



BGU
BIRLA GLOBAL
UNIVERSITY

MDP

MANAGEMENT DEVELOPMENT PROGRAMS



Unleashing Potentials & Developing Ethical Global Leaders



BGU

About BGU

Birla Global University (BGU) is a state private unitary University and has been established by the enactment of Birla Global University Odisha Act, 2015, with its main campus spread over an area of nearly 30 acres of land in Gothapatana village under Bhubaneswar city limits. As per the Act, the management of the university is carried out by a Board of Governors headed by Smt. Jayashree Mohta, Chairman, Birla Academy of Art & Culture, being the main promoter of Birla Global University Honourable Governor of Odisha is the Chancellor of the University.

The University has been established with a goal to be the best destination for aspiring new-gen managers. It is committed to redefine 'quality' in management education with state of the art facilities, best of the infrastructures and finest of faculty members. Presently, the University operates with four schools i.e.

- 1. Birla School of Management offering Ph.D., MBA and BBA (Hons.)**
- 2. Birla School of Communication offering MA in Journalism & Mass Communication (MAJMC) and BA in Journalism & Mass Communication (BAJMC Hons.)**
- 3. Birla School of Commerce offering M.Com & B.Com (Hons.)**
- 4. Birla School of Social Sciences & Humanities offering Ph.D., MA, BA in Economics (Hons.)**

The university plans to extend the scopes of the existing schools as well as to open new schools for Art & Culture, Literature, Sciences and research programs. In fact, the core strength of the university is its commitment towards research and development. The university, this way, aims at catering to the need of the young mass of the country and to take Odisha to the global arena in the sphere of higher education.

Vision

The vision of the university is to create and disseminate knowledge in global context while pursuing Excellence, Innovations, and Inclusiveness.

Mission

The mission of the university are:

- To globalize through international collaborations and exchange of students and faculty.
- To strive for excellence in teaching and research.
- To continuously innovate pedagogy and course content.
- To encourage diversity and inclusiveness

Values

HONESTY AND INTEGRITY

We believe in being truthful and adhering to the highest ethical standards in personal and professional conduct.

EMPATHY

We recognize the needs of human development and respect diverse social, cultural and economic perspectives.

TRANSPARENCY

We believe in openness and assume responsibility as well as accountability in all our dealings and actions.

FREEDOM

We value the freedom of thought and expression to develop one's creativity and innovation in pursuit of academic excellence.

RESPECT

We foster a culture of respecting self and others.

COLLABORATION

We encourage teamwork and partnership in all endeavors for knowledge creation, acquisition and dissemination.



Honourable Vice Chancellor's Message

Birla Global University, Bhubaneswar conducts Management Development Programmes from time to time to train and equip business executives with the state-of-the-art knowledge for effective decision making, application of technology and innovativeness in business operations. Executives are trained by competent faculties in communication, in use of digital technology, in market oriented skills for sales and marketing, finance and budgeting, management and team spirit, cost rationalisation and competitiveness of a product for its sale in the market. They are also trained to identify emerging issues in the market and discuss among themselves in interactive sessions and exchange ideas, learn from each other. Care is taken to teach business strategies and the art and practice of creative leadership through case studies, role plays, group dynamics and simulations and other multi-operational issues. MDP is thus designed to enhance the creative talents of the executives.

We, at the BGU, try to give the executives a comprehensive perspective on Management Development and take them to a higher level of development in their love and appreciation of their work.

Prof. (Dr.) P.P. Mathur

Vice Chancellor
Birla Global University, Bhubaneswar.

Registrar's Message



Professional world today is full of challenges and managers and executives need to continuously educate and update themselves about the changes and new management practices. Management Development Programmes reflect the evolving dimensions of business and new management practices and applications so that they add knowledge, skills and competencies to the participants, facilitating their personal contribution to the future success of their organizations. They offer tremendous learning opportunities to the participants and help them reinvent themselves by discovering their potentials.

I am happy that the Birla School of Management of Birla Global University (BGU), Bhubaneswar has developed a brochure for the MDP for the year 2018-19. The MDP calendar for the year includes trainings on contemporary themes and topics related to different functional areas of management. Our endeavor has always been to bring in high quality MDPs keeping with the demands of the organizations. The programmes are developed and conducted by highly qualified and experienced faculty members, who connect to what they are delivering in the class with what goes on in industry by bringing in contemporary theories and practices to classroom. The school has also developed new customized training programmes to suit the needs of different organizations.

Prof (Dr.) B.K. Das

Registrar

From the Dean's desk



Management Development Programs (MDPs) are found to be very effective in updating the knowledge and skills of corporate executives with many useful practicing concepts and tools developed by global thought leaders. They are equipped to face the multiple challenges of maintaining good interpersonal relations and adjusting to many complex business environments.

The Centre for Management Development & Consultancy (CMDC) of BGU, Bhubaneswar, is committed to help corporate organizations, both in public and private sectors, in unleashing the power of such huge human potentials through a number of customized corporate as well as short duration open management development programs.

Our faculty resource, enriched with vast and varied academic and corporate experience, has the special distinction of receiving consistently excellent feedback from the participants of our MDPs.

We present to you our MDP Brochure 2018-19 with a bouquet of well customized MDPs in different specialized functional areas of business and look forward to avail opportunities to assist you in making your executive learning life-long.

Dr. P. Nayak

Dean, Birla School of Management,
Birla Global University, Bhubaneswar.

Salient Features

Centre for Management Development and Consultancy (CMDC)

Centre for Management Development and Consultancy aims to create a training base which engages in management advocacy for general management and human resource development and aligns itself with the human resource practices, experiences with training and capability enhancement. Programs for the business houses and conglomerates help develop professionals leading to increased output and productivity, marching towards inclusive growth. One of the prime objectives of Centre for Management Development at BGU is to conduct training in various functional areas of management to provide quality inputs to national and international conglomerates, government, public and private sector organizations, donor agencies and international and national NGOs.

Overview

We understand that it is a herculean task to motivate your employees to face and accept new challenges and to flourish and grow along with the organisation. This intensifies the need for education, training and development. Honing up the existing skills and acquiring specialized skills are perpetual requirement. We offer you an entire portfolio to choose from diverse training programs that will address your needs at all levels. Our customized programs can be linked with the performance assessment, providing opportunities of vertical and lateral growth for employees.

Why is Management Development Program Necessary?

When a fresher enters the corporate corridors, it is normal to feel lost and wishing for hand-holding till they settle in. However, not only freshers, but most new managers feel as though they have been thrown into the middle of the ocean without a life jacket. Mastering managerial skills will provide managers with the confidence and skills required to manage themselves as well as the team. We have also designed the programs in a way that will provide intensive inputs. The training programs serve to sharpen the essential lessons which can be applied to real life circumstances.

Direct Benefits

- Improves employee motivation.
- Helps in building strong linkages with corporate.
- Brings in ability for self-assessment and self-appraisal.
- Provides opportunity for growth and development of employees.
- Provides means for performance assessment and provides a platform to perform better.
- Enables employee retention.

Aims and Objectives

- To develop capable managers and leaders who contribute towards the growth of the organization.
- To create professionals who will be able to work in a Multi-cultural & Multi-faceted organization.
- To develop the spirit of training for best results.
- To develop value based leadership pipeline throughout the organization and the society.

Here at BGU, Centre for Management Development, we have some of the best features and the best people for the job.



Industry Experts as Faculty

Our faculty is drawn from a diversified pool of highly experienced industry professionals and academicians. Their different backgrounds and vast experience provides valuable insights into the dynamic and challenging world of business.

Interactive Training at Corporate Premises

We go one step ahead in making you comfortable. We come and train at your premises so that you are comfortable in your own premises and the transfer of learning takes place at a faster rate. However, MDPs can also be delivered in or near the BGU premises in Bhubaneswar / Puri, if desired by corporate.

Outbound Training

This is an added advantage provided in some training programs like Team Building, Leadership Development Program, Executive Development Program and Foundation Course in General Management provided through experienced partners.

Pedagogy - Case Studies, Workshops and Presentations:

The training programs would facilitate the participants to learn from three equally important sources of knowledge - self learning, learning through interaction with the faculty and among the participants. It includes case studies, role-plays, interactive classroom simulations, workshops, group exercises and presentations.

Feedback Analysis

No training is complete without a feedback for both the trainer and the trainee. At the end of this training, participant feedback is taken for an in-depth analysis and improvement.



Fee Structure

	Outside Bhubaneswar	Inside Bhubaneswar	BGU Campus, Bhubaneswar (Residential)	BGU Campus, Bhubaneswar (Non-Residential)
Faculty Fee	Rs. 25,000 to Rs. 40,000 per day + applicable taxes (max 25 participants)	Rs. 25,000 to Rs. 40,000 per day + applicable taxes (max 25 participants)	Rs. 25,000 to Rs. 40,000 per day + applicable taxes (max 25 participants)	Rs. 25,000 to Rs. 40,000 per day + applicable taxes (max 25 participants)
Material Cost	Rs. 500 per participant	Rs. 500 per participant	Training logistics @ Rs.1,500 per day and support services @ Rs.500 per day	Training logistics @ Rs.1,500 per day and support services @ Rs.500 per day
Venue	Corporate will provide venue and training aids	Corporate will provide venue and training aids	AC Training Hall at BGU Bhubaneswar campus	AC Training Hall at BGU Bhubaneswar campus
Boarding and Lodging - Participants	Corporate will make all arrangements	Corporate will make all arrangements	Single: Rs.4000; Twin sharing: Rs.3000/ day/ person (includes all meals)	Breakfast, tea, lunch and evening high tea @ Rs. 750 per day per person
Boarding and Lodging - Faculty	Corporate will make all arrangements and bear administrative expenses	Corporate will make all arrangements and bear administrative expenses	Not Applicable	Not Applicable
Travel and Conveyance - Participants	Corporate will meet all travel expenses	Corporate will meet all travel expenses	Local transport, airport: Rs.1,000, railway station: Rs.700 pickup/ drop	Local transport, airport: Rs.1,000, railway station: Rs.700 pickup/ drop
Travel and Conveyance - Faculty	Corporate will meet all expenses (reimbursement). 2AC/ Air/ Road	Corporate will meet all expenses (reimbursement). 2AC/ Air/ Road	Not Applicable	Not Applicable
Other Details	2 – 3 faculty members deployed by BGU for typical 3 day programme	2 – 3 faculty members deployed by BGU for typical 3 day programme	2 – 3 faculty members deployed by BGU for typical 3 day programme	2 – 3 faculty members deployed by BGU for typical 3 day programme

	Hotels / Clubs / Resorts (Bhubaneswar)	Hotels / Clubs / Resorts (Puri)	OPEN Programs for Individuals (Residential)	OPEN Programs for Individuals (Non-Residential)
Faculty Fee	Rs. 25,000 to Rs. 40,000 per day + applicable taxes (max 25 participants)	Rs. 25,000 to Rs. 40,000 per day + applicable taxes (max 25 participants)	Training fee of Rs.2,000 per day per participant + applicable taxes	Training fee of Rs.2,000 per day per participant + applicable taxes
Material Cost	Training Kit and Study Material @ Rs.1,000 per participant	Training Kit and Study Material @ Rs.1,000 per participant	Training Kit and Study Material @ Rs.1,000 per participant	Training Kit and Study Material @ Rs.1,000 per participant
Venue	Hotels/ Clubs/ Convention Centre in Bhubaneswar	Hotels/ Clubs/ Convention Centre in Bhubaneswar	BGU	BGU
Boarding and Lodging - Participants	Single: Rs.3500; Twin sharing: Rs.2500/ day/ person + applicable taxes	Single: Rs.3500; Twin sharing: Rs.2500/ day/ person + applicable taxes	Single: Rs.2,500; Twin sharing: Rs.1,500 per day per participant	Not Applicable
Boarding and Lodging - Faculty	To be borne by company	To be borne by company	Not Applicable	Not Applicable
Travel and Conveyance - Participants	Corporate will meet all travel expenses	Corporate will meet all travel expenses	Local transport, airport: Rs.1,000, railway station: Rs.700 pickup/ drop	To be borne by participants
Travel and Conveyance - Faculty	Corporate will provide/ reimburse local transport	Corporate will meet all expenses (Rs.2,000 per day or actuals)	Not Applicable	
Other Details	Training Logistics: Rs.1,500/- per day	Training Logistics: Rs.1,500/- per day	Lunch and Refreshments @ Rs. 750 per day per participant	Lunch and Refreshments @ Rs. 750 per day per participant

1. To support and enrich the core curriculum, the program would integrate a variety of teaching and learning resources including practical, experiential learning through cross-disciplinary case studies. These classrooms are centres of learning, which give opportunity to learn new concepts and strategies and also help in building up one's professional acumen through extensive interactions among the leaders.
2. BGU has been delivering programs in various domains of Management and has been continuously improving and adding new programs based on general and specific needs of organizations.
3. These programs can be delivered in the shape offered herein or with sensitive adaptations as per the need of the client organization. Depending on the need assessed, the content and duration of the programs can also be altered to make the learning inputs time and cost effective.

Business Communication



Intercultural Communication at a Diverse Workplace

Duration
Program Director

Two (02) Days.
Dr. Anubha Ray

Background

With increasing globalization, interaction between people from diverse background has become a necessity as well as a challenge. People working in an organization are expected to be familiar with the habitual expressions, behaviour and etiquette of colleagues, customers, clients from other cultures. Now-a-days, a process of acculturation is taking place which is possible by organizing specialized training about the language, customs, traditions, and the work culture of the host organization. Executives seeking global business often join formal classes to get a feel of the local cultures. Awareness about the client's cultural sensitivities often results in positive advantage in business relationships.

This course will equip the participants to develop:

- An understanding of the increasing need for clear and cordial communication from different backgrounds and cultures
- Understand how cultural context affects personal behavior and communication at workplace
- Learn how to communicate across cultures with different concepts of formal, social behavior, time and space
- Understand the etiquettes and manners of different cultures

Communicating in English at the Workplace

Duration
Program Director

Seven (07) Days.
Dr. Anubha Ray

Background

Irrespective of the profile or position one is in today, fluency is an important requisite to communicate with colleagues and clients. To be fluent, one has to have good vocabulary, good enunciation and be grammatically correct. This program is designed:

- To help you communicate better with your clients and colleagues with
- Focus on Fluency
- Improve Grammar
- Improve Vocabulary
- Overcoming MTI & Improve Pronunciation
- Useful expressions in business
- Professional Communication skill like Email writing & Report writing
- Use of visuals for effect in presentation
- How to write clearly for business.

For Whom : Entry Level Managers.

Interpersonal Communication

Duration
Program Director

Two (02) Days.
Dr. Anubha Ray

Background

Each (human) communication situation has an environment of its own, or a (cultural) context. Each aspect of communication is firmly rooted in a cultural base.

- Every cultural has its norms that govern the way in which communication happens. These norms may vary less from individual-to-individual, but more strikingly from one population segment to another. The program is designed:
- To familiarize the participants with the nature and process of Interpersonal/Cross-Cultural Communication
- To help participants appreciate various dimensions of Interpersonal Communication
- To enable participants initiate the development of Personal Communication skills.

For Whom : Mid-Level Managers and Senior Managers.

Effective Presentation Skills

Duration
Program Director

Three (03) Days.
Dr. Anubha Ray

Background

Presentations are an integral part of all professional fields. Presentation skills, necessary to create and deliver informative and persuasive speeches, are vital to organizational communication, its success and advancement.

This module provides training in how to develop effective communication content for a prepared speech, how to develop and structure the content of informative presentation.

The Program is designed:

- To develop a more confident and persuasive vocal style.
- To use body language effectively to build rapport and maintain the motivation of the audience
- To use language techniques to ensure that your key message is understood
- To plan and structure your presentations creatively for maximum impact

For Whom : Executives at all levels in all types of business.



Economics

Economics for Executives

Duration
Program Director

Two (02) Days.
Prof. Swagat Mishra

Background

The program on Economics for Executives aims to facilitate the managers in developing an understanding of the various nuances of economic environment for better decision making. This course has been designed to help participants make practical sense of many complex economic terms, concepts and trends in the World today. The course objective is to help executives understand what many of the major economic indicators measure. The program is designed:

- To provide the participants with conceptual foundations of productivity and Background efficiency.
- To show how one can use real life data from the actual operations of private and public sector firms to measure and compare performance of different firms from an industry.
- To interpret and comprehend the key macroeconomic variables.
- To understand the government's fiscal and monetary policies and how they impact the firms' domestic business environment.
- To set up a benchmark for evaluating the performance of a firm.

For Whom : Executives in the middle management in all types of businesses.



Financial Management



Advance Taxation for Managers

Duration
Program Director

Two (02) Days.
Dr. Pradip Kumar Sanyal

Background

This Program is meant to provide an in-depth knowledge of Taxation to Managers covering:

- Individual Taxation and Tax Planning
- Corporate Taxation and Tax Planning.
- Indirect Taxations- GST

For Whom : Entry Level Managers.

Economics for Managers

Duration
Program Director

Two (02) Days.
Dr. Pradipta Sanyal

Background

Managerial Economics ,also known as Business Economics bridges the Economics Theory managerial practice. It is defined as "the application of economic concepts and economics analysis to the problems of formulating rational managerial decisions". It helps cover the gap between the problems of policy and problems of logic.

This Program is designed:

- To provide Basics of Managerial Economics Managers so as to understand the practical applications
- Micro Economics
- Macro Economics

For whom : Any group of participants who want to learn managerial economics.

Finance for Non-Finance Executives

Duration
Program Director

Three (03) Days.
Dr. Pradipta Sanyal

Background

Finance is the life blood for any organisation. Finance integrates all other functional areas of management. Today managers understand that their decision is going to have a serious impact on profits and earning potential of the business yet they find it difficult to comprehend the financial aspects and take a holistic view of the business.

This program is designed :

- To facilitate managers to develop an understanding on the basics of Finance and Accounting.
- To provide the participants with conceptual foundation of Financial Statements and its interpretation
- To provide an understanding of Personal and Corporate Taxation
- To facilitate an understanding on Basics of Investments in Share Markets

For Whom : Non-Finance managers working at all levels in all types of business can benefit greatly from this training program.

Finance through Excel

Duration
Program Director

Two (02) Days.
Dr. Pradipta Kumar Sanyal

Background

Analysing voluminous amounts of Financial data can be pretty cumbersome, but for the Excel programme which is an extremely invaluable source. Every day, financial experts analyse huge amounts of financial data. These data help investors improve investment portfolios and dig deeper into the financial market. For a professional in the area of finance, Microsoft Excel will be a very good analytical tool throughout their career.

This Program is designed :

- To provide an hands on experience in Excel and its application in Finance
- To understand financial forecasting using Excel
- To learn how to do Valuation Using Excel

For Whom: Those working in Finance and Accounts Departments of Different Organizations and want to learn in-depth knowledge in Finance and Accounting through Application of Advance Excel.

Investment Management

Duration
Program Director

Two (02) Days.
Dr. Pradipta Sanyal

Background

Investment Management: Investment is the current commitment of money or other resources in the expectation of reaping future benefits. Investors want a rate of return that compensates them for the time period of the investment, the expected rate of inflation, and the uncertainty of the future cash flows. We all want high rate of returns at a low level of risk, but are we aware of the investment scenario and financial instruments available in the market. Investment management deals with the professional asset management of various securities, such as shares, bonds, mutual funds and other asset classes in order to meet specified investment goals for the benefit of the investors.

The program is designed:

To provide an practical exposures in the area of Investment Decision in Stock Markets and Covers following Importance of Risk and Return using Excel.

- Fundamental and Technical Analysis for Stock Selections.
- Asset Pricing Models and their importance in Investment decision.
- Portfolio and its importance in Investment Decisions.

Note : Course will be covered mostly by using Excel and other Financial Software.

For Whom : Executives in all types of business.



General Management

Executive Development Program

Duration
Program Director

Two (02) Weeks.
Dr. Parameswar Nayak

Background

The Executive Development Program is designed with an aim to develop people from functional level to the Executive Level. For this successful transition the E5 programme is designed to explore their knowledge base across different functional E disciplines and develop a holistic management perspective by integrating key 'mm' 5 E functional disciplines participants enhance their capability to in vision, control, influence the strategic direction of the firm. The pedagogy adopted is participatory. "W" E Case studies, role plays, outbound training, group work and discussion is brought to 3 E enhance the learning of the participants.

The program is designed:

- To increase the efficiency of performance of existing employees by developing their managerial skills.
- To provide opportunity to learn as well as advance in their career- as a motivational tool.
- To manage self and others.

For Whom : Entry level executives E1 in PSU's state undertaking and government departments.

Foundation Course in General Management

Duration
Program Director

Two (02) Weeks.
Dr. Parameswar Nayak

Background

This Two Weeks Foundation Course in General Management is designed with an objective of providing deeper understanding into managerial concepts and techniques for formulating and implementing strategies in various functional areas. This program focuses on imparting overall perspective for decision making by integrating functional and general management approaches. The participants gain valuable insights in the functional and general management domain. The Pedagogy adopted is participatory; the sessions are taken with the aim of blending rich experience of the participants and inputs from the faculty from their expert areas. The sessions are supplemented by group exercises, role play, case studies and inter-action.

The program is designed:

- To develop from managing self to managing others.
- To make the participants aware of commercial sense and project management.
- To develop awareness about business simulation.

For Whom : Mid-level managers E5 in PSU's/ state undertaking and government departments.



HR & OB



Developing Winning Edge for Leaders

Duration
Program Director

Three (03) Days.
Dr. Parameswar Nayak

Background

In the present business scenario, the role of a leader should involve better situational understanding and determined execution. Leaders with the desire to excel and strong determination will surely be instrumental in building a quality organization. Development oriented leaders have an interesting blend of knowledge, vigour and determination towards achievement of desired goals. They have broader roles to play in organizational transformation.

This program is designed:

- To infuse participants with the traits that a leader must possess for organizational development.
- To facilitate participants in building up better learning of leadership qualities for present day organizations.
- To develop leadership traits to synergize personal and organizational needs

For Whom : Managers and Chief Managers.

Enhancing Managerial Effectiveness

Duration
Program Director

Three (03) Days.
Dr. Parameswar Nayak

Background

Looking into the rapidly changing business environment and an increase in competition in all types of business it is very important to realize the change in the culture and practices that the management of an organization adopts. To cope with the rapidly changing environment the management should prepare itself by focusing on more efficiency in performance to enhance the managerial effectiveness.

The program is designed:

- To develop a strong organizational culture.
- To help the participants develop their strength and overcome their weaknesses and improve their psychological well-being.
- To help the participants face the upcoming challenges.
- To develop a basic understanding of the roles and responsibilities of a manager.
- To develop the required competence and skill set to perform the role successfully

For Whom : Every manager who aspires to develop himself / herself as an effective leader, especially in HR.

HR for Non HR Professionals

Duration
Program Director

Three (03) Days.
Dr. Archana Choudhary

Background

The HR function acts as the backbone of the organization and thus it becomes very important that the concerned managers should understand the importance of Human Resource functions to align it with the organization goals. This is to facilitate the non HR professionals to further upgrade and contribute significantly towards organization development.

The broad objectives of the courses are:

- To build a strong foundation in core HR concepts, to enable and empower them with most updated trends in HR.
- To enrich and develop with contemporary development in HR function for adopting best practices in this area.
- To enable and explore their inherent HR potential for higher responsibility positions requiring better people orientation.

For Whom : Senior management, HR managers, functional departmental heads.

HR Analytics

Duration
Program Director

Four (04) Days.
Dr. Parameswar Nayak

Background

The growth of HR integrated with Behavioral Science has taken a phenomenal shape towards key result areas and competencies. The emergence of score cards and metrics has further shaped HR towards results being monitored and connected to business objectives. However, as the pace of market growth is both relentless and unprecedented, therefore, the major signposts that can guide decisions and help to ensure success has to be based on a strong analytics capability as a core foundation upon which to build. It is useful both to understand the past but also to explore the future by trying and testing out new scientific approaches. Therefore, for HR to move to the next stage of its maturity, it needs to become a Decision Science. HR has more decision frameworks that can be used to optimize talent than are immediately apparent. Today, for HR professionals, a strong analytics capability is a great basis for future decisions. The measures and metrics that result must be based on the strategic direction and initiatives that are unique to the organization so that a Talent Scorecard that is tailored to the organization can be achieved. HR Analytics is the most challenging among different types of analytics, as it involves both the hard and the soft data points.

The program is designed :

- To understand the concepts of HR measurement and HR analytics;
- To learn how to use Analytics in different sub-functions of HR;
- To learn how to integrate data in the form of HR analytics for effective management decisions
- To contextualize the framework for applying the concepts of HR Analytics to an end-to-end HR business process to make HR business driven.

For Whom : Managers and senior managers in all types of business can benefit greatly from this training program.

Managing People and Performance

Duration
Program Director

Three (03) Days.
Prof. Bala Subramanian R

Background

The course aims at equipping the participants of business management with concepts and practical techniques of managing, assessing and developing peoples' performance for achieving business excellence in global business organizations.

The objective of the course includes to:

- Understand the meaning and importance of Performance Management,
- Performance Evaluation and other important concepts related to performance assessment of employees in organizations;
- Analyze critically the usefulness of various methods, especially the modern methods and techniques of performance management;
- Understand the nuances of implementation of PMS, possible ratters' errors, required skills for feedback sharing, coaching, mentoring and counselling, reviewing, employee development plan and reward systems.

For Whom : Managers, senior managers and executives of any firm can benefit greatly from this training program.

Stress Management and Mental Conditioning in the Workplacen

Duration
Program Director

Three (03) Days.
Dr. Parameswar Nayak

Background

Stress is a state of equilibrium in which the demands of an employee's job and personal life are equal. Juggling /competing demands is stressful and leads to lower productivity, sickness, and absenteeism.

The program is designed:

- To discuss and understand the imp act work/ life balance has on employees.
- To discuss and recommend steps that truly supports work/ life benefits.
- To encourage the organization culture, starting with senior management that sincerely endorses work/ life benefits.
- To review the human resources strategy to see if it supports the company's mission.

For Whom : For HR heads, departmental heads, team leaders of business enterprises.

Mental Conditioning

Duration
Program Director

Three (03) Days.
Dr. Parameswar Nayak

Background

Organizational effectiveness depends greatly on mental agility, self-motivation and willingness of individual employees to do the assigned work. The organizational productivity can be enhanced through a proper alignment of employees' personal goals and aspirations with organizational goals. It can be achieved when there is a healthy and well-balanced employer—employee relationship. To be successful, employees are required to do the things that make the difference for the winners.

The program is designed:

- To understand the need for and impact of Mental Conditioning for aligning personal goals of individual employees with the shared vision, mission and goals of the organization.
- To learn how to improve their level of motivation, commitment and positive attitude towards the team.

For Whom : Officers' managers and senior managers in all types of business can benefit greatly from this training program.

Team Building and Transactional Analysis

Duration
Program Director(s)
Program Director

Four (04) Days.
Dr. Parameswar Nayak
Dr. Parameswar Nayak
Dr. Archana Choudhary
Dr. Singhdha Mohapatra

Background

An organization is a place where men, material and machine all are synthesized for the fulfilment of organizational objectives but, the essence of its success depends on efficient and effective contribution derived from its workforce, through their concerted efforts and approaches. There is always an existing need for training and development in such areas of team and group dynamics for achieving overall quality performance of the organization.

The program is designed:

- To work effectively in teams and learn how to create synergy among group members.
- To acquaint them with attributes and dynamics of high performing teams.
- To build up effective teams for enhancing overall productivity of the organization.
- To expedite effectively team meetings including sessions for sharing, reflection and learning.

For Whom : Executives at middle & junior levels in all types of business can benefit

Transactional Analysis

Duration
Program Director

Two (02) Days.
Dr. Archana Choudhary

Background

Transactional Analysis is a theory developed by Dr. Eric Berne in the 1950s. Originally trained in psychoanalysis, Berne wanted a theory which could be understood and available to everyone and began to develop what came to be called Transactional Analysis (TA). Transactional Analysis is a social psychology and a method to improve communication. The theory outlines how we have developed and treat ourselves, how we relate and communicate with others, and offers suggestions and interventions which will enable us to change and grow.

The workshop is designed

- To understand the different ego states people adopt in their day-to-day communication.
- Improve the communication in the interpersonal relationship
- Improve interpersonal relationship.

For Whom : Junior Level Executives from Corporate.

Marketing



Cross-Cultural Marketing

Duration
Program Director(s)

Two (02) Days.
Dr. Sandeep K Mohanty
Dr. Sujit Patra

Background

India is country of many cultures; more so in the global scenario. Marketing with similar products to different cultures can be little problematic. Cross-cultural means considering cultural differences when planning marketing campaigns and media; realizing the need for a balance between localization and standardization; and most importantly, implementing strategies that respect differences while seeking to unify brand messages.

The program has been designed:

- To understand cross-cultural Communication and Marketing
- To examine Culture as a variable, cross-cultural competence, Challenges and Solutions
- To discuss issues related to cross-cultural marketing and how to handle them in the marketing of pre-cuts and services

For Whom : Senior and middle level executives for dealing with cross-cultural customer base.

CRM in Service Industry

Duration
Program Director(s)

Two (02) Days.
Dr. Sandeep K Mohanty
Dr. Sujit Patra

Background

The telecom industry in India has witnessed a transformation from a monolithic regime, through an age of de-regulation and privatization. It has seen the rapid rise of market players who offer innovative products and services. This change has been commensurate with the growth of the industry, now ranked the fifth largest in the world and soon expected to be second largest. Faced with a growing market and increasing competition, companies in the telecom business are adopting to new technological imperatives in order to outperform their competitors. These companies adapt continuously to the dynamic environment so as to survive competition.

This program has been designed:

- To identify critical value adding processes
- To redesign them to become customer centric
- To Understand CRM and the trends in the telecom services
- To understand CRM in internet based services

For Whom: Senior & Middle-level Managers.

Developing Service Culture in Organisations

Duration
Program Director(s)

Three (03) Days.
Dr. Sandeep K Mohanty
Dr. Sujit Patra

Background

The culture of an organisation impacts the Customer Service delivered. A strong service culture leads to sustained improvements to customer experience. Service culture motivates the employees in that organization takes a customer-centric approach to their regular duties and work activities. Sales and service employees put customer needs first when presenting solutions and providing support. Other employees work behind the scenes to ensure customers get a good product experience. Developing a service culture requires time and consistency.

This program is designed to:

- Understand service culture
- Identify the Components of service culture
- Design Strategies to develop service culture attitude

For Whom : Senior and Middle level Executives of organization to develop a positive attitude towards service culture.

Digital Marketing

Duration
Program Director(s)

Three (03) Days.
Dr. Sandeep K Mohanty
Dr. Sujit Patra

Background

In the current era of digital marketing, Organizations have started following structured and more comprehensive digital marketing strategies to get competitive advantage. Email marketing, social media marketing are the key points to elaborate and discuss in detail.

This program is designed to

- Explain the recent trends and developments in digital marketing
- Explain the benefit from this form of marketing.
- Understand digital marketing
- Understand to role of website, emails and social media in marketing
- Identify the Challenges in digital marketing
- Develop Strategies for better digital marketing campaign

For Whom : Executives and managers to understand digital marketing campaigns in the organization.

Marketing Communication

Duration
Program Director(s)

Three (03) Days.
Dr. Sandeep K Mohanty
Dr. Sujit Patra

Background

Marketing communication is part and parcel of an organisations marketing effort. It employs all the media required to communicate with the market. Effective marketing is definitely an outcome of well-structured and well managed communication. Organizations have started changing their marketing communication because the external environment and customer accessibility to market information has changed vastly.

This course is designed to:

- Understand the role of marketing communication
- Understand the new trends in communication
- Develop Strategies to communicate to the new age customer
- Evaluate the communication programs.

For Whom : Executives and managers involved in marketing communication and those interested in defining a new age communication will be highly benefitted.

Marketing Strategies for Bottom of Pyramid Customers

Duration
Program Director(s)

Three (03) Days.
Dr. Sandeep K Mohanty
Dr. Sujit Patra

Background

In our understanding the bottom of the pyramid we find customers who are largest but poorest socio-economic groups. The poor and the deprived are mostly come under this demographic and they must be addressed with specific plan and course of action.

This course has been designed:

- To give information about the Bottom of the pyramid and how certain marketing programs can be oriented to get significant results in this regard.
- Understand the importance of BOP
- Understand Marketing strategies for BOP
- Become aware of Branding strategies in BOP
- How to Innovate for the BOP

For Whom : Executives and managers who understand BOP and its importance in present marketing scenario.

Sales Force Motivation

Duration
Program Director(s)

Three (03) Days.
Dr. Sandeep K Mohanty
Dr. Sujit Patra

Background

Motivation is a key term in selling. This is because selling is a monotonous and hectic job where social security and social respect are quite integral part of regular transaction. A salesman has to be motivated to face the challenges in the market. Certainly the role of self-management as well as the efforts of organization does matter in this regard.

The program is designed to

- To familiarise sales people with different motivational approaches for their benefit.
- To Understand the Challenges in selling
- To Manage Resources and self in selling
- To understand Motivational theories in selling

For Whom : Sales Executive and managers interested to get more insights of new age selling and wants to motivate themselves and the group they represent or lead.

Sales Techniques in Retail

Duration
Program Director(s)

Five (05) Days.
Dr. Sandeep K Mohanty
Dr. Sujit Patra

Background

Selling has been an activity every retailer does seriously. But in the age of competition this can be fun also. If we are structured and coordinated then we can sell products to right customer without any problem. So the techniques of selling will assist us to make proper assessment of our selling efforts.

The Program is designed:

- To understand selling, its process and techniques
- To identify selling aids
- To understand new age selling
- To familiarise participants with selling techniques which help in creating highly successful impact in the marketing transaction.

For Whom : Sales Executive and managers interested to get more insights of new age selling.



Operations



Supply Chain and Logistic Management (SCLM)

Duration
Program Director

Three (03) Hours.
Prof. Manidatta Ray

Background

The effective supply chain has become a new organizational and operational model for the information age and highly customer centric competitive business scenario. Fierce competition in today's market has forced business enterprises to invest in and focus on supply chains. This short and specialized module on SCLM exclusively designed for operational as well as middle level managers of any organization irrespective of their domain of operations, provides an understanding of supply chain dynamics and analytical methods used to analyze, plan, and manage supply chain operations.

The module addresses supply management's role in: social responsibilities, buyer-supplier relationships, ethics, cross-functional teams, quality, price and cost analysis, methods of compensation, total cost of ownership, the development of requirements, acquisition of services and equipment, outsourcing, global sourcing, performance evaluation and legal issues involved in Supply Chain.

This course is designed to:

- To equip the participants with a proper blend of Logistics and Supply elements.
- To create an awareness about the importance of SCLM in the dynamic business environment.

For Whom : Executives and managers up to the middle management level.

Total Quality Management

Duration
Program Director (s)

One (01) Day.
Dr. Manas Kumar Pal
Dr. Lalatendu Sahoo

Background

TQM is a philosophy that involves all the people in an organisation in a continuous effort to improve every aspect of business process to enhance quality to meet customer satisfaction by either matching or exceeding the customer expectation. It is intended to prevent poor quality from occurring. TQM is focussed on increasing customer satisfaction, efficiency & effectiveness through measurable performance excellence.

This course is designed to:

- To identify that establish customer need.
- To design product and services to meet customer satisfaction.
- To design a process to "DO IT RIGHT FIRST TIME".
- Quality tools & techniques to develop business excellence models through continuous process improvement based on earlier results.
- To extend the TQM concept to entire organisation.

For Whom : Executives and managers up to the middle management level.



Strategic Management



Strategic Analysis for Managers

Duration
Program Director

Two (02) Days.
Prof. Somnath Dutta

Background

Strategic analysis encourages the use of various tools to prepare business strategies by conducting a SWOT analysis of the company as it grows. It involves a review of the internal strengths and weakness as well as factors in the external environment that could affect business.

The programme is designed:

- At inculcating strategic thinking, thereby understanding power play within and between organizations.
- To assist managers in analysing the industrial landscape of a firm and analyse the implications of different growth strategies

For Whom : Managers heading a business unit /profit centre professionals who are expected to take up such responsibility in the near future.

Professionals willing to move into roles that require handling of strategic issues.

Uncontested Markets through Blue Ocean Strategy

Duration
Program Director

Two (02) Days.
Prof. Somnath Dutta

Background

Blue Ocean Strategy is a new way of thinking that challenges the tenets of competitive strategy. It calls for a shift in focus from competing to creating new market zspace thus making competition irrelevant.

The program is designed:

- To assist participants in shifting the corporate attention to non-served and underserved markets from the fierce cut-throat competition in the conventional established markets.
- To introduce participants to the tools for identifying the building blocks of a business model and the strategy canvas.
- To provide participants with analytical tools and frameworks for value innovation and strategic reconstruction of market boundaries

For Whom : Middle and Top Management executives and entrepreneurs



Faculty Resources for MDP





Dr. Sarat Kumar Acharya

Advisor and National Professor
Birla Global University

Dr. Sarat Kumar Acharya has served as Chairman and Managing Director of Neyveli Lignite Corporation Ltd. (NLC) from October 2015 till July 2018.

He carries with him rich and varied experience of over 37 years of working in BHEL, NTPC, NTPC-SAIL Power Company and NLC. Prior to assumption of charge as CMD, he served NLC as Director (Human Resource).

Dr. Acharya hails from Odisha and had his studies in prestigious institutions like Ravenshaw College and Utkal University. In his rich professional career, he made significant contributions in improving people, processes and practices in the companies he worked and through his innovative management initiatives, strategic and operational interventions he contributed to the enhancement of business results.

A recipient of many national and international awards and honours, Dr. Acharya is one of the few inspirational corporate leaders, whose name finds place in the book 'Most Powerful HR Professionals of India' (4th Edition). Widely travelled and well trained in India and abroad, Dr. Acharya lends his services in academics as well as a visiting faculty to many premier Business Schools and Management Institutes.



Prof. (Dr.) Parameswar Nayak

Dean, Birla School of Management, Birla Global University, Bhubaneswar
Email: dean.som@bgu.ac.in

Dr. Nayak is an ardent Professor in Human Resource Management and a corporate trainer, well known for his participative style of teaching, a management consultant, an academic administrator and a professional social worker. He has over 29 years of work experience in teaching (in India and overseas), academic administration, training, research and consultancy, including about 18 years in different Leadership Positions such as Director and Deans of B-Schools (KIIT University, Amity University, ITS, BIMTECH, Bhubaneswar) besides his services at XIMB, BCT-IIHMR and Delhi University.

He is a trained trainer with training received from a number of institutes of repute such as IIM, Indore, XIMB, IIPA, BIMTECH, ISHA and IIHMR. He has conducted over 250 training and MDPs in public and private sector, such as NTPC, NSPCL, NLC, NHPC, JSPL, JPL, IFFCO, NBCC, NIPM, RSP (SAIL), Reserve Bank of India, THDC, PowerGrid, GAIL, SJVN, SMS India, FCIL, HZL, Prashar Bharati, UCO Bank, Allahabad Bank, NEM Engineering Projects Pvt Ltd, UNICEF, and the Indian Red Cross. He has been invited as visiting Professor, keynote speaker/speaker/participating conferences by Universities and institutes of repute, both in India and abroad (Europe, Tanzania, Nepal, USA and UK) and to conduct MDPs in OMAN. He has completed 23 consultancy research assignments sponsored by international and national agencies.

He is a post graduate and Ph.D. in Personnel Management and Industrial Relations and MSW (Labour Welfare & HR) from Delhi University. He has received a number of national awards and Fellowships including NIPM's National HR Excellence Award in the category—Best Management Education Leadership Award in 2018 and the 'Elvina'- the Luke Award of Delhi University in 1989, doctoral fellowship from ICSSR, and UGC's Junior Research Fellowship with NET qualification. His publications include two books and several research papers besides his doctoral guidance. He is a Life member of professional bodies like ISTD, ISTE, SSAI, member of Knowledge Committee of PHD Chamber of Commerce, New Delhi and a member of Executive Committee (Academic Council) of NHRDN, Bhubaneswar Chapter and the ISTD's Testing & Certification Committee. He has been invited as expert panelist in International, National and Regional TV channels such as Bloomberg TV, NDTV, Door Darshan and News World Odia TV.



Dr Pradipta Kumar Sanyal

Associate Professor, Area Head, Finance.
Email: pradipta.sanyal@bimtech.ac.in

A doctoral in Management specializing in Dr. Sanyal has 12 years of teaching experience in various B-Schools across India and also has 6 years professional experience as Tax Lawyer. He teaches Corporate Finance, Investment Management, Financial Derivatives and Financial Econometrics and his research interest is in stock market analysis. He conducts MDPs and FDPs on regular intervals. He has several National and International publications and a book review to his credit.



Dr. Anubha Ray

Asst. Professor, Business Communication
Email: anubha.ray@bimtech.ac.in

Dr. Anubha Ray holds her Doctoral & M.Phil degree from Utkal University and Masters from Ravenshaw College. Dr. Ray's area of expertise lies in Business Communication, Organizational & Cross cultural Communication, Train the Trainer, Teacher's Training & ELT (English Language Teaching). She has organized National & International conferences, been invited as Resource person to conferences & seminars. She has conducted MDPs with Nalco, CESU, Reserve Banks of India & imparted courses on Interpersonal Communication, Effective Written Communication & Presentation skills to the participants.

Her prior work experience includes five year stint at Centurion University of Technology & Management as Head of the Department & Member Research Committee, Global Institute of Technology & Management, Indira Gandhi Women's College, Govt. of Odisha. She is also engaged in supervising Doctoral Students. She has worked for a project for adolescent children funded by UNICEF. She has several publications to her credit, besides participation and paper presentations in several seminars, conferences (both national and international), FDPs and MDPs.



Dr. Archana Choudhary

Asst. Professor, Area Head, HR & OB
Email: archana.choudhary@bimtech.ac.in

Dr. Archana Choudhary, an Asst. Professor in OB & HR has twelve years of experience in teaching and six years in research. She has played an active part in institution building since inception of MBA program of Biju Patnaik Institute of IT and Management Studies (BIITM) Bhubaneswar and has also been the Editor, BIITM Business Review, a research based journal. She has reviewed a number of papers of different publication houses. She has also held the responsibility of conducting a number of AICTE sponsored Faculty Development Programs and National Seminars and has a number of publications to her credit.

Besides being a visiting Faculty at KIIT School of Management, Bhubaneswar she has attended a number of FDPs and workshops at IIT Kharagpur and XIMB. Her research interests are in the area of turnaround management, organizational change and human resource development. She has been invited to chair sessions in HR and OB conferences. She has also attended a few workshops in Cornell University, New York, USA.



Dr. Lalatendu Sahoo

Assistant Professor
Email: lalatendu.sahoo@bimtech.ac.in

An Electrical engineering graduate from R.E.C., (Now NIT), Raurkela, he is a Post-Graduate-Diploma in Management (PGDM) from IIM, Bangalore and has a Doctorate in Management from Bharath University, Chennai.

Starting his career in the then Orissa State Electricity Board in 1978, Dr. Sahoo has 35 years of post-PGDM experience in Manufacturing, Operation and Industrial Product Marketing in several Indian companies like Best & Crompton Engineering Ltd., Beacon Weir Ltd., Kirloskar Brothers Ltd. and CRI Pumps Pvt. Ltd. He has also worked for MNCs like Siemens Yazaki India Pvt. Ltd. and Ruhr Pumpen India Pvt. Ltd.

With extensive corporate experience in plant operations, quality management, business & new product development, supply chain management, marketing and post-sales & service management and industrial relations, he has taken up teaching, his areas of expertise being Operation Management, Service Operation Management, TQM, Project Management, Environment & Sustenance Management and Strategic Operation Management.



Dr. Manas Kumar Pal

Assistant Professor
Email: manas.pal@bimtech.ac.in

With a Masters' degree from Utkal University, M.Phil and PhD from Sambalpur University, Dr. Manas Kumar Pal has 18+ years of experience in teaching, research and consulting. In his prior assignments, he worked with the Institute of Management & Information Science, Bhubaneswar, Regional College of Management, Bhubaneswar, ICFAI Hyderabad, and Sambalpur University, Odisha.

His teaching interest includes quantitative methods, operations management, operation research, research methodology, total quality management, project management. His interest area of research includes random polynomials, optimization modelling, social statistics, public policy & development, demography & population studies.

He has published fourteen research papers in both national and international referred journals. He has also attended & presented papers in several International and National Conferences.



Prof. Manidutta Ray

Assistant Professor

Email: manidatta.ray@bimtech.ac.in

Prof. Manidutta Ray is a professor, in the area of Decision Science and Operations Management, in the Birla School of Management, Birla Global University, Bhubaneswar. His teaching and research area has been Quantitative Techniques for Management, Management Science, Operations Management. He has near about 16 years of experience in management teaching and 4 years of industry experience.

Prof. Ray has presented many research articles in various national and International seminars / conferences, and his research works has been published in many national and international journals of repute. Prof. Ray regularly conducts Management Development Programs (MDPs) and Faculty Development Programs (FDPs) in the area of Supply Chain and Logistics Management (SCLM), Optimal Resource Management (ORM), Quality Management, Management Information Systems (MIS) etc.

He is a life member of many professional bodies like Operations Research Society of India, Society of Operations Management, and International Society for Multi Criteria Decision Making. Prof. Ray also visits XIMB, NIT-Rourkela, Utkal University to offer couple of courses of his interest and teaching area.



Prof. R. Bala Subramanian

Asst. Professor, HR & OB

Email: r.bala@bimtech.ac.in

Prof. Bala Subramanian has more than seven years of academic experience and two years of industrial experience in HRM. He has designed and conducted training program on General and Human Resource Management area. Currently he is pursuing part time doctorate program from XLRI Jamshedpur. His area of interest is Positive psychology.



Dr. Sandeep Kumar Mohanty

Asst. Professor, Marketing.

Email: sk.mohanty@bimtech.ac.in

Dr. Sandeep Kumar Mohanty has more than ten years of teaching and research experience in business management. He has a dual Masters degree - MA English and MBA in Marketing specialization from Utkal University, Bhubaneswar and is also UGC NET qualified in Management. He completed his PHD from Vinod Gupta School of Management, IIT Kharagpur. He has a practical and innovative approach to management teaching. His areas of interest cover social marketing, cross cultural communication, advertisement and branding. He has taught students of both under graduation level and post-graduation level while working with four prestigious organizations in his life time.



Dr. Snigdha Mohapatra

Asst. Professor, OB & HR

Email: snigdha.mohapatra@bimtech.ac.in

An M.Phil and a Master's degree from Utkal University, Odisha, Dr. Snigdha Mohapatra, completed her MBA HRM from Pondicherry University and holds a PhD degree in Business Administration in the area of training and development. She has over 10 years of teaching, experience which includes Madhusudan Institute of Cooperative Management, Utkal University, Gandhi Institute of Technological Advances, Srusti Academy of Management, ICFAI, IT and Management program, Revenshaw University, KIST and DRIEMS. She has 2years research experience from CAS dept. of Psychology, Utkal University and Regional Medical Research Centre, Odisha. Additionally, she has one and half years of counselling experience at Chetana, Bhubaneswar. Her teaching expertise includes Organizational Behavior, Human Resource Management, Training and Development and Psychology. She has published several research papers in refereed peer-re-viewed Journals such as Indian Journal of research, ISTD, International Journal of Development and Social Research and HRM Review. She has also presented several research papers at International and National seminars. In 2011, while at Srusti Academy of Management she was felicitated for her innovative audio-video orientated teaching pedagogy. During her tenure at ICFAI, she won the best SIP mentor award in 2009. She was also awarded with best live project initiation award at ICFAI faculty development training program at ICFAI, Kolkata in the year of 2009. Research interest areas are training and development, emotional intelligence and employee engagement. Her hobbies include exploring new places, movie analysis and glass painting.



Prof. Somnath Dutta

Asst. Professor, Strategic Management
Email: somnath.dutta@bimtech.ac.in

Prof. Dutta blends two decades of experiences in diverse roles – a front line executive in the textile and synthetic fibre industry, a strategic role in the petrochemical Industry, researcher, educator and an institution builder. An engineer (CU) and MBA from the Vinod Gupta School of Management (IIT Kharagpur), he is an EFPM scholar at XLRI Jamshedpur. He strives to contribute meaningfully as a teacher, a researcher, an institution builder and a consultant.

He specializes in strategy, internationalization, entrepreneurship and innovations of emerging economy firms. His Research interest focuses on such areas as strategic thinking, strategy development, strategy execution and management of change, innovation, entrepreneurship and leadership. He is currently focusing on entrepreneurship and sustainability initiatives of emerging economy firms. He authored research papers and conference presentations at leading national and international platforms like Strategic management society Washington and IBS Hyderabad.

Prof. Dutta has regularly conducted management development and executive education programs for NGOs/ Government departments / private sector organizations like the Bihar Police, Bihar Rural Livelihoods Promotion Society (BRLPS), Indian department of Post, Bihar Institute of Public Administration and Rural Development (BIPARD), Power grid corporation of India, Mahila Samkhya, Kilkari, Bihar State Milk Co-operative Federation Ltd (COMFED), Ministry of HRD (Govt. off Bihar), Ministry of Tourism (Govt. of Bihar) to name a few.



Dr. Sujit Patra

Asst. Professor
Email: sujit.patra@bgu.ac.in

With more than ten years of teaching experience, Dr. Sujit Patra is an alumnus of Sambalpur University having obtained his MBA and Doctoral degree in Marketing. He also holds the dual degree of Masters in Ecology and Environment from Sikkim Manipal University. He teaches Marketing Management, Strategic Marketing, Services Marketing, Product & Brand Management and his Research interests are Service Quality, Customer Service and Health Insurance. He has several paper publications and case study to his credit.



Prof. Swagat Mishra

Asst. Professor, Economics
Email: swagat.mishra@bimtech.ac.in

With more than eight years of teaching experience, Prof. Swagat Mishra is an Economics Graduate, a Masters in Analytical and Applied Economics and Mathematical Economics from Utkal University. He is currently pursuing his PhD from NITIE, India. In his prior assignments he has been with BITS Pilani (Goa Campus), Goa Institute of Management, Institute of Technology and Management, Mumbai and NITIE, Mumbai. He has attended several Conferences, Summer Schools and Workshops at National and Inter-national levels and also presented many papers. He has been a Faculty Mentor at Tarapore Atomic Power Station (TAPS), Reliance Communications (RCOM), Orient Enterprises, Fact Ventures India and NALCO under Practice School (PS-1) of BITS Pilani.

BHUBANESWAR

About Bhubaneswar

Bhubaneswar, the capital of Odisha, is popularly known as the “Temple City of India”. Being the seat of Tribhubaneswar or “Lord Lingaraj”, Bhubaneswar is an important Hindu pilgrimage center. Hundreds of temples dot the landscape of the Old Town, which once boasted of more than 2000 temples. Bhubaneswar is the place where temple building activities of Orissan style flowered from its very inception to its fullest culmination extending over a period of one thousand years. The new Bhubaneswar with its modern buildings and extensive infrastructure perfectly compliments its historic surroundings. With facilities to cater to every type of visitor, Bhubaneswar makes an ideal tourist destination.

Places to visit

Konark Sun Temple (World Heritage Site) -

Konark Sun Temple is 13th-century Sun Temple (also known as the Black Pagoda), at Konark, in Odisha, India. It was supposedly built by King Narsimhadeva I of Eastern Ganga Dynasty around 1250. It has been built in the shape of a gigantic chariot with elaborately carved stone wheels, pillars and walls. A major part of the structure is now in ruins. The temple is a UNESCO World Heritage Site. It is also featured in NDTV's list of Seven Wonders of India and Times of India of Seven Wonders of India.

Puri

Puri is a city and the district headquarters of Puri district, Odisha, eastern India. It is situated on the Bay of Bengal, 60 kilometers (37mi) south of the state of Bhubaneswar. It is also known as Jagannath Puri after the 11th-century Jagannath Temple located in the city. It is one of the original Char Dham pilgrimage sites for Indian Hindus, of which the other legs are Dwarka, Badrinath and Rameswaram. According to Hindu teachings, a pilgrimage of the the temples of India is not considered complete without a journey to Puri.

Chilika Lake

Chilika Lake (Chilika Lake) is a brackish water lagoon, spread over the Puri, Khurda and Ganjam districts of Odisha state on the east coast of India, at the mouth of the Daya River, flowing into the Bay of Bengal, covering an area of over 1,100 km². It is the largest coastal lagoon in India and the 2nd largest lagoon in the world. It is the largest wintering ground for migratory birds on the Indian sub-continent. The lake is home to a number of threatened species of plants and animals.

- The lake is an ecosystem with large fishery resources. It sustains more than 150,000 fisher-folk living in 132 villages on the shore and islands
- Lingaraj Temple
- Raja Rani Temple





How to Reach: From Bhubaneswar Airport or Railway Station cab service / auto service for Gothapatna is available.



BGU

Birla Global University

Campus : IDCO Plot No.: 2, Institutional Area, Gothapatna, Bhubaneswar - 751029, Odisha.

Tel. : +91-674-7103001/2 (Extn. 226/235) Email : mdp@bgu.ac.in

Contact Person : Prof. (Dr.) Lalatendu Sahoo, Co-ordinator, Centre for MDP & Consultancy

Tel. : +91-674-7103001-10 (Exn. 226) Mob. : 9337614625

Email : lalatendu.sahoo@bgu.ac.in