

INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY, AHMEDABAD

The world-class campus of Nirma University is located on Sarkhej-Gandhinagar Highway, about fifteen kilometers from the walled city of Ahmedabad. It is the outcome of the visionary leadership of one of the most successful entrepreneurs of India, Padmashri Dr. Karsanbhai K. Patel, who has created a business conglomerate known as Nirma Group. Institute of Management is a constituent of Nirma University, which was set up in 1996 by Nirma Education and Research Foundation to promote excellence in management education. The Institute has been consistently growing under the guidance of Shri Ambubhai Patel (Vice-President) and Dr. N. V. Vasani (Director General –Nirma University). Dr. C. Gopalkrishnan is Director of the Institute of Management and Dean – Faculty of Management. The Institute has been undertaking a wide range of educational and training related activities and series of national and international conventions which have helped it emerge as one of the premier business schools in the country within a short span of sixteen years. Presently, it is rated as one of the top twenty five B-Schools in the country. Its mainstream programmes include MBA (Full Time), MBA (Part Time), MBA (Family Business and Entrepreneurship) and Ph. D. in Management. The Institute also offers Executive Diploma Programmes in various functional areas of management. The Institute conducts need-based in-house training programmes to meet the training needs of industry. The Institute has academic alliance with international universities, such as New Mexico State University, USA; Hanyang University, South Korea; Florida Atlantic University, USA; and Minnesota State University, USA to name a few. The facilities on the campus include air- conditioned classrooms, a state-of-the art library, a 450-seater auditorium, well-equipped computer centre and hostels for the students.



For further information, please contact:

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Management Development Programme

2011-12



MANAGERIAL EFFECTIVENESS- CREATING A BIAS FOR ACTION

January 20-21, 2012

Programme Leader

Swarup Kumar Dutta
swarup@imnu.ac.in



Nirma University
Ahmedabad: 382481 (Gujarat)

BACKGROUND

Does your job seem like an endless “to do” list that never gets you- or your company-anywhere? You know what you're supposed to focus on: cutting costs, improving efficiency, encouraging innovation. So why do critical goals consistently get eclipsed by fighting fires, answering e-mails, and other routine “busywork.”? While the usual suspects- overwhelming workloads, tight budgets and unsupporting bosses- play a role in managerial ineffectiveness, most of the blame lies in how managers approach their jobs. It is found that that only 10 percent of managers work purposefully to get important work done. The other 90 percent of managers squander their potential by procrastinating or keeping them busy but with no purposeful action.

What then does it take to create effectiveness in one's job? The workshop will provide a range of strategies to provide solutions for effectiveness in managers and lead them to a path of purposeful action

OBJECTIVES

1. The program will address the underlying issues that managers in most organizations confront like overwhelming demands and lead it to a path from which organizational effectiveness can be unleashed.
2. Understand the broad set of attributes of high performing managers.
3. Create an alignment amongst people processes, organization principles and value creation logic
4. How managers can avoid the traps of non action and contribute to purposeful action.
5. Creating a bias for action for managerial effectiveness.
6. Create a culture that enables positive, purposeful, organizational action.

MODULES

1. Distinguishing Purposeful Action from Active non-action.
2. Define, visualize, and protect individual goals.
3. Marshaling Energy and Developing Focus.
4. Moving Beyond Motivation to Willpower.
5. Overcoming the Three Traps of Non action
6. Developing Purposeful managers
7. Unleashing Organizational Energy for Collective Action.

PEDAGOGY

Experiential leaning through a blend of exercises , interactions, case studies, group activities, sharing and insights of best practices and lecturing involving multimedia tools.

WHO SHOULD ATTEND?

Managers and Executives from organizations; HR managers; Executives who are potential managers of the future; Entrepreneurs wanting to professionalize their firms;
Managers of organizations facing challenges on the growth front.

PROGRAM LEADER: Swarup Kumar Dutta

Industrial Experience

Prof. Swarup Kumar Dutta has an industry experience of 13 years in the field of corporate project management, supply chain, marketing, TQM, corporate planning before joining academics. He has worked in varied industries like metals, automotive and FMCG. He has worked closely with associates of Unilever and IKEA.

Prof.Dutta is a recipient of the Outstanding Young Managers Award instituted by Bharuch and Baroda Management Association.

Academic Experience

Worked with IBS Ahmedabad (Icfai Business School) from 2007-2010 as a Faculty in the area of Strategic Management. He has published several articles in management journals, and has also written books on Strategic Management which are followed in ten universities for Distance Learning Courses.

In addition to participating and presenting papers in several national and international conferences, he has convened an international conference at IBS Ahmedabad in 2009.

He is a recipient of the BEST Teacher Award for 2009-10 at IBS Ahmedabad.

His areas of interest are Corporate Strategy, Renewal & Revitalization and Managing Growing Organizations.

FACULTY

The faculty of Institute of Management, Nirma University would conduct the programme. In addition, a few eminent academicians & practitioners would also be invited to share their experiences

VENUE AND DURATION

The programme will be conducted at Institute of Management, Nirma University, Ahmedabad during January 20-21, 2012.

PROGRAMME FEE

Non Residential : Rs. 7000/-

A company nominating three or more participants for the programme will be entitled to 10% discount.

The fee includes presentation material, refreshment and lunch on the programme days.

The fee to be paid in advance through a demand draft or a local cheque drawn in favour of ' Institute of Management, Nirma University' payable at Ahmedabad.

ACCOMMODATION

University Guest House with basic facilities is available for Rs. 1000/- per day.

NOMINATION FORM



Management Development Programme 2011-12
MANAGERIAL EFFECTIVENESS-
CREATING A BIAS FOR ACTION
January 20-21, 2012

Name of the Participant _____

Designation _____ Date of Birth _____

Area of Specialisation _____

Institute / University _____

Address for Communication _____

Phone _____ Mobile _____

E-mail _____ Fax _____

Current Job Responsibility

Expectations from this programme

Date _____

Signature _____

Participant can be sponsored by self or by his / her employer.
If sponsored by the employer, please complete this section.

TO BE FILLED BY THE SPONSOR

Name and Designation of Sponsor _____

Name and Address of Organization _____

Phone _____ Fax _____ E-mail _____

Payment Details: Demand Draft / Cheque No. _____

Bank _____

(Drawn in favour of "Institute of Management, Nirma University" payable at Ahmedabad.)

Signature and Seal of sponsor _____

Please return filled up form to:

Management Development Center
Institute of Management, Nirma University
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Ph.: 02717-241900-04 Fax: 02717-241916
Email: eec@nim.ac.in

(Please feel free to make photocopies of this application form.)