WEEK 1
MANAGEMENT ESSENTIALS

LEARNING WITH CASE STUDY

Participative and collaborative learning has proven to be an exciting alternative to traditional management pedagogy. Today's students demand an active role in their own learning. In this session, participants will be exposed to ways and means of developing abstract and conceptual ideas that are needed to be applied to practical, real-world business scenarios.

LEARNING OUTCOMES
- To demonstrate stronger critical thinking skills
- Be better able to view an issue from multiple perspectives
- Develop positive peer to peer relationships

Dr Arindam Banerjee

ESSENTIALS OF MARKETING

This highly interactive session will familiarise participants with the cornerstone of marketing strategy and its importance for consumers. Participants will discuss companies' orientation concepts and will propose relevant strategy related to marketing mix.

LEARNING OUTCOMES
- Describe components of marketing-mix (4P&7P)
- Define the concept of Buyer Persona
- Propose product-related design packaging and define matching advertising campaign

Dr Anna Tarabasz

ESSENTIALS OF FINANCE

Finance is the life blood of any company and the financial information of any company is recorded in its financial statements. This session explores the nitty gritty of the three major financial statements, namely the Balance Sheet, Income Statement, and the Cash Flow Statement, and explores how the data from these statements can be used to make financial decisions.

LEARNING OUTCOMES
- Understand the three major financial reports
- Understand how different investment proposals are evaluated
- Understand how to measure financial performance

Ms Farah Naaz

WEEK 2
MANAGING BUSINESS IN NUMBERS

STATISTICS FOR BUSINESS

In today's world, the most precious commodity is data. With growing uncertainty around us, the need to use data predicting the future is growing. This module will introduce participants the primary concepts of business statistics with an emphasis on applying the various statistical techniques in taking managerial decisions.

LEARNING OUTCOMES
- Describe, present and analyse data
- Use of data in managerial decision making
- Apply the concept of statistics to quantify uncertainty

Prof Nitin Patwa

EXCEL FOR BUSINESS

One of the most demanding skill of the 21st century is Excel; however, sadly, this skill is lacking in most. The purpose of this module is to provide the essential skills to use MS Excel functions in the workplace for smart working and data presentation skills.

LEARNING OUTCOMES
- Basic Excel function of smart working
- Organise, summarise, and present data in tables and charts
- Understand to unlock the potential of data using excel

Prof Nitin Patwa

MANAGING COMPANY FINANCES

The success of your enterprise depends on its financial health. A company makes profits by undertaking projects that will provide acceptable return on its investments (ROI). This module introduces participants towards financial concepts such as Cost of Capital and the various approaches to project valuation and selection.

LEARNING OUTCOMES
- Understand the importance of ROI in an organisation
- Understand core concepts of financing your business
- Estimate ROI and various other financial performance measures

Ms Farah Naaz

WEEK 3
CONTEMPORARY TOPICS IN BUSINESS MANAGEMENT

THE SCIENCE OF HAPPINESS AT WORK

This session on the science of happiness scientifically explores the roots of a happy and meaningful life. Partcipants will engage with some of the most provocative and practical lessons from the trailblazing science of positive psychology, and discover how to apply research-backed insights to their own lives.

LEARNING OUTCOMES
- Define happiness in a manner that is consistent with scientific evidence
- Identify key psychological, social, and biological factors that relate to happiness
- Practice research-tested techniques for fostering happiness within themselves and the people around them.

Dr Arindam Banerjee

DESIGN THINKING AND CREATIVITY FOR INNOVATION

This session looks at how organisations use creativity and design thinking skills to identify and choose opportunities that enable innovation. The interactive session will help participants develop creative problem solving skills through a range of real world activities.

LEARNING OUTCOMES
- The nature of human creativity and innovation
- How creativity and design thinking help businesses to solve complex problems
- Different creativity and design processes and how they can be used to generate better ideas

Dr Arindam Banerjee

DESIGNING YOUR LIFE WITH DESIGN THINKING

This session looks at how individuals use creativity and design thinking skills to identify and choose opportunities to enable innovation. The interactive session will help participants develop creative problem solving skills through a range of real world activities. The session will further provide an overview of design thinking tools to help participants understand design thinking as a problem solving approach.

LEARNING OUTCOMES
- The nature of human creativity and innovation
- How creativity and design thinking help individual to solve complex problems
- The process and tools of design thinking

Dr Arindam Banerjee

WEEK 4
TECHNOLOGY IN BUSINESS

BASICS OF PROGRAMMING

This session deals with computer programming, which is the act of writing computer programs. It is written as a sequence of instructions, using a Computer Programming Language, in order to perform a specified task by a computer. The session helps participants come to terms with how programming is used to automate tasks and perform them quickly, effectively, and accurately.

LEARNING OUTCOMES
- Fundamental programming
- Types of computer programming
- Stages of computer program development

Dr Abhijit Dasgupta

ESSENTIALS OF DATA SCIENCE

In this session, students will learn about Data Science which is the science of Collecting, Processing, Analysing and Visualization of Data. In simple terms, it means making sense out of our available data or extracting knowledge from raw data. It will also explore data science as an inter-disciplinary field that uses scientific methods, processes, algorithms and systems to extract this knowledge and insights from structured and unstructured data.

LEARNING OUTCOMES
- Introduction to Data Science
- The industry buzzwords including Big Data, Artificial Intelligence, Machine Learning
- How Data Science can help in transforming and optimising business

Dr Abhijit Dasgupta

BUSINESS ANALYTICS

This session deals with business analytics as a research discipline of identifying business needs and determining solutions to business problems. Solutions often include a software-systems development component, but may also consist of process improvement, organisational change or strategic planning and policy development.

LEARNING OUTCOMES
- What is Business Analytics
- Application Areas of Business Analytics
- Benefits of Business Analytics for organisations

Dr Abhijit Dasgupta

WEEK 5
PERSONAL EFFECTIVENESS

CORPORATE COMMUNICATION AND THE ART OF CV WRITING

A recent research by the Stanford Research Institute International and the Carnegie Melon Foundation found out that 75% of long-term job success depends on people skills. People skills, soft skills, interpersonal skills and smart skills are interchangeably used when addressing human behavioural traits.

Personality enhancement is a critical requirement in today's technology driven world in order to keep the human element intact. These two sessions look into the participant's personality, how it differentiates them from others, and how it could dictate progress in their career.

LEARNING OUTCOMES

- Basics of CV writing
- Understanding the importance of interpersonal relationships at work and how to manage them
- Exploring self as a 'Brand'
- Brief on business ethics and teamwork

Prof Hansel D'Souza

WEEK 6
LEADERSHIP LESSONS IN POST-COVID ERA

LEADERSHIP SUCCESS IN TIMES OF UNCERTAINTY

It often takes a crisis to reveal gaps and discontinuities. The coronavirus pandemic has revealed how leaders are challenged by the unexpected and the need to innovate 'ahead of the curve.' This session helps participants empower their leadership skills and understand that crisis heightens our need to re-evaluate prevailing models of leadership that have sometimes been found wanting.

LEARNING OUTCOMES
- Learn how to apply the six critical intelligences as a leader in uncertain times
- Learn the success principles of leadership from the annals of neuroscience, positive psychology, behavioural economics
- Learn to practice key skills like emotional intelligence and perspective taking to develop as a successful leader

Dr Christopher Abraham

THE NEUROSCIENCE OF DECISION THINKING

This session explores the current COVID crises and how leaders have reacted during the pandemic and applied diverse approaches to problem solving. The session further delves into how diverse perspectivse can be better understood with the new revelatory knowledge about the human brain from the annals of the latest neuroscience research.

LEARNING OUTCOMES
- Learn about the different cognitive biases that we use when we decide
- Learn the power of the amazing Human Brain
- Learn how to train the brain to make better decisions using simple science based exercises and practice

Dr Christopher Abraham

DESIGN THINKING & INNOVATION IN THE POST-COVID ERA

In this action-oriented workshop, participants will work on mini challenges guided by the Design Thinking professor and experience a stakeholder-centric approach to problem solving. Participants will appreciate new skills such as empathy, visual thinking and story-telling through a hybrid of discussions and activities.

LEARNING OUTCOMES
- Acquire a better understanding of the Design Thinking principles, process and tools
- Apply the Design Thinking framework as a structured process to solve problems, generate breakthrough ideas and co-create an improved customer experience journey
- Improve personal effectiveness by becoming a more empathetic service provider

Dr Christopher Abraham