



Advanced Management Program (AMP)

23rd Edition, 2018

4 Weeks

August 20 – September 16, 2018

Overseas Learning Programme in Partnership with

- ❖ ESCP-Europe, European School of Management, Paris, France
- ❖ Vienna University of Eco. & Business Administration, Austria
- ❖ Frankfurt School of Finance & Management, Frankfurt, Germany
- ❖ RSM Erasmus University, Rotterdam, Netherlands
- ❖ University of Antwerp, Antwerp, Belgium



MDI
GURGAON

Management
Development
Institute

STRATEGIC LEADERSHIP TRANSFORMATION IN THE DIGITAL AGE

With advent of technology, the concept of doing business has completely transformed. The agile, dynamic and hyper-linked work environment requires organizations to redefine the competencies of an effective leader in the digital era. Everyday communication is rapidly changing to virtual domains, based on continuously evolving social media platforms like LinkedIn, twitter, instagram, pinterest and so on. Organizations have started realizing that the increased uses of internet applications, and social media has made today's employees and customer more aware than ever. The traditional market place has taken a shape of digital platforms. Suppliers and customers meet directly, and the middle layers are disappearing. Manufacturing organizations earn a large part of their revenue from services. Therefore, focus on cost and process control is becoming as important as sales. The entire supply chain including suppliers and customers are getting global. In order to understand the cross cultural issues and the best practices across the globe, global benchmarking is becoming the key.



Rapid changing business environment has increased the pressure on the key performance measures of an organization. An organization cannot merely remain competitive only in one of the few dimensions of business performances such as cost, quality, service, agility, or speed. In order to remain ahead of the competition and to continue to swim in a blue ocean, organizations need to strive for excellence in all dimensions. The international boundaries are diminishing with hyper connected multi devices multi-screen technology enabled applications.

Digital transformation can help set the world's economy on a sustainable footing. Today's customers are fundamentally different from customers of past years in that they are harder to acquire, retain, and delight because of the explosion in digital technologies. Consumers use day to day new digital experiences that are forcing banks to play catch-up and match the innovative and engaging interactions and products — such as mobile payments.

The new organization transformation and process excellence bring in a change in the organization. However, a number of challenges will need to be addressed if the full potential of digital transformation is to be realized. The adaptation of change in organizational processes by its employees is the key to performance improvement and success. Most benchmarking and organization restructuring fail due to lack of people adaptation to this change. A complete alignment of the top management, middle management, and employee at the bottom of the organization pyramid is needed. The entire management of the organization needs to lead by example, and to set the tone for the rest of the organization.

23rd AMP 2018- At a Glance

23rd AMP 2018 aims at creating an enabling environment for reflective observation, abstract conceptualization and application of recent developments in management at the picturesque and serene environs of the MDI campus. The four week, fully residential programme will allow the participants to disengage themselves from the day-to-day pulls and pressures, relocate on the campus and bask in the ambience of thinking, reflecting, learning and applying. Keeping in view the diverse set of responsibilities at the senior management level, the learning will be inter-disciplinary in nature with national-international perspectives. AMP 2018, will help develop digital capabilities to improve business acumen, and map how new information (technologies) impact behavior and decision making. In addition, it will also focus on diverse areas of management thoughts and digital applications in human resource management (innovative hiring strategies, talent management and engagement), technology and its impact on Banking and finance sector; like block chain technology, Internet of things (IoT), strategic role of information technologies and enterprise systems related issues). Digital marketing and understanding the strategic use of information and its economic impact on consumer behavior and firm strategy. Operations management; optimizing costs, quality and strategic foresight for competing and excelling globally. The participants of this Programme would learn to integrate corporate strategy and culture with organizational structure. They will learn how to manage the interface between strategy, marketplace, technology and regulatory framework.

Development of creative and lateral thinking

The primary purpose of the AMP is to spark debates and discussions among the participants of the Programme. The participants will be exposed to current analytical tools for assessing opportunities and risks in strategic planning and decision-making. The objective is to enable participants to get sound foundation of theoretical inputs and research advancements in management on the one hand and diverse views on the practical aspects of organizational management from industry practitioners on the other. In other words, the participants will have exposure to areas which are not necessarily connected to the day-to-day working in organizations, but will broaden the horizons of analysis and scenario building that are so essential in strategic management decision-making. Industry/ organization visits will be organized to expose the participants to the culture and the ambience of well-managed organizations in order to widen their perspectives and familiarity with various sectors of industry. The participants would also have the privilege of having inputs from diverse sources such as eminent academician, policy makers from the Govt., industry leaders and other thought leaders

on a particular domain which would encourage them to reflect debate, synthesize and analyze different points of view. These varied inputs will enable a participant to benchmark his/her own organizational practices with those of others and thus set the stage for effective strategic leadership in their respective organizations in contemporary digital age. Throughout the Programme, the participants would be engaged in several group exercises with participants from other organizations, which will facilitate diagnosis of their strengths and weaknesses. This process will create a blueprint for the future course of effective leadership transformation in the digital age.

Programme Highlights Strategic Focus

- ❖ Integrated Business Perspective
- ❖ Managing Uncertainty and Leading Change in Digital context

A Blend of Theory and Practice

- ❖ Sharing of Experience by Business Leaders and inputs from Academicians
- ❖ Integration of Theory & Practice through Case Studies and Simulation Exercises

Interactive Discussions

- ❖ Enrichment through Diverse Exchange of Thoughts and Experiences
- ❖ Learning through Experience Sharing and Brain Storming

Reflection and Self-Assessment

- ❖ Challenging past Mind Set and Paradigms
- ❖ Learning as well as Unlearning
- ❖ Impact on both Personal as well as Professional Life

A Charter for the Future

Creating a Roadmap for Future Directions and Developing Action Plans.

The Global View

Today's globalised business environment makes it imperative to take a closer look at developments across the world. One of the key components of MDI's AMP is the global interaction that participants would have with both academia and industry. As a consequence participants of the AMP will spend two weeks at the MDI campus in Gurgaon and two weeks in the Overseas Learning Programme of the AMP, interacting with some of the leading Business Schools in Europe. All in all, the four weeks spent in the AMP will give participants time to absorb new inputs, think and reflect. In the process, they will take stock of past achievements; assess themselves with respect to the changing business environment, and set new goals and action plans to prepare for the world of tomorrow.

Key Takeaways from AMP 2018

Based on the diverse experiences that a participant goes through, MDI's AMP 2018 is expected to help the participants to:

- ❖ Develop a strategic understanding of the issues involved in managing a globally competitive organization.
- ❖ Acquire the latest concepts in major functional areas that will be impacted by the changing technologies and turbulent environment.
- ❖ Develop creative and lateral thinking abilities for building globally competitive organizations.
- ❖ Appreciate current-day tools and techniques, both in analytical and behavioral areas that help in managing in an uncertain, challenging environment.
- ❖ Develop a critical understanding of culture and management practices in the western world with implications for Indian organizations
- ❖ Above all, step away from high/pressure, day-to-day operations, engage in critical thinking, re-energize the mind, and thereby think, reflect, learn, and apply

Programme Framework

Issues faced at the Senior Management levels are typically highly inter-disciplinary in nature. This will become even more pronounced in the world of tomorrow. Consequently, MDI's Advanced Management Programme has been designed to cover a diverse range of topics of relevance. Participants will be encouraged to integrate the learning from these different areas, and apply it to determine strategies for their own organizations, as well as to create action plans based on these strategies. Some of the topics that are expected to be covered in the four week AMP are as follows:

- ❖ Strategies for internationalization
- ❖ Global competition and global strategy
- ❖ Decision making in an uncertain environment
- ❖ Business risk analysis
- ❖ Challenges in cost optimization - a top management perspective
- ❖ The changing global economy
- ❖ Doing business with the European Union
- ❖ Knowledge management in geographically dispersed organizations
- ❖ Leadership and Emotional Intelligence
- ❖ Marketing in a global economy
- ❖ Sustainable Development of companies, regions & countries
- ❖ Strategic cost management
- ❖ Methods for managing intellectual capital
- ❖ Opportunities and challenges in E- Business
- ❖ Strategies for building alliances
- ❖ Management of Technological Innovation
- ❖ Innovating Management based on transition from industrial to knowledge economy in a global context

Phase I: The Indian Experience Week 1 & 2

Phase I of the AMP, which the participants will spend at the MDI campus in Gurgaon, is over two weeks and covers issues of building global competitiveness and its impact on Business Strategy as a whole. The focus will be on anticipating change, and formulating strategies to enable the organization to grow and adapt to the changing environment. It will also look at the link between Strategy and factors such as the Macro- Economic Environment and Government Policy. It also looks at Finance from a Top Management perspective. It will delineate various Marketing issues, as well as supporting tools and techniques that senior management can use to be globally competitive. These include phenomenal advances in information technology and e-business and the link between IT and strategy. In the Indian phase, eminent guest speakers are invited to interact with the participants so that sharing of knowledge happens. The idea is to provide a top management view on various issues in the Indian phase. One industry visit may be planned in Gurgaon to give a view to the participants on what is happening in the industry in order to remain sustainable and globally competitive.

Phase II: The Overseas Learning Programme Week 3 & 4

While Phase I focuses on learning in the Indian environment, Phase II is spent with key Business Schools and Industries in Europe. The idea being to look at globalization and the consequent opportunities and issues from the other side. In weeks 3 and 4, based on what has been discussed and gathered during the first two weeks, participants will be exposed to some of the current thinking and best practices in International Business. They will be provided with the opportunity to interact with contemporary managers and academicians in some of the best European business schools in Paris, France; Vienna, Austria; Frankfurt, Germany; Rotterdam, Netherlands. A few industry visits will be organized, which will help participants to not only understand how businesses are managed in Europe but also appreciate the opportunities available to Indian organizations in Europe.

What to Expect?

MDI's Advanced Management Programme has been designed as a fully residential Programme. This has been done with a specific purpose-to enable the participants to spend sufficient time thinking and reflecting, searching the Internet, spending time in the library, interacting with peers, and of course linking all this with the discussions in the classroom. Participants will spend the first two weeks at the MDI campus in Gurgaon, where adequate arrangements have been made for a comfortable stay. Subsequently, the two weeks to be spent in Europe will also be residential. In keeping with the preceding philosophy, the entire day will be filled with activities. Mornings and afternoons will be spent in the classroom, with faculty members from MDI conducting the sessions in the mornings and eminent practicing managers from industry conducting the afternoon sessions. At times, pre-dinner talks would also be arranged. Evening sessions would be devoted to working in small groups, so as to apply the day's learning to real-world problems. Evenings would also be used in preparation for the next day's sessions. Of course, to unwind and refresh the system for the next day, MDI has several recreational facilities available on campus, such as golf, a gymnasium, badminton, basket ball & tennis. In addition, there are sessions on yoga every morning, and participants are encouraged to take advantage of these. Since participants are expected to be occupied throughout the day, they are strongly advised not to fix up official appointments or social engagements during the course of the AMP.

Industry & Other Visits-Highlights Industry Visits

One of the main highlights of the Programme are Industry visits done in Europe - France, Germany & Netherlands. Some of the companies visited in the past in MDI's Overseas Programmes are OPEC, Champagne Decastcilane, Fiat, Piaggio, Volkswagen, Dassault Falcon Company, Epernay Champagne, ArcelorMittal, Basf, Energea Biodiesel, etc. The idea of industry visit is to learn about Global practices and benchmark our own Organizations in comparison to Global Organizations. Efforts will be made here to interact with the working managers in order to understand issues and challenges facing them and comparing it with our own issues and challenges.

Cultural & Historical Visits

Other cultural & historical visits include Eiffel Tower, Louvre Museum in Paris, France; Frankfurt City Centre, Germany; Amsterdam, Netherlands; Jungfrauoch in Zurich, Switzerland; and many other historical places in Austria. During these visits, endeavor will be to learn about these countries culture, history and other social issues.

Participants may do shopping at their will. The visits to markets will help understand the marketing behavior and functional aspects of the working of markets in various European countries.

AMP Guest Faculty for Past Few Years

Eminent speakers from the industry & government are invited to interact with the students. Given below is a list of some of the speakers who had graced the previous AMPs.

Aquii Busrai

ED (HR) IBM India

Ashok K. Baweja

Chairman Hindustan Aeronautics Ltd.

Abhijit Bhaduri

Ex. Director, Microsoft India Ltd.

B.K. Chaturvedi

Former Cabinet Secretary

Bhaskar Chatterjee IAS

Secretary Ministry of Public Enterprise

Bharat Wakhlu

Resident Director, Tata Group, New Delhi

C. Rangarajan

Chairman, Economic Advisory Council to Prime Minister

G. Parampalli

CEO, Agilent Technologies

Jagdish Khatter

Managing Director, MUL

Jyoti Gupta

Professor, ESCP-Europe, European School of Management, Paris, France

K.G. Ramachandran

CMD, BHEL

M.V. Nair

Chairman & Managing Director, Union Bank

M. Damodaran

Chairman, SEBI

K.V. Kamath

Chairman & Managing Director, ICICI

Brigitte Oppinger Walchshofer

Ambassador Embassy of Austria, New Delhi

Nirmaljeet Singh Kalsi

Addl. Chief Secretary

Rajiv Aggarwal

IAS Secretary, Consumer Affairs

Rajiv Bajaj

Cardiologist, Batra Heart Centre

Rajiv Yadav, IAS

Secretary, MOPA, GOI, New Delhi

S.S. Kohli

Managing Director, IIFCL

Yogendra Garg

Commissioner Excise

S.K. Garg

Chairman & Managing Director, NHPC

S. Jayaraman

Chairman & Managing Director, NLC India Ltd

S.P. Singh

Director (HR), NTPC

Padamvir Singh

DG, ABV Institute

S.Y. Siddiqui

Managing Executive - Admn, Maruti Suzuki India Ltd.

T.K.A. Nair

Chairman, PESB

T.S. Vijayan

Chairman, LIC

V.P. Agarwal

Chairman, Airport Authority of India

Overseas Learning Programme - About Partner Institutions

The Management Development Institute, Gurgaon has designed its AMP 2018 in close collaboration with the following International Business Schools/Organizations:

- ❖ ESCP-Europe, European School of Management, Paris, France
- ❖ Vienna University of Eco. & Business Administration, Austria
- ❖ Frankfurt School of Finance & Management, Frankfurt, Germany
- ❖ RSM Erasmus University, Rotterdam, Netherlands
- ❖ University of Antwerp, Antwerp, Belgium

ESCP - Europe, European School of Management, Paris, France

ESCP-Europe is a business school with global aspirations and a European institution with broad ambitions. The school was founded in 1819 and is the oldest business school in Europe, indeed the first institution in the world dedicated entirely to business studies. It has formed generations of entrepreneurs and business leaders in France and in Europe. Today, with campuses in Paris, London, Berlin, Madrid and Turin, ESCP-Europe is at the cutting-edge of crossborder business education. It is also a dynamic expression of European cultures and identities. ESCP-Europe in France is a leader in Management Education, ranking among the top three Business Schools in France, and the top twenty Business Schools in Europe. With 120 permanent faculty members, ESCP-Europe constitutes the largest, cross-border Management School in Europe today. This organization enables it to be thoroughly international in every aspect of its activity. There are over 2600 graduate students across the five campuses Executive Education for highly experienced executives and managers from industry. ESCP-Europe programmes are attended by over 3000 such executives every year, and in addition to the regular faculty, nearly 1000 industry professionals provide practical insights as well. Of course, in addition to the academics at ESCP Europe, the cities of Turin, Berlin & Paris are tourists' delight. With the Eiffel Tower at Paris, innumerable museums, art galleries, and other sites of historical and cultural interest, Turin, Berlin and Paris are cities which no visitor can get tired of.



Vienna University of Business and Economics, Austria

Attaining a place as one of the world's top business and economics universities has always been a high priority at WU. With its prestigious triple international accreditation, WU has achieved this goal. Fewer than 1% of universities worldwide can claim triple accreditation by EQUIS, AACSB, and AMBA, the three most well-respected accreditation agencies. WU is one of only two universities in the German-speaking world to belong to this exclusive group of schools.

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Frankfurt School of Finance & Management, Germany

Frankfurt School of Finance & Management is a leading private business school based in Frankfurt am Main, Germany. We have 86 regional education centers throughout Germany and various joint ventures and programmes abroad.

We offer top class degree courses and continuing education options in seven different programme divisions. We maintain four specialist research centers and run numerous international consulting projects.

All educational, research and consulting activities are focused on finance and management. By finance, we mean cross functional financial activities at all companies that deal with financial management. And by management, we mean classical corporate leadership, where managers deploy employees and resources in such a way that the company's goals are met as cost-effectively as possible.

Frankfurt School of Finance & Management originated in the financial sector, but today our services enjoy increasing appreciation in other business sectors as well. In the future, we will be continuing to expand our national and international networking with the business community.

Frankfurt School of Finance & Management is ranked #1 in Germany and #18 in Europe for employability in the new QS Global 250 Business Schools Report 2017, which was published on January 12, 2017. The basis for the ranking is a large MBA employer survey conducted by the QS Intelligence Unit in collaboration with TopMBA.com

Over five years, 12,125 employers and HR professionals were asked to provide information on the schools they had recently attempted to recruit MBAs from, as well as the schools they regard as attractive for the purpose of hiring MBA graduates. To be able to take part in the survey, companies had to have over 50 employees.



RSM Erasmus University, Rotterdam, Netherlands

Over the past 40 years, Rotterdam School of Management, Erasmus University has firmly established its reputation as one of Europe's leading business schools.

Long before 'global' became an important descriptor for business education, RSM's students, faculty and staff were already reflecting the diversity of the globalising world.

Just like our host country, one of the world's most renowned international trading nations, RSM has continued to expand and internationalize, cementing its status as one of Europe's most international and innovative business schools.

RSM offers a distinctive intellectual culture. We believe that leadership can be taught through a combination of intellectual and practical challenge. We believe that the difficulties encountered working in diverse teams fosters creative new approaches in business. We enjoy a reciprocal, supportive relationship with multinational companies. And we encourage a flexible, broad and sometimes iconoclastic mindset in matters of business practice and research.



About MDI

Management Development Institute Gurgaon is one of the leading business schools of India. A host of reputed ranking agencies and publications have been consistently ranking MDI among the top B- schools of the country. The institute offers a bouquet of programmes for budding and experienced managers and six of its long duration graduate and executive graduate programmes are accredited by Association of MBAs (AMBA) London. The accreditation across the programme offering vouches for the international quality of education imparted at the institute.

The institute is dedicated to the cause of creating thought leaders and change masters. This it does by nurturing the four pillars of academics, namely teaching, training, research and consulting. It strives for academic excellence and continuous innovation, both at individual and organizational level. The 68 member strong full-time faculty body brings with it several years of experience either as academicians or as senior practitioners from industry thereby making teaching-learning process a mix of practical insights and academic rigor.

MDI's lush green campus in the millennium city of Gurgaon makes it a perfect setting for nurturing thought leadership in budding managers. Its strong links with Corporate and leading international business schools make the experience on campus global and cosmopolitan.

Programme Offerings

MDI offers the following long duration graduate programmes:

- ❖ Post Graduate Programme in Management (PGPM)
- ❖ Post Graduate Programme in Human Resource Management (PGP-HR)
- ❖ Post Graduate Programme in International Management (PGP-IM)
- ❖ National Management Programme (NMP)
- ❖ Post Graduate Programme in Management- Part Time (PT-PGPM)
- ❖ Post Graduate Programme in Public Policy and Management (PPM)
- ❖ Post Graduate Programme in Energy Management (EMP)

MDI is the largest school of continuing education in the country and has over the years trained nearly 74,000 managers in different functions. It offers both general programmes and customized programmes to companies in public and private sector and to several government and non-government organizations and departments.

Research and Consulting at MDI are a way to partner with the industry to resolve challenges of businesses in an ever changing environment. It is also a way to continuously strengthen the bridge between academics and practice. Faculty members' independently carryout action research and consulting, and also nurture scholars through a strong Full time and Executive Fellow Programme in Management.

MDI's International Partners

MDI has linkages with a large number of business schools located in various parts of the globe. These linkages operate in the domains of exchange of students, faculty and knowledge. Some

executive education programs are co-designed and delivered along with our partners.

Australia

- ❖ Queensland University of Technology, Brisbane
- ❖ Royal Melbourne Institute of Technology (RMIT), Melbourne
- ❖ University of South Australia, Adelaide, South Australia

Austria

- ❖ Vienna University of Economic & Business Administration, Vienna

Bhutan

- ❖ Royal Institute of Management - Thimphu, Bhutan

Belgium

- ❖ Solvay Business School, Brussels
- ❖ The Faculty of Applied Economics, University of Antwerp, Antwerp
- ❖ Louvain School of Management, Louvain-la-Neuve

Canada

- ❖ DeGroote School of Business, McMaster University, Ontario
- ❖ McGill University, Montreal
- ❖ University of Waterloo, Waterloo
- ❖ Richard Ivey School of Business, Ontario

China

- ❖ Huazhong University of Science and Technology (HUST), School of Management, Wuhan
- ❖ Antai College of Economics & Management, Shanghai Jiao Tong University, China

Cyprus

- ❖ Cyprus International Institute of Management - Nicosia, Cyprus

England

- ❖ Middlesex University, London
- ❖ Aston Business School, Aston University, Birmingham

Finland

- ❖ University of Tampere, Tampere

France

- ❖ SKEMA Business School
- ❖ ESCP Europe, Paris
- ❖ EDHEC Business School - Roubaix Cedex 1, Paris
- ❖ IAE Aix-en Provence, Puyricard
- ❖ Total Professors Association (TPA), Paris
- ❖ Grenoble Ecole de Management, Grenoble
- ❖ Sciences Po Lille, Lille

Germany

- ❖ Bergische Universitat Wuppertal, Wuppertal
- ❖ Frankfurt School of Finance & Management, Frankfurt
- ❖ HHL Leipzig Graduate School of Management, Leipzig
- ❖ Munich Business School, Munich

Greece

- ❖ Athens University of Economics and Business, Athens

Hungary

- ❖ Hungarian Logistics Association, Budapest
- ❖ University of Szeged, Szeged

Italy

- ❖ Bocconi University, Milan
- ❖ Università Carlo Cattaneo, (LIUC), Castellanza

Japan

- ❖ Nagoya University of Commerce & Business - Nagoya, Japan

Malaysia

- ❖ Universiti Sains Malaysia, Pinang, Malaysia

Morocco

- ❖ Groupe Institut Supérieur De Commerce Et D'administration Des Entreprises - Groupe Iscae, Morocco

Nepal

- ❖ Nepal Administrative Staff College, Jawalakhel, Lalitpur, Nepal
- ❖ Kathmandu University School of Management, Patan, Lalitpur, Nepal

Norway

- ❖ Norwegian School of Management BI, Sandvika
- ❖ Copenhagen Business School, Copenhagen
- ❖ Aarhus School of Business, Aarhus
- ❖ Nordic Centre in India
- ❖ University of Oslo
- ❖ The Netherlands
- ❖ RSM Erasmus University, Rotterdam

Pakistan

- ❖ Lahore University of Management Sciences (LUMS), Lahore

Poland

- ❖ Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw
- ❖ Warsaw School of Economics, Warsaw

Russia

- ❖ Moscow International Higher Business School 'MI RBIS', Moscow

Slovenia

- ❖ University of Maribor, School of Economics and Business, Maribor

South Africa

- ❖ University of the Free State, Bloemfontein

Thailand

- ❖ School of Management, Asian Institute of Technology, Pathumthani

United States

- ❖ Bentley College University, Massachusetts
- ❖ Marquette University, Wisconsin, Milwaukee
- ❖ North Carolina State University, Raleigh, North Carolina
- ❖ Robert H. Smith School of Business, University of Maryland
- ❖ School of Public Policy, George Mason University, Arlington, Virginia
- ❖ The University of North Carolina, Kenan-Flagler Business School, Chapel Hill
- ❖ University of Connecticut
- ❖ Smeal College of Business, Pennsylvania State University

Who should Participate

AMP brings together accomplished senior executives from a wide variety of public private or joint venture organizations. Participants are drawn from both the private as well as the public sector, and represent diverse industries. In all, MDI's AMP works with about thirty to forty participants from over fifteen to twenty organizations every year. To ensure uniform levels of participation as well as contribution from everyone, the AMP participants are carefully selected along three dimensions: past achievements, current level of responsibility and upward mobility. Senior Level Managerial experience is a must, therefore, Business Consultants and other Executives are not considered for this Programme.

A Partial List of Sponsoring Organizations in the Previous AMPs

AAI Limited	MOF, GOI
BEML Limited	MOPA, GOI
BEL	NALCO
BDL	NMDC Limited
BHEL	NABARD
CBDT, MOF, GOI	NHAI
Coal India Limited	NLC India Limited
DOT	NHPC Limited
ECIL	NTPC Limited
EIL	NEEPCO
FCI	ONGC Limited
HAL	Oil India Limited
HUDCO	PFC
HPCL	PGCIL
IFCI Limited	RBI
ICAR	RITES Limited
IFFCO Limited	REC Limited
IOCL	SAIL
Indian Railways	SAI
MOIL Limited	THDC
MOA, GOI	

AMP Participants Memoirs

Dr. SATYA PRAKASH, AMP 2017

JOINT SECRETARY, MINISTRY OF PARLIAMENTARY AFFAIRS, GOI.

"It was a great learning of modern management tools & techniques through mix of theoretical and practical exposure in interactive sessions and industries visits."

Mr. K. SASIKUMAR, AMP 2017

GENERAL MANAGER, (AUDIT)
BEML LTD., BANGALORE

"I can definitely say that after completion of the last AMP program of MDI, my perception towards Management schools have changed positively.

I'm confident that there cannot be any Management Institute in our country who can conduct one month long program at Multi locations with high quality professionalism and rich in content especially when the participants are senior professionals and senior Govt officials with varied industry background.

Worth spending one month away from home. The Hospitality of MDI will make you feel at home throughout the program.

All the very best to MDI and to future AMPians"

Mr. SUDARSHAN SAGAR SURA, AMP 2016

DIRECTOR, NER, GOVT. OF INDIA

"I opted for AMP training in 2016 inspite of my busy office and I will never forget the experience of attending AMP both in India and abroad and enjoyed every moment of it. Attending classes in Management institutes in Europe added to my inquisitiveness and mental imagery. A trip I will never forget in my life...Thankful to all the faculty and staff who conducted this course ."

Mr. R RADHAKRISHNAN, AMP 2015

EXECUTIVE DIRECTOR – INFORMATION SYSTEMS (FUNCTIONAL)
HINDUSTAN PETROLEUM CORPORATION LTD

"I was a participant in 20th AMP 2015 (Aug 24, 2015-Sept 20, 2015).

The program was focused around the theme of Innovation. It was nice to experience every faculty member providing critical inputs and connecting the same to innovative practices. The foreign component of the program was highly informative and enlightening. The plan of the tour was so convenient for all of us that we could effectively attend the classroom sessions and also move around in Europe to have a well rounded global exposure.

In short, the 20th Advanced Management Program was an Admirable and Memorable I Program.

Ms. G. RANI ALLI, AMP 2017

DGM/NLC INDIA LTD

I was really happy to be a part of Management Development Institute (MDI), family for a while which is having a Green Campus with very good class room, auditorium, sporting facilities, digital library, hostel facilities, and what not . The hospitality, co ordination and guidance rendered by MDI during Domestic learning Programme (DLP) as well as in the Overseas Learning Programme (OLP) was extraordinary.

The programme was mainly focussed on the topic "Strategic Leadership for Organisational Transformation". Importance of Organisational Transformation for the sustainable growth of the company was very well explained in the class room lectures in DLP as well as in OLP.



22nd Advanced Management Programme
August 21, September 17, 2017
MDI Campus, Gurugram & Europe



General Information about MDI's AMP 2018

Language: English

Programme Duration: 4 weeks

Dates: 20 August – 16 September, 2018

Programme Fee

The Programme fee is split into two components. The first component comprises the Indian Phase of the Programme and the second one covers Overseas Learning Programme. The fee for the Indian Phase is Rs. 2,40,000 (Rupees Two Lakh Forty Thousand Only), which includes the fee for academic inputs, teaching material, books, and boarding and lodging for two weeks at the MDI campus. The fee for the Overseas Learning Programme is **Rs. 3,10,000 (Rupees Three Lakh Ten Thousand Only)**. This fee covers the cost of academic inputs, economy class travel to and from Europe, local travel required for the Programme within Europe, airport transfers, medical insurance and visa. The fee for the Overseas Learning Programme does not include the cost of boarding and lodging in Europe, as well as any personal and incidental expenses incurred by each participant. These will have to be met by the respective sponsoring organization according to their TA/DA rules. However, to facilitate logistics, the arrangements for stay abroad as well as in-city travel will be organized by MDI. GST applicable will be charged extra. **In case, participants are eligible for travel by higher class, (Business class) the differential airfare may be paid directly to the Travel Operator by the nominating organizations. If nominating organizations like to pay through MDI, 18% GST will be applicable.**

MDI – Bank Details for Indian/Foreign Fees Remittances

Account Holder Name :	Management Development Institute
Bank Name :	Corporation Bank
Branch Name & Address :	Corporation Bank Sector-14, Gurgaon (Haryana)
Account Type :	SB
Account No. :	520141001478504
MICR Code :	110017016
SWIFT Code :	CORPINBB449
RTGS/IFSC Code :	CORP0000449
ABB Code :	0449
PAN NO	AAATM0612L
GST Number	06AAATM0612L1ZU

Payment

The **fee of Rs. 2,40,000/-*** for the Indian phase of the AMP is payable along with the nomination for the Programme. The fee of Rs. 3,10,000/- for the Overseas Learning Programme is payable after acceptance of the nomination by MDI but must be paid before the AMP begins.

Incidentals during the Indian Phase of the Programme

Telephone usage, laundry, mail, courier, etc. handled by MDI should be settled directly with MDI before the start of the Overseas Learning Programme. Payments can be made through cheque or bank draft.

Foreign Exchange

Participants will be leaving Delhi for Europe on the early hours of 1st September, 2018. They will leave Europe for India on 16th September, 2018. They are advised to draw foreign exchange accordingly.

Accommodation

Accommodation for two weeks at the MDI campus in Gurgaon is included in the fee for the Indian Phase mentioned above.

Visa

Please note that participation in the Overseas Learning Programme is dependent on obtaining valid visas. The responsibility for obtaining visas for the countries in Europe lies with the individual participant along with his sponsoring organization. However, MDI will provide assistance in this process. Further, current procedures in various countries might lead to a delay in obtaining the Visa. Therefore, it is imperative that nominations are received latest by 02nd August, 2018. MDI will not be able to accept nominations received after this date.

***Programmes with overseas component, discount scheme for multiple participants from one organization will be applicable only for the fees of the domestic component of the programme.**

Other Information

For more information please contact

**The Chief Administrative Officer (Programmes),
at MDI, at caomdp@mdi.ac.in
or any of the programme Directors at
jjyotsnab@mdi.ac.in,
Mobile + 91-9910448040
or
avinash Kapoor@mdi.ac.in,
Mobile: +91-9829057057**

Application Procedure, Registration, Fees and Expenses

You are encouraged to begin the process two months ahead of time. The Programme committee reviews only complete applications. The selection process seeks to maintain comparable ability and experience and to ensure diversity in work responsibilities and place of work. You may register for AMP 2018 by filling up the enclosed application form by mail, or fax to:

**The Chief Administrative Officer (Programmes)
Management Development Institute
Post Box No. 60, Mehrauli Road, Sukhrali, Gurgaon
Tel: +91-0124-4560004 Fax: +91-0124-4560005**

Alternatively, you may send an e-mail to:
caomdp@mdi.ac.in

Nominations and Cancellations

The last date for receiving nominations along with the Programme fee of Rs. 2,40,000.00 + applicable taxes (for the Indian Phase) is 02nd August 2018. Payments should be made in favour of Management Development Institute. Nominations made may be withdrawn or cancelled any time before the last date for receipt of nominations, at a nominal handling charge of Rs. 10,000. Any cancellations after this date shall be subject to a charge of 50% of the full AMP Programme fee. In case the sponsoring organization substitutes one participant with another, there would be no cancellation charges or additional processing charges.

Enquiries and Other Information

For any additional information on any of MDI's Executive Programmes, please contact:

The Chief Administrative Officer (Programs)

Post Box No. 60, Mehrauli Road, Sukhrali, Gurgaon

Fax No.: (+91-124) 4560005,

EPABX: (+91-124) 4560000

Direct: (+91-124) 4560004, 4560550, 4560534

E-mail: caomdp@mdi.ac.in, Website: www.mdi.ac.in



AMP 2018 Programme Directors



Dr. Jyotsna Bhatnagar
Professor, Human Resource
Management,
Chairperson Post Graduate
Programme in Management &
Alumni Relations
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Prof. Jyotsna Bhatnagar is a masters in Psychology from Lucknow University, and is a PhD from Indian Institute of Technology, New Delhi. She has more than 22 years of industry, teaching, training, research and consultancy experience to her credit.

Presently she is Chair PGPM (MBA) and Chair Alumni relations. Professor HRM at Management Development Institute (MDI), Gurgaon. At MDI Gurgaon, She has held various administrative positions including Chair Person Postgraduate Programme in Human Resource Management (PGPHRM), Coordinator in Placements, Chairperson, Fellow Programme in Management & Executive Fellow Programme in Management program FPM/EFPM).

At MDI, Prof. Bhatnagar offers teaching, research and consulting on Talent Management, Innovative HR practices, and leadership pipeline development to organizations such as: Govt. of India-Ministry Of Statistics & Programme Implementation, Designing uniform ACR for Subordinate statistical services; Competency Mapping and redesigning Performance appraisal form; Agri. Insurance Company-HR Policy and Performance Management criterion; IBM Train the trainer Retention Workshop for IBM GPS-HR; Samsung R&D- Retention through performance counseling and feedback; Hewitt HRO; Jindal Stainless Limited on High Performance work systems; American Express-Financial Centre-East-outbound team building and culture building interventions.

Prof. Bhatnagar has provided training to IAS & defense officers, Senior Leaders of IOCL, GAIL, ONGC, IBM; Samsung; Tata Management Training Centre, Pune; American Express, Mitsubishi, ABB, Baxter Health Care, HPCL; BPCL, Cairn India Limited; PGCIL, NTPC; BEL, RPG Limited, Hero Honda; CRPF; EXL Services, Bank of Baroda on Talent Management; competency mapping and profiling.

Prof. Jyotsna Bhatnagar has co-edited three books. Prof. Bhatnagar recently published two articles in Harvard Business Review on Should you hire a Defector? & Are our Customer Liaison-Helping or Hurting? Her cases have been published by Richard Ivey and Harvard Business School Publishing case collection. Prof. Bhatnagar has presented her research at the Academy of Management USA, regularly from 2008 to 2017.

Prof. Bhatnagar is a Editorial board member of British Journal of Management.

At MDI Prof. Bhatnagar has received the Excellence in Research Award 2014, Best Faculty Award, Students Choice-PGHR-2011; Excellence in Teaching Award-2008, The Best Faculty award students' choice (PG 2004-2006). She was awarded the Best Research for Practical Implications, Emerald Literati award UK in 2010 at Academy of Management Conference, 2010, Montreal, Canada.



Dr. Avinash Kapoor
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Dr. Avinash Kapoor received PhD. in Marketing and MBA (Marketing) from the R.A. Podar College at University of Rajasthan, Jaipur, India; MA (Public administration) and B.Sc. from University of Rajasthan. He has been recipient of National Scholarship Award.

He has more than 20 years of industry, teaching, training, research and consultancy experience to his credit. Earlier he had been Director and Dean at JIMS Delhi, and Jaipur. Presently he is Chair PGPM (MBA) and Chair International relations. Professor Marketing at Management Development Institute (MDI), Gurgaon. At MDI Gurgaon, he has held various administrative positions including Chair Person Postgraduate Programme in International Management (PGPIM), Coordinator Consultancy, Coordinator in Company Programmes(MDP's), Chairperson Executive MBA program. Chair PGPM (MBA).

His areas of current interest in Teaching, Training, Research and Consultancy include: Marketing Management & Consumer Emotion, Brand Management; Consumer Behavior and Semiotics, Marketing Research and Social Marketing, Interactive Digital Marketing, Online consumer perceptions and Consumer engagements. Prof Kapoor is a certified digital marketing expert with expertise in Content marketing, Inbound marketing, Inbound sales and Advance Google Analytics. He has provided consulting and training to senior executives in various organizations like Chandigarh International Airport(CHIAL), Small Industries Service Institute (SISI), Ministry of Small Scale Industries, Govt. of India, Rajasthan Patrika, MICO industry, NIC, AVIVA Life Insurance Company India Ltd, DCM Shriram Consolidated Ltd, Indian Armed Forces, Indian Administrative Services, Bharat Electronics Ltd, LIC India, ONGC Ltd, IAAS (Indian Audit and Accounts Services), Indian Revenue Services(IRS), DOT, RITES Ltd, Power Grid, IOCL, JK Tyre, Canon, Perno Ricord etc.

He has also published books on Marketing Research, Branding and Sustainable Competitive Advantage: Building Virtual Presence, "Marketing Management": A south Asian Perspective, "Dynamics of Competitive Advantage and Consumer Perception in Social Marketing". His recent Book is on "Consumer Emotions and Experience Management". His forthcoming coming books are on "Digital Marketing; Semiotics and Marketing. He is also associated with several reputed academic journals in various other capacities. He reviews for American Marketing Association, Journal of Advertising and Academy of Management. He has also published papers in reputed refereed international journals and has represented several research conferences.



Overseas Learning Programme in Partnership with



MDI
GURGAON

**Management
Development
Institute**

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