

Management Development Programme



Business Process Change & IT Applications

October 10-12, 2017
MDI Campus, Gurugram



MDI
GURGAON

Management
Development
Institute

Background

Business processes, like never before, are now considered strategic intellectual assets that have special emphasis on outcomes, particularly on customer satisfaction. This orientation looks at business processes from three different perspectives.

- i) From a Strategic perspective,
- ii) From a Customer-focus perspective,
- iii) From the traditional Operational perspective,

In order to achieve competitive advantage and business excellence, the business processes of an organization are required to be effective and efficient, for which the organizations need to undertake an analysis of its business processes so as to understand their performance. Information Technology (IT) can radically change the way companies are doing their businesses. However, implementing the latest technologies alone may not yield the right results; rather business processes must be aligned with the IT applications. This would need a thorough analysis and process change and thus needs a thorough understanding of the strategy, business processes and the re-engineering approach.

Working managers, in the areas of Marketing, Finance, HR, Operations, and IT, need to understand their role in their business organizations and acquire interdisciplinary knowledge so as to improve the business processes for implementing the right kind of information technology. Realizing this need, MDI, has taken an initiative to conduct a three days full time programme for the managers working in any of the functional areas, so as sensitize the participants to the need for and scope of business processes and IT applications in business.

An interdisciplinary approach has been applied to the design of this programme so as to provide benefit to all the participants from the different functional areas of the business.

Objectives and Contents

- Sensitize professionals to the need for; and scope of business processes improvement and applications of IT in various areas like Marketing, Finance, HR, Operations and IT Management.
- Provide integrated inputs in Business process concepts; mapping and analysis of 'AS-IS' processes; diagnostic tools; and Implementation of 'TO-BE' processes.
- Develop an overall understanding on innovatively integrating information technologies like enterprise resource planning (ERP) and web-based systems into redesigned business processes.
- Develop an understanding on building effective process implementation and change management plans.

The deliverable modules in this program are:

1. Understanding and establishing the need for business process improvement
2. Analysis & Design of Business Processes
3. Implementation of Business Processes and applications of Integrated Information Systems
4. Managerial Issues in process implementation and change management.

Pedagogy

The program pedagogy consists of

- Lectures
- Case Studies
- Group Discussions
- Hands On
- Project Work

For Whom

The programme is meant for executives/managers working in any of the functional area like Marketing, Finance, HR, Operations, General or IT Management.

Venue & Duration

The programme is scheduled during October 10-12, 2017, on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of October 09, 2017 to the noon of October 13, 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. **GST 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.

Last Date for Receipt of Nomination

The last date for receipt of nominations is October 02, 2017. The last date for withdrawal of nominations is October 04, 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,

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Faculty Profile

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Dr D P Goyal is Professor of Management Information Systems at Management Development Institute (MDI), Gurugram. A Post graduate in Business Management and Doctorate in Management Information Systems, Prof. Goyal has more than 30 years experience of corporate; teaching; research and executive training. He has successfully supervised 14 Ph.D. scholars. He has been principal investigator of a couple of sponsored research projects and published over 50 research papers in refereed international/national journals of repute. He has organized several conferences both at the national and international level, and has presented his research findings in more than 40 national/International Conferences. He has been the editor of a couple of research journals; and on the Editorial Board of national/ international journals. Prof Goyal has authored 03 books; one each on MIS; ERP Systems; and IT Project Management.

Prof Goyal has been on the expert / assessment committees of All India Council for Technical Education/ Directorate of Higher Education, Government of Delhi and a couple of universities. He is also on the board of studies and advisory committees of some of the b-Schools and universities. He is a life member of a number of professional bodies including Indian National Science Congress and Indian Society for Technical Education.

His interest areas include Business Process Management; Enterprise Information Systems, Information Systems Strategy, and Business Analysis for IS Solutions.



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.



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