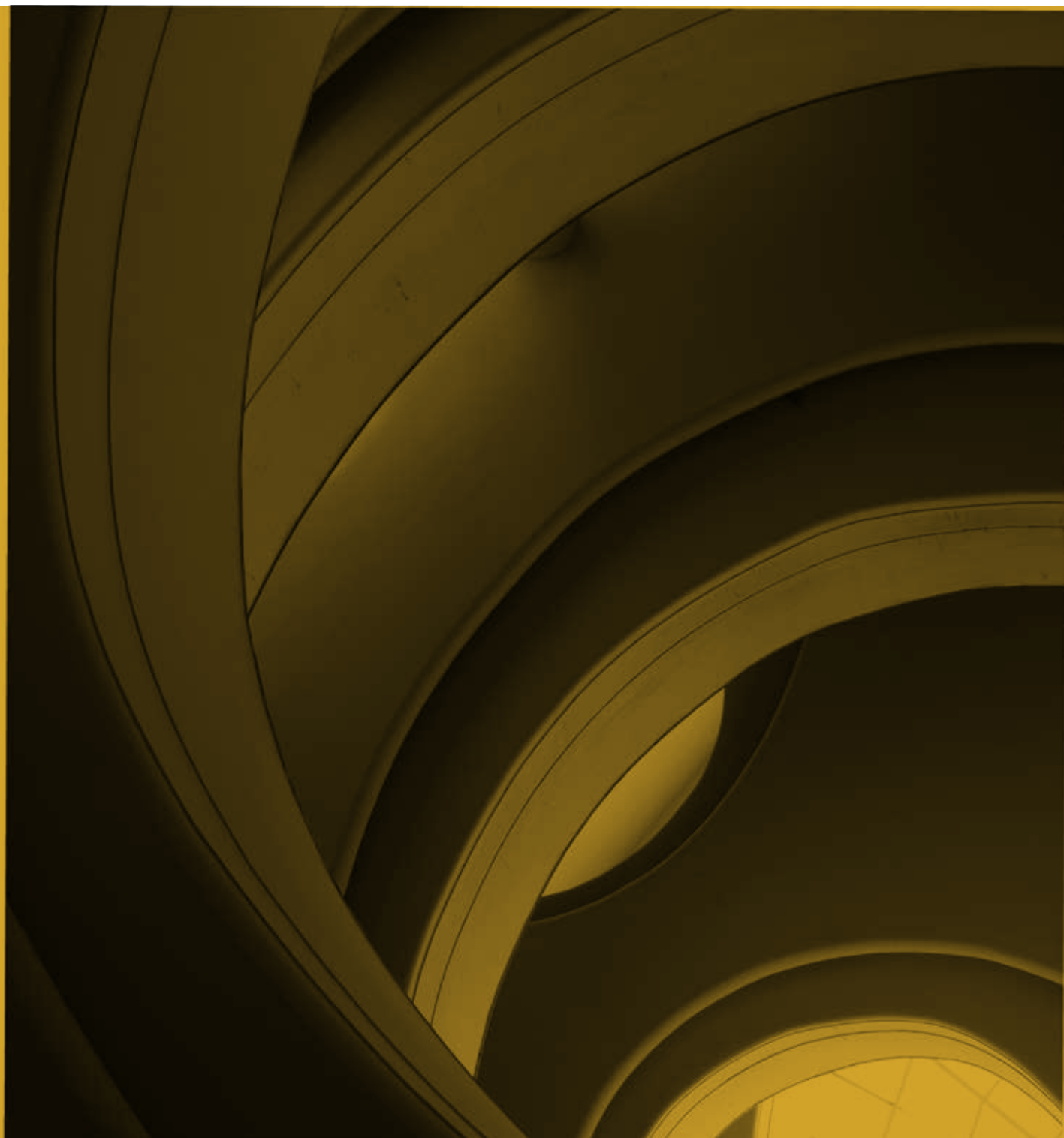


OPEN EXECUTIVE EDUCATION PROGRAMMES FOR THE SENIOR EXECUTIVES OF PUBLIC & PRIVATE SECTOR ENTERPRISES



**Institute of
Management Technology**
Ghaziabad, Delhi NCR



ABOUT IMT GHAZIABAD (IMTG)

Institute of Management Technology, Ghaziabad (IMTG) is in existence for 40 Years and imparting high-quality management education. It grooms future business leaders through its AICTE approved Post Graduate Diploma in Management (PGDM) programmes. Many of its alumni are holding leadership positions in companies in India and Abroad. IMTG is an AACSB accredited business school, which attracts bright students for pursuing their business education and scholars who decide to pursue their career in academics.

EXECUTIVE EDUCATION PROGRAMMES

IMTG is also operating in the space of executive training and education. It has established long-term association with many large listed companies, who use IMTG 's services to train their executives placed at middle and senior levels.

IMTG offers customised solutions to training needs of companies. It co-creates training programmes jointly with the client. IMTG also offers open programmes which attracts nominations from different public and private sector enterprises. It gives platform to the executives to exchange experience and learn from each other. It has the bandwidth to offer general management, leadership and skill development programmes for executives working at senior and middle management levels. Almost all the programmes are conducted at IMTG campus, which has the state-of-the-art infrastructure and spread over a lush green and a fully Wi-Fi enabled campus of 14 acres. Beautiful natural surroundings contribute to making IMTG an exemplary academic environment. Participants can utilise the resources at our library and use Emerging Technology Lab during their stay at the campus.



CALENDAR FOR OPEN PROGRAMMES (2019-20)

S.No.	Name of Programme	Dates	Duration (in days)	Programme Fee (in Rs.)*	Programme Director	Venue
1.	Finance Acumen for Non-Finance Executives	05 - 06 September, 2019	2	18000 -Non Res./21000-Res.	Prof. Barnali Chaklader; and Prof. Puja Aggarwal Gulati	IMT Ghaziabad
2.	Value Based Selling	28 - 29 September, 2019	2	18000 -Non Res./ 21000-Res.	Prof. Rakesh Kumar Singh	IMT Ghaziabad
3.	Developing Self for Success	16 - 18 October, 2019	3	25000 -Non Res./ 30000-Res.	Prof. Bindu Gupta and Prof. Richa Saxena;	IMT Ghaziabad
4.	Decision Making Under Uncertainty	11 – 12 October, 2019	2	18000 -Non Res./ 21000-Res.	Prof. Mrinalini Shah	IMT Ghaziabad
5.	Building a Customer Oriented Culture	24 - 25 October 2019	2	18000 -Non Res./ 21000-Res.	Prof. Bikramjit Rishi; and Prof. Sapna Popli	IMT Ghaziabad
6.	Fostering Diversity and Inclusion at Workplace	24 - 25 October 2019	2	18000 -Non Res. /21000-Res.	Prof. Richa Saxena	IMT Ghaziabad
7.	Managing High Performance Teams	04 - 05 November, 2019	2	18000 -Non Res. /21000-Res.	Prof. Bindu Gupta; and Prof. Richa Saxena	IMT Ghaziabad
8.	Crafting an Effective Social Media Strategy	6 - 7 Novemeber, 2019	2	18000-Non Res./21000 Res.	Prof. Bikramjit Rishi	IMT Ghaziabad
9.	Leading Customer Experience	07-08 November, 2019	2	18000 -Non Res./ 21000-Res.	Prof. Sapna Popli and Prof. Bikramjit Rishi	IMT Ghaziabad
10.	Enhancing Supply Chain Performance	07-08 November, 2019	2	18000 -Non Res. 21000-Res.	Prof. Mrinalini Shah	IMT Ghaziabad
11.	Leadership in Dynamic Environment	21 - 22 November, 2019	2	18000 -Non Res. 21000-Res.	Prof. Richa Saxena	IMT Ghaziabad
12.	Managing Responsibility Centres	22 - 23 November, 2019	2	25000 -Non Res.	Prof. Puja Aggarwal Gulati and Prof. Barnali Chaklader	Jaypee Vasant Continental, Vasant Vihar
13.	Effective Selling Skills	28 -29 November, 2019	2	18000 Non-Res./ 21000-Res.	Prof. Bikramjit Rishi and Prof. Rakesh K Singh	IMT Ghaziabad
14.	Managerial Accounting for Young Managers	29 - 30 November, 2019	2	18000 –Non-Res./ 21000-Res.	Prof. Puja Aggarwal Gulati and Prof. Barnali Chaklader	IMT Ghaziabad
15.	Digital Business Strategy	05 - 07 December, 2019	2	18000 Non-Res./ 21000-Res.	Prof. Surinder Batra	IMT Ghaziabad
16.	Marketing for Non-marketing Managers	21 - 22 January, 2020	2	18000 -Non Res. 21000-Res	Prof. Harvinder Singh	IMT Ghaziabad
17.	Data Science for Leaders	17 – 19 February, 2020	3	25000 Non-Res./ 30000-Res.	Prof. Aritra Pan and Prof. Nikunj Jain	IMT Ghaziabad
18.	Data Science in Business	02 – 06 March, 2020	5	35000 Non-Res/ 40000-Res.	Prof. Aritra Pan and Prof. Nikunj Jain	IMT Ghaziabad

1. FINANCE ACCUMEN FOR NON-FINANCE EXECUTIVES

(DURATION: 2 DAYS)

PROGRAMME DIRECTORS: **PROF. BARNALI CHAKLADER AND**

PROF. PUJA AGGARWAL GULATI

LEARNING OBJECTIVES

- To raise the level of financial awareness of participants
- To make better use of resources allocated to their divisions
- To help the participants understand the risks and return associated with investment decisions.
- Understand about value creating activities

DELIVERABLES

Key deliverables of the programme would be understanding financial statements and analysing it. Manage working capital, learn about sources of finance and cost management techniques.

PEDAGOGY

Experiential in nature, the programme will be conducted with the help of exercises, case studies, tools and peer learning in terms of exchange of experiences. The overall agenda is to make the programme engaging, interesting and insightful.

TARGET GROUP

Middle and senior level Managers of public and private organizations.

ADMINISTRATIVE DETAILS

Dates: 05 – 06 September, 2019 (Thursday & Friday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:

Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 25,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and boarding/lodging.

2. VALUE BASED SELLING

(DURATION: 2 DAYS)

PROGRAMME DIRECTORS: **PROF. RAKESH KUMAR SINGH**

LEARNING OBJECTIVES

- Explore new ways of understanding customer value and appreciate the idea of creating differentiated market offerings (by adding service elements)
- Build on the concepts of 'Value-based Selling' and help the participants to move beyond the transactional aspects of selling and transform themselves into 'Value Merchants'
- Leveraging channel partners' capabilities by aligning mutual self-interests (of the channel and the company) and complimentary resources available to both; (the channel member and the salesperson)
- Understand the strategic importance of customer relationships

DELIVERABLES

- Learn a new approach towards selling which is more sustainable and responsible
- Understand the nuances of recrafting the 'gives and gets' of channel partners
- Effectively manage a portfolio of customers with emphasis on 'cost to serve'
- Build meaningful customer relationships within the context of business networks

PEDAGOGY

Readings, Cases, Lectures and simulations will be used to help participants learn the concepts through applying these in a classroom setting. Peer learning will be a key driver in each of the sessions.

TARGET GROUP

Frontline Sales Managers and Sales Executives who are employed in sales function of a B2B company and from other functions such as operations and finance. The programme is meant for entry and middle level manager working in areas like HR, finance, production operations and information technology/systems.

ADMINISTRATIVE DETAILS

Dates: 28 – 29 September, 2019 (Saturday & Sunday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:

Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 21,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and boarding/lodging.

3. DEVELOPING SELF FOR SUCCESS

(DURATION: 3 DAYS)

PROGRAMME DIRECTORS: **PROF. BINDU GUPTA AND PROF. RICHA SAXENA**

LEARNING OBJECTIVES

- Develop better understanding of self and managing self
- Develop emotional intelligence competencies
- Develop the insights of individual differences
- Conflict management and influencing skills to build relationships and achieve effective results.
- Learn how to give and receive feedback
- Have an understanding of the importance of managing time and stress

DELIVERABLES

This programme intends to develop in the participants a deeper understanding of self and their significant others. Discussion and psychometric assisted learning using Big Five, MBTI, emotional quotient tests, leadership styles, FIRO B, Conflict management styles will help the participants to have deeper self-awareness and to appreciate individual differences and use this understanding in building interpersonal relationships in a more effective manner.

PEDAGOGY

Experiential in nature, the programme will be conducted with the help of psychometric tests, exercises, case studies, tool, and peer learning in terms of exchange of experiences. The overall agenda is to make the programme engaging, interesting, and insightful.

TARGET GROUP

This programme is designed for all managers, team leaders, supervisor and individuals who are interested in self-development. Middle and senior level Managers of public and private organizations.

ADMINISTRATIVE DETAILS

Dates: 16 – 18 October, 2019 (Wednesday to Friday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:
Non-residential: Rs. 25,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 30,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and boarding/lodging.

4. DECISION MAKING UNDER UNCERTAINTY

(DURATION: 2 DAYS)

PROGRAMME DIRECTOR: **PROF. MRINALINI SHAH**

LEARNING OBJECTIVES

- Be aware of the pervasiveness of uncertainty and its consequences for decision-making.
- Understand decision tree and decision models and their applications in real business situations.
- Understand problems of data collection, model formulation, available alternatives evaluation and impact of individual risk aversion behaviour on decision as learned through case studies.
- Utilize commonly available MS Excel based software to estimate and test decision alternatives and final decision

DELIVERABLES

- Decision making under risk
- Decision tree and its use for decision making
- Understanding of risk seeker & Risk avoider

PEDAGOGY

Delivery of material in a lecture format, with guided discussion reinforcing lectures and computer lab work and Computer-based participatory learning.

TARGET GROUP

Delivery of material in a lecture format, with guided discussion reinforcing lectures and computer lab work and Computer-based participatory learning.

ADMINISTRATIVE DETAILS

Dates: 11 – 12 October, 2019 (Friday & Saturday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:
Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 21,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and boarding/lodging.

5. BUILDING A CUSTOMER ORIENTED CULTURE

(DURATION: 2 DAYS)

PROGRAMME DIRECTORS: **PROF. BIKRAMJIT RISHI AND PROF. SAPNA POPLI**

LEARNING OBJECTIVES

- Create an in-depth understanding of the real factors and forces to establish customer centric organization;
- Provide the knowledge and tools to transform your organization by establishing relationship with customers
- Create a realistic and feasible action plan to deliver more value to your customers

PEDAGOGY

A pedagogical mix of theoretical and experiential tools will be used. Interactive sessions with conceptual inputs, case analyses, in class exercises and problem assignments, based on a spectrum of industries and companies will be used to develop and reinforce the key concepts.

TARGET GROUP

This course has been designed for managers who recognize the importance of customer understanding, customer satisfaction & retention, customer advocacy and wish to act as change agents for creating customer-oriented organizations. The course is also focused on the managers who are working in the area of digital and social media to give them an understanding about building a customer oriented organization.

ADMINISTRATIVE DETAILS

Dates: 24– 25 October, 2019 (Thursday & Friday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:
Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 21,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and boarding/lodging.

6. FOSTERING DIVERSITY AND INCLUSION AT WORKPLACE

(DURATION: 2 DAYS)

PROGRAMME DIRECTORS: **PROF. RICHA SAXENA**

LEARNING OBJECTIVES

- Able to understand the issues and challenges involved in managing a diverse workforce
- Sensitized towards the need of diversity- why and how it needs to be fostered
- Able to gain deeper insights about individual biases towards diversity and enhance the skills to manage that
- Able to appreciate contemporary issues and practices in the field

DELIVERABLES

The programme will help the participants in understanding the issues and challenges involved in managing a diverse workforce. It will sensitize them towards the need of diversity and help them gain deeper insights.

PEDAGOGY

Experiential in nature, the programme will be conducted with the help of activities, case studies and peer learning in terms of exchange of experiences.

TARGET GROUP

Middle and senior level HR managers / functional managers of public and private organizations.

ADMINISTRATIVE DETAILS

Dates: 24– 25 October, 2019 (Thursday & Friday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:

Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 21,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and boarding/lodging.

7. MANAGING HIGH PERFORMANCE TEAM

(DURATION: 2 DAYS)

PROGRAMME DIRECTORS: **PROF. BINDU GUPTA AND PROF. RICHA SAXENA**

LEARNING OBJECTIVES

- Learn the characteristics of a high performing team
- Understand team behavior
- Identify stages of team development and how to move forward.
- Develop the ability to manage teams more effectively
- Use a combination of approaches to engage, empower and motivate the team
- Adapt leadership style to get the most out of their team.

DELIVERABLES

The programme intends to develop an understanding of high-performance team behaviours and the ability to manage and motivate such teams effectively.

PEDAGOGY

The Programme will be conducted by our team of eminent faculty with classroom interaction with the participants. The pedagogy will be a combination of facilitated discussions on real-life problems, exercises, videos, experience sharing, cases, etc. The curriculum maintains a healthy balance between depth and breadth of knowledge and skills.

TARGET GROUP

This programme is designed for all managers, team leaders, supervisor and individuals wishing to improve their skills in building and leading teams.

ADMINISTRATIVE DETAILS

Dates: 04 – 05 November, 2019 (Monday & Tuesday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:

Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 21,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and boarding/lodging.

8. CRAFTING AN EFFECTIVE SOCIAL MEDIA STRATEGY

(DURATION: 2 DAYS)

PROGRAMME DIRECTOR: **PROF. BIKRAMJIT RISHI**

LEARNING OBJECTIVES

- To understand the meaning and context of social media marketing
- To identify the relevant social media channels for your business
- How to design a social media strategy for selected media platforms
- To know the process of content creation for the campaign
- Best practices and examples for key social media platforms - Facebook, Twitter, YouTube and LinkedIn

DELIVERABLES

- Identification of relevant social media channels
- Designing of social media strategy for relevant social media platforms
- Hands-on experience to work on the social media strategy

PEDAGOGY

A pedagogical mix of theoretical and experiential tools will be used. Interactive sessions with conceptual inputs, case analysis, class exercises and problem assignments, based on a spectrum of industries and companies will be used to develop and reinforce the key concepts.

TARGET GROUP

This programme has been designed for SMEs (Small and Medium Enterprises) and marketing professionals who recognize the importance of social media and its role in the marketing strategy and wish to act as change agents for creating social media based marketing strategy. The course is also focused on the marketers who have just started working in the social media space.

ADMINISTRATIVE DETAILS

Dates: 6 – 7 November, 2019 (Wednesday & Thursday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:

Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 21,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and boarding/lodging on twin sharing basis.

9. LEADING CUSTOMER EXPERIENCE

(DURATION: 2 DAYS)

PROGRAMME DIRECTORS: **PROF. SAPNA POPLI AND PROF. BIKRAMJIT RISHI**

LEARNING OBJECTIVES

- To gain an understanding of customer experience management
- To learn effective ways of listening and understanding the voice of the customer and voice of employees
- Map the customer journey and understand customers pain points
- Leave with a clear methodology for improving your organisation's customer experience across channels
- Be able to get cross-functional commitment towards executing the customer experience strategy

DELIVERABLES

- Customer Experience: The art & science
- Voice of Customer & Voice of Employee
- Moments of truth and customer journey
- Building & Maintaining the culture excellence –Process & People

PEDAGOGY

The programme will be delivered with a participant centered learning approach. The participants are encouraged to bring live problems, service and experience issues on the discussion board and work through them as the programme progresses. The programme is designed to get cross-functional employee teams to understand and appreciate the art and science of customer experience. Functional trainings help individuals improve their performance in respective roles.

TARGET GROUP

The programme is aimed at middle to senior level marketing, sales, service operations, product, branding, customer support, customer relations executives.

ADMINISTRATIVE DETAILS

Dates: 07– 08 November, 2019 (Thursday & Friday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:

Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 21,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and boarding/lodging from **07 – 08 November, 2019.**

10. ENHANCING SUPPLY CHAIN PERFORMANCE

(DURATION: 2 DAYS)

PROGRAMME DIRECTORS: **PROF. MRINALINI SHAH**

LEARNING OBJECTIVES

- Be aware of the pervasiveness of uncertainty and its consequences for decision-making.
- Understand decision tree and decision models and their applications in real business situations.
- Understand problems of data collection, model formulation, available alternatives evaluation and impact of individual risk aversion behaviour on decision as learned through case studies.
- Utilize commonly available MS Excel based software to estimate and test decision alternatives and final decision

DELIVERABLES

- Ability to meaningfully interpret the overall objectives of supply chain strategies of the company drawn in accordance with the company's competitive positioning strategy and customer expectations.
- Appreciation of the cross functional integration like impact of decisions made on other functional areas.
- Supply chain drivers & metrics
- Aligning Supply chain strategy with organisation strategy.

PEDAGOGY

Inputs sessions by industry experts and experienced faculty designed to encourage active participation, case based discussion, Group Work. Hands on participation in Harvard Business School's Online Web based simulation, "Root Beer Game" will be a part of the programme.

TARGET GROUP

The programme is designed for cross functional group of executives with five to ten years' experience and in line to top leadership positions in Operations, Maintenance, Procurement, Inventory Management, Warehousing, Working Capital Management, Order Fulfilment, Logistics HR areas of organizations.

ADMINISTRATIVE DETAILS

Dates: 07 – 08 November, 2019 (Thursday & Friday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad-201 001.

Fee:
Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 21,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and boarding/lodging.

11.LEADERSHIP IN DYNAMIC ENVIRONMENT

(DURATION: 2 DAYS)

PROGRAMME DIRECTORS: **PROF. RICHA SAXENA**

LEARNING OBJECTIVES

- Understand Self: Understanding one's leadership competences and limitations
- Understand others: Their interpersonal styles and how to respond to that
- Develop an understanding of one's own leadership and interpersonal styles and identifying gaps/areas of improvement
- Hone Mentoring and Coaching skills
- Develop an understanding of Leading and managing change
- Develop an understanding of Leading teams

DELIVERABLES

The programme is expected to develop a deeper understanding of self and the significant others with whom they work. It will also help in understanding the leadership style more suitable to self. It will also sensitize the participants in understanding the nuances of change management and issues related to leading change. The programme will also sharpen the mentoring and coaching skills of the participants.

PEDAGOGY

Experiential in nature, the programme will be conducted with the help of diagnostic tools, activities, case studies and peer learning in terms of exchange of experiences.

TARGET GROUP

Senior level HR managers / functional managers of public and private organizations.

ADMINISTRATIVE DETAILS

Dates: : 21 – 22 November, 2019 (Thursday & Friday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:
Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch

Residential: Rs. 21,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and boarding/lodging.

12.MANAGING RESPONSIBILITY CENTERS

(DURATION: 2 DAYS)

PROGRAMME DIRECTORS: **PROF. PUJA AGGARWAL GULATI**

AND PROF. BARNALI CHAKLADER

LEARNING OBJECTIVES

- Knowing your KRA – what top management expects from you and what is your career path
- Understanding value drivers – how to create, protect and manage enterprise value – focusing on ROI, growth and cost of capital - leveraging knowledge and relationships.
- Crafting business strategy – understanding industry attractiveness, forecasting competition, crafting strategy and evaluating risks to win in the market place.
- Implementing business strategy – allocating adequate resources in timely manner, developing budgets and feedback mechanisms.
- Competing for resources with other responsibility centres – negotiating with top management for approving capital budgets and allocating resources.
- Business analytics – applications in marketing management.
- Block chain – applications in business.
- Managing cost and revenue – understanding interplay between cost and revenue and developing sustainable business model.
- Integrated reporting – looking beyond accounting measure of value.
- Corporate governance and business ethics.
- Managing business through ratio analysis – financial and non-financial ratios, including economic value added (EVA), for measuring performance and financial position.

LEARNING OBJECTIVE

The programme objective is to provide an understanding of the knowledge and tools that are being used by successful responsibility centre managers.

PEDAGOGY

Interactive discussion using real life situations and learning from peers with diverse experience and background. The overall agenda is to make the programme engaging, interesting and insightful.

TARGET GROUP

Executives who manage responsibility centres and those who will assume the responsibility of managing responsibility centres in the near future. Executives with minimum ten years of managerial experience will find the programme useful.

ADMINISTRATIVE DETAILS

Dates: 22 – 23 November (Friday & Saturday)

Venue: Jaypee Vasant Continental, Vasant Vihar, New Delhi.

Fee:

Non-residential: : Rs. 25,000/- per participant (plus GST as applicable) covering professional fee, programme kit and boarding/lodging.

13.EFFECTIVE SELLING SKILLS

(DURATION: 2 DAYS)

PROGRAMME DIRECTORS: **PROF. BIKRAMJIT RISHI AND**

PROF. RAKESH KUMAR SINGH

LEARNING OBJECTIVES

- To provide role clarity on what Sales Jobs entail.
- How to set ambitious sales targets.
- Achieve targets through the network and organization under them.
- Identify specific behaviours and actions which they can implement.

DELIVERABLES

- How sales plan depends on market dynamics
- How to approach different consumer segments
- Improving the sales process based on CBJ (Customer Buying Journey)
- Enhancing Customer Experience (along the entire value chain)

PEDAGOGY

A pedagogical mix of theoretical and experiential tools will be used. Interactive sessions with conceptual inputs, case analyses, in class exercises and problem assignments, based on a spectrum of industries and companies will be used to develop and reinforce the key concepts.

TARGET GROUP

This course has been designed for managers who recognize the importance of customer understanding, customer satisfaction & retention, customer advocacy and wish to act as change agents for creating customer-oriented organizations. The course is also focused on the managers who are working in the area of digital and social media to give them an understanding about building a customer oriented organization.

ADMINISTRATIVE DETAILS

Dates: 28– 29 November, 2019 (Thursday & Friday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:

Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 21,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and boarding/lodging.

14. MANAGERIAL ACCOUNTING FOR ACCOUNTING MANAGERS

(DURATION: 2 DAYS)

PROGRAMME DIRECTORS: **PROF. PUJA AGGARWAL GULATI AND**

PROF. BARNALI CHAKLADER

LEARNING OBJECTIVES

The programme objective is to strengthen the skills of using management accounting information in decision-making

DELIVERABLES

- Understanding cost accounting terms
- Understanding cost behaviour and influencing the same through managerial interventions
- Identifying costs that are relevant in decision-making and using the same in variety of situations/decisions without undermining qualitative issues – outsourcing decisions and shut-down decisions
- Measuring and managing customer profitability, market segment profitability and distribution channel profitability – application of Activity Based Costing (ABC)
- Deciding optimal use of available resources – tactical decisions using variable costing techniques
- Developing budget in a dynamic environment – scenario analysis, sensitivity analysis and avoiding the pitfalls of a budgeting system Understanding value migration – revenue and cost management using target costing technique and Activity Based Management
- Business analytics – applications in marketing management
- Block chain – applications in business

PEDAGOGY

Interactive discussion using real life situations and learning from peers with diverse experience and background. Analysis of case studies will be used, where appropriate.

The overall agenda is to make the programme engaging, interesting and insightful.

TARGET GROUP

Young executives operating in different functional areas in manufacturing and service industries, with 05 - 10 years of managerial experience. Formal or informal training in accounting is not a pre-requisite. Executives with business acumen will be able to make best use of the learnings from the programme.

ADMINISTRATIVE DETAILS

Dates: 29 – 30 November (Friday & Saturday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:

Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 21,000/- per participant (plus GST as applicable) covering professional fee, programme kit and boarding/lodging.

15.DIGITAL BUSINESS STRATEGY

(DURATION: 3 DAYS)

PROGRAMME DIRECTOR: **PROF. SURINDER BATRA**

LEARNING OBJECTIVES

- Understand the impact of digital technologies on business models. learn the conceptual frameworks related to digital business strategies such as “digital matrix” and “digital transformation domains.”
- Understand the concept of platform business and factors contributing to the success of multi-sided business models based on platform strategy.
- Sensitize the participants to the changing role of IT strategy in the digital and post-digital era.

DELIVERABLES

The MDP will aim at developing the requisite knowledge and skill set among the participants to apply the conceptual frameworks in the context of their respective organizations, drawing upon the power of tools developed by leading practitioners. It will draw upon the lessons learnt from the success stories of well-known organizations in different sectors in developing their digital business strategy, by leveraging the power of digital technologies and venturing into digitization of their business models

PEDAGOGY

The MDP will extensively use case study approach to highlight successful and not-so-successful managerial interventions towards designing and implementing a digital business strategy. The MDP will run in a workshop mode to facilitate collective learning through doing by the participants.

TARGET GROUP

Senior level executives from organizations on the path to digital transformation of their business and seeking conceptual inputs to discover the next steps.

ADMINISTRATIVE DETAILS

Dates: 05 – 07 December (Thursday, Friday & Saturday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:

Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 21,000/- per participant (plus GST as applicable) covering professional fee, programme kit and boarding/lodging.

16.MARKETING FOR NON- MARKETING MANAGERS

(DURATION: 2 DAYS)

PROGRAMME DIRECTOR: **PROF. HARVINDER SINGH**

LEARNING OBJECTIVES

- To make participants understand the elements which ensure success to the marketing function in an organization.
- To make them realize their own role in the marketing effort of an organization.
- To impart non-marketing managers with an understanding of basic marketing concepts.
- To convince participants about higher contribution that they can make to achievement of organizational objectives after understanding and applying marketing concepts.
- To catalyse the organizations transformation to a truly 'customer-centric' organization

DELIVERABLES

The programme is expected to make non-marketing managers conscious of their role in the marketing activities of the organization. It is expected to change the mind-set by making all departments synchronize their working to deliver marketing excellence.

PEDAGOGY

Pedagogy will be a combination of lectures, in-class exercises and marketing games. Audio-visual inputs will also be used to supplement the traditional interaction modes.

TARGET GROUP

The programme is meant for entry and middle level manager working in areas like HR, finance, production operations and information technology/systems.

ADMINISTRATIVE DETAILS

Dates: 21 – 22 January, 2020 (Tuesday & Wednesday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:
Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 21,000/- per participant (plus GST as applicable) covering professional fee, programme kit and boarding/lodging.

17.DIGITAL SCIENCE FOR LEADERS

(DURATION: 3 DAYS)

PROGRAMME DIRECTORS: **PROF. ARITRA PAN AND PROF. NIKUNJ JAIN**

LEARNING OBJECTIVES

- Understand the impact of digital technologies on business models.
- Learn the conceptual frameworks related to digital business strategies such as “digital matrix” and “digital transformation domains”
- Understand the concept of platform business and factors contributing to the success of multi-sided business models based on platform strategy
- Sensitize the participants to the changing role of IT strategy in the digital and post-digital era

DELIVERABLES

The programme will aim at developing the requisite knowledge and skill set among the participants to apply the conceptual frameworks in the context of their respective organizations, drawing upon the power of tools developed by leading practitioners. It will draw upon the lessons learnt from the success stories of well-known organizations in different sectors in developing their digital business strategy, by leveraging the power of digital technologies and venturing into digitization of their business models.

PEDAGOGY

The programme will extensively use case study approach to highlight successful and not-so-successful managerial interventions towards designing and implementing a digital business strategy. The MDP will run in a workshop mode to facilitate collective learning through doing by the participants.

TARGET GROUP

Senior and middle level executives from organizations on the path to digital transformation of their business and seeking conceptual inputs to discover the next steps. Executives who aspire to excel in their journey towards digital business strategy but have yet to make a beginning and who seek guidance about the emerging technologies and their potential impact on the future of their business will find the MDP attractive.

ADMINISTRATIVE DETAILS

Dates: 17-19 February (Monday, Tuesday & Wednesday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:

Non-residential: Rs. 25,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 30,000/- per participant (plus GST as applicable) covering professional fee, programme kit and boarding/lodging.

18. DATA SCIENCE IN BUSINESS

(DURATION: 5 DAYS)

PROGRAMME DIRECTORS: **PROF. ARITRA PAN AND PROF. NIKUNJ JAIN**

LEARNING OBJECTIVES

The five days' workshop on Data Science in Business is designed to provide hands-on training to help in understanding the business problems and develop analytical solutions. Candidates should be able to gain knowledge to validate models using R (software: R, R Studio).

DELIVERABLES

To create understanding of data science techniques, building data-based culture and decision making among participants. Participants will be able to apply data science techniques to gain business insights

PEDAGOGY

The methodology would include an appropriate mix of lectures, experience sharing, discussions, case studies, group activities and hands-on with R.

TARGET GROUP

Junior and mid-level executives involved in day-to-day business handling for service/product delivery in projects across sectors. Candidates would benefit from this programme by doing hands-on in parallel to learning of theoretical concepts.

ADMINISTRATIVE DETAILS

Dates: 17-19 February (Monday, Tuesday & Wednesday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad-201 001.

Fee:

Non-residential: Rs. 35,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 40,000/- per participant (plus GST as applicable) covering professional fee, programme kit and boarding/lodging.

KEY INFORMATION

Fee is payable in advance by DD in favor of "Institute of Management Technology" payable at Ghaziabad or through direct electronic fund transfer to IMT Bank Account, as per following details:

Oriental Bank of Commerce

SB A/c No.: 09202010010580

MICR Code: 110022101,

IFSC Code: ORBC0100920

Pan No. AAATL1391H;

GST No. 09AAATL1391H1ZK

Please mention the programme name while making payment through electronic fund transfer.



**Institute of
Management Technology**

Ghaziabad, Delhi NCR



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