

# MDP



## Management Development Programmes

---

MDP Calendar  
2019-20 (April-March)





## Indian Institute of Management Lucknow

### Management Development Programme Calendar (April 2019 to March 2020)

	Program Title	Program Director(s)	Dates	Duration	Program Fee (₹) - residential	Program fee (₹) - non- residential	Venue
<b>Communication</b>							
1	Corporate Communication and Image Building	Prof. Neerja Pande	July 8-10, 2019	3 days	45,000	41,500	Noida
2	Effective Communication for Managerial Success	Prof. Neerja Pande	September 23-25, 2019	3 days	45,000	41,500	Noida
3	Leadership Communication and Image Management: Persuasion and Influence Strategies	Prof. Payal Mehra	February 24-28, 2020	5 days	70,000	62,500	Lucknow
<b>Decision Science</b>							
4	Managerial Decision Making under Uncertain Environment	Prof. B K Mohanty	December 2-4, 2019	3 days	45,000	41,500	Lucknow
<b>Finance and Accounting</b>							
5	Business Risk Management for Decision Making	Prof. Vikas Srivastava & Prof. Seshadev Sahoo	July 8-10, 2019	3 days	45,000	41,500	Lucknow
6	Strategic Cost Management for Decision Making	Prof. Seshadev Sahoo	August 1-3, 2019	3 days	45,000	41,500	Lucknow
7	Finance for Decision Making (for Non-Finance Executives)	Prof. Prakash Singh & Prof. Ajay K Garg	September 16-20, 2019	5 days	70,000	62,500	Noida
8	Financial Analysis and Valuation for Strategic Decision Making	Prof. Seshadev Sahoo & Prof. Ajay K Garg	November 18-21, 2019	4 days	60,000	54,000	Lucknow
9	Financing and Valuation of Startups and New Ventures	Prof. Prakash Singh	December 16-18, 2019	3 days	45,000	41,500	Noida
10	Finance for Decision Making (for Non-Finance Executives)	Prof. Prakash Singh & Prof. Ajay K Garg	January 20-24, 2020	5 days	70,000	62,500	Lucknow
11	Financial Analysis of Business for Decision Making	Prof. Seshadev Sahoo	February 4-7, 2020	4 days	60,000	54,000	Noida
<b>Food &amp; Agribusiness Management</b>							
12	Agriculture Input Marketing	Prof. Sanjeev Kapoor	November 18-22, 2019	5 days	70,000	62,500	Lucknow
13	Agribusiness Supply Chain Management	Prof. Sanjeev Kapoor & Prof. Samir K Srivastava	February 6-8, 2020	3 days	45,000	41,500	Lucknow
<b>General Management</b>							
14	Investment Planning and Customer Relationship Management	Prof. Seshadev Sahoo & Prof. Prem P Dewani	June 24-28, 2019	5 days	70,000	62,500	Lucknow
15	International Training Programme on World Bank's New Procurement Framework	Prof. Amit Agrahari & Prof. Samir K Srivastava	July 15-26, 2019	12 days	1,20,000	N.A.	Lucknow
16	Developing Leadership Excellence in Women Executives	Prof. Neerja Pande	August 5-7, 2019	3 days	45,000	41,500	Noida

17	General Management Programme for Executives (with 240 hours of teaching in four on-campus modules of 9 days each)	Prof. O. S. Vaidya & Prof. Alok Dixit	August 17, 2019 to July 12, 2020	240 hours	4,00,000	N.A.	Lucknow
18	Business Data Analytics for Marketing Decisions	Prof. Pradeep Kumar & Prof. Prem P Dewani	September 16-20, 2019	5 days	70,000	62,500	Lucknow
19	Strategic Thinking and Leadership	Prof. Neeraj Dwivedi	September 18-21, 2019	4 days	60,000	54,000	Lucknow
20	Business Innovation through Design Thinking	Prof. Anirban Chakraborty	September 19-21, 2019	3 days	45,000	41,500	Lucknow
21	Digital Transformation of Supply Chain	Prof. Amit Agrahari & Prof. Indranil Biswas	November 7-9, 2019	3 days	45,000	41,500	Lucknow
22	Creativity, Problem Solving and Decision making	Prof. Sushil Kumar (OM)	November 25-29, 2019	5 days	70,000	62,500	Lucknow
23	General Management Programme	Prof. Archana Shukla	December 2-13, 2019	12 days	1,25,000	1,08,500	Lucknow
24	Developing Strategic Mindset	Prof. Archana Shukla	January 20-22, 2020	3 days	45,000	41,500	Noida
25	Business Innovation through Design Thinking	Prof. Anirban Chakraborty	January 29-31, 2020	3 days	45,000	41,500	Lucknow
<b>Human Resource Management</b>							
26	Leadership Development	Prof. Pushpendra Priyadarshi	July 1-3, 2019	3 days	45,000	41,500	Lucknow
27	Negotiation and Persuasion Skills	Prof. Pushpendra Priyadarshi	July 18-20, 2019	3 days	45,000	41,500	Lucknow
28	Managing Change	Prof. Sushil Kumar	August 5-7, 2019	3 days	45,000	41,500	Lucknow
29	Managing Self for Leadership Excellence	Prof. Pankaj Kumar	August 26-28, 2019	3 days	45,000	41,500	Lucknow
30	Coaching and Mentoring for Effective Leadership	Prof. Pankaj Kumar & Prof. Pushpendra Priyadarshi	September 5-7, 2019	3 days	45,000	41,500	Lucknow
31	Negotiation and Persuasion Skills	Prof. Pushpendra Priyadarshi	October 21-23, 2019	3 days	45,000	41,500	Lucknow
32	Leadership Development	Prof. Pushpendra Priyadarshi	November 11-13, 2019	3 days	45,000	41,500	Lucknow
33	Strategic Human Resource Management	Prof. Pankaj Kumar	November 27-29, 2019	3 days	45,000	41,500	Lucknow
34	Inspired Leadership	Prof. Sushil Kumar & Prof. Pushpendra Priyadarshi	December 2-6, 2019	5 days	70,000	62,500	Lucknow
35	Managing Self for Leadership Excellence	Prof. Pankaj Kumar	December 16-18, 2019	3 days	N.A.	41,500	Mumbai
36	Managerial Effectiveness	Prof. Archana Shukla	February 3-7, 2020	5 days	70,000	62,500	Noida
<b>Information Technology &amp; Systems</b>							
37	Data Analysis using Ms-Excel	Prof. Pradeep Kumar & Prof. Vivek Gupta	May 6-8, 2019	3 days	45,000	41,500	Lucknow
38	Business Analytics and Big Data	Prof. Pradeep Kumar	July 22-24, 2019	3 days	45,000	41,500	Lucknow
<b>Legal Management</b>							
39	Effective Contract Management and Negotiation	Prof. D S Sengar	May 20-22, 2019	3 days	45,000	41,500	Noida
40	Effective Contract Labour Management	Prof. D S Sengar	September 23-25, 2019	3 days	45,000	41,500	Noida
41	Effective Contract Management and Negotiation	Prof. D S Sengar	November 18-20, 2019	3 days	45,000	41,500	Noida
<b>Marketing</b>							
42	Managing Digital Businesses	Prof. Prem P Dewani	May 13-17, 2019	5 days	70,000	62,500	Lucknow
43	Sales & Distribution management excellence in Indian markets	Prof. Rajesh K Aithal	July 10-13, 2019	4 days	60,000	54,000	Lucknow

44	Achieving Sales Leadership & Design Thinking workshop for Middle Level Sales Managers	Prof. Prem P Dewani	July 22-26, 2019	5 days	70,000	62,500	Lucknow
45	Managing Luxury Businesses	Prof. Prem P Dewani	August 5-9, 2019	5 days	70,000	62,500	Lucknow
46	Digital Marketing	Prof. Moutusy Maity	Aug 21-25, 2019	5 days	70,000	62,500	Noida
47	Marketing to Low-Income Consumers	Prof. Rajesh K Aithal	September 4-7, 2019	4 days	60,000	54,000	Lucknow
48	Sales Leadership and Sales Force Motivation	Prof. Devashish Das Gupta	September 23-26, 2019	4 days	60,000	54,000	Lucknow
49	How to Integrate Product and Brand with Marketing Strategy	Prof. Devashish Das Gupta	November 11-14, 2019	4 days	60,000	54,000	Lucknow
50	Digital Marketing	Prof. Moutusy Maity	December 4-8, 2019	5 days	70,000	62,500	Noida
51	Sales & Distribution Management Excellence in Indian Markets	Prof. Rajesh K Aithal	January 22-25, 2020	4 days	60,000	54,000	Lucknow
52	Managing Retail Businesses	Prof. Prem P Dewani	February 10-14, 2020	5 days	70,000	62,500	Lucknow
<b>Operations Management</b>							
53	Overcoming Managerial Challenges through Creative Thinking	Prof. Sushil Kumar (OM)	July 29-August 2, 2019	5 days	70,000	62,500	Lucknow
54	Supply Chain Analytics	Prof. S Venkataramanaiah	August 19-21, 2019	3 days	45,000	41,500	Noida
55	Project Management	Prof. Sushil Kumar (OM)	February 3-7, 2020	5 days	70,000	62,500	Lucknow
<b>Strategic Management</b>							
56	Strategic Leadership in Uncertain Environments	Prof. Sabyasachi Sinha	November 18-21, 2019	4 days	60,000	54,000	Lucknow
57	Design Thinking for Strategy and Innovation	Prof. Sabyasachi Sinha	January 28-31, 2020	4 days	60,000	54,000	Lucknow
58	Corporate Entrepreneurship and Innovation	Prof. Sabyasachi Sinha	February 10-13, 2020	4 days	60,000	54,000	Lucknow

**DISCOUNT:** A group discount of 10% on the programme fee is admissible provided an organization nominates a minimum of 5 or more of its executives for a particular programme.

**EARLY BIRD DISCOUNT:** Nominations received along with the programme fee upto 30 days before the programme date will be entitled to an early bird discount of 10%. Organizations sponsoring a minimum of 5 or more executives for a particular programme may avail both the discounts subject to a maximum discount of 20% provided the nominations along with the fee is received at our end 30 days before the programme date.

GST@18% or as applicable as per Govt. of India guidelines is also payable against the programme fee.

The programme dates and venue may undergo some changes.



Indian Institute of Management  
Lucknow

Prabandh Nagar, IIM Road, Lucknow 226013  
Phones: (0522) 6696001 (EPABX);  
Direct: (0522) 6696282-3, 6696288  
FAX: (0522) 2734026, 2734025  
Email: [mdpoffice@iiml.ac.in](mailto:mdpoffice@iiml.ac.in), [mdp@iiml.ac.in](mailto:mdp@iiml.ac.in)  
Website: [www.iiml.ac.in](http://www.iiml.ac.in)



Indian Institute of Management  
Lucknow (Noida Campus)

B-1, Sector 62, Institutional Area,  
Noida-201307, India  
Phone: (0120) 6678428, 6678573  
Fax: (0120) 6678506