

GITAM INSTITUTE OF MANAGEMENT



Continuing Education, Management Development & Faculty Development Programmes 2016-17



VISION

To become a global leader in management education.

MISSION

To impart futuristic and comprehensive management education of global standards with a high sense of discipline and social relevance in a serene and invigorating environment.

OBJECTIVES

To offer world class undergraduate, post-graduate and doctoral programmes in management education.

To provide enriching, stimulating and rewarding experience from practical world.

To promote and strengthen national and international linkages with industry, academics and society in general.

To carry out research and development activities useful to the industry and society.

To develop a holistic personality with positive and creative attitudes.

GITAM UNIVERSITY

Gandhi Institute of Technology and Management (GITAM), a deemed to be university u/s 3 of the UGC Act, 1956, popularly known as GITAM University is a premier educational institution in the country having 34 years of track record in teaching and research of global standards. The University is located in three picturesque campuses at Visakhapatnam, Hyderabad and Bengaluru. With a multi disciplinary approach, the University offers 118 programmes at UG, PG and Doctoral levels in Technology, Science, Pharmacy, Management, International Business, Architecture and Law.

The Ministry of Human Resource Development, Govt. of India ranked GITAM as 'A' category University among the universities of its kind. Recognizing the holistic education that the University is imparting, the National Assessment and Accreditation Council (NAAC) has accredited the University with 'A' grade. GITAM is one of the few universities that

has been accorded 12-B status by the University Grants Commission (UGC).

The University provides state-of-the-art infrastructure and well-equipped laboratories together with excellent student support facilities such as modern library, playgrounds, hostels, 1000 Mbps bandwidth connectivity etc. The truly cosmopolitan environment in the University campus makes learners across the continents feel absolutely at home.

At present there are over 1000 dedicated and committed faculty of which 60% possess Ph.D. qualification in various disciplines. The University provides high quality educational experience to students in a diverse learning environment. All the facilities and amenities are created to meet world class standards. The learner-centered teaching methodology with need based curriculum designed by academic experts prepare GITAM graduates to successfully meet academic and corporate challenges.

GITAM INSTITUTE OF MANAGEMENT



UG Programs

BBA

MBA (Integrated)

BBA (Business Analytics)

BBA (Management Accounting)
with CIMA

B.Com (Hons.)
with ACCA

BA (Social Science)

PG Programs

MBA

MBA (HRM)

MA
(Applied Psychology)

Doctoral
Programs

M.Phil.

Ph.D.

GITAM Institute of Management (GIM) is one of the constituent institutes of GITAM University located in the Visakhapatnam campus spread over 100 acres overlooking Bay of Bengal.

The institute has advantage of world-class campus amenities only handful of Business Schools in India can talk about. Through-out its existence of 26 years, GIM has continuously evolved with innovations in Design and delivery. GIM is pioneer to launch BBM and Integrated MBA. Keeping in mind the Industry and social requirements, GIM offers most relevant curriculum that is updated regularly. GIM has excellent industry and academic linkages with-in India and abroad for professional qualifications, Exchange, Integrated Programs etc.

Its efforts towards Excellency in Management Education have been rewarded with 'A' Grade from NAAC. It has been consistently ranked among the Best Business Schools in India by the popular media. The philosophy at GIM is Learning happens with right people around.

Academic Associates



Best B-School Media Ranking 2015

All India

43

OUTLOOK

All India

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business today

All India

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THE WEEK



From The Principal's Desk....

The Continuing Education Programmes envisioned for the academic year 2014 – 2015 embody the noble aim of GITAM Institute of Management (GIM) to utilize its intellectual and physical infrastructure to offer opportunities for learning, reflection and ideation for more and more working professionals. The main objective of all these programmes is to help working people, executives, students, faculty, researchers and administrators to grow in their respective spheres and contribute to excellence in practice. These carefully designed courses are contemporary, global in nature, aim at making an impact in the workplace, offer post-course support for candidates and give value for money. They hold the bright promise of personal, professional and organizational transformation.

Through these Programmes, the Institute seeks to inculcate a spirit of lifelong learning and aspires to develop communities of skilled, dependable and capable professionals with a human touch. This, it is hoped, shall in turn help the nation to raise productivity levels and emerge as a true global leader.

I am sure that the Continuing Education Programmes 2014 – 2015 would enable candidates to fruitfully participate, learn, and lead in their respective organizations or spheres of life.

Prof. K. Sivarama Krishna

Dean and Principal

GITAM Institute of Management, GITAM University.

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MDP's

Management Development Programmes (MDPs) have been organized by Gitam Institute of Management after taking into account the need of present industry requirements and challenges of changes happening around and surround the world. Theme based management development programmes are designed and conducted for members, corporate executives, entrepreneurs, businessmen and students.

EXECUTIVE STRESS MANAGEMENT

Executive stress management program is designed to promote an understanding of the causes and effects of stress in executives along with outlining strategies for destressing and enhancing well being through techniques like progressive muscular relaxation, yoga and meditation, which are scientifically based and are extremely effective.

Objectives:

To understand

- The causes and the effect of Stress
- Stress management strategies and enhancing wellbeing
- Role of life style changes , Yoga and other relaxation techniques in management of stress.

Hence, the focus of the workshop is to realign and reignite the potential of the human resources of an organization. This program would help the executives to be able to serve the organization they belong to, to their maximum potential

Who should attend :

Executives and managers of private and public sector organization and government departments who are interested in managing their stress levels effectively to achieve greater career success, better health and life satisfaction.

Content :

- Stress, its types, causes and effects; Positive and Negative Stress
- Burnout Stress Syndrome (BSS)
- Work Life Balance (WLB) &
- Time management
- Stress Management Strategies and enhancing wellbeing
- Emotional intelligence and its role in successful stress management
- Role of Diet and Naturopathy
- Yoga and SMART managers : Practical Yoga for reducing stress and related problems.



AUG 2016

CORPORATE SOCIAL RESPONSIBILITY

Objectives:

The objectives of the Management Development Programme on Corporate Social Responsibility are:

- To familiarize industry with the need for and benefits of practicing corporate social responsibility activities.
- To impart the basic principles of corporate social responsibility in a practical manner.
- To practically demonstrate formulation, motivation, implementation and reporting of corporate social responsibility practices.

The programme would facilitate an appropriate interpretation and understanding of the clauses related to Corporate Social Responsibility as per the Companies Act, 2013. It would facilitate an understanding of the processes involved in need assessment and tailoring CSR practices accordingly. The programme also introduces key metrics for CSR along with a focus on CSR reporting through research.

Who should attend :

Executives and managers of private and public sector organization and government departments who are interested in managing their stress levels effectively to achieve greater career success, better health and life satisfaction.

Content :

- Formulating the CSR Agenda and Policy
- The CSR Process
- Drivers for CSR
- Implementation and Monitoring
- CSR Metrics and Reporting through research



SEP 2016

PSYCHOMETRY FOR HR EFFECTIVENESS

Objectives:

The objectives of the Management Development Programme on Psychometry for HR Effectiveness are:

- To familiarize industry with the benefits of psychometric evaluation in hiring and promotion.
- To impart the basic principles of psychometric assessment in a practical manner.
- To practically demonstrate through self-administration, the accuracy and usefulness of psychometric tools in the industry.

Deliverables

The programme facilitates an understanding of the significance of psychometrics in the industry for achieving a suitable person-job fit. The programme introduces managers to psychometric tools that are of potential use in all areas of human resources management and development.

Content :

- Introduction to Psychometry
- Measurement of Intellectual Ability and Aptitudes
- Significance and use of personality typing for accomplishing human-job match
- Understanding and measuring Emotional Intelligence
- Stress, its impact and measurement
- Diagnostic use of psychometric tools
- Addressing Substance Abuse and general health issues
- Industrial Counselling

Who can attend?

Junior and Middle level Human Resources managers involved in recruitment, selection, placement, promotions and transfers along with performance appraisal can attend the programme.



OCT 2016

RURAL MARKETING

Objectives:

The objectives of the Management Development Programme on Corporate Social Responsibility are:

- To provide a forum to present and discuss opportunities in Rural Marketing.
- To bring out the various issues in rural marketing and to enable designing an effective rural marketing strategy.

Deliverables:

With the introduction of liberalization policies, companies are facing intensive competition in India. They are finding it difficult to achieve the projected growth rates of business with the saturation of urban markets. Hence companies are focusing on the untapped rural markets in India to sustain the market shares.

In this context, this programme will provide a platform to understand the rural market and provide the knowledge to develop suitable marketing strategies to fulfill the needs of rural consumer.

Who should attend :

Executives and managers of private and public sector organization and government departments who are interested in managing their stress levels effectively to achieve greater career success, better health and life satisfaction.

Content :

- Rural marketing environment
- Understanding rural consumer behavior
- Pricing challenges in rural markets
- Rural distribution channel management
- Product strategy for rural markets
- Segmentation of rural markets
- Sales promotion strategy for rural markets
- Customer relationship in rural markets

FINANCE FOR NON FINANCE EXECUTIVES

Objectives:

Finance is one functional area in each and every human activity in general and human economic activity in particular. To reduce risks and maximize profits, firms rely more and more on the guidance of experienced and knowledgeable executives. These executives might not be finance professionals. Therefore, finance orientation is indispensable for executives who are not that much finance proficiency. This programme is designed for making of financial professionals who are non finance executives.

- Functional Knowledge of Finance
- Accounting Aspects
- Subsidiary Books
- Financial Statements
- Analysis of Financial Statements
- Cost Management (Breakeven, CVP Analysis)
- Pricing Strategy
- Working Capital
- Receivables and Payables Management
- Cost of Capital

- Capital Budgeting
- Financial Risk Analysis
- Profit Planning
- Equity and Debt Management
- Mergers and Acquisitions

Who should attend :

Executives and Managers at middle level and above middle level (those who did not possess Finance related diploma or degree) of Private and Public Sector Undertakings.

DEC 2016



TURN AROUND MANAGEMENT FOR MSME

Objectives:

Off late, Small Business is Smart Business. But, running a small business in India is not a cakewalk. At every stage, from starting up to closing a business, one can be inundated with problems and challenges. These issues can range from regulatory to operational, to finance and taxation to human resource even to marketing. This programme is designed to revamp each functional area of Micro, Small and Medium Business and making in to viable Smart Business by injecting management principles and professional tinge for the managers of MSME.

- Operational Restructuring
- Effective Cash Management.

Who can Attend :

Executives and Managers at middle level, above middle level and senior level of Micro, Small and Medium Enterprises.

Deliverables of the Programme

- Understanding the VUCA World
- Identification of the Problem/Gap
- Liquidity Concern
- Stabilizing Core Operations
- Revising the Business Plan
- Review of Financial Projections
- Cost Reduction Initiatives
- Identification and disposing of Noncore Assets



JAN 2017

EMOTIONAL INTELLIGENCE FOR ORGANIZATIONAL EFFECTIVENESS

Objectives:

Designed for the understanding of the components and implications of emotional intelligence; for understanding one's strengths and weaknesses in terms of EI; and to develop plans to improve the one's EI.

Deliverable(s):

The participants will gain a thorough understanding of their emotional intelligence and how to develop it such that they can expand the possibilities for improving personal impact. This consequently will lead to an improvement in their managerial effectiveness.

Content:

The program will contain the following:

- Introduction to Emotional Intelligence – History, Models & Applications
- Physiological basis of Emotional Intelligence
- Myths and realities of emotions
- Components of EI
- Development of Personal Action Plans

Who can attend :

Individuals interested in improving their Emotional Intelligence to achieve greater career success and life satisfaction. Senior, middle and junior level executives of private and public sector organizations and government departments; and Faculty/Teachers of various Institutions and Colleges



FEB 2017

5 S IMPLEMENTATION IN ORGANISATIONS

Objectives:

The philosophy of Total Quality Management aims at continuous improvement on all fronts. In its wake, many tools and techniques had evolved. 5 S is one such technique implemented in Popular organizations. "5S" was invented in Japan, and stands for set of five simple techniques meant for use at the shop floor level. The "5S" is the methodology of creation and maintaining well organized, clean, highly effective and high quality ensuring workplace. It manifests in the effective organization of the workplace, enhancement of work's environment, elimination of losses connected with failures and breakdowns, improvement of quality and safety of work.

This programme is designed to enable transform the work place into a better environment utilizing both the mind and heart of the employees for the purpose. All Progressive organizations that naturally desire to effectively become nationally and globally competitive endeavour to implement the "5S" System, for benefitting organization, its employees and the society at large.

Deliverables of the Programme

- Introduction on the needs of present day competitive organizations.
- A brief on need for Quality & about the components of TQM
- Evolution of 5S Technique
- The Steps in 5S & the organizations having 5S Systems & Potential organisations
- A brief on the list of the 5S Japanese factors Seiri, Seiton, Seiso, Seiketsu, and Shitsuke
- Seiri(Sort)
- Seiton (Set in place)
- Seiso (Shine)
- Seiketsu (Standardize)
- Shitsuke (Sustain)
- Implementation issues and Strategies
- Benefits from 5S System
- Monitoring of and Motivating for the 5S Functioning
- Video examples
- Interaction on current status and implementation road map for Customer organizations
- Conclusion.



Who Can Attend

Executives and Managers at middle and Junior level, Supervisors and Senior Shop floor Employees, Trade union Leaders and Middle and Junior HR Executives from both Manufacturing and Service Sector enterprises.

MANAGERIAL EFFECTIVENESS FOR YOUNG WOMEN LEADERS

Maintaining effective people and process management in today's work requires consistency. Sometimes the challenges presented by operational issues force managers into being reactive. Yet proactive, consistent and balanced management of people and resources are essential for all managers.

Objectives:

At the end of this learning event, participants will be able to:

- Apply information gained from skill and style inventories to strengthen their leadership and managerial effectiveness
- Use essential communication skills, feedback and facilitation, to enhance their leadership effectiveness
- Build and sustain effective team performance
- Manage interpersonal conflict constructively
- Draw upon a network of colleagues for personal and professional support, guidance, and assistance
- Adapt course skills, knowledge, and tools to real work challenges

The programme would facilitate an appropriate interpretation and understanding of the clauses related to Corporate Social Responsibility as per the Companies Act, 2013. It would facilitate an understanding of the processes involved in need assessment and tailoring CSR practices accordingly. The programme also introduces key metrics for CSR along with a focus on CSR reporting through research.

Deliverables

This two day MDP is designed to help both developing and experienced managers learn ways to improve their leadership skills and develop a successful team. After determining their personal leadership style, managers will learn to recognize and appropriately manage the styles of others to increase team synergy and communication. By applying the practical knowledge and techniques learned in this course, managers and leaders will be able to improve their effectiveness using motivation, delegation, conflict management, and team performance management.



Content:

- Self Awareness: Insights & Barriers
- Interpersonal Competence: Skills & Styles

APR 2017

EMPLOYEE ENGAGEMENT

Employee Engagement is the emotional commitment the employee has to the organization and its goals. This emotional commitment mean, engaged employees actually care about their work and their organization. They don't work just for remuneration or just for next promotion but work with commitment to realize the organizational objectives and goals. In engagement, people employ and express themselves physically, cognitively and emotionally during their role performances. An engaged employee is aware of business context and work with colleagues to improve

Objectives:

The objectives of the Management Development Programme on Corporate Social Responsibility are:

- To analyze the importance of employee engagement to harness the potential of the organizational members to their work roles.
- To evaluate the role of Employee Engagement in linking to such variables like employee turnover, customer satisfaction, loyalty, safety and productivity.

Content:

- The feeling of valued and involved
- Career development, opportunities for personal development
- Job satisfaction of the employee
- Respectful treatment of employees
- Empowerment of the employee

Employee Engagement is critical to any organization that seeks to retain valued employees. There is an intrinsic link between employee engagement, customer loyalty and profitability. A highly engaged employee will consistently deliver beyond expectations.

Deliverables:

- Engaged employees will stay with the company.
- They normally perform better and are more motivated.
- It builds passion, commitment and alignment with organization goals.
- Increases employee's trust and creates a sense of loyalty with the organization.



MAY 2017

BUSINESS SIMULATION GAMES FOR MANAGERIAL EFFECTIVENESS

A BUSINESS SIMULATION FOR LEADERS THROUGH CAPSTONE®

“Studies show we retain less than 20% of what we see or hear alone, around 50% of what we both see and hear - but up to 80% of what we interact with”

The Capstone® was created by CAPSIM® Management Simulations, Inc., USA in 1986. The Capstone® simulation is extensively used by participants from several Fortune 500 companies including GE, GM, Microsoft, Goldman Sachs, Boeing, Citibank, AllStateInsurance, Honeywell etc.

The Capstone® users in India come from, inter-alia, TCS, Infosys, Pepsi, L&T, Dell, Genpact, Asian Paints, Nestle, Kotak Mahindra, BajajAllianze, Siemens, Microsoft, Oracle, Alstom, YAHOO! etc.

Besides, several hundred B-Schools world over use Capstone® Business Simulation viz. Harvard, Kellogg, Michigan, Wharton, IIM-A, IIM-B, IIM-C, XLRI, GITAM etc.

Introduction: This program is about exploring practical ‘Gamification’ techniques that can be used in the classroom. This is a hands-on, application oriented workshop. The focus is less on theory and more on doing.

This program helps to understand the following:

- How different industry conditions support different types of strategies;

- How industry conditions change and the implication of those changes for strategic management
- How organizations develop and maintain capabilities that lead to sustained competitive advantage;
- How to align your Business Strategy and Financial goals

Delivery of the Programme: The programme is web based. The teams figure out what is happening in the industry including the competition, and feed their decisions online. There will be eight rounds of simulations. At the conclusion of each round, the inputs of all the teams are processed and the results, in terms of financial performance and other parameters are given to the participants. A short debriefing is done at the end of each round and a full debriefing through participants’ sharing their experience on the last day.

Pedagogy: The programme is basically a “learn by doing” programme. The participants are all the time thinking of their moves and decisions, and learn by seeing the results. There would be some conceptual inputs by the faculty to enhance the learning of the participants.

Who should attend?

Executives of a functional area working in private & public sector.



JUN 2017

INDUSTRIAL DISCIPLINE WITH SPECIAL FOCUS ON DOMESTIC ENQUIRY

The Objectives of the Management Development Programme on Industrial Discipline with special focus on Domestic Enquiry are:

Objectives:

The objectives of the Management Development Programme on Corporate Social Responsibility are:

- Address the need for the Industrial discipline
- Educate on techniques of administration of discipline at workplace
- Educate on the process of domestic enquiry
- Enlist the acts of misconduct
- Enlighten on latest judicial pronouncements on discipline

Deliverables:

The programme facilitates the executives to understand the importance of discipline in industry and how to initiate disciplinary action against the erring employees from framing charge sheet to conducting domestic enquiry and awarding punishment duly observing the principles of natural justice.

Content:

- Introduction to discipline
- Role of discipline in industry
- What is a misconduct
- Types of misconducts
- Framing charge sheet
- Process of domestic enquiry
- Process of awarding punishment
- Latest Judgments on disciplinary cases

Who can attend :

Supervisors / Executives / Managers working in Private and Public sector organizations.S



JUL 2017

FDP's

Faculty Development Programmes (FDPs) have been organized by GITAM Institute of Management to upgrade the knowledge and skills of faculty members in the institutions of Management Education, so that they can act as experts in guiding and motivating young students to mould their careers as young and dynamic management executives.

The programme focuses on

- enhancing functional area expertise
- improving one's classroom delivery both as a teacher and trainer
- enhancing abilities for conducting meaningful research.

TEACHING MANAGEMENT: A CASE METHOD PERSPECTIVE

Case Method pedagogy tries to emulate real-life management problems with constraints and insufficient information. This challenges the students to analyze, make assumptions, take decisions and actions in a controlled environment. As this is a participant-centered style of learning, students have to debate and have to articulate and convince others of their decision and in the process learn from other participant decisions. Case method moves from the typical lecture-type classroom style of pedagogy to the self-learning participative style, which not only builds the foundation, but also helps students gain confidence, interpersonal communication and presentation skills, which are sought in the corporate world.

Objectives

Case Method is an evolving pedagogy and is the culmination of classroom learning and application of principals to resolve business issues.

Deliverables:

The program will introduce participants to case methodology and will work on pre-assigned cases. The participants will be able to assess the benefits of case methodology and will be able to use this methodology within their functional areas.

Content:

- Basics of Case Method
- Preparation for Case Discussions
- Roles in a Case Discussion
- How to handle a case.
- How to write a case.
- Seven steps of problem analysis.
- Evaluating student performance
- Benefits from the Case Method

Who Can Attend:

Senior management of organizations and Teaching faculty.



AUG 2016

RESEARCH WRITING IN MANAGEMENT AND SOCIAL SCIENCES

Employee Engagement is the emotional commitment the employee has to the organization and its goals. This emotional commitment mean, engaged employees actually care about their work and their organization. They don't work just for remuneration or just for next promotion but work with commitment to realize the organizational objectives and goals. In engagement, people employ and express themselves physically, cognitively and emotionally during their role performances. An engaged employee is aware of business context and work with colleagues to improve

Objectives:

- To develop the idea and practice of research integrity
- To familiarize the participants with the basic principles of research writing
- To practically demonstrate writing the literature review based on APA guidelines on in-text and bibliographic citations

Deliverables

While conducting research is imperative, effective communication and dissemination of research findings is of equal significance. This Faculty Development Programme attempts to clarify issues related to research integrity and professional reporting and documentation of research in social sciences and management.

Content

- Research Integrity
- Writing a research proposal
- Writing the review of literature
- Reporting Findings
- Referencing using the APA guidelines
- Reporting Research using Qualitative Methods

Who can attend?

Researchers from academics, industry and the not-for-profit sectors involved in dissemination of theoretical, empirical and action research can attend along with research scholars who have enrolled for M. Phil and Ph. D degrees.



DEC 2016

TEACHING MANAGEMENT A CASE STUDY PERSPECTIVE

The case method of learning was first introduced in 1871 by Christopher Lanfdell. Case studies recount real life business or management situations that present business executives with a dilemma or uncertain outcome. The case describes the scenario in the context of the events, people and factors that influence it and enables students to identify closely with those involved. Cases are descriptions of representative, usually real-life, situations, that may (a) include problems, solutions attempted, results and conclusions (research cases) or (b) conclude with a decision-point or dilemma faced by the organization or some of its members (cases for study). A case method is an approach to learning by doing. This method should expose the students to as many aspects of real time business issues as possible. The student role in this particular case method is understand and analyse the case information in order to get decision making and problem solving skills.

Objectives :

- To familiarize the basic knowledge and skills to the faculty of management on case method of learning
- To make them understand the wholistic purpose of case method for management students

Content :

- Introduction to case method of learning
- How to analyse the case
- The process of case analysis
- Different roles involved in the case analysis
- Exercise : One case analysis

Deliverables

- It helps participants to understand the significance of case study method
- It will give direction to the faculty how they are supposed to deal cases
- This program may help the faculty in influencing students to different roles in the class room case discussion



Who can attend?

The program is designed for faculties who are teaching different courses in management program.

FEB 2017

Facilitator: Dr. YVSSS Vara Prasad

CONTINUING EDUCATION

**POST GRADUATE DIPLOMA
PROGRAMMES**

1. PG DIPLOMA IN FINANCIAL MARKETS (PGDFM)

Brief Overview:

The Post Graduate Diploma in Financial Markets (PGDFM) has been designed jointly by GITAM Institute of Management (GIM) and National Stock Exchange (NSE), to develop trained professionals for stock exchanges, commodity exchanges, regulatory bodies, market intermediaries, banks, mutual funds, asset management companies and other similar entities. The PG Diploma is awarded jointly by GITAM University and NSE. Apart from sound grounding in academic concepts pertaining to capital markets, the participants will get a chance to interact extensively with senior regulatory officials, executives of exchanges, leading merchant bankers, institutional investors and FIIs. PGDFM would enable candidates to exploit a wide range of career opportunities.

Objectives:

- ☞ To enable learners to appreciate applied financial data analysis and apply IT in varied paradigms of IT interfaced learning.
- ☞ To develop high quality professionals for the industry and academia through a programme blending excellent standards of education and ethics.
- ☞ To employ an innovative, dynamic and world-class methodology towards building financial education for the benefit of industry, society, students and other stakeholders

Course Content:

Quadmester I: Financial Institution & Markets, Capital Market Operations, Statistical Techniques for Financial Markets, Accounting & Taxation for Managers.

Quadmester II: Corporate Finance, Equity Derivative Market Operations, Financial Advisory Services, Commodities Market Operations.

Quadmester III: Banking Sector Operations, Financial Valuation & Modeling, Options Trading Strategies, Fundamental Analysis.

Quadmester IV: Technical Analysis, Mutual Funds & Debt Markets, Wealth Management, Project Work

Duration: One year (4-5 hrs per weekend)

Fee: Rs. 4000/- per Quadmester (4 Quadmesters Rs. 16,000/-)

Eligibility: Graduation or equivalent degree from an Indian University or Institutions recognized by the Association of Indian Universities; added advantage for professional qualifications such as CA, CS, CWA, CFA, MBA; selection through NSE platform.

Programme Co-ordinator: Dr. M.S.V Prasad, Department of Finance, GIM.

2. PG DIPLOMA IN RISK AND INSURANCE MANAGEMENT (PGDRIM)

Brief Overview

The Post Graduate Diploma in Risk and Insurance Management (PGDRIM) aims at providing students with exposure to theoretical foundations in the area of Insurance as well as a practical orientation towards Insurance practices so that they are not only equipped with tools and techniques to perform their tasks as effective managers but can also shoulder greater responsibilities as they move up the hierarchy in the insurance industry. This programme is designed to blend current Insurance management theory and practice with emerging trends in the field of Insurance with the aim of moulding the students into competent, responsible and visionary managers. The course has evolving programme content and is constantly updated to be in tune with the emerging trends in the Insurance practices all over the world.

Objectives:

- ☞ To provide a world - class quality professional education in Insurance
- ☞ To provide a knowledge of Insurance Business Environment and different aspects of Insurance Business
- ☞ To develop and strengthen analytical, problem solving, decision-making skills
- ☞ To produce professionals of high quality, who can take up Insurance Business effectively
- ☞ To produce entrepreneurs in the area of Insurance Business.

Course Content:

Semester I: Risk Management, Principles and Practice of Insurance, Insurance Business Environment, Elements of Actuarial Science.

Semester II: Life Insurance & Products, General Insurance & Products, Insurance Law and Regulations, Insurance Marketing, Project Report, Viva-Voce. (Guest Lectures, Internship/Projects, Case studies and Discussions, Internal and External Evaluation).

Duration: One year (4 hrs per week)

Fee: Rs.8,000/- per semester (2 Semesters Rs. 16,000/-)

Eligibility: Graduation or equivalent degree from an Indian or Foreign University with a minimum of 50% or second class, and recognized by the Academic Council of GITAM University.

Programme Co-ordinator: Mrs. G. Arti, Department of Finance, GIM.

3. PG DIPLOMA IN BANKING (PGDIB)

Brief Overview:

The Post Graduate Diploma in Banking (PGDIB) is a uniquely comprehensive and industry ready programme fostering a conceptual and analytical understanding of the ever-changing financial sector in general and banking theory and practices in particular. It blends current bank management theory and practice with emerging trends in banking in order to craft competent, responsible and visionary banking professionals. The course has evolving programme content and is constantly updated in accordance with latest international banking practices.

Objectives:

- ☞ To offer a conceptual framework in financial system and banking business environment and regulation, both local and global.
- ☞ To extend the practical aspects of a professional banker - how to attain and retain the customer and sustain the banking business.
- ☞ To generate banking professionals of high integrity with professional tinge so as to thrive in banking profession;
- ☞ To create entrepreneurial thinking among students to take up banking as a business venture.

Course Content:

Semester I: Indian Financial System and Banking, Banking Theory and Practice, Banking Law and Regulation, Accounting and Financial Management for Bankers. Semester II: Banking Technology and Management, Credit Risk Management in Banks, International Banking, Foreign Exchange and Currency Derivatives, Project Report, Viva-Voce.

Duration: One year (4 hrs per week)

Fee: Rs.8,000/- per semester (2 Semesters Rs. 16,000/-)

Eligibility: Graduation or equivalent degree from an Indian or Foreign University with a minimum of 50% or second class, and recognized by the Academic Council of GITAM University

Programme Co-ordinator: Mr. I. Bangar Raju, Department of Finance, GIM.

4. PG DIPLOMA IN RETAIL MANAGEMENT (PGDRM)

Brief Overview:

The retail industry is a key sector of India's vibrant economy. There is an increasing focus on creating clear skills and career advancement routes to improve professionalism, customer service and retail productivity to make the retail industry an attractive long-term employment option. Post Graduate Diploma in Retail Management (PGDRM) will train the students exclusively in the processes, technologies and trends of retail management. The programme aims to help both large as well as small retailers in India to level up and introduce world-class service standards into the specialized field of retailing. There is a strong emphasis on active learning and practical hands-on training in this programme. Students will be exposed to learning materials and methodologies currently used in the retail industry.

Objectives:

- ☞ To provide a strong business foundation and build awareness about the nature and demands of the retail industry.
- ☞ To develop specialized and analytical skills in merchandise management, visual merchandising, communication and branding, mall management etc.

Course Content:

Semester I: Principles of Retail Management, Retail Locations and Formats, Retail Communication & Branding, Merchandise Management. Semester II: Retail Visual Merchandising, SCM in Retailing, Retail Store Operations, Mall Management, Project Report, Viva-Voce.

Duration: One year (4 hrs per week)

Fee: Rs.8,000/- per semester (2 Semesters Rs. 16,000/-)

Eligibility: Graduation or equivalent degree from an Indian or Foreign University with a minimum of 50% or second class, and recognized by the Academic Council of GITAM University

Programme Co-ordinator: Dr. R. Venu Gopal, Department of Marketing, GIM. W

**CERTIFICATE
PROGRAMMES**

1. CERTIFICATE PROGRAMMES IN NSE CERTIFICATIONS (CNSE)

Brief Overview: A critical element of the financial sector reforms is the development of a pool of human resources having right skills, proper business understanding and expertise in each segment of the industry to provide quality intermediation to market participants. In order to create efficient intermediaries who would protect the interests of investors in the financial markets, The National Stock Exchange (NSE) introduced in 1998 a facility for testing and certification by launching NSE's Certification in Financial Markets (NCFM). GITAM Institute of Management offers a wide range of independent certificate courses in NSE Certifications.

Objectives:

- ☞ To foster professional intermediaries with in-depth understanding of business and market skills and expertise, in order to help industries and individuals remain competitive
- ☞ To deliver programmes sensitive to international experience and the needs of the Indian financial markets, in order to mould professionals who would protect interests of investors in financial markets and minimise risks of losses arising out of deficient understanding of markets and instruments.

Course Content:

Independent Modules (Certificate Programmes) designed by NSE:

Foundation Modules - Financial Markets, Mutual Funds, Currency Derivatives, Equity Derivatives, Interest Rate Derivatives, Commercial Banking in India, Securities Market.

Intermediate Modules – Investment Analysis and Portfolio Management, Fundamental Analysis, Options Trading Strategies, Operations Risk Management, Banking Sector, Treasury Management, Insurance, Macroeconomics for Financial Markets, NSDL- Depository Operations, Commodities Market, Surveillance in Stock Exchanges, Corporate Governance, Technical Analysis, Mergers and Acquisitions, Wealth Management, Wealth Management, Venture Capital and Private Equity, Financial Services Foundation, NSE Certified Quality Analyst.

Advanced Modules - Financial Markets (Advanced), Securities Market (Advanced), Derivatives (Advanced), Mutual Funds (Advanced), Options Trading (Advanced), Equity Research, Issue Management, Market Risk, Financial Modeling, Certified Credit Research Analyst (CCRA).

Duration: One Week for each Module/Certificate

Fee: Rs. 5000/- per module (including NSE Certification Charges).

Eligibility: 10+2 or Intermediate or Any Graduate

Programme Co-ordinator: Dr. T.V.V. Phani Kumar, Department of Finance, GIM.

2. CERTIFICATE IN DIGITAL MARKETING (CDM)

Brief Overview

Digital Marketing means marketing a particular product, company, information or a brand through various digital media devices like TV, internet, mobile etc. With the advent of digital revolution in India since 2011, the growth of digital marketing has been astronomical. The Certificate Course in Digital Marketing (CDM) has been designed according to the current industry requirements. This course will have continuous assignments, case studies and research on various modules.

Objectives:

- ☞ To have an overview of various Digital Marketing Platforms
- ☞ To enable broad understanding of Paid Search Marketing
- ☞ To learn about Social Media Marketing and Marketing Automation
- ☞ To gain insight into Marketing Strategy.

Course Content:

6 Modules - Digital Marketing, Content and Video Marketing, Paid Search Marketing, Marketing Automation, Analytics and Business Intelligence, Integrated Digital Marketing Strategy.

Case Studies and Discussions, Project Work and Activity.

Duration: 3 months (40 hrs: 3 - 4 hrs per weekend).

Fee: Rs. 5000/-

Eligibility: Graduation / Post graduation in any discipline.

Programme Co-ordinator: Dr. M. Jyothsna, Department of Marketing, GIM.

3. CERTIFICATE IN CONSUMER PROTECTION (CCP)

Brief Overview:

Before the enactment of the Consumer Protection Act, 1986, there was a marked awareness among the consumers of goods and services that they were being exploited by both traders and manufacturers of consumer goods and services. In the recent past, the exploitation of consumers had assumed serious proportions. Many manufacturers and traders were indulging in the production and supply of inferior and defective goods and there were cases of deficiency in the supply of services. As a consequence, the Consumer Protection Act, 1986, came into existence to offer protection to consumers. This Act has proved to be a very powerful tool in the hands of consumers. The Certificate course in Consumer Protection (CCP) aims at educating learners about this vital legislation in the spheres of business and markets.

Objectives:

To enable learners to:

- ☞ Analyse the meaning of various terms associated with the Consumer Protection Act
- ☞ Explain the objectives and functioning of Consumer Councils
- ☞ Enumerate the procedure to be adopted in redressing the grievances of the consumers
- ☞ Have an overview of the redressal machinery under the Consumer Protection Act and its role in the case of medical negligence.

Course Content:

Unit I:

Meaning of Consumer, Complainant, Unfair Trade Practice, Restrictive Trade Practice, The Central Consumer Protection Council and State Consumer Protection Council.

Unit II:

Rights of the Consumer, Procedure for filing complaint. Unit III: Consumer Redressal Agencies, The District Forum, State Forum and the National Forum. Unit IV: The concept of Medical Negligence and the role of Consumer Protection Act.

(Includes lectures, presentations and visits to District Consumer Forum for practical training).

Duration: 3 months (4 hrs per week)

Fee: Rs. 5000/-

Eligibility: 10+2 or Intermediate or Any Graduate

Programme Co-ordinator: Prof. G. Raghaviah, Department of HRM, GIM.

4. CERTIFICATE IN QUALITY MANAGEMENT (CQM)

Brief Overview:

The present era of globalization demands monitoring and maintenance of Quality along with other requirements like price, availability, reliability, after sales service etc. This is valid for the total spectrum of organizations of both manufacturing and service sectors. The Quality concept encompasses products and also processes. Infact, all prominent organizations are adopting National and International Quality standards .While quality management has been there since the onset of Industrial era, much has been accomplished in the last four decades. All employees irrespective of the nature of the job, position, product/service sector and geographical location, are required to appreciate role of Quality Management. The Certificate course in Quality Management (CQM) enables understanding and appreciation of Quality Management, which, inter-alia, guarantees both survival as well as growth of any organization.

Objectives:

- ☞ To emphasise on Role of Quality, its Scope, Quality Control, its Methods, Modern developments and Examples and case studies.
- ☞ To enable students to refine and implement needed Quality management techniques in manufacturing & Service sectors.

Course Content:

Unit 1: Introduction to quality and Quality management;

Unit 2: Quality concepts, Components of Quality;

Unit 3: Measurement of Quality;

Unit 4: Conformance and non-conformance to Quality , Concepts of Quality of Design;

Unit 5: Methods for Continuous Quality Improvement.

Duration: 3 months (3 hrs per week)

Fee: Rs. 5000/-

Eligibility: Final year Graduation students, Graduates, Diploma holders in Engg, B Tech, MBA etc & Employees working in QM departments in Manufacturing and Service organizations.

Programme Co-ordinator: Prof. B.S.P. Narayana, Department of Operations, GIM.

5. CERTIFICATE IN HR ANALYTICS (CHRA)

Brief Overview:

Analytics involves taking something apart in order to understand it better. It involves logical progression and the use of statistics. Solving organizational problems demands the use of a logical structure to identify the many variables that can affect human performance. Once these variables are identified, the required statistics can be employed. HR analytics helps to properly align human capital analytics with business and HR strategies, and to leverage the data obtained in order to build and deliver workforce and HR metrics that will yield better results.

Objectives:

- ☞ To align workforce metrics with business strategy, goals and objectives.
- ☞ To align HR metrics with critical HR objectives and initiatives.
- ☞ To determine the right data to collect.
- ☞ To build and execute your implementation plan.
- ☞ To get management and stakeholder support and involvement.

Course Content:

What is HR Analytics, why and how is it used? ; How to get started, skills needed and common pitfalls to avoid; A summary of recent empirical findings; Examples of organizations using HR Analytics (case studies, discussions and classroom presentations)

Duration: 3 months (60 hrs: 5 hrs per week)

Fee: Rs.6000/-

Eligibility: Those who are pursuing or have completed graduation / post-graduation.
Programme Co-ordinator: Dr. YVVSSS Vara Prasad, Department of Human Resource Management, GIM.

6.CERTIFICATE IN PSYCHOMETRICS (CIP)

Brief Overview: Psychometrics is a sub-discipline of the field of psychology with a focus on theory and application of psychological measurement, which includes measurement of intelligence, aptitude, personality in general and micro areas of human behavior where applicable. The Certificate course in Psychometrics is designed to enable proper understanding and assessment of human behaviour at work, so as to improve work efficiency and quality of life.

Objectives:

- ☞ To facilitate a theoretical and applied understanding of human behavior at work
- ☞ To equip the HR manager to scientifically assess behavior at work using the methods and tools of psychometry, where standardized tools are available
- ☞ To encourage scientific test construction when the situation demands, in areas of behavior where standardized tools are not available.

Course Content:

Perception; Learning and Memory; Intelligence; Personality; Psychopathology; Psychological Assessment; Test Construction; Ability Testing; Personality Assessment; Assessment of Abnormal Functioning; Psychophysical Techniques; Cognitive Abilities and Assessment.

Duration: 3 months (60 hrs: 5 hrs per week)

Fee: Rs.5000/-

Eligibility: Post Graduation in Psychology/ Business Administration/ Human Resource Management OR Final Year MBA/MHRM Students OR HR Practitioners.

Programme Co-ordinator: Dr. Nalini Bikkina (Asst. Professor in Psychology),
Department of Human Resource Management, GIM.

7.CERTIFICATE IN OCCUPATIONAL HEALTH AND SAFETY (COHS)

Brief Overview:

Effective management of workplace health and safety is important for the health and safety of workers, longevity of organizations, success of business and protection of the environment. Throughout the world, the effective management of workplace and environmental health and safety issues has become an increasingly important and an expected dimension of responsible business practice. The discipline of occupational health and safety is rapidly changing to address the increasingly complex workplace needs. Additionally, legislation governing workplace health and safety practices is becoming far more sophisticated and stringent, and has contributed to a growing employer need for health and safety professional expertise. Employers are now required to identify, evaluate and communicate information about workplace and environment conditions that may have negative effects on workers' health, productivity and the environment. Employers need health and safety practitioners, supervisors, managers, and leaders who are equipped with the knowledge and skills necessary to plan and implement strategies intended to control and manage potential workplace hazards. Thus, the Certificate programme in Occupational Health and Safety is intended to mould health and safety professionals who are in high demand today.

Objectives:

- ☞ To understand the importance of workplace health and safety of workers
- ☞ To understand its role on the success of the organization
- ☞ To understand its role in protecting the work place environment
- ☞ To understand the statutory obligations and legal implications
- ☞ To understand the role of management.

Course content:

Paper I: Principles and fundamentals of Occupational Health;
Paper II: Principles and fundamentals of Safety;
Paper III: Management of Occupational Health and Safety;
Paper IV: Legal aspects of Occupational Health and Safety

Duration: 5 months (60 hrs: 3 hrs per week) Fee: Rs.6000/-

Eligibility: Any graduate with minimum two years work experience.

Programme Co-ordinator: Prof. S. Appa Rao, Department of HRM, GIM.

8. CERTIFICATE IN BASIC ENGLISH COMMUNICATION (CBEC)

Brief Overview:

It is an accepted fact that effective communication is the key to success at all places. Certificate in Basic English Communication (CBEC) enables the participants to manage communication with ease. It helps participants improve their skills to communicate their point quickly, clearly, assertively and persuasively. They also learn to analyze the audience's needs and how to structure their thoughts and develop key information to present it appropriately for better results. This programme provides an introduction to communication skills, giving an opportunity to understand how communication works and how to communicate with confidence and flair. You'll look at what works about the way you communicate, what gets in the way of you being a more effective communicator and then a raft of tools and techniques to help you be more adept and self-assured.

Objectives:

To enable learners to -

- ☞ Understand how communication works
- ☞ Employ active listening and responding skills
- ☞ Understand body language
- ☞ Deal with difficult people or situations
- ☞ Frame grammatically correct sentences in English
- ☞ Fluently speak in English in any situation

Course content:

Getting Started - Introduction to Communication, Non Verbal Communication, Speaking like a STAR, Listening Skills, Mastering the Art of Conversation, Business Correspondence. (Audio visuals, Role plays, Written exercises, Games, Discussion, Computer Aided Language Lab Sessions, Regular Grammar practice).

Duration: 3 months (3 hrs per week)

Fee: Rs.5000/-

Eligibility: Plus Two or Intermediate (12th).

Programme Co-ordinator: Dr. P. Asha (Asst. Professor in English),
Department of HRM (English), GIM.

9.CERTIFICATE IN ADVANCED ENGLISH COMMUNICATION (CAEC)

Brief Overview:

Effective communication is indispensable to success. In today's economy when most of the content is created on computers and messages are sent via emails and phones, effective communication is a must. Communication consists of both written as well as spoken forms. The Certificate Course in Advanced English Communication (CAEC) trains you to write effective emails, letters, memos and articles in a style which is more persuasive and effective. It trains one on how to make presentations more attractive, how to organize information and how to make unique presentations. A good presentation goes a long way in establishing you as a leader and is a resource that your peers would call on. Our training will help you in developing verbal and written communication skills which empower you to interact effectively with global audiences. It will challenge your learning and will introduce learning methods that you have not been exposed to.

Objectives:

To enable learners to improve significantly in the areas of -

- ☞ Job search and career building skills
- ☞ Verbal Communications-Fundamentals of corporate communication
- ☞ Professional writing
- ☞ Presentations to clients and management.

Course content:

Getting Started - Introduction to Communication, Non Verbal Communication (Advanced), Listening Skills (Advanced), Reading, Speaking like a STAR (Advanced), Group Discussion, Business Writing (Advanced), Job Search and Career Building Skills. (Audio visuals, Role plays, Written exercises, Games, Discussion, Computer Aided Language Lab Sessions, Regular Grammar practice).

Duration: 3 months (3 hrs per week)

Fee: Rs. 6000/-

Eligibility: Plus Two or Intermediate (12th).

Programme Co-ordinator: Dr. P. Asha (Asst. Professor in English),
Department of HRM , GIM.

10.CERTIFICATE IN ENTREPRENEURSHIP (CIE)

Brief Overview:

Entrepreneurship is a dynamic process of vision, change and creation. It requires an application of energy and passion towards the creation and implementation of new ideas and creative solutions. Entrepreneurship is a core sector which can be developed in a big way by imparting knowledge and skill. In India a new wave of entrepreneurship transition is very essential because of the dynamic changes in the economy. India needs more employment generators and the Certificate course in Entrepreneurship (CIE) aims at fulfilling the above requirements.

Objectives:

- ☞ To create awareness about entrepreneurship
- ☞ To identify various aspects of creating and managing business
- ☞ To illustrate the preparation of business plan

Course content:

Case Studies : Case Study of Dabbawalas; Case Study of Nirma; Study of various aspects of organizations like Tata, Reliance, Maruti, Hindustan Motors, Wipro, Haldiram, Flipkart, Amul, Lizzat Papad, Apple, Aravind Eye Hospitals etc

Project work:

Writing business plan; Interactions with successful entrepreneurs.
(Contact Sessions; One-to-one Counselling; Access to X-learn resources, E-resources, Library resources)

Duration: 2 months (6 hrs per week).

Fee: Rs. 4,500/-

Eligibility: Those who are pursuing or have completed graduation / post-graduation.

Programme Co-ordinator: Dr. K. Manjusree Naidu, Department of Entrepreneurship, GIM.

11.CERTIFICATE IN CORPORATE SOCIAL RESPONSIBILITY (CCSR)

Brief Overview:

The Certificate Course in Corporate Social Responsibility (CCSR) aims at enhancing awareness of Social Responsibility of businesses, enabling building of sustainable businesses, and, educating future business leaders to take a broader ethical and societal perspective on business practices. The curriculum provides the basis for developing a career by combining social issues with business perspectives. The practical orientation of the course is aimed at creating innovative thinkers in Corporate Social Responsibility through examination of social, ethical, and environmental issues that businesses and corporations must manage.

Objectives:

To sensitize students about the need of Social Responsibility for the sustainability of an organization by:

- ☞ Creating an understanding of the emergence of CSR and the current need in India
- ☞ Developing analytical thinking so as to understand the impact of various CSR activities on the firm
- ☞ Producing professionals with sensitive thinking and providing them with necessary skills to focus towards responsible business.

Course content:

Module I: The Meaning and Importance of Corporate Social Responsibility;

Module II: The Role of Business in Society - different stakeholders, different perspectives;

Module III: The Strategic Importance of CSR Implementation;

Module IV: Regulatory Guidelines and Operating Infrastructure.

Duration: 2 months (60 hrs: 8 hrs per week)

Fee: Rs. 5,000/-

Eligibility: Graduates/Professionals in any field

Programme Co-ordinator: Ms. K. Umadevi, Department of Finance, GIM.

12.CERTIFICATE IN RENEWABLE ENERGY MANAGEMENT (CREM)

Brief Overview

Renewable energy is the need of the hour in India. With the depletion of fossil fuels, it is important that our dependency for energy also move from fossils to renewable. India is the 5th largest producer of wind energy and 68% of India's renewable energy is from this sector. In the 12th (2012-2017) 5-year plan, India has targeted to add an additional 30 Giga Watts of renewable power. This includes 15 Giga Watts of wind, 10 Giga Watts of solar, 2.7 Giga Watts of biomass and 2.1 Giga Watts of small hydro power plants. With this as the background, there is a need to ensure this sector is professionally managed. The Certificate programme in Renewable Energy Management (CREM) will provide the foundation for understanding the sources of renewable energy and acting as a liaison to effectively manage the transmission of renewable energy from supplier to consumer.

Objectives:

- ☞ To provide learners with a basic foundation vis-a-vis assessment of an organization's carbon-footprint.
- ☞ To enable learners to understand the various renewable energy sources and effectively manage the transmission of renewable energy from suppliers to consumers.

Course content:

Green house gases; Renewable energy sources; Carbon footprint measurement; Solar Energy; Wind Energy; Cost Comparisons; Guidelines for implementing renewable energy. (Workshop on Carbon footprint measurement).

Duration: 3-days (9 a.m.- 5 p.m.)

Fee: Rs. 6000.

Eligibility: Faculty OR Corporate representatives
who plan to use or manage renewable energy

Programme Co-ordinator: Mr. Leben Johnson, Department of Finance, GIM.

13.CERTIFICATE IN BUSINESS PLAN PREPARATION (CBPP)

Brief Overview:

The Certificate Course in Business Plan Preparation (CBPP) is based on the premise that entrepreneurs capitalize on opportunities created under conditions of industry, social and technological change. This course aims to encourage understanding and expertise in transforming entrepreneurial ideas into action. It provides theoretical grounding and applicable tools to create new ventures by planning and documenting entrepreneurial intentions. Students will also gain the necessary critical skills to evaluate the content and structure of business plans. The course is intended for students interested in the entrepreneurial process especially focused on creating a new venture. Specifically, students will learn the process of creating, writing and evaluating a business plan for their own new venture idea. It will also provide students with the experience of presenting their final plan to a roundtable of business experts.

Objectives:

- ☞ To prepare students to launch a new venture in several different forms – a traditional for-profit startup, a social non-profit enterprise, or virtual organizations.
- ☞ To enable students to easily apply the concepts discussed in the course vis-à-vis buyouts or launching a new venture within a larger organization, though the course is not directly focused on these areas.
- ☞ To enlighten students about how the infrastructure, goals, and strategies of a venture are reflected in the document known as a business plan.

Course content:

Unit 1: Introduction to Business plan, Sources of Business ideas, Understanding the need for a business plan, Business Plan Overview.

Unit 2: Opportunity and need for a business plan, Market Analysis, Industry Analysis, Competitive Analysis.

Unit 3: Competitive Advantage, Business Model, Customer Survey, Funding Plan.

Unit 4: Marketing Plan, Operations Plan, Financial Plan, HR Plan.

Unit 5: Model Business Plans, Business Plan Format. (Guest lectures by eminent entrepreneurs and regulators).

Duration: 3 months (3 hrs per week).

Fee: Rs. 5000/-

Eligibility: Those pursuing final year graduation and above (any higher qualifications).

Programme Co-ordinator: Prof. P. Sheela, Department of Finance, GIM.

14.CERTIFICATE IN SOCIAL ENTREPRENEURSHIP (CSE)

Brief Overview:

Social Entrepreneurship has gradually but definitely emerged as an independent not-for-profit sector involving innovative thinking in integrating social value, entrepreneurial activity and sustainability. The Certificate course in Social Entrepreneurship (CSE) targets individuals from varied disciplines with an open mind and an attitude of making a positive impact in the face of socio-ecological challenges of unbalanced development.

Objectives:

- ☞ To enable students to appreciate the role of Social Enterprise in addressing inequalities in the society and the economy
- ☞ To help learners identify various versions of Social Enterprises
- ☞ To guide students through the process of Social Entrepreneurship through case studies.

Course content:

Readings: All Walls Come Down – Ankur Sarin; The Drunken Stunted Dog: Imbalanced growth in India – Aseem Shrivastava & Ashish Kothari; Nero's Guests – P. Sainath; The Citizen Sector Transformed – Audio Lecture – Bill Drayton; Social Business Entrepreneurs Are the Solution – Mohammed Yunus; The Meaning of Social Entrepreneurship – J. Gregory Dees; Six Qualities of Successful Social Entrepreneurs - David Bornstein; A Comparison of Social Enterprise Models and Contexts – Janelle A. Kerlin; Social Impact Assessment – The Rockefeller Foundation & The Goldman Sachs Foundation; Stories from Tomorrow: From Developmentality to Ecologicality - Aseem Shrivastava & Ashish Kothari

Cases:

Aravind Eye Hospital, Avirat, BASIX/SKS, Biome, Daram /Fab India, India Untravelled, Last Forest, Mirakle, Teach for India, Unlimited India (Guest Lectures, Videos, Case studies and Discussions, Project involving Live Social Enterprises).

Duration: 3 months (60 hrs: 5 hrs per week). Fee: Rs. 5000/-

Eligibility: Post Graduation in any discipline/Final Year PG students

Programme Co-ordinator: Dr. Nalini Bikkina (Asst. Professor in Psychology),
Department of Human Resource Management, GIM.

TRAINING PROGRAMMES

The International English Language Testing System (IELTS) Training Programme

Brief Overview

The International English Language Testing System is an examination specially designed to assess a candidate's competency in the English Language for University studies. The IELTS examination is recognized by universities in the United Kingdom, Europe, Australia and New Zealand. Several universities in the U.S. and Canada also accept the IELTS scores. The IELTS test has two forms: the Academic test and the General Training test. The Academic Module is for entry into undergraduate or postgraduate education courses or for professional reasons. The General Training Module is for those who wish to join some kinds of vocational or training courses, secondary schools or for immigration purposes. Considering the immense significance of clearing the IELTS exam for working or studying abroad, GITAM Institute of Management offers a comprehensive training programme for IELTS exam aspirants.

Objectives:

- ☞ To make students well equipped for the test by familiarizing them with the types of texts and tasks expected in the IELTS test, and the level and style of language used in the test.
- ☞ To enable students to be ready for jobs or studies at university or college by introducing them to the types of communication tasks which are likely to be met in an English speaking environment.

Course Content:

IELTS Listening, IELTS Speaking, IELTS Reading, IELTS Writing. (Audio visuals, Role plays, Written exercises, Games, Discussion, Computer Aided Language Lab Sessions, Regular Grammar practice)

Duration: 2 months (4 hrs per week)

Fee: Rs. 6000/-

Eligibility: Graduation

Programme Co-ordinator: Dr. P. Asha (Asst. Professor in English),

Department of Human Resource Management (English), GIM

RESOURCE PERSONS



Prof. A.V. Subba Rao Ph.D.

Professor, University of Ottawa, Canada
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Visiting Professor in International HRM

A professor at University of Ottawa/Canada for the last thirty years, teaching Strategic Management of HR and International HRM courses. He has been recognized four times with merit awards for excellence in teaching and research by the University of Ottawa's School of Management.



Prof. V. M. Rao Tummala

Ph.D.

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Prof. of Operations & Supply Chain Management
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Research experience in Operations and Supply Chain Management, particularly in Supply Chain Design and Implementation, and Global Supply Chain Management.



Prof. C. Apparao

MA, LLB, MBA, ACS, Ph.D.

Professor & Head of Dept. of Entrepreneurship & Chairperson, MDPs

Retd. as Director (Personnel), RINL, Vsp. having over 30 years of Industry experience Trained in advanced personnel management and Industrial relations at Templeton College, Oxford, UK. Associated with Management Development Programmes in Industry for over 20 years.



Prof. E. M. Rao

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Dr. E. M. Rao had been in industry as a Personnel and Industrial Relations Manager for more than 25 years and was associated with several reputed organizations including Warner - Hindustan, VST and IDL Industries Ltd.



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MEDIA RANKS 2015



for further details and nominations

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Chairperson

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