



MAEER's
**MIT COLLEGE OF
MANAGEMENT**
(MITCOM)



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Director, MIT College of
Management

SNAP Shot

Executive MBA + MBA
Dual Specialization Programme
Impact Individual,
Organization and Beyond



MDP – Leadership for the next Gen Managers

Trainer: Mr. Shishir Joshipura

Designation: M.D and Country Head

Organization: SKF Limited

Effective leadership 'rests on reason' and 'moves on passion'. Passion dares the leader to creatively visualize things that appear impossible to others as well as energizes her/him to pursue action to realize those dreams. Reason enables the leader to give structure and stability to the process of pursuing the dreams as well as to the dreams already achieved. This programme focuses on becoming and being an effective leader, and enabling others to become and be effective leaders. Keeping this spirit, the programme aims to take the participants through a voyage of reflective discovery of their self and leadership potential and active learning to develop their leadership styles.



MDP – Managerial Effectiveness

Trainer: Prof. Bala

Designation: Management Consultant

Managerial Effectiveness is fast becoming a competitive advantage for organisations, especially in the context of high demand for and, therefore, continuous migration of competent managers from one organisation to another. Organisations, therefore, have started investing in retaining competent managers and putting in place systems for developing new cadre of effective managers.

It is in wake of these contextual factors that this programme on Managerial Effectiveness is being conducted. Managerial Effectiveness is often defined in terms of output - what a manager achieves. This result oriented definition leads us to look for the factors that contribute towards the "results".

Studies find three factors to be responsible for the results that an organisation achieves through its managers. These are:

- The efforts and ability of the managers
- The environment in which the managers and the organisation operates
- The efforts & ability of the subordinates.

Thus, the managers' ability is the key element in achieving the desired results.

This programme on Managerial Effectiveness focuses by and large on the managerial ability of Managing Self, Managing Subordinates & Relationships.



MDP – Managing Conflict at Workplace

Trainer: Mr. Jaideep Kotnis

Designation: Country Head (HR)

Organization: Jafpa India

(Was earlier working with Pepsi Co.)

Much of the effectiveness of business leaders depends on their ability to initiate and implement change programs successfully without any conflict. This involves mastering the art of change management and at the same time if any conflict arise to manage the conflict successfully. Much like an accomplished artist, the change agent has to master a set of skills. These skills can be acquired through a combination of conceptual inputs, discussions on accomplishments and failures in change management, and practicing or experiencing various aspects of managing change.



Topic – Innovate, Integrate & Inspire

Trainer: Mr. P.N.N. Iyer

Designation – Management Consultant

Specializing in global business strategies, Professor Iyer gave a talk on the topic – "Innovate, Integrate and Inspire" with reference to the Change in the Globalised Environment and the cultural influences on business dealings, Dr. Iyer sought to explain to the executives the dynamic strategies employed by firms to thrive under such changes.

Topic: HR for Non-HR Managers

Trainer: Mr. Santosh Bhave

Designation: Vice President (HR)

Organization: Bharat Forge

Management of employees in the work place is a matter of central concern to all managers and not only to HR professionals. Therefore, all managers, irrespective of their functional areas, are called on to solve problems that involve significant human resource issues. Through this MDP, basic knowledge and better understanding of Human Resource Management was given which helped them in solving such type of problems. This programme was aimed at imparting basic knowledge of human resource management relevant to the Non-HR Managers. The trainer had discussed lot of concepts which were an essential part of knowledge to be known to all managers or heads of business units irrespective of their functional domains.





MDP – Finance for – Non- Finance Managers

Trainer: Prof Anees Dey

Designation – Management Consultant

The program on Finance for Non-Finance was instrumental to enhance the profile of operating managers as finance cuts across all levels and types of business. In other words knowledge of 'Finance' becomes important as it exerts unifying influence over process that aims attainment towards company's goal.

The MDP program provides the managers with a comprehensive working knowledge of critical financial principles in an easy to follow manner, so that knowledge gained will help them make better decisions in their organisation.

MDP – Importance of Social Media and its use in today's business

Trainer: Dr. Ranjeev Manrao

Designation: CEO & Mgmt.Consultant

Organization: RM123



Marketing professionals now have to grapple with the most powerful media - word-of-mouth connections that join everybody to everybody in any target market by no more than six links. After the 'traditional media' and the 'new media', the next buzz among the marketing professionals, therefore, is 'social media'. From Facebook and YouTube to blogs, social media on the internet is the most promising new way to reach customers. Web 2.0, virtual customer environments and fast emerging personal communication technology are defining rules of the game.

Today, brands do not have much control, consumers are no longer a passive 'audience', and marketers must communicate with customers and consumers, not at them. This demands a key shift in the mind-set - from 'control' to 'engagement' apart from the new tools and techniques. With the help of this MDP, the participants learnt the most powerful tool of today's era i.e social media and how to use it to attain the maximum advantage towards your business.

Topic: Innovation in Marketing

Trainer: Mr. Vishal Shah

Designation: General Manager (Strategy)

Organization: Tech Mahindra

The world of Marketing is undergoing tectonic shifts and it is getting tougher and more complicated for marketers with each passing day. Power shift to retailers & consumers, hyper-competition, media & environmental clutter, commoditization, super-fragmentation & micro-segmentation are creating unforeseen challenges that traditional marketing theories & practices are finding more and more difficult to respond to. Failure rates of marketing programs are at an all-time high. Smaller percentages of new brand launches succeed today than ever before. While this is true globally, marketers in India face these problems more acutely due to a faster rate of change than anywhere else in the world. Clearly, while existing marketing concepts and tools are a requisite foundation for today's marketers, they aren't enough anymore to ensure success in the marketplace. In this context, a number of new marketing concepts are emerging to help marketers get

future-ready. A number of ideas from other disciplines are being adopted by some marketers to gain competitive advantage. And not waiting for theory to catch up, a new breed of intrepid marketers is trying cutting-edge marketing practices that seem to be producing better-than-average results.

This first-of-its kind, this MDP program will expose the executives to the new challenges that marketers are facing today and how various theoreticians and practitioners are dealing with them. It will familiarize them with a number of new marketing concepts, also a set of ideas borrowed from other fields, and a bunch of innovative practices being adopted by cutting-edge marketers to beat competition and win consumers



Plant Tour to Fiat at Chakan with the Executive MBA – Executives

The Fiat India plant, situated in the industrial hub of Chakan Pune, is one of the most modern facilities in the Fiat Group. Here, you'll get a chance to experience Engineering with latest technologies.

Convocation Ceremony of the Executives from the Executive MBA Batch in the year 2014

Held on 13th December 2014, the Convocation Ceremony of the ExMBA Program of MIT College of Management was graced by Hon'ble Mr. Deepak Nathani – COO – Cybage Software and Hon'ble Mr. Hitesh Nouni – CIO – Volkswagen.

Opening the Ceremony, Prof Dr. Sayalee Gankar – Director – MAEER's MIT College of Management reminded about the commitment of the institute towards its mission "To nourish a learning environment and foster innovations and creativity and identifying and producing Emerging Leaders".

Mr. Deepak Nathani urged the executives to

think differently, generate ideas and try to do things in an innovative way by taking a different approach.

Citing examples from across the world, Mr. Deepak Nathani said, "Many successful companies are successful because they thought and executed their strategies differently. Companies like Apple, Facebook, Whats-up, Google, Samsung and many others were successful because they thought in a different way and generated ideas.

Mr. Hitesh Nouni stressed about the importance of education and why Executive MBA today is the best option for the working professionals where they can learn and implement in their own working environment and can evaluate the results too.



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