

Symbiosis Institute of Management Studies (SIMS)

- SIMS is a top-tier provider of business education across the spectrum and is a constituent of the prestigious Symbiosis International University.
- Accredited 'Centre for Corporate Governance' of National Foundation for Corporate Governance, New Delhi.
- MBA (Executive Education) and PG Diploma's in management education for working executives.
- Global perspective through MoU with Leeds Metropolitan University, UK.
- Department of Science and Technology (DST), Govt of India supported Entrepreneurship Education on campus.
- Focused collaborations with industry and increasing focus on research, projects and consultancy.

SIMS Rankings

- Awarded Best B School in "Innovation in Placements" by DNA innovative B School Awards on 17th February 2014.
- Ranked 13th by Competition Success Review and Top emerging B-School of Super excellence.
- Economic Times B Schools - Corporate Dossier ranked SIMS "25th Best B- School of the NIFTY FIFTY".
- Ranked as 1st in the Top Emerging B-School of Super Excellence by "CSR-GHRDC" B-School survey in 2013
- Ranked in the top 10 B-Schools for producing Entrepreneurs.
- Rated as A++ by "Business India" in its Best B-Schools Survey, 2013.



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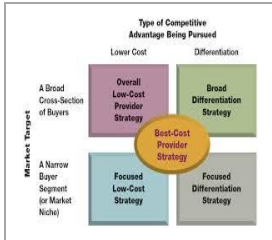
Management Development Program



FOR EXECUTIVES / MANAGERS

Modules

1. Strategies for Competitive Advantage



- The essence of competitive advantage
- Potential strategies for differentiation
- Brand name recognition
- Value added products/services and customer experience.

2. Macroeconomics for Managers



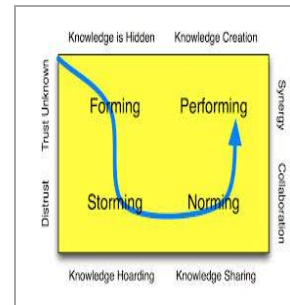
- Key data concepts, inflation
- Introduction to monetary policy
- Basic determinants of export-import
- Business cycles, microeconomic forecasting
- Financial business cycles.

3. Strategic Intellectual Property Management



- Exercising market power
- Selling, licensing, donate, defense
- Collaborating
- Managing IP

4. Leadership Techniques for Building High Performing Teams



- Transformational leadership
- Democratic leadership
- People oriented leadership
- Task oriented leadership
- A process to build high performance team

5. Strategies for Growth



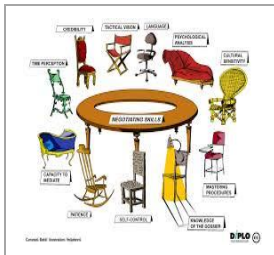
- The implications of business growth
- Growth options, market development
- Market opportunity analysis
- Competitive market analysis
- Market segmentation strategies, SWOT analysis

6. Competitive Marketing Strategies



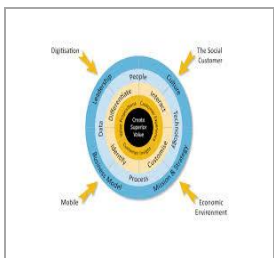
- Tools to analyze competitors and their reactions to your marketing actions
- Leverage your strengths from your customers' perspectives
- Understand and analyze the competitive landscape for your products or services

7. Business Communication & Negotiation Skills Development



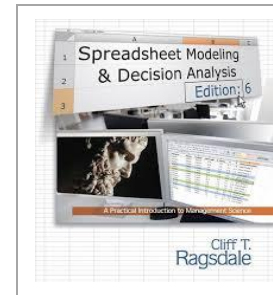
- Strengthening relationships with various clients
- Closing more deals in an efficient and effective manner
- Managing one's own emotions, social and business networks

8. Customer Service Profiting Through Value Creation, Customer Satisfaction Loyalty and Relationship



- To identify key issues, challenges, and opportunities to enhance the value proposition to the customers
- Main drivers of customer delight and design a strategy to deliver them
- Main pillars of CRM.

9. A Framework for Building Spreadsheet based Decision Models



- Identify inputs and outputs, Variable inputs, Constant inputs, Intermediate variables
- Performance measures key outputs, manager page, Test and audit the model
- Documenting the flow of logic information.

10. Business Statistics for Non-Statisticians using Spreadsheet Modeling

GROUP	CATS	WORDS	WORDS	WORDS
		Mean	N	Std.Dev.
MS_S2	100	43.500000	8	5.529144
MS_S2	90	32.500000	4	1.914854
M10_S0	100	45.222222	9	4.493823
M10_S0	70	31.000000	1	
M10_S0	80	34.000000	2	1.414214
MS_S0	100	40.000000	12	4.492418
MS_S0_C	100	37.400000	10	3.627059
MS_S0_C	80	30.500000	2	3.635634
All Grps		39.562500	48	6.017373

- Data Collection, Presentation of Data, Description of Data
- The Normal Distribution, Analysis of Qualitative Data
- Assessment of Relationship and Comparing two Groups.

11. Finance for Non-Finance Executives



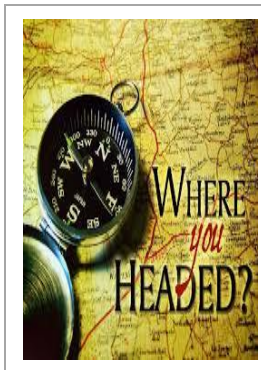
- Essentials of financial management through an understanding of the basic functions of finance, costs and their management
- Appraisal and financing of projects, and the financial decisions involved in day to day working of a firm

12. Game Theory & Business Strategy for Managers



- Enhance a manager's ability to think strategically in complex, interactive environments
- Knowledge of game theory will give them an advantage in strategic settings
- Competitors, customers, regulators, and capital markets.

13. HR Analytics for Organizational Excellence



- To convert soft factors in a people management context into measurable variables
- To design, conduct and analyze a study on employees or any other related to the HR context in an organization
- To design a metrics and analysis index in a HR context including recruitment, performance.

14. Creating New Successful Products



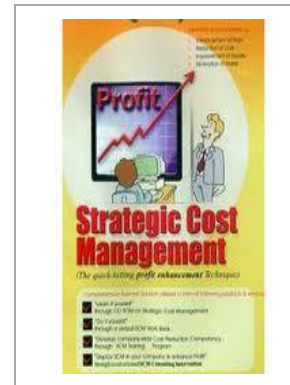
- Product innovations for emerging markets, User centered product development
- Getting value out of new products, Managing product development for complex systems
- A strategic marketing perspective.

15. Building the Sustainable Enterprise



- Risk analysis and crisis management, climate change and implications for corporate strategy
- Implementing sustainability strategies, Sustainability strategy formulation & implementation
- Measuring corporate sustainability performance, Emerging ideas: Base of the Pyramid approaches.

16. Strategic Cost Management



- Relevant costs for different decision-making situations
- Activity-based costing and management and customer profitability analysis
- Performance evaluation using strategic variance analysis,
- Role of costing in managing organizational performance

Note:

- Contemporary topics open for customization to cater to individual requirements besides above mentioned 16 modules.
- Above modules can be conducted on campus or on client's premises.

About Management Development Programs (MDPs)

One of the academic objectives of SIMS Khadki Pune is to promote professional development of practising managers through well designed Management Development Programs (MDPs). It is designed as short-duration and long-duration skill development programs for business managers who cannot do their full time professional development courses such as Executive PGPM and part time MBA (for Working Professionals) in view of their committed professional requirements, but who need periodic updating of their managerial skills to climb up the corporate ladder and succeed in an intensely competitive globalized world and in-turn the companies benefit at large.

MDPs offered by SIMS are classified as “Company Sponsored Programs” and these are designed and conducted to suit the specific needs of an organisation at its request. The various disciplines covered by MDPs of SIMS are: Human Resource Management, Operations, Marketing, Finance & Accounting, Information Technology, Strategic Management, and General Management etc.

Objectives of MDPs

The programs are intended to

- Sensitize the participants about macro and micro level changes in the business environment.
- Influence and stimulate the minds of the participants to think and explore various leadership viewpoints from both Indian and western perspectives.
- Develop the cross-functional skills and competencies of participants.

Pedagogy

- A well evolved blend of pedagogical tools will be used to enhance learning skills of managers such as role-plays, class room sessions, theme-based discussions, presentations, case studies, individual and group exercises, audio-visuals etc.
- It is a participant centered approach directed and designed to yield maximum impact on participants using extensive interactive experiential learning methods to meet its objectives.

Benefits

1. SIMS will give course materials to individual participants.
2. ‘Certificate of Participation’ at the end of the course after completion of the session successfully.
3. One year access to the well stocked library - 35000 e-journals and over 2 lakhs books.
4. All the MDPs are delivered by our domain experts and experienced faculty members who have proven outstanding track record of executive education in their respective areas.
5. Participants get direct entry to Executive MBA Program if participants are eligible and interested.
6. Free counseling session on PhD program offered by Symbiosis International University.

Program In-charge

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SIMS Clientele