MAEER’s
MIT COLLEGE OF MANAGEMENT
(MITCOM)

SNAP Shot

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

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:
(a) The efforts and ability of the managers
(b) The environment in which the managers and the organisation operates
(c) 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 – 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 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.

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 workplace 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.
Topic: Innovation in Marketing
Trainer: Mr. Vishaal 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 Executive MBA 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.

MAEER’s
MIT College of Management (MITCOM), Pune, India  
5th Floor, N2 Block, S. No. 123, Paud Road, Pune - 411 038. Tel.: 968916821/8308004040  
Email: executivemba.mitcom@gmail.com  
www.mitcom.edu.in
Follow us on:  
LinkedIn