

Management Development Programme



Thinking Strategically about Auctions

October 05-07, 2017

MDI Campus, Gurugram



MDI
GURGAON

Management
Development
Institute

Why Should You Attend

The total volume of goods and services that are sold or bought annually using auctions runs into trillions of dollars. Second hand goods, art objects, mineral rights, spectrum bands, coal blocks and sports stars are sold via auction. Power, office supplies, fleet services are also bought using the auction methodology. This course will give students a theoretical, applied, and experiential view of auctions. They will be able to design the rules of auctions in order to achieve social goals related to efficiency, technological dynamism, and equity, or private goals related to revenue maximization; and formulate better bidding strategies.

Who should attend

- Policy makers who design the rules of auctions
- Bidders attempting to formulate better bidding strategies
- Sellers or buyers of objects who wish to design the rules of the auction to meet their private goals
- Software developers who build software to support various auction formats

Learning Outcome

After you do this course you should be able to:

- Understand the principal auction formats and their impact on bidding behaviour, collusive possibilities, and the emergence of a winner's curse
- Receive an introduction to 'game theory', the subject that forms the methodological basis of the analysis of auctions
- Understand some of the emotional factors that influence behaviour of buyers and sellers in auctions
- Apply principles of multi-unit auctions to a case study of spectrum auctions

Methodology

The course will provide conceptual understanding, application to real world cases, and experiential immersion using an auction software that can simulate many different auction formats.

Venue & Duration

The programme will be conducted for three days during October 05-07, 2017 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram-122007. Accommodation for the participants will be available at Executive Hostel in MDI from the afternoon of October 04, 2017 to the forenoon of October 08, 2017.

Discount Policy

With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:

1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee of the program is **Rs. 36,000/- (Rupees Thirty Six Thousand only)** per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. **Service Tax as applicable will be charged extra in addition to the programme fee.** Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of "Management Development Institute, Gurugram (Haryana)", and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurugram 122001, Haryana, INDIA.

Important Dates

The last date for receipt of nominations is September 28, 2017. The last date for withdrawal of nominations is September 30, 2017. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Enquiry

For any Additional information / enquiry, please write to:

Chief Administrative Officer (Programmes),

Management Development Institute,

Post Box No. 60, MDI Campus, Mehrauli Road, Sector – 17, Gurugram – 122 007, Haryana, INDIA

E-mail : caomdp@mdi.ac.in

Tel No. : +91-124-4560004

Campus

Direct Tel : +91-124-4560004, 4560534, 4560550

Tel No. : +91-124-4560000, 2340173

Fax No. : +91-124-4560005

E-mail : caomdp@mdi.ac.in

Website : <http://www.mdi.ac.in>

Faculty Profile:

Dr. Rohit Prasad

Professor, Economics

E-mail: rohit@mdi.ac.in

Tel. No.: +91-124-4560306

Rohit Prasad is a Professor of Economics at MDI Gurugram. He has a Ph.D. in Economic Theory from SUNY Stony Brook, USA where he studied Game Theory under the Nobel Laureate Professor Robert Aumann. His thesis written under the supervision of Prof. Pradeep Dubey, Leading Professor at SUNY-Stony Brook, provides a framework to address questions related to the optimal fiscal and monetary policy choices of a government in a free market.

After his Ph.D. he worked in the software industry in USA and India in senior management positions before joining MDI Gurugram. His last position was Vice President at Xansa, then a USD 700 million firm.

His research interests include the economics of ICT, and sustainable development. His papers have been published at leading international journals including Telecommunications Policy and Netnomics. He has delivered seminars and talks at Harvard University, the Centre for Game Theory at Stony Brook, India Telecom 2009, and Future Com 2010. His articles appear regularly in The Economic Times and the Economic and Political Weekly.

His book The Dynamics of Spectrum Management co-authored with Dr. V. Sridhar was published by the Oxford University Press in 2014. He is the author of a popular book on entrepreneurship, Startup Sutra, and the study of development conflicts in India, Blood Red River, both published by Hachette.

He recently served on a high powered Committee of the Department of Telecommunications, Government of India to make recommendations on spectrum allocation and pricing in India, and on two Expert Panels for the Telecom Regulatory Authority of India to study the value of 2G spectrum. He has provided expert testimony for a major telecom operator on spectrum related judicial proceedings.



About MDI

The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded "A" Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP- HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 43 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence'.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private), Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:

- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of

experience having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

MDI's International Partners

MDI has active linkages with McGill University Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d'Etudes Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universität Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Unlversua Carlo Cattaneo. (LIUC), Italy, Bocconi University Milano, Warsaw School of Economics. Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School "MIRBIS", Moscow, Huazhong University of Science and Technology (RUST), School of Management, China. 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. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.



MDI
GURGAON

**Management
Development
Institute**

Mehrauli Road, Sukhrali, Gurugram 122001, Haryana (India)

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

Tel No. : (+91-124-4560000, 2340173, Ext. 5534, 5550, 5004

Fax Nos. : +91-124-4560005

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