



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

( Approved by AICTE, DTE & Affiliated to University of Mumbai )

( NAAC Accredited )

## *Management Development Program*

*Organized by*

**AIMS, Mumbai**

*(For Industry Experts)*

21<sup>st</sup> & 22<sup>nd</sup> June, 2019

## **A Report**

*Prepared by-*

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## ***About MDP***

Atharva Institute of Management Studies conducted a Management Development Program on 21<sup>st</sup> & 22<sup>nd</sup> June, 2019 at the Institute premises with the participants from various industries representing different work profiles and experiences. The entire module was divided into two segments covering subject domains from Finance, Marketing, Operations, Human Resources and certain glimpse and impact of Artificial intelligence & Machine learning efficacies.

The objective of MDP was to deliver knowledge and expertise to the industry experts who are looking for some refreshing courses.

### ***DAY I - 21st June 2019***



#### **Session I - Dr. Sujata Pandey**

The MDP was formally inaugurated by Dr. Sujata Pandey, the Director of AIMS. She focused her discussions and deliberation on the topic of "Current Business Environment". The current international & domestic issues were covered including topics on Energy valuations, US-China trade war, Impact of Brexit sanctions on Iran, Digitalization of business in India etc. in order to evaluate its impact on the overall business performances in the Indian subcontinent at length.



#### **Session II - Prof. Tapas Mitra**

He discussed on the various factors affecting the Valuation of Business under the following heads: To begin with "terms" that are frequently used for valuation of business, were discussed, in order to have the audience in context. Conceptual framework, purpose and

methods of valuation of business with examples were brought out. Thereafter the most favored technique - Discounted Cash Flow (DCF) along with methods for developing Weighted Average Cost of Capital (WACC) for a company, was discussed in detail with the help of a live example. The programme ended with a revision of the topic through key takeaways."

### **Session III - Prof. R.K. Sinha**



He discussed on the effectiveness parameters of Leadership dimension under different organizational context with focus on developing Transformational leadership style to be practiced for having greater employee's involvement leading to higher contributions from the employee's perspectives instead of Transactional leadership.

### **Session IV - Prof. Ganesh Apte**



He took a session on Inventory Management wherein he highlighted the importance of inventory management and how inventory management can improve profitability of the organization. He explained various techniques of inventory management and shared best practices in the industry.



### **Session V - Prof. Deepak Asarpota**

He delivered a session on the Impact of work ethics and its ramifications in the industrial parlance, Work ethics is an invisible employee behavior, noticeable by its absence. The participants were very much interested in the training and it was a fresher course for them. Overall, the topics such as, differentiating work ethics and business ethics, defining success pyramid, statistical data available were well taken by

participants. Subject content such as non-ethical behavior, how to overcome negative behaviors, enhancing positive behaviors were well discussed upon with engagement and relevant discussions.

## ***Day II - 22nd June, 2019***

### **SESSION I - PROF. R.K. SINHA**



He centered his entire discussion on the issue of "Talent Management in 21st. century". Talent management is a conscious & deliberate approach undertaken to attract, develop and retain people with the aptitude and abilities to meet current and future organizational needs. Talent management involves individual and organizational development in response to a changing and complex operating environment. It includes the creation and maintenance of a supportive and people oriented organization culture. Talent Management refers to identifying the employee talent and utilizing it effectively and retaining the same talent to compete with similar organizations.

### **SESSION II - PROF. DEEPAK ASARPOTA**



He talked on the topic of Enhancing sales Force Performance in the Indian as well as global context. Enhancing sales force performance is the Key function of Sales & Marketing domain: Basics and differences between sales and marketing were highlighted, with valid discussions in between the class times. Examples were well taken by the participating lot. Interesting topics such as sales and distribution, sales effectiveness and efficiency, pyramid of sales force performance, 360 degrees' sales performance were discussed.

### **SESSION III - PROF. R.K. SINHA**

- The topic was "Performance Management".



- Performance Management is a bell curve environment and is often most grievance causing process for managers and employees alike.
- The misgivings prevent it role adding value to the overall performance management process and the intent of PMS process is defeated with regard to the organizational expectations from employees

concerned.

- Though several companies have shifted from the bell curve in sectors like, IT, Consulting & conglomerates for that matter and followed curve less structures for PMS.

#### **SESSION IV - PROF. ABHAY DESAI**



The topic was "Negotiating skills". The concept of negotiation was explained and types of Negotiations were discussed. Case studies on Negotiation skills were done for better understanding of the concept with a number of exercises with the participants.

Before the valedictory session of the program a small input was given by the undersigned on the current topic on "*Machine learning and Artificial Intelligence and its impact business environment as such with lot of examples. The companies like Google, Amazon & Microsoft are using Google cloud auto networks for analyzing the customer's needs & aspirations through the data generated by effective algorithms and medical diagnosis is yet another dimension where the applications of machine learning algorithm helps for early diagnosis of the patients and their consequent treatment be made through it.*

Very recently, yet another dimension has been added to new wings of Artificial Intelligence for early detection and signaling the seismic waves/data of incoming earthquakes in the respective zone by utilizing neural networks systems as being used in the creation of driverless cars in the new upcoming market segment.

## Picture Gallery



*Prof. Tapas Mitra teaching the students during a session*



*Prof. Tapas Mitra teaching the students during a session*





*Prof. Tapas Mitra teaching the students during a session*



**Participants and attendees listening the session**



**Participants and attendees listening the session**



### **Organizing Team with participants**

#### **Concluding Session**

On conclusion of the above program, certificates were provided to the participants and their feedback was duly recorded with excellent remarks for the Management Development Program.

#### **Organizing Committee**

- Prof. R. K. Sinha, Incharge - MDP Cell
- Dr Shubhi Lall, Coordinator, IQAC, Member - MDP Cell