



MANAGEMENT DEVELOPMENT PROGRAMMES



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



The IIM Calcutta Advantage

Indian Institute of Management Calcutta (IIMC) was established as the first national institute for Post-Graduate Studies and Research in Management, by the Government of India in November 1961, in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and the Indian industry. Over the past five decades, IIMC has blossomed into one of the best Business Schools in India and one of the foremost in the Asia Pacific region.

Management Development Programmes

IIM Calcutta's MDPs are designed for managers at various organizational levels and configured to address specific corporate training objectives. The duration of such programmes span from 3 days to 3 weeks, depending upon the nature of the topic/s being covered and the objectives of the course. We offer MDPs in the following formats:

- **Open MDPs:** These highly acclaimed open-enrollment programmes are offered in the retail format, on topics across the entire spectrum of functional areas in the Business Management domain. They are centred around key business fundamentals and also highlight key sectoral issues. In addition, there are General Management Programmes on offer, for middle and senior business leaders.
- **Customized Training Programmes:** These are tailor-made modules, created to address specific mandates from corporate clients. The interventions are designed in collaboration with the client organization, and conducted at a mutually convenient date and venue. They can be delivered on a single-visit mode, or at staggered intervals.

An internationally recognized **Business School**, IIMC stood at **Rank no. 21 Globally** and **2nd in Asia** in the **Financial Times Masters in Management Rankings 2020**.

IIM Calcutta - First Management Institute in India to be Triple Accredited



Member of the prestigious CEMS Alliance



IIMC's Accreditations and Network

IIM Calcutta is one of the very few Management Institutes in India with triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS, the three major international accreditation bodies for Business Schools.

It is also the only Indian school to be part of the prestigious CEMS Alliance comprising 34 top Business Schools from around the world.

This alliance is in addition to our existing partnerships with leading Universities, B-schools and renowned institutions such as ESADE Business School, Spain; HEC Paris; National University of Singapore; among others. (A list of our academic partners across the globe can be found at <https://iimcal.ac.in/about/international-office/current-partner-institutes>).



ANNUAL MDP CALENDAR 2021-22

Sl.No.	Name of the Programme	Programme Director(s)	Start Date	End Date	Mode of delivery	Fees(Rs)*
BUSINESS ANALYTICS						
1	Business Analytics for Strategic and Tactical Level Decision Making	Prof. Saibal Chattopadhyay & Prof. Uttam K. Sarkar	December 13, 2021	December 17, 2021	Live Online	100,000
BUSINESS TECHNOLOGY						
1	Internet of Things (IoT) and Industry 4.0 – What every manager needs to know about them	Prof. Debashis Saha	November 12, 2021	November 21, 2021	Live Online	60,000
2	FinTech, Blockchain and Cryptocurrency	Prof. Debashis Saha	December 10, 2021	December 19, 2021	Live Online	60,000
3	Digital Technology Management for Business Excellence	Prof. Debashis Saha	February 21, 2022	February 24, 2022	In-campus	72,000
FINANCE & CONTROL						
1	Finance for Non-Finance Executives	Prof. Manju Jaiswall	August 06, 2021	August 22, 2021	Live Online	90,000
2	Strategic Cost & Performance Management	Prof. Manju Jaiswall	September 17, 2021	September 26, 2021	Live Online	76,000
3	Finance for Non-Finance Executives	Prof. Manju Jaiswall	November 25, 2021	December 05, 2021	Live Online	90,000
4	Finance and Accounting for Business Managers	Prof. Arpita Ghosh & Prof. Vivek Rajvanshi	February 07, 2022	February 11, 2022	In-campus	90,000
GENERAL MANAGEMENT						
1	Business Leadership Programme (3 Modules)	Prof. Amit Dhiman Prof. Anirvan Pant Prof. Peeyush Mehta	Module I: Sept. 20 - Oct. 01, 2021 Module II: December 13 - 18, 2021 Module III: February 14 - 19, 2022	Live Online In-campus In-campus	288,000	
2	Sports Management	Prof. Suren Sista	November 22, 2021	December 19, 2021	Live Online	95,000
3	Management Lessons through Sports and Films	Prof. Suren Sista	November 29, 2021	December 26, 2021	Live Online	95,000
4	Gender Sensitization and Communication: Bridging Gaps	Prof. Nisigandha Bhuyan	February 28, 2022	March 04, 2022	In-campus	90,000
LEGAL ASPECTS OF BUSINESS						
1	Contract Management and Arbitration	Prof. R. Rajesh Babu & Prof. V. K. Unni	February 07, 2022	February 11, 2022	In-campus	90,000
2	Advanced programme on Arbitration, Conciliation and Mediation	Prof. R. Rajesh Babu	February 28, 2022	March 03, 2022	In-campus	72,000
HEALTHCARE MANAGEMENT						
1	Healthcare Leadership and Management Programme	Prof. R. Rajesh Babu & Prof. Manish Thakur	November 29, 2021	December 10, 2021	Live Online	90,000
MARKETING						
1	Strategic Brand Management	Prof. Prashant Mishra & Prof. Saravana Jaikumar	September 27, 2021	October 01, 2021	Live Online	100,000
2	Competitive Marketing Strategy	Prof. Suren Sista	November 08, 2021	December 05, 2021	Live Online	100,000
3	Digital and Social Media Marketing for Business Growth	Prof. Saravana Jaikumar	November 15, 2021	November 19, 2021	Live Online	100,000
4	Ecommerce and Social Media Analytics	Prof. Saravana Jaikumar	December 06, 2021	December 10, 2021	Live Online	90,000
5	Becoming an Effective Sales Manager	Prof. Ramendra Singh	December 13, 2021	December 17, 2021	Live Online	110,000
6	Sales and Negotiation Skills	Prof. Suren Sista	January 03, 2022	January 07, 2022	In-campus	100,000
7	Pricing to Drive Profits	Prof. Ritu Mehta	January 10, 2022	January 13, 2022	In-campus	76,000
8	Marketing Applications of Machine Learning and Artificial Intelligence	Prof. Saravana Jaikumar	January 17, 2022	January 21, 2022	In-campus	100,000
9	Key Account Management	Prof. Suren Sista	January 17, 2022	January 21, 2022	In-campus	100,000
10	Customer Service Strategy and Value Creation	Prof. Saravana Jaikumar	January 31, 2022	February 04, 2022	In-campus	100,000
11	Customer Centricity: Managing Customer Value, Customer Satisfaction, Loyalty and Relationships	Prof. Suren Sista	February 07, 2022	February 11, 2022	In-campus	100,000
OPERATIONS MANAGEMENT						
1	Digital Operations and Technology	Prof. Peeyush Mehta	December 06, 2021	December 11, 2021	Live Online	80,000
2	Value Creation Through Operations Strategy	Prof. Peeyush Mehta	January 10, 2022	January 13, 2022	In-campus	72,000
ORGANIZATIONAL BEHAVIOR & HUMAN RESOURCE MANAGEMENT						
1	Interpersonal Effectiveness and Leadership Excellence	Prof. Chetan Joshi	August 16, 2021	August 21, 2021	Live Online	82,000
2	Enhancing Interpersonal Effectiveness	Prof. Abhishek Goel & Prof. Rajiv Kumar	September 13, 2021	September 17, 2021	Live Online	90,000
3	Managerial Leadership and Conflict Resolution	Prof. Chetan Joshi	September 20, 2021	September 25, 2021	Live Online	82,000
4	Leadership and Team Building	Prof. Chetan Joshi	October 04, 2021	October 09, 2021	Live Online	82,000
5	Managerial Effectiveness	Prof. Abhishek Goel & Prof. Rajiv Kumar	October 25, 2021	October 29, 2021	Live Online	90,000
6	Managerial Leadership and Team Effectiveness	Prof. Abhishek Goel & Prof. Rajiv Kumar	November 15, 2021	November 19, 2021	Live Online	90,000
7	Developing Leadership Potential	Prof. Abhishek Goel & Prof. Rajiv Kumar	December 06, 2021	December 10, 2021	Live Online	90,000
8	Managerial Leadership and Conflict Resolution	Prof. Chetan Joshi	December 13, 2021	December 18 , 2021	Live Online	82,000
9	Leadership and Team Building	Prof. Chetan Joshi	January 03, 2022	January 07, 2022	In-campus	100,000
10	Managerial Effectiveness	Prof. Abhishek Goel & Prof. Rajiv Kumar	January 10, 2022	January 14, 2022	In-campus	110,000
11	Interpersonal Effectiveness and Leadership Excellence	Prof. Chetan Joshi	January 17, 2022	January 21, 2022	In-campus	100,000
12	Managerial Leadership and Team Effectiveness	Prof. Abhishek Goel & Prof. Rajiv Kumar	January 31, 2022	February 04, 2022	In-campus	110,000
13	Personal Growth and Team Building	Prof. Chetan Joshi	February 14, 2022	February 18, 2022	In-campus	100,000
STRATEGY						
1	Rebooting your Strategy: Converting the digital threat to a Strategic Opportunity	Prof. Biswatosh Saha	November 15, 2021	November 21, 2021	Live Online	88,000

*Taxes and surcharges as applicable will be charged extra on above fees

Programme details available at <https://iimcal.ac.in/mdp/mdp-calendar>

Programmes may be rescheduled, or those that are currently planned to be delivered in-campus may be shifted to virtual classrooms due to Covid-19 related exigencies and government guidelines.

- Fees: For online programmes, Programme fees mentioned are inclusive of tuition fees, reading materials and access to virtual classrooms.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.

Special Discount: A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

Our Competencies

Faculty

One of the biggest strengths of the Institute is its world renowned faculty. Our faculty members have distinguished academic and professional achievements in different areas of Business Management and are actively involved in teaching, training, research and consulting.



Their round-the-year training and consulting engagements with Public and Private Corporations, Financial Institutions, Government agencies and International bodies foster a dynamic learning environment at IIMC that in turn enriches teaching and training prowess of the faculty. (For more detailed information on our faculty, please refer to <https://iimcal.ac.in/faculty>).

Infrastructure

Facility

Our newly constructed Management Development Centre (MDC), inside the IIM Calcutta campus, is the hosting venue for our Management Development Programmes. This state-of-the-art, self-contained building houses multiple well-equipped audio-visual and multimedia-aided classrooms, a battery of conference and meeting rooms, business lounges, as well as a residential section for lodging and boarding facilities of our participants. The sprawling 135-acre IIMC campus, verdant with its 7 lakes and picturesque beauty, provides a stress-free and conducive environment for stay and study.

(For a virtual tour of our campus, you may access the following link: <https://iimcal.ac.in/about/campus-life>)

Accommodation

The residential section of our Management Development Centre (MDC) comprises over 200 well-furnished air-conditioned rooms and suites, all provided with seamless internet connectivity, intercom facility, private verandas and en-suite bathrooms.

The facility is manned round-the-clock by our Professional Hospitality Partners. Participants attending our programmes are served Multi-cuisine fare at our Dining Halls. Accommodation quarters are equipped with both WiFi and wired LAN.

Library & Computer Facility

Participants in our Executive Education programmes can avail of our robust, state-of-the-art library, the B C Roy Memorial Library. One of the largest management libraries in Asia, it houses over 160,000 volumes and also subscribes to hundreds of management journals as well as provides access to a large collection of electronic databases.

The entire Management Development Centre (MDC) is Wi-Fi enabled.

The PC Lounge at MDC is operational with the very latest computers networked and linked to the Internet over a 320 Mbps connection.

Participants are provided with a unique passkey at the time of checking in, which enables them to access the net 24x7, through any compatible device, throughout their stay.

Recreation and Entertainment

Participants can take a dip at the swimming pool after a daylong training session or jog down the lane that takes them around the campus. The vibrant greenery across the campus infuses a fresh lease of life, as one rambles along paved walkways, breathing in soulful of natural air.

TV lounges at each floor provides a relaxing setting for interactions and discussions among a diverse group of participants. They can also partake in a game of snooker or table-tennis, available at these lounges.

The city of Kolkata exudes a unique charm and grace. As a visitor to the 'City of Joy' you can take short tours to visit historical monuments, experience local art & culture, sink your teeth in our legendary sweetmeats or simply soak in the signature warmth and hospitality of Bengal.

We look forward to welcome you and your colleagues at IIM Calcutta.

Please contact us at:



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