

# ANNUAL MDP CALANDER 2024-25

Topics	Faculty	Dates
<b>The Art of Effective Communication</b>	<b>Dr. Amrita Sengupta (Assistant Professor, Quantitative Techniques)</b>	<b>17 to 19 April, 2024</b>
<p><b>Outcome:</b> To be able to communicate effectively by understanding oneself and others. Breaking the barriers of communication to drive performance and improve organizational efficiency and much more.</p> <p><b>Who Should Attend:</b> Entry and Middle level executives working in large and medium organizations.</p>		
<b>Leadership &amp; Public Speaking</b>	<b>Dr. Amrita Sengupta (Assistant Professor, Quantitative Techniques)</b>	<b>May, 2024</b>
<p><b>Outcome:</b> The MDP is specially designed to provide basic knowledge in the areas of corporate finance, financial markets and the use of financial data in decision-making through financial analysis.</p> <p><b>Who Should Attend:</b> Entry and Middle level executives working in marketing, operations, materials, human resource and other non-finance areas of companies, and desirous of understanding the basics of finance</p>		
<b>Growth and Mindset Management</b>	-	<b>July, 2024</b>
<p>The mind training aims to enable and transform attitudes, gain increased mental control and develop a deeper understanding of reality, of oneself while ensuring empathy.</p>		
<b>Sales Planning and Distribution Management</b>	<b>Dr. Biranchi Narayan Swar (Professor-Marketing)</b>	<b>August 2024</b>
<p><b>Outcome:</b> This program is targeted at two sets of groups. One diverse set of individuals from different industries/ companies subscribed for the program</p> <p><b>Who Should Attend:</b> Appreciation of the Sales &amp; Distribution processes. Build in skills of planning, understanding constraints of role holders and facilitate a larger span of thinking</p>		
<b>Online MDP on Finance for Non Finance Managers</b>	<b>Dr. Chetan G. K (Associate Professor, Finance)</b>	<b>August 2024</b>
<p><b>Outcome:</b> The MDP is specially designed to provide basic knowledge in the areas of corporate finance, financial markets and the use of financial data in decision-making through financial analysis.</p> <p><b>Who Should Attend:</b> Entry and Middle level executives working in marketing, operations, materials, human resource and other non-finance areas of companies, and desirous of understanding the basics of finance</p>		
<b>Business Intelligence</b>	<b>Dr. Bikramjit Pal (Assistant Professor, IT)</b>	<b>5 &amp; 6 September 2024</b>
<p><b>Outcome:</b> Enables participants to use data to make informed and accurate decisions.</p> <p><b>Who Should Attend:</b> Entry and Middle level executives working in large and medium organizations.</p>		
<b>Empower your Team with Internal Marketing</b>	<b>Dr. Shivani Saini (Assistant Professor, Marketing)</b>	<b>5 &amp; 6 December 2024</b>
<p><b>Outcome:</b> Increasing the number of customers, increasing average transaction size, increasing the frequency of transactions per customer, and raising your prices.</p> <p><b>Who Should Attend:</b> Mid level business professional who are transitioning towards leadership positions</p>		
<b>Strategic for Growth</b>	<b>Dr. Neeraj Singhal (Assistant Professor, Strategic Management)</b>	<b>19 &amp; 20 December, 2024</b>
<p><b>Outcome:</b> Understand context and rationale for origin of strategy for pursuing growth. Understand the driver and consequences of an ever changing business environment (External and Internal environment analysis)</p> <p><b>Who Should Attend:</b> Entry and Middle level executives working in large and medium organizations. The program is of great use for Micro, Small and Medium enterprise owners engaged in own businesses.</p>		