

Management Development Program

Opportunities for Life Long Learning



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



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DIRECTOR'S MESSAGE

In today's world, companies leverage on knowledge and relationships to win the competition. In fast changing context knowledge obsolescence is faster than before. Therefore, only those companies win, which renew their knowledge periodically. Moreover, companies prepare their employees to take higher responsibilities and to occupy leadership positions in future. IMT Ghaziabad partners with companies to support their endeavour to train and develop their employees. We offer tailor-made customised programmes in emerging area.

These MDPs are based on the philosophy of "life-long learning" and provides a platform to the companies and individuals to explore new ideas and innovations that enables them to respond and prosper in today's VUCA world. The MDPs equip them with required skills for continuous and sustained growth and development through a mutual sharing of experiences, knowledge and skill through interactive learning methods. These programmes are designed for those high performers, who want to fast-track their career without actually making any compromise on either learning or earning. All people are conducted and designed by our team of highly qualified and experienced IMTG faculty in consultation with industry experts. IMTG faculty do spend considerable amount of time in diagnosing and accessing training needs before design of the program.

The pedagogy followed is mostly interactive in the form of experiential learning, role plays, group activities, simulation tools, design thinking, experience sharing, global case discussions, presentations and state of the art concepts. IMTG has more than 3 decades of experience in management education and has worked with the top of the leading corporates private & public sector enterprises & government and also developed formal partnerships through MOUs and agreements with many of them.

I am happy to present before you, our MDP brochure 2018-19. I and my team will be pleased to meet you to discuss further details.

Asish K Bhattacharyya
Director's Message



INSTITUTE OF MANAGEMENT TECHNOLOGY GHAZIABAD

For over three decades, Management Development Program (MDP) Programs at IMT Ghaziabad (IMTG) have been catering to the needs of executives at different levels in organizations by providing them with new knowledge, fresh perspectives and effective tools for their professional development.

The ExEd team at IMTG aims at creating a virtuous cycle of academic value creation where corporate leaders, learning and development professionals and academics come together to create meaningful experiences for managers and leaders. The executive programmes and the company collaborations lead to the formation of a body of knowledge which is not only industry relevant but also enables formulation of cutting-edge programmes catering to the future needs of the industry. The Executive programmes of the Institute are aimed to co-create partnerships with the industry, government, and social sector.

IMTG as an institute, firmly believes in the philosophy of 'Lead and be Led'. The underlying philosophy of the Executive programmes is to maintain the right balance between knowledge and skills, combining a strong conceptual base with exposure to contemporary practices. These Programmes are developed to respond to the rapidly changing global business and provide world class learning experiences. The faculty associated gets enriched from the prescriptive knowledge derived out of the practical experiences of the participants and understanding of the organisations.



ABOUT CUSTOMIZED PROGRAMS

One size does not fit all. The IMT MDP is not the traditional generic management development program but it is a high-impact, solutions-oriented program designed for specific organizational needs. IMT's MDP programs prepare executives from all over the world to scale new levels of leadership and achievement in their careers and organizations. All the programs are customised to the requirement of the industry and are based on extensive research specific to the sector and the company. Each program is designed to provoke innovative thinking, actionable insights, and dynamic exchange of ideas and are delivered with a unique blend of cases, videos, movies, simulation games and lectures, backed by the strong research base of IMT-Ghaziabad.

IMT Programs are based on training need analysis conducted by organizations and IMT MDP Team. Each program is designed and executed by experienced faculty and lead by program director as shown in the framework presented below.

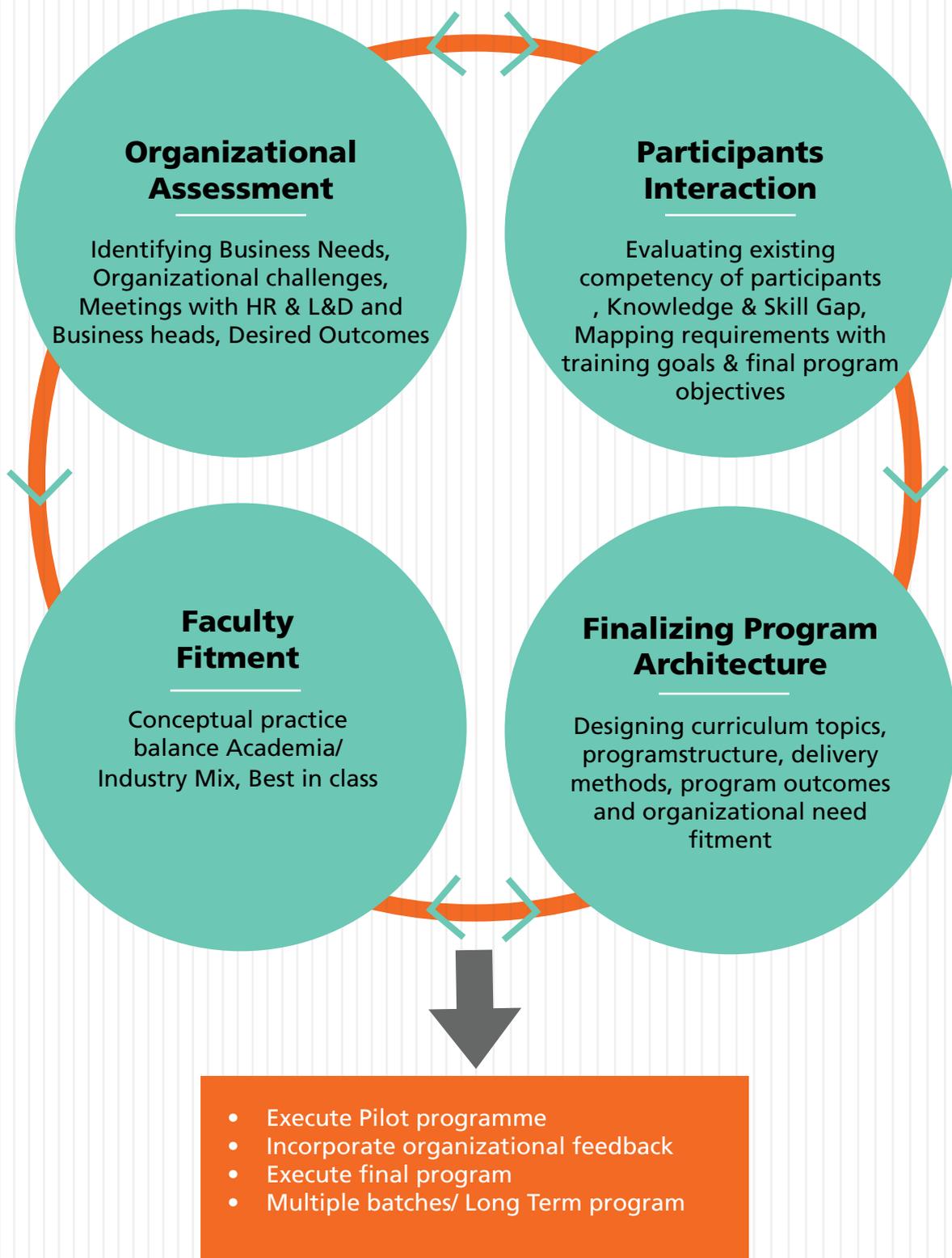


Fig 1: Framework of Customised Programs

At IMT Ghaziabad, programs are offered in functional areas with the added benefit of multi-functional formats:

1 Short term Customised Corporate Programmes

Successful businesses know that investing in the next generation of leaders is critical to sustaining competitive advantage and achieving corporate growth over the long term. To achieve relevant impact the CCPs are built to work on areas identified for expert interventions. IMT has conducted CCPs with numerous Public and Private sector companies in all major functional areas and strategic leadership issues. Duration of CCPs vary from 3 to 15 days and are meant to address the mid to top level executives within a company.

Some of the recent programs are:

- Financial Analysis and Modelling using Microsoft Excel for Essel Infra & Smart Utilities
- Future Leader's Programme for Hero MotoCorp Ltd
- Service Excellence Programme for Customer Care Employees- Maruti Suzuki India
- Managerial Effectiveness and leading customer experience for Maruti- Nexa
- Managerial Effectiveness Program for NHDC Ltd
- General Management Program for Airport Authority of India
- Aspire Programme for Apollo Tyres Ltd.
- Management Development Programme on International Finance for ONGC Ltd.



2 Long Term Customised Programmes

IMT customizes the comprehensive General Management Programmes to develop future leaders and capitalize business opportunities by working closely on strategic decision points. These Programs are transformative and unique to each assignment. Yet, each of them holds one promise: a radical improvement in performance of executives. IMT provides flexible programs for young executives who would undergo long duration (6 -9 months) executive programs on modular basis over long periods. These general management programs are conducted at IMT Ghaziabad campus or at client's venues.

Some of the recent programs under are:

- Program for Senior Executives of Hindustan Coca Cola Beverages Pvt Ltd (HCCBPL) Long term GMP 2015-17
- IMT-JFL (Jubilant Food work limited) Executive Certification Program in Management). 2016
- Executive Program in Business Management for Reckitt-Benckiser(Long Term GMP 2014)

IMT Ghaziabad has made significant contributions in contributing to capability development of executives across well reputed organizations including Philips, Bosch, IFFCO, Power Grid Corporation, GAIL, ONGC, Rural Electrification Corporation, NTPC, Indian Oil, Amdocs and Minda Group among others.

3 Open Programmes

IMTG has been designing, developing and executing innovative open MDP Programs for working executives to enable them to update their knowledge and professional capabilities in a cross-functional and cross industry set up. These MDPs are designed keeping in view the current shifts in business, economy, consumer attitudes, technology & markets. The Open programs are offered in a range of areas, focus and levels varying from fundamentals, specialist and generalist programmes. The programmes are carefully designed and delivered through pedagogy "Knowing by Doing" which help participants to take up specific higher responsibilities and contribute significantly in achieving organizational objectives. The Open programmes calendar for the academic year 2018-19 is included.



S.No	MDP Title	Program Director	Duration (in days)	Fees (INR)	Tentative Date/ Month	Venue
1	Leadership Programme for Directors	Prof. Asish K Bhattacharya	2	35000 (NR)	July 2018	Delhi
2	Marketing for Non Marketing Managers	Prof Jishnu Changkakoti & Prof Elkana Ezekiel	2	35000 (R)	July 2018	IMT Ghaziabad
3	Raising Funds from Venture Capital	Prof.Puneet Gupta	2	35000 (R)	Aug 2018	IMT Ghaziabad
4	Blockchain Architectures & Economics	Prof.Puneet Gupta	1	25000(NR)	Aug 2018	Delhi
5	Strategic financial analysis for audit committee members and senior executives	Prof. Asish K Bhattacharya	2	35000 (NR)	6-7 SEP 2018	Delhi
6	Building & Leading teams	Prof Bindu Gupta & Prof. Jahar Bagchi	2	35000 (R)	20-21 SEP 2018	IMT Ghaziabad
7	Crafting an Effective Social Media Strategy	Prof. Bikramjit Rishi	2	25000 (R)	8-9 Oct 2018	IMT Ghaziabad
8	Marketing Communication Bootcamp	Prof Jishnu Changkakoti & Prof Elkana Ezekiel	2	35000 (R)	6-7 DEC 2018	IMT Ghaziabad
9	Communication: Learning to Influence and Persuade	Prof. Shailja Agarwal	2	35000 (R)	To be announced	IMT Ghaziabad



OUR PEDAGOGY



Knowing by Doing' & 'Experiential Learning' are the guiding principles of pedagogy for all IMT Executive Programmes. The learning and pedagogy experience encompasses a broad range of learning techniques including case studies, simulations; real life projects; debates; discussions with senior executives of organisations, start-ups and consulting projects, workshops, and labs in Finance, Media and Entertainment, Digital Marketing and New age Marketing.

WHY IMT?



- IMT is among the top fifteen B-Schools in India across rankings
- IMT is one of the five AACSB accredited management schools in India with a distinct focus on grooming leadership through Innovation, Execution and Social Responsibility
- The IMT's unparalleled international institutional alliances are the largest in India. The institute possesses a strong network with the industry, public sector and government functionaries, facilitating a wide range of social and industry interactions for participants
- Institute is strategically located near Delhi (Just one hour drive from Delhi Airport).
- Distinguished national and international faculty known for meeting challenges head on. They possess clearly defined research abilities, unmatched knowledge and capability that deliver a depth of perfect customization based on individual organizational needs.

BENEFITS TO THE ORGANIZATION



- Re-invent Business and access best practice which make the organization future ready
- Driving strategic change across the businesses and functions worldwide.
- Attainment of the Business strategy and Goals
- Collaborative learning and harnessing employee potential
- Developing Leadership & Managerial pipelines

FACULTY



The academic and research environment at IMT Ghaziabad attracts the most competent, qualified and experienced faculty from both academia and industry. The institute today has a strong team of 58 highly qualified, research-oriented faculty including nine adjunct faculty members from India and abroad. The international faculty members spend significant time at IMT Ghaziabad teaching and working with our resident faculty. We also have senior industry experts associated as visiting faculty who add immense value to the learning of our students.

Generation and dissemination of knowledge is the primary focus of faculty at IMT Ghaziabad. In last two years, our faculty members published 16 books, 9 book chapters, 61 case studies, and 78 papers in national/international journals. More details on faculty can be found on <https://www.imt.edu/faculty-profiles/>

INFRASTRUCTURE

IMT Ghaziabad has a lush green campus spread over 14 acres an hour's drive from Delhi. Tree-lined walkways, spacious lawns, playing fields, a well-designed amphitheatre, well-equipped air-conditioned classrooms and offices complete IMT Ghaziabad's campus. The institute provides an ambience perfectly conducive to teaching, learning, and research.

Academic Block: The academic building showcases modern architecture, offers cutting-edge teaching facilities, and gives the precinct a dynamic and vibrant atmosphere in its celebration of open spaces and natural light. The academic block houses 15 smart futuristic classrooms, each equipped with the finest audio-visual and interactive technology.

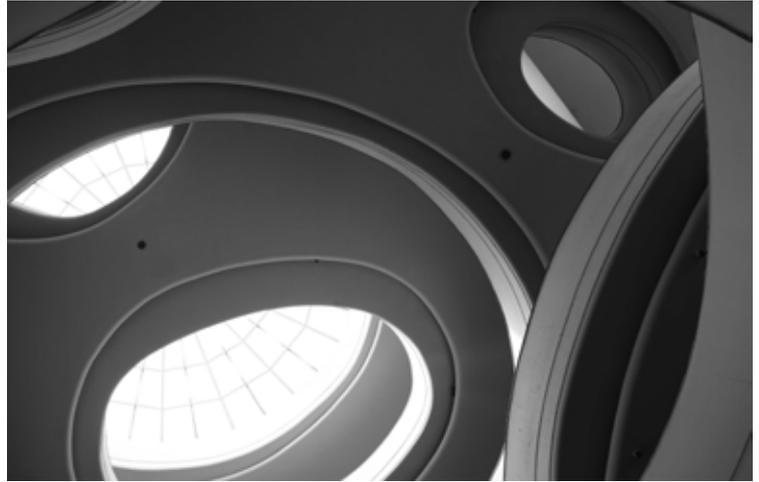
MDRC Block: The MDRC block catering to the Executive programme has a recently renovated guesthouse for participants. The facility is having the capacity of 54 rooms. All are equipped with ultra-modern equipment and world class furniture & fixtures. The interiors of the rooms provide more comfort and luxury to the participants of the MDP programme. The infrastructure also includes a state-of-the-art, air-conditioned computer laboratory with smart workstations. The college mess offers both vegetarian and non-vegetarian food.

Smart Campus Facilities: IMT Ghaziabad has a fully Wi-Fi enabled campus which is connected to a backbone of 10 Gbps fibre connectivity with multi-layer, high-end Cisco network devices. Its 600 Mbps (1:1) multi-ISP internet connectivity provides unbreakable high-speed internet and 13 enterprise level servers support domain service, security, and storage services.

- The data centre is designed as per international standards. Each faculty member is equipped with high-end Laptops and dedicated laser printers.
- IMT provides 24x7 internet connectivity at the campus as well as students hostel blocks.
- Each faculty, student, and alumnus are provided with an official email account that is accessible anywhere in the world.
- Computer Labs and Classrooms are fully equipped with Wi-Fi enabled projectors and latest teaching aids.

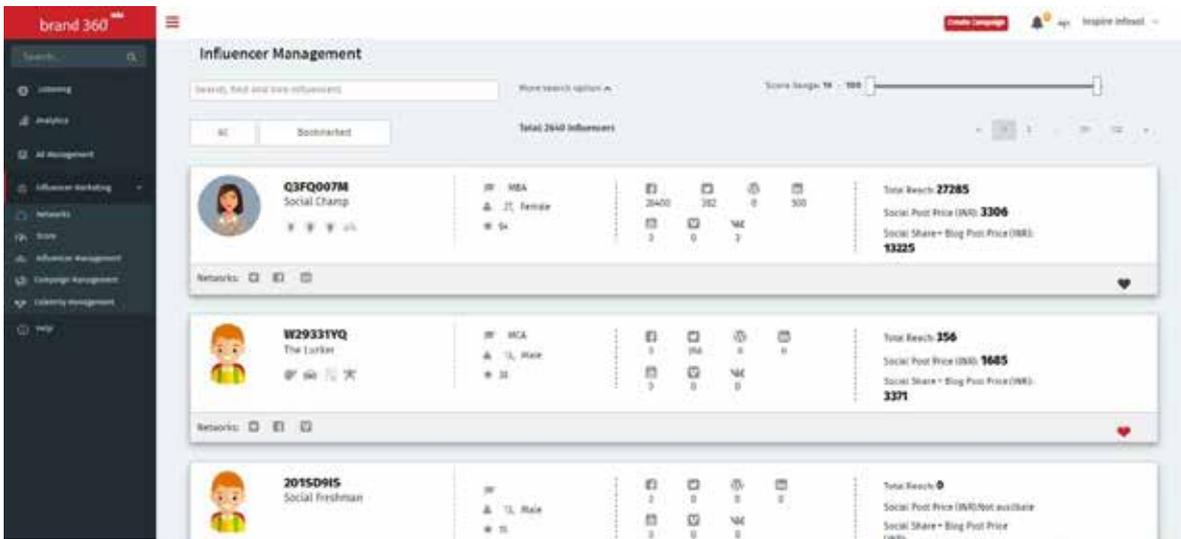
Academic alliances with SAP, SAS, IBM, Cisco, and Microsoft, enable IMT Ghaziabad to provide world-class technology education to all students. We continuously strive to provide state of the art technology video conferencing facilities for conferences, seminars, and advanced level security solutions.

Library: The IMT Library is operating in a fully automated environment and is focused on web-based and



electronic delivery of information. Library holds knowledge resources predominantly related to management and allied subjects. IMTG has a license agreement with Harvard Business School Publishing for using Harvard case studies, articles, simulations, videos and multimedia cases for class teaching and discussions. Library has a rich collection of e-books, e-journals, company & industry information and country research databases. The list of such databases is huge and some of the well-known of these databases are EBSCO Academic Collection and Blackwell Reference Online, ABI/INFORM Complete (ProQuest), EBSCO Business Source Complete, Emerald Management, EconLit, Entrepreneurial Studies Source, Research Starters - Business, Elsevier Science Direct-Business, Management & Accounting, INFROMS PubsOnline, JSTOR, J-GATE (Management Sciences), Sage Management Journals, PressReader.com Thomson Reuters-Eikon, Euromonitor International Passport, EMIS-Global Services, FT.com, Frost.com-Market, Industry Outlook, Economics Outlook, India Trade, Prowess IQ, States of India, CRISIL Industry Information Services, CRISIL-Ecoview etintelligence.com, World Bank E-Library, Indiastate.com, Ace Analyzer, research tools like Turnitin-anti plagiarism and Grammarly and many more to fulfill research tools like Turnitin-anti plagiarism and Grammarly and many many more to fulfill research and teaching need of academic community.

REAL TIME CONTEXTUAL MARKETING LAB

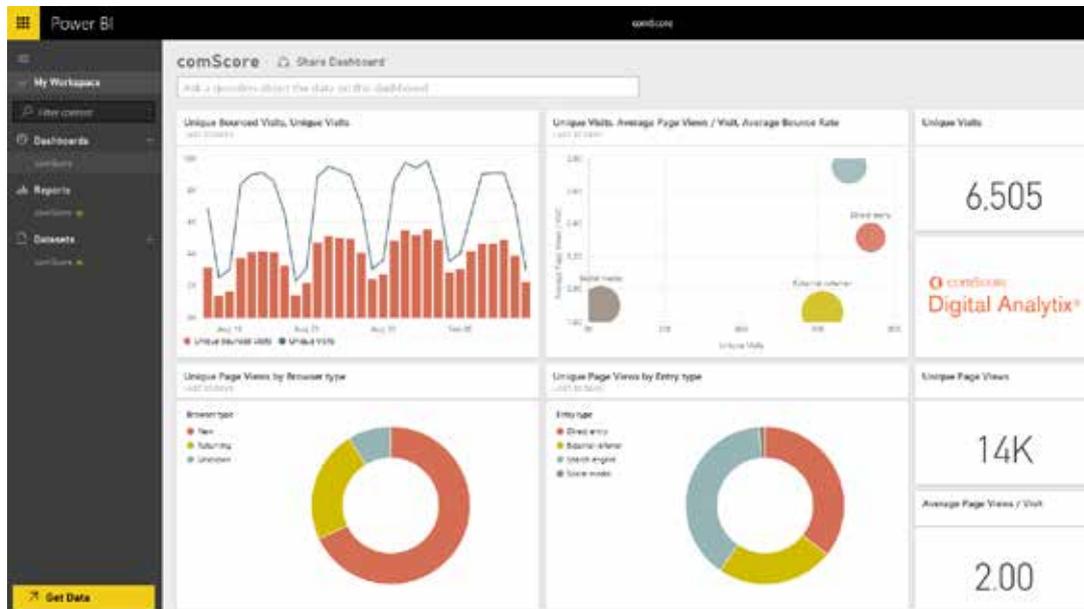


Brand 360°

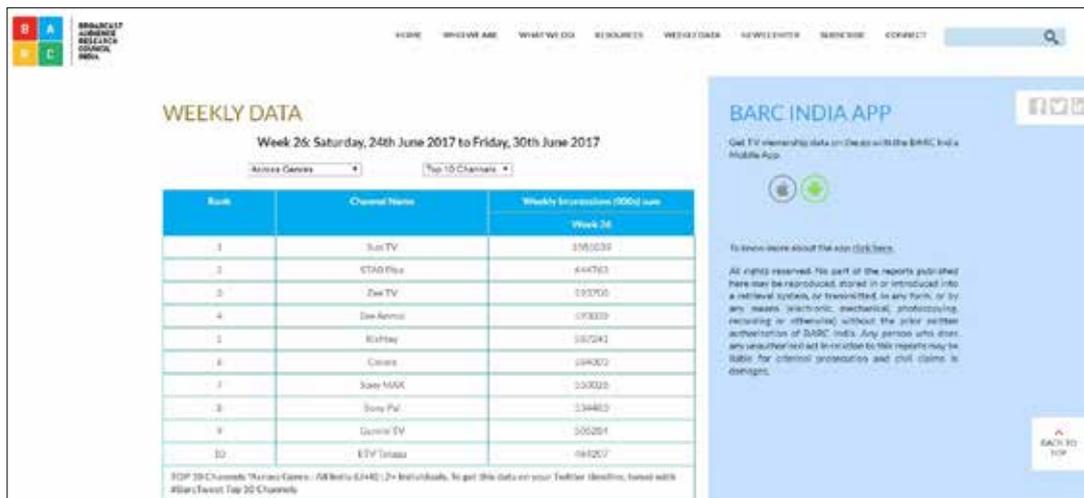


Radian 6

MEDIA AND ENTERTAINMENT LAB



ComScore



BARC

FINANCE LAB



Bloomberg Terminal

WHAT OUR CLIENT AND PARTICIPANTS SAYS?

The program on effective selling Skills not only improved in gaining insights about Market and Customers but also boost the confidence and energy level of participants to take on effectively the day to day challenges and ever increasing demands of their roles” Thanks to IMT for arranging best faculty to share modern practices in Sales management- APL Apollo Tubes



Overall a very informative program and compel to think and start with a new and improved way of working at my work place. It will help me to be improved manager. #Overall it was a great learning experience with an experienced faculty .

Excellent learning experience through out of the box thinking i.e. Design Thinking. Great learning & surely this will help in practical life.

Very interactive session. Understanding the power of out box thinking through words.

Randomly generated words can relate to problem solving - New learning (can be used in day to day official work.

Excellent tool for generating & Implementing creative ideas.

Excellent Learning!



PEDAGOGUE

REACH US

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