



# **SRIIOM**

( SRI RAMAKRISHNA INTERNATIONAL INSTITUTE OF MANAGEMENT )  
AN ORGANIZATION DEVELOPMENT , HRM, TRAINING & CONSULTING FIRM  
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## **“ ACADEMY OF LEADERSHIP & MANAGEMENT ”**

A practical ,skill building Training & Coaching Programme to create the best Leaders in the Industry & the NGO Sector.

### **EXECUTIVE MBA PROGRAMME IN LEADERSHIP & MANAGEMENT TO CREATE GREAT MANAGERS AND GREAT LEADERS**

**Who should Attend :**

**Your best Performers at Managers / Senior Managers / G.M. / V.P./ CXO Levels**

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#### **WHY SHOULD YOU NOMINATE YOUR EXECUTIVES ?**

This Programme has been chiselled out to create Great Managers and Great Leaders for your companies for Succession Planning

2. The entire Programme is taught in an experiential format to help internalize maximum content with Case- Studies, Films. Simulation, Role Plays, Projects.
3. It is taught by Faculty who have worked at V.P. and above levels or are presently working at C -Suite levels.
4. Every student is requested to implement what they have learnt in their place of work as a project to internalize the learning.
5. This Programme has already been successfully implemented as an in-company Programme for the senior & top management of B Braun Medical ( I ) Ltd, HDFC Life Insurance Ltd, J.M. Baxi Group , Midmark - India, Kalpataru Group, Shriram Fortune Ltd etc.

Starting Date & Duration:

**25th April , 2020**

It will be held on every 4th Sunday of the month as a workshop from 11am to 5pm for 12 months  
at Oberoi Gardens, Powai, Mumbai - 400072

SRIIOM has won Education Award from Oxford University & European Business Assembly, U.K. , National Education Excellence Award in India etc and Dr. Ashoke K Maitra has got Lifetime Achievement Award in HRD from World HRD Congress.



## Who should Attend ?

**Any Graduate or Post Graduate with at the level of Manager and above who desires to be evolve as an expert in Management and Leadership**

## Why should you join this programme ?

1. This Programme is an unique Training and Coaching Programme chiseled out from years of research to provide the very best for skill building to create Great Managers and Great Leaders.
2. This is a very quality unique and original programme taught by highly acclaimed and senior faculty who have distinguished background and are exceptional professionals and love to provide training.
3. It is extremely affordable. We don't try to make money in the field of Lifelong Education.
4. Continuous Coaching and Mentoring is available to each student from Dr. Ashoke K Maitra to sort out personal and official issues, so that the participant can succeed in the workplace.

### Core Faculty:

1. Dr. Ashoke K Maitra ,M.A. (TISS ) , Ph.D Stanford University, USA , founder SRIIOM.
2. Mr. V.S. Sundram IIT (K) , IIM ( C ) Former Sr. Vice President, Bennett, Coleman & Co.Ltd -Faculty for Project Management.
3. Dr. Ashoke K Maitra, M.A. ( TISS ) , Ph.D Stanford University, USA. Faculty for Leadership & HRD
4. Mr.P.G. Roy, President Marketing. MBA IIFT, Faculty for Marketing, Brand Development & Digital Marketing
5. Mr. Jyotin Mehta : C.A.. ICWA, CS. Former Sr. Vice President & Chief Internal Auditor , Voltas. Faculty for & Audit.
6. Ms. Anjali Raina : Executive Director ,Harvard Business School. Faculty for Global Best Practices in Management.

In addition a lot of very senior faculty will be invited from the industry to come and present Case- Studies of successful implementation of a certain project in Digital Marketing, HR, Project Management etc.

This Programme has already been conducted as an in-company programme for Abbott india Ltd, Astral Polytechnic Ltd, B Braun Medical ( I ) Ltd, Excel Group, J.M.Baxi Group , Kalpataru Group, Lubrizol, Mahindra & Mahindra Group, Midmark , USA etc.

### Course Fee:

Affordable Course fee of Rs.10,000 / per month or Rs.1,20,000 /- per annum including Faculty Fee , Teaching Materiel etc

**Course Fee for In-company Programme = Rs. 64,000 per day.**





## Self and People Management:

### Module 1 :Self Management:

The first module focuses in enabling the student to expand the capacity body & mind, control one's emotions & feelings and learn skills in effective communication, presentation , human relations, stress management etc.

Training Workshops will be conducted in 5 major areas given below :

- 1. Self Mastery:** In this module we will teach Yoga, Pranayama, Meditation to expand the capacity of body and mind, effective communication, presentation skills, human relation etc.
- 2. Creating a Personal Vision:** Every participant is helped to create personal Vision for life.
- 3. Creativity and organizational flexibility:** We will teach methods to use innovation & creativity.
- 4. Relationship Management :** We will teach how to maintain healthy relationships and grow.
- 5. Communication & Presentation Skills :** We will try to improve listening skills, public speaking skills and presentation skills.
- 6. Decision - Making.** We teach various methods used globally to make good and appropriate decision.
- 7. Time Management .** we will provide methods to manage time better.

### Module 2: Transformational Leadership & Effective People Management:

**The second module enables the participants to develop all the competencies needed to become an effective Leader and a Great manager**

**Training Programmes in “Leadership agility and managing uncertainty” will be held in 7 key topics:-**

1. Transformational Leadership in uncertain and volatile times. We cover the works of John Maxwell on five Levels of Leadership, Servant Leadership by Robert Greenleaf, Principle centered leadership of Stephen Covey etc.
2. Unconscious Bias.
3. Global Best Practices in Motivation. We will teach all the theories of Motivation. Case Study of Google & Starbucks.
4. Talent Management - Assessment Centre, Development Centre, Creating Individual Development Plans Career Planning.
5. Team Building using participatory processes.
6. Conflict Management. We teach people to deal effectively with conflicts.
7. Learning participatory methods like Conversation Method, Open Space Technology to engage and involve people in leading.
8. Coaching & Mentoring: We teach skills in Mentoring and Coaching.

**Module 3 : Change Management:** : In this topic we cover the change management in South West Airlines, British Airways, Infosys, TCS , The Times of India Group etc

### Module 4: AgileTransformation.

In this topic we will cover case studies of companies which have transformed itself by creating Agile Strategy, Flexibility, Creativity and creating a learning organization.

### Module : 5 : Decision - Making

We teach all the different methods of participatory & empowered decision making such ,as Conversation Method, OICA used by Advertising agencies to come to creative decisions, PRAM model and Design Thinking





## **Module 6 : HRD Practices to be learnt by Departmental Heads and Line Managers .**

### **1.Performance Management:**

We cover the evolution and best practices in Performance Management in Royal Dutch Shell, Hewlett Packard etc . We also cover MBO, 360 degree multi-rater feedback and Balance Score Card.

### **2. Improving Retention and Reducing Attrition:**

We teach how to improve Retention levels and reduce Attrition. We call upon faculty who have done substantial work in this area.

**3.Attracting people for digital workplace :** In this module we cover the various methods to be effective in recruitment by using Competency Profiling, Psychometric Tests and Behavior Event Interviews.

**4.Effective Interviewing Skills:** In this module we cover a competency profiling exercise and then structure an effective Recruitment process and then conduct an effective interview.

### **5.Global Best Practices in. Rewards and Recognition:**

We provide information to the participants on the various types of formal & informal rewards, Incentives and stock options schemes prevalent in companies today .

## **Module 7. Finance and Accounts**

General Accounts

Budgeting

Costing

MIS

Working Capital Management

Capital Markets , Derivatives etc

## **Module 8 : Purchase Management and Supply Chain Management**

**Global Best practices in purchase management**

**Inventory Management**

**Logistics**

**Supply Chain Management**

**Case studies in Inventory Management.**

## **Module 9- Project Management**

**Global best practices in Project Management**

**Project Planning and Implementation.**

**Programme evaluation and Review Technique**

**Critical Path Method.**

**Case -Studies on effective project implementation.**





## **Marketing and Sales Management:**

### **1.Understanding Marketing Management:**

Defining Marketing for the 21st Century & Developing Marketing Strategies and Plans

### **2 . Capturing Marketing Insights:**

Gathering Information & scanning the environment. Conducting Marketing Research and forecasting demand.

### **3.Connecting with Customers :**

Creating Customer Value , Satisfaction and loyalty. Analyzing consumer markets and analyzing business markets. Identifying market segments and targets.

### **4. Building Strong Brands:**

Dealing with competition , creating brand equity and crafting the brand positioning.

### **5. Delivering Value**

Designing & managing integrated marketing channels, managing retailing, wholesaling & logistics.

### **6.Communicating Value**

Designing and managing integrated marketing communications, managing mass communication: advertising, sales promotion, events and experiences and public relations, managing personal communications: direct and interactive marketing, word of mouth and personal selling.

### **7 Brand Management**

Case -studies in building powerful brands in India and overseas.

### **8. Digital Marketing:**

Finding new avenues of digital marketing & social Media Marketing

### **9. Strategic Marketing:**

Michael Porters Five Forces Model and other practical model of strategic marketing.

### **10. Advertising :**

Global best practices in Advertising. Different functions of Advertising.

### **11. Market Research :**

Understanding different models of market research.

### **12. Sales Management**

Institution and Corporate Sales / B2B Sales, B2G sales, B2C sales.





**Founder & Dean:**

Prof. Dr.Ashoke K.Maitra: Founder & Managing Director -SRIIOM, Winner of Lifetime Achievement Award from World HRD Congress . Winner of Education Award from Oxford University, U.K. and European Business Assembly., Winner of National Education Excellence Award and Rashtriya Udyog Ratna Award.

**Location:**

Obero Garden Estate, Chandivali Farm Road, Chandivali, Powai, Mumbai - 400072

**Contact Us:**

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If resources are spread like mustard seeds on the ground, it will be difficult to gather it together.

If it is kept concentrated and focused, great things can be achieved.  
Sri Ramakrishna Paramahansa, Guru of Swami Vivekananda.

