



Programme Director

- Dr R. Raman
- Prof. Sandeep Bhattacharya

Dates

September 22nd -23rd 2018
(2 Days)

Business Excellence for Academic Professionals

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OVERVIEW

Business Excellence for academic professionals is intended to be a 'mini-MBA' for those who wish to take their institutions to greater heights. It includes a 'pot-pourri' of insights, tools, techniques and use-cases that will help the participant excel across various facets of academia.

PROGRAMME OBJECTIVE

- Understand the 'nuts & bolts' inside an academic institution and how to improve their working
- Improve marketing & sales skills pursuant to healthy topline growth of their institution
- Understand how to use case based teaching for the Indian audience
- Understand how to generate ancillary revenues such as MDPs/Consulting
- Provide deep insights into Leadership and what makes good leaders
- Increase the understanding of academic rankings and how to improve them
- Build a mutually beneficial engagement with corporates leverage Digital in their business
- How to improve the 'connect' with the target audience
- Improve research orientation

PEDAGOGY

- Pre-Class Reading
- Classroom sessions
- Group-work/Exercises
- Data Analysis
- Case Studies
- Videos/Demo
- Workshop Activity

CONTENT (Topics to be covered)

Day 1 :

- Academic institutions - typical business structure
- Leadership styles for building successful institutions
- Marketing your academic courses and leveraging digital media
- Academic rigor - the benefits and the pitfalls – The balance
- Creating B School with a difference – critical processes
- Academic rankings and insights
- How to use Case based pedagogy for the Indian audience
- Improving customer relationship / 'connect' with the target audience
- Increase your faculty ratings and upgrade your student feedback

Day 2 :

- Research orientation and Publication
- Online tools and support systems for academics
- Leveraging corporate and alumni relations
- How to frame a MOU/Commercial Agreement
- How to carry out Consultancy Programs
- How to frame a Terms of Reference Document
- Understanding the trinity of teaching/training/consulting and how to synergize
- How to launch and run MDPs

Who should attend

- This program is only by invitation
- Leaders / Senior Faculty of academic institutions
- Faculty who aspire towards a long term career in academia based on excellence
- Faculty who wish to improve their ratings

- This is a 'by-invitation' only program

PROGRAMME DIRECTOR(S)



Profile of Dr R. Raman

▪ Dr R. Raman, Director, SIBM Pune & Dean Faculty of Management
[linkedin.com/in/ramansibm](https://www.linkedin.com/in/ramansibm)



Profile of Prof. Sandeep Bhattacharya

▪ Prof Sandeep Bhattacharya – Head- Corp Relations & Adj Faculty, SIBM Pune, www.linkedin.com/in/sandeepbhattacharya



VENUE:

SIBM, Pune



LAST DATE FOR REGISTRATION:

NIL (By Invitation Only)



PROGRAMME FEE AND PAYMENT * Fee for the Program: Rs 25,000 +18% GST

*Discounts are offered for more than one participants from same organization. For Discount please contact on Mobile: 9159897597/9214028682

E-mail: stmdp@sibmpune.edu.in

SIBM, Pune

Symbiosis Institute of Business Management, Pune is a premier B-School of India recognized for its excellence in academics, high quality management programme and its valuable contributions to industry, society and students. SIBM Pune was established in 1978. SIBM Pune currently offers the following programs:

- A two years full time MBA programme giving the options to specialize in Marketing, Finance, Operations and Human Resources (Admission through SNAP)
- A two year full time MBA programme in Innovation and Entrepreneurship. (Admission through SNAP)
- Executive MBA programme and One year Post Graduate Diploma Programmes for the working professional offered during the weekends
- Executive Post Graduate Diploma programmes for corporates, as per the requirements of the corporate houses.

The essential strong pillars of SIBM Pune are its illustrious alumni, exemplary students, full time faculty and numerous visiting faculty members from the corporate and industry. SIBM Pune is a student driven institute. The students' council consists of nine teams, which you could check out under the Students' Council tab. The students' council organizes a number of events, management competitions as well as cultural and sports activities like Coffee with SIBM, Arcturus, Imperio, National Alumni Meet, Transcend, The Blueprint, Entrepreneurship Summit, Sports Conclave, PROelio and many more. SIBM Pune ensures that its alumni stays well connected with the college. Several events are organized wherein the alumni interact with the students and share their corporate experiences.

Symbiosis International (Deemed University)

Prof. Dr. S.B. Mujumdar established Symbiosis in 1971 on the principles of Vedic thought of 'World as One Family' and is resplendent of the activities and students of several countries. SI(DU) has established need based institutes across the 7 faculties of Law, Management, Computer Studies, Health & Biomedical Sciences, Media, Communication & Design, Humanities & Social Sciences and Engineering. The University offers 109 programmes at Diploma, Under/post graduate and Doctoral levels. The University has 31 Institutes spread across campuses located in Pune, Nasik, Bengaluru, Noida, and, Hyderabad.

A vibrant, Multi – ethnic, Multi - cultural environment, smart classrooms all positively impact the delivery of world class education. Student and Faculty diversity, service learning projects, internships and value added activities lead to a more holistic development of students. With collaborative networks with several universities from different parts of the world, SI(DU) provides a very conducive, interactive and inspiring environment to create true global citizens. The University aims to participate in the task of inculcating knowledge and hone skills which are vital to the students who pass out from the University. SI(DU) continues to grow.... Evolving by benchmarking itself against the best in the world.

Contact Us

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