

**XIME**

- Bangalore
- Chennai
- Kochi

Shaping Future Leaders



**XAVIER INSTITUTE  
OF MANAGEMENT &  
ENTREPRENEURSHIP  
BANGALORE**

**MANAGEMENT DEVELOPMENT  
PROGRAMMES 2018 – 2019**

[www.xime.org](http://www.xime.org)

## About XIME

Xavier Institute of Management & Entrepreneurship (XIME) is one of India's leading business schools with campuses in Bangalore, Kochi and Chennai. Founded in 1991 by a group of accomplished academicians and public spirited men, the Institute today is recognized for its state of the art infrastructure and accomplished faculty. XIME's faculty consists of academicians from renowned Institutions including XLRI, IIMs; foreign Universities like Harvard and Columbia, former top executives from leading industries and seasoned civil servants.

Prof J Philip, former Director, IIM Bangalore is the principal founder of XIME. He nurtured, and developed the institution, and it continues to grow under his able leadership. XIME, over the years, has risen in the national rankings, and currently features in the top 25 B Schools in India (Survey conducted by Business India, December 2017). Its flagship PGDM Programme is AICTE-approved and accepts a total of 420 students across all three campuses.

Our Chairman, Prof J Philip, was the initiator of Management Development Programmes at XLRI while he was the Dean there. Later as Principal of the Management College of Steel Authority of India, he was the prime mover of such programmes in the company. For another, all the three XIME campuses are wedded to a continuous enhancement of their combined repository of functional knowledge and skills.

## Management Development Programmes

Management Development Programmes (MDPs) at XIME are conducted across various topics. These topics can be broad based like strategic management, leadership, soft skills development, amongst others, or specifics like digital marketing, econometrics, etc. Every year, representatives from private and public sector companies, academic institutions, researchers, and non-profit organizations, join us for these MDPs to enrich and upgrade their knowledge and skills. MDPs are programmes open to participants from various organizations and are usually conducted at the Bangalore campus of XIME.

## Organization Based Programmes

Along with MDPs, we also specialize in conducting Organization Based Programmes or those popularly called OBPs, where we conduct customized programmes to address the specific needs of organizations. OBPs are designed in consultation with the organization concerned and are scheduled as per the convenience of the organization. The venue for OBPs can be the training facilities of the company, the XIME campus or an outside facility (hotels) as suggested by the client organization.

## Consultancy

In addition to teaching and training, XIME's faculty are also available for handling consultancy projects for industries, small business establishments and government organizations. With its well-endowed faculty base, the Institute is able to assure quality in its consultancy work. The Institute makes it a point to field competent faculty teams for such projects as per the requirement of the organizations.



## Message from the Chairman



### Greetings from XIME!!

Today's fast paced world is hyper-competitive and the rules of the game are changing constantly. Gone are the days when all that was required was to pick up a certain set of skills that are required for a job and keep honing them to be assured of relevance and effectiveness. Today, we are measured and judged by how fast we are able to pick up newer technologies, concepts and tools. If we are not able to keep ourselves abreast of the latest, we are bound to be left behind – if not today, tomorrow for sure.

That keen awareness is precisely the basis for our Management Development Programmes. The collective wisdom of our faculty enables the XIME team to keep an unwavering eye on the frontiers of technology and management, and to continuously build their repository of knowledge and tested skills so as to impart such knowledge and skills to those who seek them. Each of the programmes that has been scheduled for the MDP this year aims to bring to the participants the latest in terms of expertise, ideas and techniques.

In the 58 years that I have spent in the field management education, I have seen several waves of changes in the industry impelling management educational institutions not merely to cope with them, but also to manifest the ability to deliver their functional business thrust in an assimilable manner to our executive MDP participants. I am personally involved in the MDP programmes and am taking extra pains to ensure that they are of high quality and meet the expectations of the participants.

We welcome you to the XIME campus and to be part of an exciting journey of exploration, learning and development of your personal and professional potential.

**Prof J. Philip**  
*Chairman, XIME Bangalore*

## MDPs / SEMINARS/ FDPs/ - JULY 2018 - MARCH 2019

### I. MANAGEMENT DEVELOPMENT PROGRAMMES

S.No.	Program Details	Duration	Lead Faculty	Month	Dates	Page No.
1	Innovation Management	2.5 days	Dr. NMK Bhatta	August	22-24 Aug	5
2	Business Excellence Practitioner's Workshop ( Programme for DRDO & Defence PSU Managers)	2 days	Dr. NMK Bhatta	September	21-22 Sep	6
3	Social Media Marketing for SMEs	2 days	Mr. Anand Srinivasan	November	14-15 Nov	10
4	Finance for Non Finance Executives	2 days	Dr. P. Amalanathan		16-17 Nov	7
5	Entrepreneurship Development Programme for Aspirants	12 days	Prof. Rajendra Desai		26 Oct – 8 Nov	9
6	Business Analytics with R	2 days	Mr. S.Ragesh & Mr. Puneet Kumar		30 Nov - 1 Dec	11
7	Cloud Computing, Big Data, IOT and Artificial Intelligence	2 days	Dr. Peri Sastry & Mr. Puneet Kumar	December	7-8 Dec	13
8	NGO Leadership Development	2.5 days	Dr. D Sangeetha		13-15 Dec	16
9	Building Excellence thru Academic Audit	2 days	Dr. Selvam Jesiah	January	4-5 Jan	17
10	Data Visualization and Big Data	2 days	Dr. Peri Sastry & Mr. Puneet Kumar		18-19 Jan	18
11	Entrepreneurship Development Programme for Women Entrepreneurs	12 days	Ms. S. Subbulakshmi		21 Jan - 2 Feb	19
12	Digital Transformation of SMEs	2 days	Prof. G. Shanmugam	February	21-22 Feb	20
13	Finance for Non Finance Executives	2 days	Dr. P. Amalanathan		15-16 Feb	21
14	Enhancing your Negotiation Skills	2 days	Prof Joy Varghese		22-23 Feb	22
15	Applied Econometrics for Business Decision Making	2 days	Dr. Naseer Md. Jaffer & Dr. Chetan Chitre	March	1-2 Mar	23

### II. SEMINARS

S.No.	Program Details	Duration	Lead Faculty	Month	Dates	
1	Seminar on 'Ease of Doing Business in India'	1 day	Dr. Naseer Md. Jaffer & Dr. Chetan Chitre	November	24, Nov	23
2	Seminar on Management Education	2 days	Chairman & Prof. C. P. Ravindranathan	January	29-30, Jan	

### III. FACULTY DEVELOPMENT PROGRAMMES

S.No.	Program Details	Duration	Lead faculty	Month	Dates	
1	Case Method of Teaching	2 days	Dr. NMK Bhatta	July	13 - 14 July	24
2	Case Writing and Case Teaching	2 days	Pro. A. Anantharaman & Prof. M J Xavier	December	13-14 Dec, 18	25
3	Econometrics for Economics and Business Research	2 days	Dr. Naseer Md. Jaffer & Dr. Chetan Chitre	March	08-09, Mar	26

# I. MANAGEMENT DEVELOPMENT PROGRAMMES

## 1. Innovation Management

Duration & Dates	: 2.5 Days, 22–24 August 2018
Fees	: Rs. 7000/-
Who should attend	: Middle, Senior and Top management
Lead Faculty	: Dr. NMK. Bhatta
Contact Details	: Email: nmbhatta@xime.org, Mob: +91 7411017525

### About the Programme

In the present industry landscape of overly vigorous competition, every company is adopting its own unique strategies of growth and the way the companies can show their uniqueness is with their capability to innovate by means of new products, processes and business models. There has been a long standing myth that innovators are born and people cannot be trained to be innovators. This Programme attempts to debunk this myth by training managers to be successful innovators through a systematic process and employment of effective tools.

### Programme Objectives

- To enhance the innovation management capacity of companies by equipping managers with practical and hands-on tools to initiate or manage their own innovations
- To identify and implement individual innovation projects, which can be an idea for a new or improved product, an innovative process or a revamped business model.



Dr. NMK Bhatta is a Professor and the Dean (Research) at Xavier Institute of Management & Entrepreneurship, Bangalore. He is certified in “Qualitative Research Methods” from the London School of Economics, in “Innovation Management in MSMEs” from Steinbeis Germany, in “Case Method Teaching” from the Harvard Business School and in Project Management Certification from IIM, Ahmedabad. He is also a Certified Project Management Professional from PMI, USA and a Six Sigma Black Belt. He consults in the field of Organizational Transformation, Business Excellence, Business Model Innovation and Agile Technologies. He is an accomplished Business Excellence Practitioner having been a Senior Assessor both in Malcom Baldrige (US) and EFQM (UK and Europe) Business Excellence models. He did his Agile Certification from Scrum Alliance, USA and he is also an Agile Certified Practitioner (ACP) from PMI, USA. He had delivered several Global Projects using Agile Methodologies while working in TCS.



## 2. Business Excellence Practitioner's workshop (Programme for DRDO & Defense PSU Managers)

Duration & Dates	: 2 Days, 21-22 September, 2018
Fees	: Rs. 6000/-
Who should attend	: Scientists and Managers
Lead faculty	: Dr. NMK. Bhatta
Contact Details	: Email: nmbhatta@xime.org, Mob: +91 7411017525

### About the Programme

This Programme concentrates on fostering and reinforcing of excellence by scientists and managers of PSUs and DRDO Labs so that they can be high performers, contributing substantially to the organization success. The Programme will introduce scientists and managers to concepts, models and values of business excellence as well as develop a passion for business excellence in the participants, notably through the use of a self-assessment model for "Moving Towards Business Excellence" irrespective of any functional area.

### Programme Objectives

To help managers identify opportunities for excellence in their respective areas and determine for themselves whether they are on the right path to excellence by enabling them to identify their key strengths and potential gaps in relation to the stated Vision and Mission.



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### 3. Finance for Non-Finance Executives

Duration & Dates	: 2 Days, 28-29 September, 2018 2 Days, 22-23 February 2019
Fees	: Rs. 6000/-
Who should attend	: Executives, Technical personnel, Entrepreneurs, Faculty, MBA students
Lead faculty	: Dr. P. Amalanathan
Contact Details	: Email: amalanathan@xime.org, Mob: +91 78993 62379

#### About the Programme

Finance is the focal point of managerial attention, decision making and accountability. Techniques utilized by finance executives in making decisions are important and relevant also to managers of other functional areas in all types of organizations. In other words, the role of finance is all pervasive and has an impact on the managerial decisions of non-finance executives as well. This programme aims to meet the requirements of operating managers who would like to be well versed with the introductory nuances of finance in different functional areas.

#### Programme Objectives

- Understand the implications of finance for various corporate activities.
- Comprehend and analyze financial statements and learn how to communicate finance related matters more effectively.
- Get practical insights and gain easy appreciation of the fundamentals of finance and accounting.



Dr. P. Amalanathan, Associate Professor of Accounting and Finance at XIME, Bangalore. Prior to joining XIME, he has served variously for over 20 years as Lecturer, Associate Professor and Professor in the Department of Commerce and Management of reputable educational institutions like, St. Xavier's College (Autonomous), Tirunelveli, Pope John Paul II College of Education, Pondicherry and Gnanamani Institute of Management Studies, Namakkal, Tamil Nadu. He was awarded "The Best Teacher-2015" by GRABS, an Educational and Charitable Trust, based at Chrompet, Chennai, in 2015.

He has also written a chapter in a book titled as "Development of Agriculture-Trends and Challenges" compiled by Dr. V. Vijalakshmi, in 2011.



## 4. Agile Implementation

Duration & Dates	: 2 Days, 26-27 October, 2018
Fees	: Rs. 7000/-
Who should attend	: Delivery/Project/ Programme Managers/ Leaders and Delivery teams
Lead Faculty	: Dr. NMK. Bhatta
Contact Details	: Email: <a href="mailto:nmbhatta@xime.org">nmbhatta@xime.org</a> , Mob: +91 7411017525

### About the Programme

Customers of IT Companies globally are switching from the conventional models to Agile Methodologies of Project Management. Today, 80% of the industry has already moved to the Agile methodology and its spread is expected to touch 90% by 2020. This Programme is designed to increase the awareness of IT Companies as well as their customers of the Agile Project Management in order to help them adopt this new methodology. It caters to the needs of Delivery/ Project/Programme managers/ Leaders and Delivery teams with 6 to 15 years of experience, Independent IT Consultants, IT Faculty of Educational institutions and IT heads of Non- IT Industries.

### Programme Objectives

- To introduce Agile Methodologies to IT Delivery/Project/Programme Managers, IT Customers and Faculty
- To compare different methodologies followed in Industry and Agile Scenario Planning with the help of practical case studies.



Dr. NMK Bhatta is a Professor and the Dean (Research) at Xavier Institute of Management & Entrepreneurship, Bangalore. He is certified in "Qualitative Research Methods" from the London School of Economics, in "Innovation Management in MSMEs" from Steinbeis Germany, in "Case Method Teaching" from the Harvard Business School and in Project Management Certification from IIM, Ahmedabad. He is also a Certified Project Management Professional from PMI, USA and a Six Sigma Black Belt. He consults in the field of Organizational Transformation, Business Excellence, Business Model Innovation and Agile Technologies. He is an accomplished Business Excellence Practitioner having been a Senior Assessor both in Malcom Baldrige (US) and EFQM (UK and Europe) Business Excellence models. He did his Agile Certification from Scrum Alliance, USA and he is also an Agile Certified Practitioner (ACP) from PMI, USA. He had delivered several Global Projects using Agile Methodologies while working in TCS.





## 5. Entrepreneurship Development Programme for Aspirants

Duration & Dates	: 12 Days, 22 October -02 November, 2018
Fees	: Rs. 19,000/- *
Who should attend	: Engineering Students and Graduates, Individuals who want to start their own businesses.
Lead faculty	: Ms. Subbulakshmi. S
Contact Details	: Email: subbulakshmi@xime.org, Mob:+9198450 82172

### About the Programme

This program is designed for aspiring / budding entrepreneurs who want to enhance, update, and refine their entrepreneurial skills. It consists of lectures by experts, industrial visits and interaction sessions with entrepreneurs and venture capitalists.

### Programme Objectives

- To help entrepreneurs to identify and evaluate potential business opportunities
- To provide the basics of marketing and finance (including Taxation) essential for an entrepreneur
- To introduce the management concepts useful in the creation of a robust business plan
- To provide insightful advice from practitioners and industry experts to help entrepreneurs to start and grow their business

*\*Fee concession offered in deserving cases.*



Ms. Subbulakshmi S, a UGC NET qualified faculty, is Assistant Professor at Xavier Institute of Management and Entrepreneurship (XIME, Bangalore) specialized in Human resources and Entrepreneurship. She brings with her ten years of industry experience in these fields. She has worked as Assistant Manager- Business Development, CADDAM Technologies Pvt. Ltd, Chennai and as Executive – Business Relationship, Max. Engineering Pvt. Ltd., Chennai



## 6. Social Media Marketing for SMEs

Duration & Dates	: 2 Days, 14-15 November, 2018
Fees	: Rs. 6000/-
Who should Attend	: Marketing managers and their teams, Students
Lead faculty	: Mr. Anand Srinivasan
Contact Details	: Email: anand@xime.org, Mob:+91 95355 88990

### About the Programme

This Programme will be designed to provide a panoramic coverage of the impact of social media and consumers' changed media habits on the vocation of marketing. Consumers today are empowered with access to information, opinions and knowledge through a variety of outlets. Their rising ability to communicate and share opinions with their peers on brands, campaigns and customer service has weakened the traditional hold that companies have had on customers. Communication is no longer a one-way street. The Programme will take a systematic look at Twitter, Facebook, Instagram and other digital communities which define the new frontier of marketing.

### Programme Objectives

- Learn to adapt marketing strategy and marketing programs to changed preferences of consumers in marketing communication
- Understand the dynamic in social media that does not conform to conventional thinking identified with traditional media
- Develop and differentiate positioning among users of social media



Mr. Anand Srinivasan has nearly two decades of industry experience, predominantly in IT services. Worked in managerial positions accountable for delivery of projects to international clients in a variety of domains. He graduated with a PGPEM from IIM Bangalore and a Bachelor's from BITS, Pilani. He has been with XIME as a faculty since September 2016.



## 7. Business Analytics using R

Duration & Dates	: 2 Days, 30 November- 01 December, 2018
Fees	: Rs. 5000/-
Who Should attend	: Students, Academicians and Researchers
Lead Faculties	: Prof. Ragesh TS & Prof. Puneet Kumar
Contact Details	: Email: ragesh@xime.org, Mob:+91 8123949520 Email: puneet@xime.org, Mob:+91 9810371303

### About the Programme

Organizations are going through a massive 'data deluge', and this data flows into them from various internal and external sources. Internet of Things (IoT) that generates a lot of real time data, Big Data and Big Data analytics are going to play a pervasive role in the life of future managers. Many tools are required by managers to analyze Big Data, and find patterns to derive actionable insights. This is where Artificial Intelligence (AI) based tools could play a considerable role in the future.

### Programme Objectives

- To understand the way data is growing, and how to store and process the same
- To get an overview on Data Mining, and to understand few critical algorithms used in Data Mining (Both Supervised and Unsupervised learning)
- To get an introduction to 'R', a statistical programming tool that can be used for programming Data Mining techniques



Mr. Ragesh T.S. is Assistant Professor and the Coordinator of Student Activities at XIME Bangalore. His areas of interest are Quantitative Techniques, Business analytics and Marketing. He has qualified UGC-NET in management and is currently pursuing his doctoral degree from VIT University, Vellore, TN. He has about eight years of experience in corporate business and academics. Along with full time teaching, he also works as a Counsellor at IGNOU Study center in Bangalore.



Mr. Puneet Kumar is an Assistant Professor at XIME Bangalore. He holds a B. Tech, a PGDM in Marketing & Operations, and is an MBA in Marketing. His areas of interest include Business Analytics, Research Methodology, Quantitative Techniques & Strategic Management. He has diverse and extensive twelve plus years of industry experience in corporates like Wipro, Godrej & Boyce, Bureau Veritas Certification, SGS India etc.

## 8. Enhancing Growth & Competitiveness of Family Businesses

Duration & Dates	: 5 Days, 3- 7 December, 2018
Fees	: Rs. 12,500/-
Who should attend	: Owners of Family Businesses, Aspiring entrepreneurs, and Students
Lead Faculties	: Mr. Chetan Chitre & Ms. S. Subbulakshmi
Contact Details	: Email: chetan.chitre@xime.org, Mob:+91 8147738990 Email: subbulakshmi@xime.org, Mob:+9198450 82172

### About the Programme

One reason for the success and growth of family owned enterprises is the wealth of domain knowledge that is passed on from one generation to the next. However, with globalization and increasing use of technology, this rich domain expertise needs to be supported by good management practices. This Programme is meant for members of business families who wish to expand their business activities. It will consist of lectures by eminent academicians in the field of entrepreneurship; government officials who deal with taxation, appraisals, etc.; bankers who sanction loans for business; chartered accountants and practicing entrepreneurs.

### Programme Objectives

- To introduce participants to basic concepts in managerial economics, marketing, finance and human resource management
- To introduce participants to some of the policy measures taken by the government for encouraging MSME sector
- To facilitate interaction with select MSME enterprises that have succeeded in achieving high growth in order to learn from their experience.



Mr. Chetan Chitre, is an Assistant Professor at XIME. He is in his final stages of Fellow Program in Management (equivalent to Ph.D.) at Indian Institute of Management, Bangalore. In his current research he evaluates the impact of use of technology in school education using randomized field experiment. He prefers to use a combination of quantitative and qualitative techniques in his research. His other interests include Political Economy, Agriculture Economics, Postcolonial studies, and Philosophy of Social Science. Prior to joining academics, he has worked in the financial sector for about 12 years.



Ms. Subbulakshmi S, a UGC NET qualified faculty, is Assistant Professor at Xavier Institute of Management and Entrepreneurship (XIME, Bangalore) specialized in Human resources and Entrepreneurship. She brings with her ten years of industry experience in these fields. She has worked as Assistant Manager- Business Development, CADDAM Technologies Pvt. Ltd, Chennai and as Executive – Business Relationship, Max. Engineering Pvt. Ltd., Chennai

## 9. Cloud Computing, Big Data, IOT and Artificial Intelligence

Duration & Dates	: 2 Days, 7-8 December, 2018
Fees	: Rs. 9000/-
Who should attend	: Managers, Corporate Executives, Academicians and Researchers
Lead Faculties	: Dr. MVS Peri Sastry & Prof. Puneet Kumar
Contact Details	: Email: peri1945@gmail.com, perisastry@xime.org Mob:+91 99801 46112 Email: puneet@xime.org , Mob:+91 9810371303

### About the Programme

Cloud Computing, Big Data and Big Analytics, Internet of Things (IOT) and Artificial Intelligence (AI) had been in experimental stages earlier, but they and the tools created using these technologies are part of the management landscape today. Data is growing phenomenally encompassing traditional databases, Excel based data, unstructured data like Emails, Facebook, videos, photos and chat messages on the web. So Cloud computing based on huge networked data-centers has become a reality. Many applications are being moved onto the cloud by organizations. IoT which generates lots of real time data, Big Data and Big Data Analytics are all going to play a pervasive role in the life of future managers. Many new tools are required for managers to analyze these data-lakes and find patterns to derive actionable Business Intelligence. This is where AI based tools will play an enormous role in future.

### Programme Objectives

- To understand the way data is growing very big and how to store and process the same
- To learn about Cloud Computing and Applications
- To comprehend Big Data technologies like Hadoop etc., Big Data Analytics and IoT.
- To experience Artificial Intelligence (AI) and AI applications



Dr. M V S Peri Sastry is a Professor at Xavier Institute of Management and Entrepreneurship (XIME), Bangalore. He has over 30 years of experience in software industry and in Teaching. Among the many positions he has held, are Regional Manager, CMC Limited, COO of ASM Technologies Ltd, Bangalore, Professor and Head of CSE at NIT Trichy, and Professor at University of Trinidad and Tobago. His research interests are Online-Tests, ERP, AI, and Text Analytics. He holds a B.E degree from Andhra University and Ph.D degree from BITS-Pilani.



Mr. Puneet Kumar is an Assistant Professor at XIME Bangalore. He holds a B.Tech, a PGDM in Marketing & Operations, and is an MBA in Marketing. His areas of interest include Business Analytics, Research Methodology, Quantitative Techniques & Strategic Management. He has diverse and extensive twelve plus years of industry experience in corporates like Wipro, Godrej & Boyce, Bureau Veritas Certification, SGS India etc.





**KOCHI CAMPUS**



**CHENNAI CAMPUS**

## 10. NGO Leadership Development

Duration & Dates	: 2.5 Days, 13-15 December, 2018
Fees	: Rs. 4000/-
Who should attend	: NGO's
Lead faculty	: Dr. D Sangeetha
Contact Details	: Email: sangeetha@xime.org, Mob: +91 9445910186

### About the Programme

In recent years, non-governmental organizations have vastly increased in number and scope. They are more and more influential in communities and grassroots activities, in policy making, planning and implementation. Therefore, capacity would need to be strengthened if NGOs are to be assured of operational effectiveness in this operational environment. This Programme addresses the current role of NGOs in development and the challenges they are up against in their efforts to build organizational capacity. The Programme will equip the NGO's with a sound understanding of governance which includes compliance with regulatory requirements, Financial Accounting and Budgeting and Social Audit. It will also reflect on the impact and implications of the challenges faced by NGOs by emphasizing on competencies and analytical capabilities for the new generation of NGO leaders.

### Programme Objectives

- Leadership in NGOs
- Networking and Stake Holder Management
- Fund raising and Funds Management
- Regulatory Framework and Compliance
- Project Proposal for Financial Support



A Doctorate from Anna University. Dr. Sangeetha is an Assistant Professor at XIME, Bangalore with eight years of experience in teaching post graduate courses in management. Having specialization in HR area, she seeks to connect students to their material so as to transform lives of young students. She actively participates in continued learning through conferences and professional research.





## 11. Building Excellence Through Academic Audit

Duration & Dates	: 2 Days, 4-5 January, 2019
Fees	: Rs.5000/-
Who should attend	: Principals, Deans, HoDs, IQAC Coordinators and Educational Administrators of HEIs
Lead Faculty	: Dr. Selvam Jesiah
Contact Details	: Email: selvamj@xime.org, Mob: +91 9443677931

### About the Programme

The major challenges of higher educational institutions in India are to provide quality education and to make their graduates employable. Both challenges could be met successfully if higher educational institutions were to set their mission, vision, objectives and quality policy clearly and thereafter provide adequate inputs channeled through quality academic process. One of the tools to measure the adequacy of this academic input is academic audit. Academic audit provides an opportunity for the regular strategic review of an institution's teaching and learning process whereby the Head of the institutions and other educational administrators assure themselves of the quality of the learning and of its diversified processes for national and international accreditation.

### Programme Objectives

- To develop an Institutional framework for effective teaching, learning, evaluation and development (TLED) & research.
- To train educational administrators on academic audit of HEIs
- To enable them to use academic audit as an input for quality assurance and accreditation.



Dr. Selvam Jesiah, is the Dean Academics, of XIME Bangalore, has served in various reputed institutions like Alliance University, IASMS Bangalore. He has notably contributed to the capacity building programmes of the United Nations Development programme in establishment of Business schools and Department of Development studies in Sub-Saharan Africa. He has authored a manual, Governance Version 0.1, which provides lucid guidelines as to how to administer educational institutions in a most effective manner. He has served in various academic committees including member of Board of Examination and Doctoral Committees of various universities across the country. One of his Research Papers on "Response of Higher Education to Globalization: Empirical Evidences from India, Journal of Educational Planning and Administration" was ranked in the Top Ten Papers for Journal of Labour: Human Capital and for Journal of ERN: Government Expenditure and Education, Social Science Research Network(SSRN).

## 12. Data Visualization and Big Data

Duration & Dates	: 2 Days, 18-19 January, 2019
Fees	: Rs. 7000/-
Who Should attend	: Managers, Corporate Executives, Academicians and Researchers
Lead Faculties	: Dr. MVS Peri Sastry & Prof. Puneet Kumar
Contact Details	: Email: peri1945@gmail.com, perisastry@xime.org Mob:+91 99801 46112 Email: puneet@xime.org , Mob:+91 981037130

### About the Programme

The amount and complexity of data produced in the business world are increasing at a staggering rate. The amount of information is overwhelming not because there is too much of it but because we do not know how to tame it. Data visualization through charts and graphs has been a preferred way of mining and communicating business insights and information. Though the time spent on creation of charts has reduced due to proliferation of software and tools, a majority of these charts fail to convey the intended message because they are badly designed.

This Programme would help decision-makers to quickly examine large amounts of data, expose trends and issues efficiently, exchange ideas with key players, and finding their way to decisions that will ultimately lead to success. The participants of the Programme will learn design practices for visualization along with visualization as a means of data analysis and communication.

### Programme Objectives

- Design graphics and tables better to convey intended message
- Understand visual perception and its applications to quantitative communication
- Perform exploratory analysis to generate and test business hypotheses
- Design effective dashboards
- Convey a story using data



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Mr. Puneet Kumar is an Assistant Professor at XIME Bangalore. He holds a B.Tech, a PGDM in Marketing & Operations, and is an MBA in Marketing. His areas of interest include Business Analytics, Research Methodology, Quantitative Techniques & Strategic Management. He has diverse and extensive twelve plus years of industry experience in corporates like Wipro, Godrej & Boyce, Bureau Veritas Certification, SGS India etc.

### 13. Entrepreneurship Development Programme for Women Entrepreneurs

Duration & Dates	: 12 Days, 21 January – 2 February, 2019
Fees	: Rs. 19000/- *
Who Should Attend	: Women Entrepreneurs
Lead Faculty	: Ms. Subbulakshmi. S
Contact Details	: Email:subbulakshmi@xime.org, Mob:+9198450 82172

#### About the Programme

For a woman, who already finds herself full of responsibilities, it could be even more challenging to juggle her family life with her entrepreneurial life. Starting your own business comes with its own set of risks and stressful situations and with women who are more risk averse than men, the fear of failure can take its toll on many. The objective of this program is to provide a platform for women entrepreneurs to discuss their distinct problems, collaborate with one another, provide strength to each other and get inspired from other women entrepreneurs who have been similarly circumstanced.

#### Programme objectives

- Understand the management concepts to pitch the business to the next level
- Interactive learning from successful Entrepreneurs, Practitioners and government agencies
- Understand the schemes of government and leverage them to the business advantage
- Provide platform to the women entrepreneurs to share their experiences and networking.

*\*Fee concession offered in deserving cases.*



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## 14. Digital Transformation of SMEs

Duration & Dates	: 2 Days, 21- 22 February, 2019
Fees	: Rs. 6000/-
Who should Attend	: Corporate Executives, Consultants, Academicians and Researchers
Lead Faculty	: Prof. Shanmugam. G
Contact Details	: Email: shanmugam@xime.org, Mob: +91 9880082135

### About the Programme

This Programme will be anchored by us, along with industry experts. With the world embracing digital technologies in every facet of life, enterprises are in a state of urgency to invest in digital transformation, to empower their employees, partners and customers, with information access, from anywhere, anytime and through any device. Digital transformation in an organization involves application of digital technologies like Computer Networks, Mobility, Analytics, Social, Cloud, Enterprise Applications, Internet of Things, Augmented Reality/Virtual Reality, Artificial Intelligence/Machine Learning and other emerging technologies, to progressively automate the end to end business processes, across all touch points. The key business benefits of digital transformation include – employee productivity, operational efficiency, partner and customer satisfaction, competitive advantage and business growth.

### Programme Objectives

To demystify digital transformation in terms of concept, technology, benefits, applications, implementation challenges and possible solutions. Corporate Executives, Consultants, Academicians and Researchers working in the Digital Transformation space will greatly benefit from this management development programme, as this will blend both concepts and practice.



Prof. Shanmugam Gnanasambandam is an Associate Professor at XIME Bangalore. His qualifications include - B.Tech (Electronics & Communication), M.Tech (Telecom Systems Engineering) and PGDM (Marketing). He has 24+ years of work experience in the IT/Telecom industry, built by organizations like Infosys, Siemens Communication Software and Tata Telecom. His Technology/Domain areas of work includes - Telecom, Customer Relationship Management (CRM), Enterprise Mobility Solutions and Business Intelligence. His functional areas of work spans across Customer Service Management, Product Development, Group/People Management, Operations/Process Management, Project Management, Consulting and Training. He is passionate about Technology, Teaching, Mentoring, People Development, Writing and Knowledge Sharing. Some of the courses he teaches at XIME include - Customer Relationship Management, Digital Marketing, Management Information Systems, Performance Management Systems and Business Communications.

## 15. Enhancing your negotiation skills

Duration & Dates	: 2 Days, 22 - 23 February, 2019
Fees	: Rs.6000/-
Who Should attend	: Managers, Entrepreneurs and Other Professionals
Lead Faculty	: Prof Joy Varghese
Contact Details	: Email: deancoordination@xime.org, Mob:+9178290 06111

### About the Programme

Negotiation is a universal human activity and is critical in today's dynamic competitive business environment. We all engage in bargaining at one level or another. Conflicting situations do arise in business as well as on the personal front. Corporate performance does have a link to effective negotiations and to building strategic relationships.

This Programme is aimed at developing your existing negotiating skills, as well as helping you acquire new skills and techniques, gain confidence in handling difficult conflict situations and achieve measurably better deals. You will learn how to analyze each deal, overcome obstacles, adapt your strategies to changing conditions, and create value (win-win) for all parties. This Programme will include case studies, self-assessment tools, study of negotiation styles and techniques to make one a better, efficient and effective negotiator.



Prof. Joy Varghese is presently the Dean (coordination) and Professor of (HRM) at XIME. Before this he was working as Director [HR] of NALCO (National Alumnum Company Ltd.) a schedule A, Navarathna, Central Government Public Sector Company. He has worked in KIOCL in various senior capacities such as Additional General Manager and General Manager (P&A). He holds a Master's Degree in Personnel Management and Industrial Relations from Loyola College. He has a MBA Degree from University of Ljubljana, Slovenia, where he also did his Advanced Management Programme and secured a diploma of Merit in Scientific Research. Mr. Joy Varghese has over 38 years of rich experience in the field of Human Resources Management, including Corporate Social Responsibility, Public Relations, Law & Administration. He has been awarded a Fellowship of NIPM. He has also received various HR leadership awards at different forums including world HRD Congress.



## 16. Applied Econometrics for Business Decision Making

Duration & Dates	: 2 Days, 1- 2 March, 2019
Fees	: Rs. 6000/-
Who Should attend	: Business Analysts in Marketing, Finance and Other Domains
Lead Faculties	: Dr. N.M. Jaffer & Mr. Chetan Chitre
Contact Details	: Email: jaffer@xime.org, Mob:+91 8050010888 Email: chetan.chitre@xime.org, Mob:+91 8147738990

### About the Programme

Data is the new Oil. As a matter of fact, data can be more powerful than oil as same data can be used multiple times and in multiple ways. Businesses today generate or have access to a large amount of data that contains valuable information about their customers and the business environment. However, how does one make sense of all this information? What can this data tell us, and what can it not tell, or at least not with a great degree of certainty? How does one draw inferences from data?

This program aims to equip managers with a tool-kit to help them draw useful inferences from data. The program is ideally suitable for mid-level managers working in areas such as marketing and finance to help them take strategic decisions based on scientific analysis of data.

### Programme Objectives

- Revising basic probability and statistics.
- Introduction to econometric models for business decision making.
- Introduction to inferential statistical tools, including regression analysis dealing with categorical variables, panel data models, time-series models and multivariate analysis.
- Introduction to R with demonstration using datasets from industry.



Dr. Naseer Md. Jaffer, holds several Masters Degrees in Financial Management, Economics, Political Science, Sociology, English Literature and Philosophy. He is also an M. Phil and Ph.D in Economics which he obtained from Madras Christian College, Chennai. He has been teaching Post-Graduate level students and guiding research scholars for the past three decades. Before joining XIME, he was Director, School of Management Studies, Bharath University, Chennai. He was also a visiting faculty in SRM University, Chennai.



Mr. Chetan Chitre, is an Assistant Professor at XIME. He is in his final stages of Fellow Program in Management (equivalent to Ph.D.) at Indian Institute of Management, Bangalore. In his current research he evaluates the impact of use of technology in school education using randomized field experiment. He prefers to use a combination of quantitative and qualitative techniques in his research. His other interests include Political Economy, Agriculture Economics, Postcolonial studies, and Philosophy of Social Science. Prior to joining academics, he has worked in the financial sector for about 12 years.

## II. SEMINARS

### 1. Seminar on 'Ease of Doing Business in India'

Duration & Dates	:	1 Days, 24 November, 2018
Fees	:	
Who should attend	:	Representatives of industries, industry associations, academic institutions and government bodies
Lead faculties	:	Dr. N. M. Jaffer & Mr. Chetan Chitre
Contact Details	:	Email: <a href="mailto:jaffer@xime.org">jaffer@xime.org</a> , Mob:+91 8050010888 Email: <a href="mailto:chetan.chitre@xime.org">chetan.chitre@xime.org</a> , Mob:+91 8147738990

### About the seminar

India has made a major leap in its ranking on the World Bank computed 'Ease of Doing Business' index from 142 in 2014 to the present 100th position. While this may be a cause to cheer, there still remains ample scope for improvement. Some of these areas come under specific domains of state and local governments.

This conference will attempt to bring together industry and government on deliberate on issues specific to 'Ease of doing business in Karnataka.' The conference will have sessions on issues that can be specifically addressed at the level of local and state governments such as registration of property, getting electricity, construction permits, etc. The Programme objective is to provide platform for industries / industry associations and government agencies to explore ways of improving the business environment in the state of



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## III. Faculty Development Programmes

### 1. Case Method of Teaching

Duration & Dates	: 2 Days, 13-14 July, 2018
Fees	: Rs. 5000/-
Who should attend	: Academicians, Consultants
Lead Faculty	: Dr. NMK. Bhatta
Contact Details	: Email: <a href="mailto:nmbhatta@xime.org">nmbhatta@xime.org</a> , Mob: +91 7411017525

### About the Programme

Cases provide a chance to the student community to place themselves as protagonists and see the consequences of various decision options before them. Since they help students to develop self-confidence, ability to think independently and work as a team with peers, the case method of teaching is widely encouraged in management education.

It is indeed a challenge for an instructor to guide students to effectively steer through all the clutter and help them arrive at theoretically sound yet eminently practical decisions and to weigh the positives and negatives of their decisions. It is seen that there is huge skill gap on the part of management educators in the effective use of the case method and in students learn to handle various situation ensuring the students derive the learning experience through the case studies. This workshop aims to fill this gap and train management educators to excel in the art of case method training. The workshop will help instructors fine tune their approach to case method teaching. It aims at developing skills of discussion leadership and gaining expertise in orchestrating classroom discussion and theoretical concepts through students' own participation and use of other important techniques in case analysis.





## 2. Case Writing and Case Teaching

Duration & Dates	: 2 Days, 09-10 November, 2018
Fees	: Rs. 5000/-
Who should attend	: Academicians, Consultants and Corporate Trainers
Lead Faculties	: Prof. A. Anantharaman and Prof M. J. Xavier
Contact Details	: Email: ananth@xime.org, Mob: +91 98457 96467 Email: xavier.mj@gmail.com, Mob: +91 98408 82441

### About the Programme

Cases provide a chance to the student community to place themselves as protagonists and see the consequences of various decision options before them. Since they help students to develop self-confidence, ability to think independently and work as a team with peers, the case method of teaching is widely encouraged in management education.

Case writing requires skill in presenting facts and events in a manner to enable the student to use the data and information to analyze a business situation and arrive at a suitable decision.



Prof A. Anantharaman is Professor of Strategy, Innovation and General Management, who has taught at several prestigious International Business Schools in USA, Europe and Asia. He is a graduate in Mechanical Engineering, an MBA, and AMP (Advanced Management Program) of the Harvard Business School and a Ph.D. from Columbia University. He has also served as a UNIDO Expert and an Advisor to several West African Governments on Industrial Policy. He has also conducted Workshops on Case Study Method of Teaching at several Business schools in India and abroad. He has taught and is also currently teaching Corporate Strategy, Innovation and Entrepreneurship, Leadership Styles, Mergers - Acquisitions - Restructuring, and Management Control Systems.



Prof. M J Xavier obtained his B.Tech. from CIT Coimbatore, M.Tech. from REC Warangal and the Fellow title from IIM Calcutta. He served with eminent organizations such as Mode Research, Calcutta and SPIC Limited. Then he moved to academics and taught at IIM Bangalore, after that he held leadership positions in Karunya Institute of technology, IFMR, SRM University, Great Lakes Institute of Management, IIM Ranchi and VIT University. He is currently serving as a Distinguished Professor with XIME Chennai. He also has taught for two years in CalPoly University in the USA, and for a semester each in Buckingham University UK, Texas Christian University, USA and the American University of Armenia in Yerevan, Armenia. He has also taught courses on marketing at PIM Colombo, SP Jain Singapore and Dubai campuses.

### 3. Econometrics for Economics and Business Research

Duration & Dates	: 2 Days, 8- 9 March, 2019
Fees	: Rs.4000/-
Who should attend	: Doctoral Students, Academicians, and early Career researchers
Lead faculty	: Dr. N.M. Jaffer & Mr. Chetan Chitre
Contact Details	: Email: jaffer@xime.org, Mob:+91 8050010888 Email: chetan.chitre@xime.org, Mob:+91 8147738990

#### About the Programme

A major aspect of conducting good research is the ability to handle and analyze empirical data. This Programme aims to introduce doctoral students, academicians, and early career research scholars to some of the major techniques for data handling, cleaning, and analysis. Similarly, Programme participants will be introduced to nuances of inferential research and interpretation of research findings. It will look at analytical techniques for survey data, panel data and time series data backed by hands-on experience in research. The objectives of the Programme include:

- Introduction to inferential statistical tools - including regression analysis dealing with categorical variables, panel data models, time-series models and multivariate analysis.
- Hands-on implementation of research projects.
- Interpretation of results



Dr. Naseer Md. Jaffer, holds several Masters Degrees in Financial Management, Economics, Political Science, Sociology, English Literature and Philosophy. He is also an M. Phil and Ph.D in Economics which he obtained from Madras Christian College, Chennai. He has been teaching Post-Graduate level students and guiding research scholars for the past three decades. Before joining XIME, he was Director, School of Management Studies, Bharath University, Chennai. He was also a visiting faculty in SRM University, Chennai.



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PARTIAL LIST OF ORGANIZATIONS THAT AVAILED MDPS IN ONE OR TWO YEARS

PRIVATE SECTOR



PUBLIC SECTOR



NON PROFIT SECTOR



## REGISTRATION PROCEDURE

For registering for a programme, please send an e-mail to the MDP Coordinator ([mdpblr@xime.org](mailto:mdpblr@xime.org)) or the Programme Coordinator of the specific Programme informing him/her of the name(s) of the participants, organization, and e-mail and telephone number of participant along with the preferred mode of payment (Cheque, DD or NEFT). Those desirous of making payment by NEFT may seek the required details through email, upon which the account particulars will be communicated. For academic programmes, students or research scholars can avail concession on the Programme fees subject to the conditions.

For participants who need accommodation, reasonably comfortable guest house facilities are available for an additional payment of

Double occupancy (per participant) – Rs. 900 Per Night

Single occupancy (per participant) – Rs. 1500 Per Night

The room rent includes boarding facilities.

## ADMINISTRATORS



**Dr. Rony George Kurian**  
*Director, XIME Bangalore*



**Mr. C. J. Kuncheria,**  
*Secretary*



**Prof. A. Anantharaman**  
*Provost, XIME Group*



**Mr. Joseph T. Chacko**  
*Chief Admin. Manager*



**Ms. Subbulakshmi. S**  
*MDP co-ordinator*

For further details,

Please contact: Ms. Subbulakshmi.S, ([mdpblr@xime.org](mailto:mdpblr@xime.org), +91 9845082172)

MDP Coordinator

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