paradigms in Sustainability regulations
- Aligning business processes to BRSR guidelines
- Developing Business Case for Sustainability
- Understanding ESG and transforming Businesses to meet ESG requirements
- Stakeholder engagement in BRSR framework
- Materiality Analysis in ESG
- Changing paradigms in Sustainability regulations

- Aligning business processes to BRSR guidelines
- Developing Business Case for Sustainability
- Understanding ESG and transforming Businesses to meet ESG requirements
- Stakeholder engagement in BRSR framework
- Materiality Analysis in ESG
- Executives working in the field of social sector
- Corporate Professionals in the field of CSR and Sustainability
- Policy makers and practitioners

- Executives working in the field of social sector
- Corporate Professionals in the field of CSR and Sustainability
- Policy makers and practitioners

The programme is scheduled during November 27-29, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 26, 2024, to the forenoon of November 30, 2024.

The programme is scheduled during November 27-29, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 26, 2024, to the forenoon of November 30, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty-Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty-Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is November 13, 2024. The last date for withdrawal of nominations is November

14, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

(For enquiry, please contact at or +91-124-4560008.)

The last date for receipt of nominations is November 13, 2024. The last date for withdrawal of nominations is November

14, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

(For enquiry, please contact at or +91-124-4560008.)

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

In the current data-driven business landscape, the ability to effectively communicate insights is essential for driving strategic decision-making, fostering innovation, and gaining a competitive edge. Recognizing the growing importance of storytelling in conveying complex data in a compelling and meaningful way, this programme has been developed. The programme caters to a diverse audience who play pivotal roles in leveraging data to inform decision-making, drive business growth, and enhance organizational performance. This programme serves as a platform for participants to enhance their communication skills, leverage data effectively, and drive business impact through compelling storytelling.

Participants would be able to:

- Understand the role of storytelling in business.
- Develop skills to integrate data into narratives effectively.
- Communicate complex data insights clearly and engagingly.
- Tailor storytelling to different audiences and objectives.
- Foster creativity in presenting data-driven stories.

- Influence stakeholders through impactful data storytelling.
- Drive organizational change and strategic objectives with storytelling.
- Promote collaboration in applying storytelling to real-world challenges.
- Encourage continuous learning and skill refinement.
- Measure effectiveness and iterate for improvement.

Participants would be able to:

- Understand the role of storytelling in business.
- Develop skills to integrate data into narratives effectively.
- Communicate complex data insights clearly and engagingly.
- Tailor storytelling to different audiences and objectives.
- Foster creativity in presenting data-driven stories.
- Influence stakeholders through impactful data storytelling.
- Drive organizational change and strategic objectives with storytelling.
- Promote collaboration in applying storytelling to real-world challenges.
- Encourage continuous learning and skill refinement.
- Measure effectiveness and iterate for improvement.

This content framework aims to provide participants with the knowledge, skills, and practical experience necessary to leverage data effectively in crafting compelling narratives that drive decision-making and action within their organizations.

- Introduction to Business Storytelling.
- Understanding the power of storytelling in business contexts.
- Exploring the role of data in crafting compelling narratives.
- Techniques for analyzing and interpreting data effectively.
- Identifying key insights and trends from datasets.
- Best practices for creating clear and impactful data visualizations.
- Tools and software for designing engaging charts, graphs, and dashboards.
- Structuring Data-Driven stories using frameworks for organizing data into coherent and persuasive narratives.
- Engaging Audiences with Data Stories by using techniques for capturing audience attention and maintaining engagement.
- Incorporating storytelling elements such as conflict, characters, and resolution into data presentations.
- Tailoring storytelling techniques to different audiences and communication channels.
- Using storytelling to inspire confidence and trust in data-driven insights.
- Practical applications and case studies to analyze real-world examples of effective data storytelling in business.
- Hands-on exercises to practice crafting and delivering data-driven stories.
- Developing metrics to evaluate the effectiveness of data storytelling initiatives.
- Analyzing the impact of data stories on decision-making, stakeholder engagement, and business outcomes.

This content framework aims to provide participants with the knowledge, skills, and practical experience necessary to leverage data effectively in crafting compelling narratives that drive decision-making and action within their organizations.

- Introduction to Business Storytelling.
- Understanding the power of storytelling in business contexts.
- Exploring the role of data in crafting compelling narratives.
- Techniques for analyzing and interpreting data effectively.
- Identifying key insights and trends from datasets.
- Best practices for creating clear and impactful data visualizations.
- Tools and software for designing engaging charts, graphs, and dashboards.
- Structuring Data-Driven stories using frameworks for organizing data into coherent and persuasive narratives.
- Engaging Audiences with Data Stories by using techniques for capturing audience attention and maintaining engagement.
- Incorporating storytelling elements such as conflict, characters, and resolution into data presentations.
- Tailoring storytelling techniques to different audiences and communication channels.
- Using storytelling to inspire confidence and trust in data-driven insights.
- Practical applications and case studies to analyze real-world examples of effective data storytelling in business.
- Hands-on exercises to practice crafting and delivering data-driven stories.
- Developing metrics to evaluate the effectiveness of data storytelling initiatives.
- Analyzing the impact of data stories on decision-making, stakeholder engagement, and business outcomes.

This course is designed to cater to a diverse audience of professionals, who are;

- Managers and Leaders.
- Data Analysts and Scientists.
- HR professionals.
- Marketing and Sales Professionals.
- Business Analysts and Consultants.
- Entrepreneurs and Business Owners.
- Professionals in Training and Development

If you are someone interested in Data-Driven Communication, this course is for you.

This course is designed to cater to a diverse audience of professionals, who are;

- Managers and Leaders.
- Data Analysts and Scientists.
- HR professionals.
- Marketing and Sales Professionals.
- Business Analysts and Consultants.
- Entrepreneurs and Business Owners.
- Professionals in Training and Development

If you are someone interested in Data-Driven Communication, this course is for you.

The programme is scheduled during November 25-27, 2024 on a residential basis at MDI Campus, Mehrauli Road, Suhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 24, 2024, to the forenoon of November 28, 2024.

The programme is scheduled during November 25-27, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 24, 2024, to the forenoon of November 28, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is November 14, 2024. The last date for withdrawal of nominations is November 15, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

The last date for receipt of nominations is November 14, 2024. The last date for withdrawal of nominations is November 15, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The purpose of conducting three days training program is to develop awareness and competencies about the concept of emotional intelligence in the leaders and managers of professional organizations working across various industry context including hospitality, manufacturing, defense, NGOs, academics etc.

The present social and economic context has impacted the functioning and adaptability of professional organizations. The complexity and volatility of environmental change has generated a serious concern about behavioral and emotional competencies of senior and top leadership regarding how to cope up with the challenge of sustainable profitable growth. Leaders' decision making has become too abrupt and chaotic at personal and professional level. Examples of mental disorders, suicides, divorces, anxiety, fears, sleeplessness is raising questions about the psychological well being of working executives their ability to cope up with work or non-work related stress. Current observations indicates that executives are earning well but there is a loss of happiness, life satisfaction, harmonious relationship and a culture of mutual trust and support. Hatred and jealousy are new normal of organizational behavior.

The purpose of conducting three days training program is to develop awareness and competencies about the concept of emotional intelligence in the leaders and managers of professional organizations working across various industry context including hospitality, manufacturing, defense, NGOs, academics etc.

The present social and economic context has impacted the functioning and adaptability of professional organizations. The complexity and volatility of environmental change has generated a serious concern about behavioral and emotional competencies of senior and top leadership regarding how to cope up with the challenge of sustainable profitable growth. Leaders' decision making has become too abrupt and chaotic at personal and professional level. Examples of mental disorders, suicides, divorces, anxiety, fears, sleeplessness is raising questions about the psychological well being of working executives their ability to cope up with work or non-work related stress. Current observations indicates that executives are earning well but there is a loss of happiness, life satisfaction, harmonious relationship and a culture of mutual trust and support. Hatred and jealousy are new normal of organizational behavior.

Tomorrow's organization needs to employ a workforce with rich psychological resources in

The purpose of conducting three days training program is to develop awareness and competencies about the concept of emotional intelligence in the leaders and managers of professional organizations working across various industry context including hospitality, manufacturing, defense, NGOs, academics etc.

The present social and economic context has impacted the functioning and adaptability of professional organizations. The complexity and volatility of environmental change has generated a serious concern about behavioral and emotional competencies of senior and top leadership regarding how to cope up with the challenge of sustainable profitable growth. Leaders' decision making has become too abrupt and chaotic at personal and professional level. Examples of mental disorders, suicides, divorces, anxiety, fears, sleeplessness is raising questions about the psychological well being of working executives their ability to cope up with work or non-work related stress. Current observations indicates that executives are earning well but there is a loss of happiness, life satisfaction, harmonious relationship and a culture of mutual trust and support. Hatred and jealousy are new normal of organizational behavior.

Tomorrow's organization needs to employ a workforce with rich psychological resources in

- Business Environment and Need for Emotional Intelligence competencies
- Concept and Measurement of Emotional Intelligence

- Emotional Intelligence for Effective Leadership Styles
- Emotional Intelligence and Teaming skills
- Emotional Intelligence and Mental Well being
- Emotional Intelligence for Decision Making and Problem Solving
- Development and Emotional Intelligence: Role of Personality, Values and Organizational Culture
- Indian Model of Emotional Intelligence in Hinduism, Jainism, Buddhism, Sikhism
- Dark sides of Emotional Intelligence

- Business Environment and Need for Emotional Intelligence competencies
- Concept and Measurement of Emotional Intelligence
- Emotional Intelligence for Effective Leadership Styles
- Emotional Intelligence and Teaming skills
- Emotional Intelligence and Mental Well being
- Emotional Intelligence for Decision Making and Problem Solving
- Development and Emotional Intelligence: Role of Personality, Values and Organizational Culture
- Indian Model of Emotional Intelligence in Hinduism, Jainism, Buddhism, Sikhism
- Dark sides of Emotional Intelligence

The programme is designed for top and senior level managers working in various departments and industries in Private, Public and Multi National Companies (MNCs), NGOs, or defence services where people management is a challenge.

The programme is designed for top and senior level managers working in various departments and industries in Private, Public and Multi National Companies (MNCs), NGOs, or defence services where people management is a challenge.

The programme is scheduled during November 25-27, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 24, 2024, to the forenoon of November 28, 2024.

The programme is scheduled during November 25-27, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 24, 2024, to the forenoon of November 28, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is October 02, 2024. The last date for withdrawal of nominations is October 04, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

The last date for receipt of nominations is October 02, 2024. The last date for withdrawal of nominations is October 04, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560008

Managing a business is all about making decisions – operational as well as strategic. Every decision – from whether to make a strategic business acquisition, to whether to purchase a new water cooler for the office – has financial implications. If the ultimate goal of any business is to create value – for its shareholders, for its other stakeholders, and the society at large – and the responsibility of every decision-maker is to contribute to this value generation, it becomes imperative to understand how decisions taken in a business context add to or detract from business value.

And above all, every decision-maker needs to know what constitutes value.

Managing a business is all about making decisions – operational as well as strategic. Every decision – from whether to make a strategic business acquisition, to whether to purchase a new water cooler for the office – has financial implications. If the ultimate goal of any business is to create value – for its shareholders, for its other stakeholders, and the society at large – and the responsibility of every decision-maker is to contribute to t

his value generation, it becomes imperative to understand how decisions taken in a business context add to or detract from business value.

And above all, every decision-maker needs to know what constitutes value.

Managing a business is all about making decisions – operational as well as strategic. Every decision – from whether to make a strategic business acquisition, to whether to purchase a new water cooler for the office – has financial implications. If the ultimate goal of any business is to create value – for its shareholders, for its other stakeholders, and the society at large – and the responsibility of every decision-maker is to contribute to this value generation, it becomes imperative to understand how decisions taken in a business context add to or detract from business value.

And above all, every decision-maker needs to know what constitutes value.

- Financial statements and their analysis for evaluating current performance and benchmarking with peers
- Capital budgeting and investment decisions
- Working capital management
- Strategic cost, and profitability analysis.
- Impact of capital structure and dividend decisions on business value
- Business valuation techniques – discounted cash flow and relative value techniques, EVA
- Value creation through Sustainable Finance

- Financial statements and their analysis for evaluating current performance and benchmarking with peers
- Capital budgeting and investment decisions
- Working capital management
- Strategic cost, and profitability analysis.
- Impact of capital structure and dividend decisions on business value
- Business valuation techniques – discounted cash flow and relative value techniques, EVA
- Value creation through Sustainable Finance
- Professionals and executives in decision-making roles in business organizations, large or small.
- Business executives with functional or general management responsibilities who would like to enhance the effectiveness of their decisions from a business value creation perspective.
- The effectiveness of the programme for a sponsoring organization would increase if the participants include senior executives along with their team members, who support with analysis, evaluation, and implementation of the frameworks discussed in the programme.

Participants may or may not have prior knowledge of finance. However, it will help if they have a preliminary idea of the basic financial statements viz. balance sheet, income statement, and cash flow statement

- Professionals and executives in decision-making roles in business organizations, large or small.
- Business executives with functional or general management responsibilities who would like to enhance the effectiveness of their decisions from a business value creation perspective.
- The effectiveness of the programme for a sponsoring organization would increase if the participants include senior executives along with their team members, who support with analysis, evaluation, and implementation of the frameworks discussed in the programme.

Participants may or may not have prior knowledge of finance. However, it will help if they have a preliminary idea of the basic financial statements viz. balance sheet, income statement, and cash flow statement

The programme is scheduled during November 20-22, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukh rali, Gurugram. Accommodation for participants would be available at MDI Campus from noon of November 19, 2024, to the forenoon of November 23, 2024.

The programme is scheduled during November 20-22, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukh rali, Gurugram. Accommodation for participants would be available at MDI Campus from noon of November 19, 2024, to the forenoon of November 23, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty-Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging, and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty-Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging, and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is November 06, 2024. The last date for withdrawal of nominations is November 08, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is November 06, 2024. The last date for withdrawal of nominations is November 08, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide.

Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

The program will use full length cases, videos, role play etc. to facilitate learning. Faculty will lead the discussion on cases.

After completion of the program the participant should be able to:

1. Understanding of major aspects of corporate governance –Principles, codes of practice, handling corporate risk, compliance etc.
2. Creating high performance boards – committees, compensation, monitoring
3. Recognise the issues that are influencing corporate governance and board thinking
4. Being able to see the big picture while being involved in operational activities

Organizations create enormous national wealth and they have tremendous power to change society. There is a possibility of expropriation of the created wealth and wealth-creating assets by those in operational control of the organization. Therefore, it is in the society's interest to both monitor the firms and limit any devious practices if observed. Both business and government have to work together to explore and implement new ways in which they can grow and prosper into the future in a manner which protects the interests of firms, society and the natural environment. All organizations, for profit and non-profit, small and large, private and public, need governance mechanisms that monitor and incentivize their top management team (TMT). The compelling reason for learning good corporate governance practices is best exemplified by the recent challenges faced by the Tata Sons, and the Infosys boards, growing incidence of corporate failures and misdemeanors such as those in Enron, WorldCom, Tyco, Lehman Brothers, and Satyam, and an equally growing concern for 'setting things right in the boardroom.

Organizations create enormous national wealth and they have tremendous power to change society. There is a possibility of expropriation of the created wealth and wealth-creating assets by those in operational control of the organization. Therefore, it is in the society's interest to both monitor the firms and limit any devious practices if observed. Both business and government have to work together to explore and implement new ways in which they can grow and prosper into the future in a manner which protects the interests of firms, society and the natural environment. All organizations, for profit and non-profit, small and large, private and public, need governance mechanisms that monitor and incentivize their top management team (TMT). The compelling reason for learning good corporate governance practices is best exemplified by the recent challenges faced by the Tata Sons, and the Infosys boards, growing incidence of corporate failures and misdemeanors such as those in Enron, WorldCom, Tyco, Lehman Brothers, and Satyam, and an equally growing concern for 'setting things right in the boardroom.

After completion of the program the participant should be able to:

1. Understanding of major aspects of corporate governance –Principles, codes of practice, handling corporate risk, compliance etc.
2. Creating high performance boards – committees, compensation, monitoring
3. Recognise the issues that are influencing corporate governance and board thinking
4. Being able to see the big picture while being involved in operational activities

The program will use full length cases, videos, role play etc. to facilitate learning. Faculty will lead the discussion on cases.

After completion of the program the participant should be able to:

1. Understanding of major aspects of corporate governance –Principles, codes of practice, handling corporate risk, compliance etc.
2. Creating high performance boards – committees, compensation, monitoring
3. Recognise the issues that are influencing corporate governance and board thinking
4. Being able to see the big picture while being involved in operational activities

The program will use full length cases, videos, role play etc. to facilitate learning. Faculty will lead the discussion on cases.

The program is designed for top management and senior level executives who are currently responsible (or, likely to assume responsibility) for strategy of a SBU (Strategic Business Unit).

The programme is scheduled during November 20-22, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 19, 2024, to the forenoon of November 23, 2024.

The programme is scheduled during November 20-22, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 19, 2024, to the forenoon of November 23, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is November 06, 2024. The last date for withdrawal of nominations is November 08, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is November 06, 2024. The last date for withdrawal of nominations is November 08, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560008

Marketing has undergone a huge transformation over the years. With an increasing number of consumers using smart phones and internet-connected devices, digital marketers are finding new ways to connect with their customers. Learning digital marketing is an indispensable aspect of any firm's marketing strategy. Due to the growth of social media platforms and the ubiquity of search engines, digital channels can influence public perception, consumer behavior, and, hence, a business's success.

This program is designed to equip participants with an in-depth understanding of digital marketing tools and to execute digital and social media marketing campaigns. By learning these skills, managers and entrepreneurs can proactively influence consumer perceptions and behaviors through digital campaigns.

This three-day programme will equip participants with the knowledge, skills, and strategies necessary to excel in Digital Marketing. The program would help participants:

- Gain an in-depth understanding of digital marketing and platform businesses
- Appreciate the understanding of emerging digital technologies
- To create integrated digital marketing campaigns and improve their performance.

This three-day programme will equip participants with the knowledge, skills, and strategies necessary to excel in Digital Marketing. The program would help participants:

- Gain an in-depth understanding of digital marketing and platform businesses
- Appreciate the understanding of emerging digital technologies

• To create integrated digital marketing campaigns and improve their performance.

• Marketing overview and understanding of digital marketing

• Traditional vs Digital Marketing

• Analysis of Customer behaviour on social media platforms

• Strategic decision-making in digital marketing

• Using various digital marketing tools and techniques

• Search marketing (SEM, SEO, paid search marketing)

• Mobile Marketing

• Social media marketing

• Email marketing

• Video Marketing

• Digital marketing analytics tools

• Web analytics

• Marketing overview and understanding of digital marketing

• Traditional vs Digital Marketing

• Analysis of Customer behaviour on social media platforms

• Strategic decision-making in digital marketing

• Using various digital marketing tools and techniques

• Search marketing (SEM, SEO, paid search marketing)

• Mobile Marketing

• Social media marketing

• Email marketing

• Video Marketing

• Digital marketing analytics tools

• Web analytics

This program will benefit:

• Professionals interested in exploring and leveraging the power of digital marketing and social media

• Any professional seeking to understand how digital marketing and analytics works

• Managers in marketing, sales, brand or communication roles interested in using digital marketing skills

• Senior managers and leaders interested in learning about the digital customer

• Consultants and entrepreneurs who want to reach new customers

This program will benefit:

• Professionals interested in exploring and leveraging the power of digital marketing and social media

• Any professional seeking to understand how digital marketing and analytics works

• Managers in marketing, sales, brand or communication roles interested in using digital marketing skills

- Senior managers and leaders interested in learning about the digital customer
- Consultants and entrepreneurs who want to reach new customers

The programme is scheduled during November 18-20,2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 17,2024 , to the forenoon of November 21,2024.

The programme is scheduled during November 18-20,2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 17,2024 , to the forenoon of November 21,2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is November 06, 2024. The last date for withdrawal of nominations is November 07, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

(For enquiry, please contact at or +91-124-4560008.)

The last date for receipt of nominations is November 06, 2024. The last date for withdrawal of nominations is November 07, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

(For enquiry, please contact at or +91-124-4560008.)

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Managing a business has become challenging in an increasingly dynamic environment and rapid globalization. Managing a family business can be more challenging as family involvement provides additional complexity. Hence, learning the concepts for effective management of family businesses becomes essential.

The program enables family owner-managers to balance family and business objectives while making business decisions effectively. The programs also help them effectively manage family issues, which might impact business through better family governance. Further, the programs enable executives working in family businesses to develop long-term growth strategies while leveraging the unique resources of family businesses.

The program aims to facilitate learning strategic management tools, theories, applications, and processes required to sustain the family business and explore growth opportunities.

The program aims to facilitate learning strategic management tools, theories, applications, and processes required to sustain the family business and explore growth opportunities.

First day

- Unique aspects of family businesses
- Family and business dynamics
- Strategic alignment of the family's purpose, vision, and values with the business

Second day

- Strategic planning to achieve business objectives
- Growth strategies for family businesses

Third day

- Professionalization of a family business
- Next-generation and Succession planning

Fourth day

- Family communication and Family unity
- Family governance for family and business stability

First day

- Unique aspects of family businesses

- Family and business dynamics
- Strategic alignment of the family's purpose, vision, and values with the business

Second day

- Strategic planning to achieve business objectives
- Growth strategies for family businesses

Third day

- Professionalization of a family business
- Next-generation and Succession planning

Fourth day

- Family communication and Family unity
- Family governance for family and business stability
- Family business owners
- Next-Generation family members
- Family and non-family executives working in family businesses
- Entrepreneurs
- Family business owners
- Next-Generation family members
- Family and non-family executives working in family businesses
- Entrepreneurs

The programme is scheduled during November 11-14, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 10, 2024, to the forenoon of November 15, 2024.

The programme is scheduled during November 11-14, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 10, 2024, to the forenoon of November 15, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 52,000/- (Rupees Fifty Two Thousand only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 52,000/- (Rupees Fifty Two Thousand only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

The last date for receipt of nominations is October 30 2024. The last date for withdrawal of nominations is November 01, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is October 30 2024. The last date for withdrawal of nominations is November 01, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560008

"Technology has irreversibly changed the way that firms identify who is more likely to buy, what they are more likely to buy, when they are more likely to buy, why they are likely to buy, and how they are likely to buy, repurchase, and recommend." (Kumar & Gupta, Journal of Advertising, 2016)

In today's digital space customers are more connected, more informed, and more empowered to engage-on their terms than ever before. Organizations need to reinvent their role in customer's digital world, create memorable engaging experiences and use modern digital marketing platforms to scale and respond quickly to lead the marketplace. The businesses that win customers in the digital space will be the businesses of tomorrow.

Introduction of Digital Marketing with correct communication skills, set to be known as future of Marketing, will

l help your organization rapidly grow in the current marketing playing field. A better understanding of your existing as well as potential customers in this digitally connected space will also assist organization to be better informed, prepared and leverage the knowledge to face the future competition.

- Overview to the Future of Marketing and Customer Engagement
- Foundation of Social Media Marketing
- Understanding four zones of Social Media
- Increasing the ROI of Social Media Marketing
- To make one self-market ready to influence selling
- Usage of effective communication skills to augment marketability
- Understanding communication strategies for extracting more human productivity
- Overview to the Future of Marketing and Customer Engagement
- Foundation of Social Media Marketing
- Understanding four zones of Social Media
- Increasing the ROI of Social Media Marketing
- To make one self-market ready to influence selling
- Usage of effective communication skills to augment marketability
- Understanding communication strategies for extracting more human productivity
- What would be the Future of Marketing and Customer Engagement
- Factors affecting the marketing strategy and its ROI
- What is Social Media Marketing strategy and Social Consumers
- What are the four zones of Social Media to design an effective marketing strategy.
- Understanding Return on Investment of social media marketing.
- Effective content writing for high Search engine optimization
- Understanding 7 Cs of Communication
- Principles of effective writing for blogs
- Develop and manage real world digital marketing plans
- Optimizing communication skills for efficient digital employee engagement
- Understanding how to increase visibility
- Enhancing Customer Retention and Effective Engagement
- What would be the Future of Marketing and Customer Engagement
- Factors affecting the marketing strategy and its ROI
- What is Social Media Marketing strategy and Social Consumers
- What are the four zones of Social Media to design an effective marketing strategy.
- Understanding Return on Investment of social media marketing.
- Effective content writing for high Search engine optimization
- Understanding 7 Cs of Communication
- Principles of effective writing for blogs
- Develop and manage real world digital marketing plans
- Optimizing communication skills for efficient digital employee engagement
- Understanding how to increase visibility
- Enhancing Customer Retention and Effective Engagement

This program is for executives, heading units and departments in various functional areas of private sector, public sector and government organizations. It is for middle and senior level Management, freelancers.

This program is for executives, heading units and departments in various functional areas of private sector, public sector and government organizations. It is for middle and senior level Management, freelancers.
The programme is scheduled during November 11-13, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukh rali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 10, 20 24, to the forenoon of November 14, 2024.

The programme is scheduled during November 11-13, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukh rali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 10, 20 24, to the forenoon of November 14, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and re turned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course m aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the disco unt policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and re turned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course m aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the disco unt policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

- 10% Discount against 3-5 nominations
- 20% Discount against more than 5 nominations

The last date for receipt of nominations is October 30, 2024. The last date for withdrawal of nominations is November 01, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is October 30, 2024. The last date for withdrawal of nominations is November 01, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560000

Globally, fraud is rising at a higher pace than we imagine. In general, the global estimate for fraud in companies is approximately 5-10% of revenue, however, the situation has become much worse recently. The rising failure of companies have created need to have Fraud Risk Management department. Many companies have now employed more than 200 employees and over 500 field employees working in the department. Are they getting enough value from this department and how? Such interesting case studies reveal value of effective Fraud Risk Management for insurance and banking sector. Avoidance strategy is not working at all. It's a relatively new subject and due to lack of research and confidential information, the topic is less discussed till now. General approach to understand Fraud Risk Management is to focus upon Corporate Governance and Risk Management principles. However, during our extensive research on the subject, new insights on the subjects have been found. Companies have brought strategic change to implement fraud risk management. New role of middle managers emerged. Expertise and awareness about subject is important. A few companies have developed risk rating engines to assess fraud risk. There is no point in reinventing the wheel. The experience and learning from the cases and latest research will add to your knowledge in this MDP. A particular focus will also be provided on Fraud Risk Management from analytics perspective and how it is useful in loss minimization. It will enhance the skills of experienced fraud specialist, professionals, and risk and compliance managers working in IT, banking and insurance industry.

This MDP program will focus on challenges confronted by firms in managing fraud from risk management and analytics perspective. Over three days program, you'll investigate real-world case studies and gain valuable insights from industry experts along with academics as you create a road map for managing fraud in cost effective manner.

To construct analytics fundamentals

To discuss case studies in fraud analytics

To understand how regulators are using fraud analytics

Formulate implementation program of fraud risk management

Case studies from Banks

Case studies from Insurance companies

This MDP program will focus on challenges confronted by firms in managing fraud from risk management and analytics perspective. Over three days program, you'll investigate real-world case studies and gain valuable insights from industry experts along with academics as you create a road map for managing fraud in cost effective manner.

Fundamentals of insurance and banking

Fraud Risk Management

Fraud Risk Analytics and case studies

Solo and collusive fraud

Dealing with False negatives and False positives

Data mining

Executives of banks, financial institutions, insurance brokers, reinsurance broking firms, insurance companies and reinsurance companies

Middle level managers and executives responsible for managing fraud

Business consultants and consultancy firms looking to better advise clients and offer new products

Risk management and business continuity specialists

The programme is scheduled during October 17-19, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of October 16, 2024 , to the forenoon of October 20, 2024.

The programme is scheduled during October 17-19, 2024 on a residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of October 16, 2024 , to the forenoon of October 20, 2024.

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course m

aterials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

10% Discount against 3-5 nominations

20% Discount against more than 5 nominations

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 42,500/- (Rupees Forty Two Thousand Five Hundred only) per participant which includes a professional fee and all charges for boarding, lodging and supply of course materials during the programme. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

Discount Policy

With a view to our long-term relationship with your esteemed organization, we are pleased to introduce the discount policy in this programme. The discount will be observed in the following conditions: (discount is applicable in NEPAL also)

The last date for receipt of nominations is October 03, 2024. The last date for withdrawal of nominations is October 04, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

The last date for receipt of nominations is October 03, 2024. The last date for withdrawal of nominations is October 04, 2024. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

For enquiry, please contact at or +91-124-4560008.

Please fill and submit the form below, the brochure will be sent as attachment to the email address you provide. Thank you.

Management Development Institute
Mehrauli Road, Sukhrali
Gurugram - 122007, INDIA

+91-124-4560008

```
In [136]: text_df = pd.DataFrame(data)
```

```
In [137]: import pandas as pd
from collections import Counter
import nltk
from nltk.sentiment import SentimentIntensityAnalyzer
from nltk.util import ngrams
from nltk.tokenize import word_tokenize, sent_tokenize
from sklearn.feature_extraction.text import CountVectorizer
from sklearn.decomposition import LatentDirichletAllocation
```

```
In [138]: nltk.download('punkt')
nltk.download('vader_lexicon')
```

```
[nltk_data] Downloading package punkt to
[nltk_data]   C:\Users\DELL\AppData\Roaming\nltk_data...
[nltk_data]   Package punkt is already up-to-date!
[nltk_data] Downloading package vader_lexicon to
[nltk_data]   C:\Users\DELL\AppData\Roaming\nltk_data...
[nltk_data]   Package vader_lexicon is already up-to-date!
```

```
Out[138]: True
```

```
In [139]: def basic_text_stats(text):
    words = word_tokenize(text)
    sentences = sent_tokenize(text)
    word_count = len(words)
    sentence_count = len(sentences)
    avg_word_length = sum(len(word) for word in words) / word_count
    return word_count, sentence_count, avg_word_length
```

```
In [140]: text_df['Word Count'], text_df['Sentence Count'], text_df['Avg Word Length'] = zip(*text_df['Text'].apply(basic_text_stats))
print(text_df[['Word Count', 'Sentence Count', 'Avg Word Length']])
```

```
Word Count Sentence Count Avg Word Length
0      1044          44    5.004789
1      1527          61    5.101506
2       849          39    4.977621
3       814          35    4.920147
4      1483          51    4.911666
..      ...
57     1344          63    4.871280
58     1112          39    5.214928
59      931          36    5.189044
60     1203          40    5.044057
61     1045          49    4.963636
```

[62 rows x 3 columns]

```
In [141]: sia = SentimentIntensityAnalyzer()
text_df['Sentiment'] = text_df['Text'].apply(lambda x: sia.polarity_scores(x)['compound'])
```

```
In [142]: print(text_df[['Sentiment']])
```

	Sentiment
0	0.9957
1	0.9983
2	0.9855
3	0.9918
4	0.9939
..	...
57	0.9983
58	0.9977
59	0.9964
60	0.9989
61	-0.9956

[62 rows x 1 columns]

```
In [143]: def word_freq(text):
    words = word_tokenize(text.lower())
    return Counter(words)
```

```
In [144]: text_df['Word Frequencies'] = text_df['Text'].apply(word_freq)
print(text_df[['Word Frequencies']])
```

	Word Frequencies
0	{'the': 49, 'utilization': 1, 'of': 25, 'big':...}
1	{'this': 8, 'programme': 11, 'has': 2, 'been':...}
2	{'the': 50, 'importance': 1, 'of': 24, 'analyt...}
3	{'the': 47, 'main': 1, 'objectives': 1, 'of': ...}
4	{'advances': 1, 'in': 41, 'the': 73, 'fields':...}
..	...
57	{'the': 77, 'program': 10, 'will': 13, 'use': ...}
58	{'marketing': 43, 'has': 1, 'undergone': 1, 'a...}
59	{'managing': 2, 'a': 10, 'business': 18, 'has':...}
60	{'': 1, 'technology': 1, 'has': 1, 'irreversi...}
61	{'globally': 1, ',': 45, 'fraud': 20, 'is': 18...}

[62 rows x 1 columns]

```
In [145]: def ngram_analysis(text, n):
    words = word_tokenize(text.lower())
    return list(ngrams(words, n))

text_df['Bigrams'] = text_df['Text'].apply(lambda x: ngram_analysis(x, 2))
text_df['Trigrams'] = text_df['Text'].apply(lambda x: ngram_analysis(x, 3))
```

```
In [146]: print(text_df[['Bigrams', 'Trigrams']])
```

```
Bigrams \
0 [(the, utilization), (utilization, of), (of, b...
1 [(this, programme), (programme, has), (has, be...
2 [(the, importance), (importance, of), (of, ana...
3 [(the, main), (main, objectives), (objectives, ...
4 [(advances, in), (in, the), (the, fields), (fi...
..
57 [(the, program), (program, will), (will, use),...
58 [(marketing, has), (has, undergone), (undergon...
59 [(managing, a), (a, business), (business, has)...
60 [(“, technology), (technology, has), (has, irr...
61 [(globally, ,), (, fraud), (fraud, is), (is, ...

Trigrams
0 [(the, utilization, of), (utilization, of, big...
1 [(this, programme, has), (programme, has, been...
2 [(the, importance, of), (importance, of, analy...
3 [(the, main, objectives), (main, objectives, o...
4 [(advances, in, the), (in, the, fields), (the, ...

..
57 [(the, program, will), (program, will, use), (... 
58 [(marketing, has, undergone), (has, undergone, ...
59 [(managing, a, business), (a, business, has), ...
60 [(“, technology, has), (technology, has, irrev...
61 [(globally, , fraud), (, fraud, is), (fraud, ...

[62 rows x 2 columns]
```

```
In [147]: vectorizer = CountVectorizer(max_df=0.95, min_df=2, stop_words='english')
dtm = vectorizer.fit_transform(text_df['Text'])
lda = LatentDirichletAllocation(n_components=5, random_state=42)
lda.fit(dtm)
```

```
Out[147]: LatentDirichletAllocation
LatentDirichletAllocation(n_components=5, random_state=42)
```

```
In [148]: topic_results = lda.transform(dtm)
text_df['Topic'] = topic_results.argmax(axis=1)

# Print topic modeling results
print(text_df[['Topic']])
```

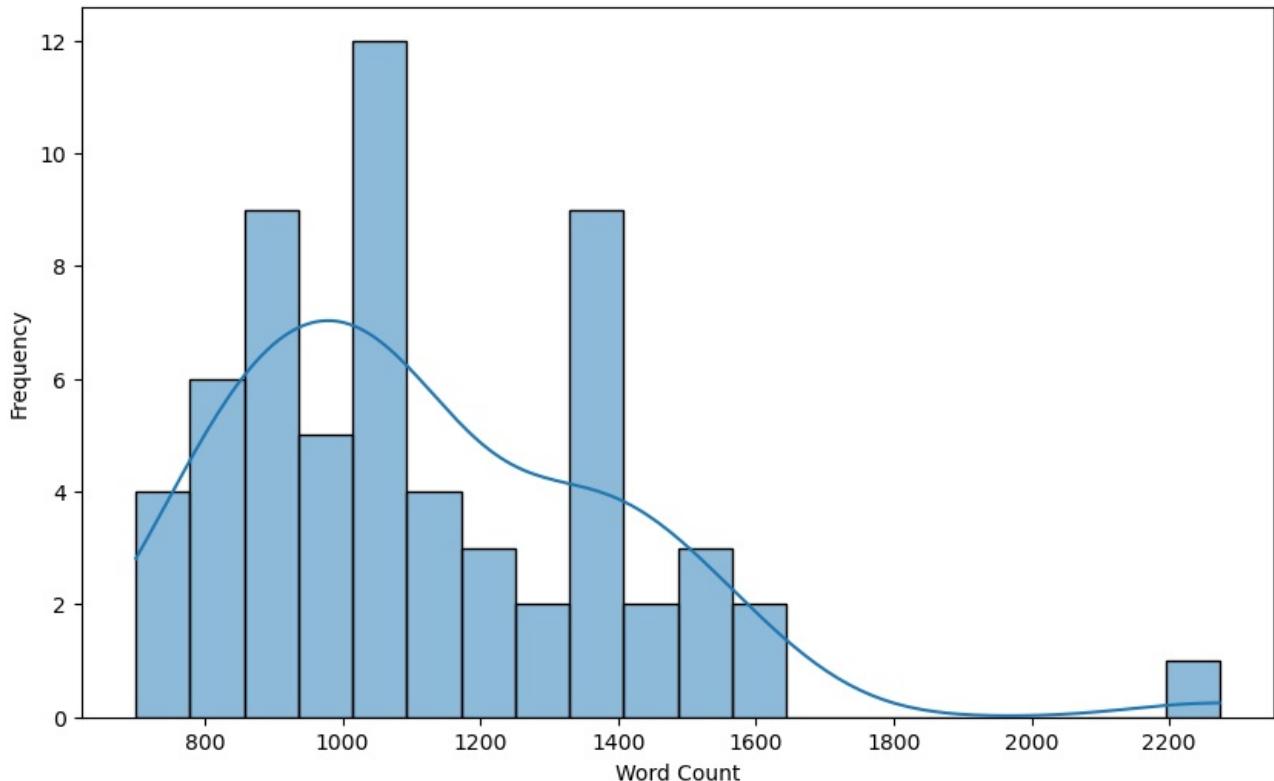
```
Topic
0      0
1      3
2      0
3      3
4      3
..
57     ...
58     0
59     4
60     0
61     0
```

```
[62 rows x 1 columns]
```

```
In [149]: import seaborn as sns
```

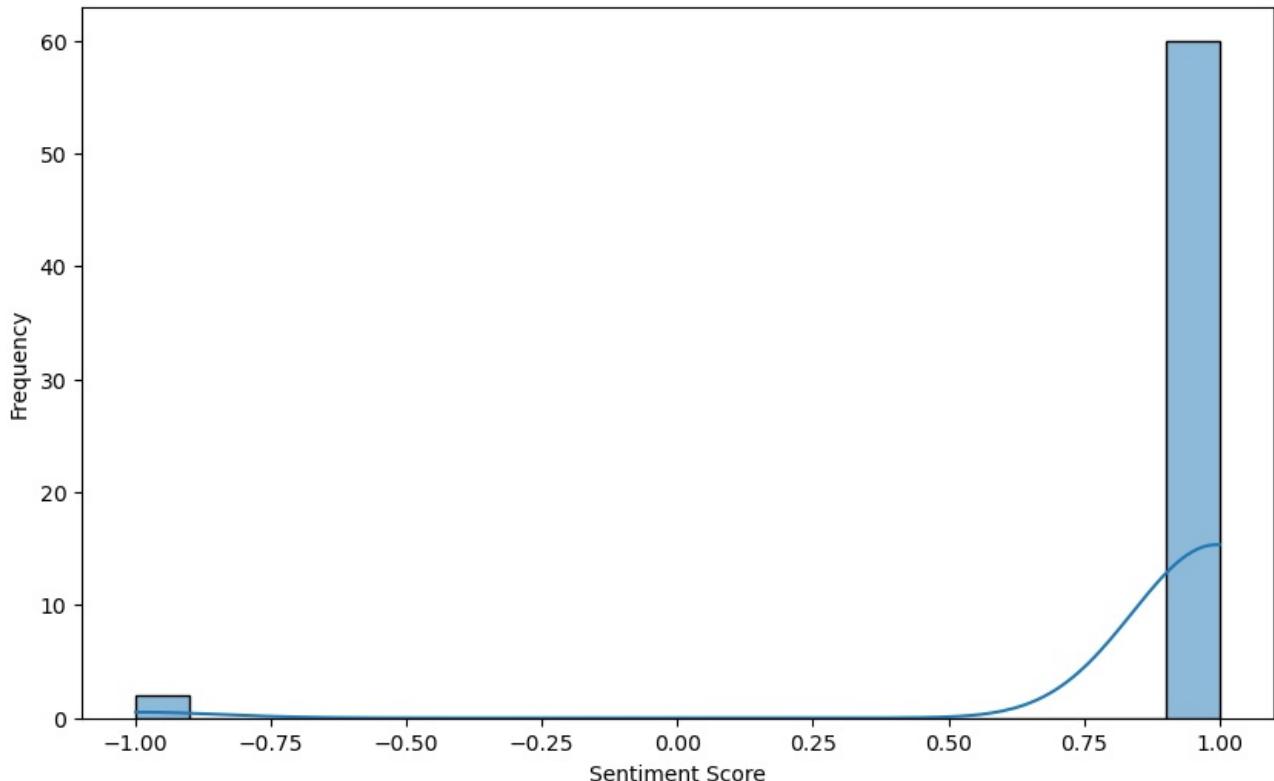
```
In [150]: plt.figure(figsize=(10, 6))
sns.histplot(text_df['Word Count'], bins=20, kde=True)
plt.title('Word Count Distribution')
plt.xlabel('Word Count')
plt.ylabel('Frequency')
plt.show()
```

Word Count Distribution



```
In [151]: plt.figure(figsize=(10, 6))
sns.histplot(text_df['Sentiment'], bins=20, kde=True)
plt.title('Sentiment Distribution')
plt.xlabel('Sentiment Score')
plt.ylabel('Frequency')
plt.show()
```

Sentiment Distribution



```
In [154]: from wordcloud import WordCloud

all_words = ' '.join(text_df['Text'])
wordcloud = WordCloud(width=800, height=400, background_color='white').generate(all_words)

plt.figure(figsize=(10, 6))
plt.imshow(wordcloud, interpolation='bilinear')
plt.axis('off')
plt.title('Word Cloud of Most Common Words')
plt.show()
```

Word Cloud of Most Common Words

