



Advanced Management Programme (AMP)

25th Edition, 2022 | 4 Weeks
August 22 – September 18, 2022

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



The Business Connect Challenge in the Post Pandemic World

With the pandemic almost over and the various dimensions of the pandemic having been exhibited/ experienced, the world of business has woken up to a new reality. Perhaps, characterized by major and longer term supply chain disruptions (or even complete removal of supply chains) on account of free movement being curtailed, by country blocks applying trade embargo on some other country(s).

Organizations have started realizing that to create/build resilient (have in place) supply chains it is not just enough to simplify, streamline, reduce travel time/cut distance(s) between the supplier(s) and the customer(s), etc. but also be able to use the production/warehousing capabilities/ units under lockdown conditions, perhaps using remote controls/robots (Internet of Things) by ensuring isolation/ separation of the unaffected workforce from the affected workforce.

Therefore, the focus on flexible process operations (multiple locations, isolated locations, off shore locations, etc.) and (remote) control is becoming of key importance. The possibility of drones carrying substantial/large amounts of materials to and from locations not operated usually.

Recent events like the Pandemic and the Ukraine-Russia war have exerted enormous push on businesses in several ways or directions. These changes have been on the upside (pent up demand, peaking of home delivery services) and downside (consumption of petrol, coaching classes, tuitions, etc.). When all this recedes in the not so distant future most things may return back to as usual, except the faster advancement into a cashless society, increased adoption/acceptance of remote working and the decline of brick and mortar retail with of course most of this becoming a more permanent New Normal.

Digital Technologies can help operate and control the new BUSINESS SYSTEMs set up for taking care of a lot of these unknown changes/diversions. The adaptation of change in organizational processes by its employees would be key to its smooth and successful performance. The entire Organizational dimension will have to undergo Transformation (Restaurant may transform into a Cloud kitchen) and the drone may transport the meal to the location (which could be on a river front, etc.) of the customer.

25th AMP 2022- At a Glance

25th AMP 2022 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 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 2022, 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 constituents such as eminent academicians, 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 overseas exposure 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 the Overseas Learning Programme of the AMP, visiting 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 the future.

Key Takeaways from AMP 2022

Based on the diverse experiences that a participant goes through, MDI's AMP 2022 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 level 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 during 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 in the context of 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 Gururgram to give an idea to the participants about 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 any 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 the Eiffel Tower, Louvre Museum in Paris, France; Frankfurt City Centre, Germany; Amsterdam, Netherlands; Jungfrauoch in Zurich, Switzerland; and many other historical places in Austria. While on these visits, our endeavor would be to learn about these countries culture, history and other social dimensions.

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 in Recent 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.

Aquil 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 of India

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, Airports Authority of India

Overseas Learning Programme - About Partner Institutions

The Management Development Institute, Gurgaon has designed its AMP 2022 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 cross border 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 full-time faculty members, ESCP-Europe is 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 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

Getting a place amongst 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.

Maintaining a place as one amongst the world's top business and economics universities has always been a high priority at WU. With its prestigious triple international accreditation, WU is one of only two universities in the German-speaking world to belong to this exclusive club of schools.

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 (MDI) 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 Diploma In Management (PGDM)
- Post Graduate Diploma In Management - Human Resource Management (PGDM-HRM)

- Post Graduate Diploma In Management - International Business (PGDM-IB)
- Post Graduate Diploma In Management – Business Management (PGDM-BM)
- Post Graduate Diploma In Management – Public Policy And Management (PGDM-PPM)
- Post Graduate Diploma In Management - Business Administration
- Fellow Programme In Management

MDI is the largest school of continuing education in the country and has over the years trained nearly 108170 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.

Africa

- **Morocco:** Groupe Institut Supérieur De Commerce Et D'administration Des Entreprises - Groupe Iscae, Morocco
- **Senegal:** BEM School of Management, Dakar
- **South Africa:** The University of Johannesburg, South Africa

Asia

- **Bhutan:** Royal Institute of Management - Thimphu, Bhutan
- **China:** Huazhong University of Science and Technology (HUST), School of Management, Wuhan
- **Japan:** Nagoya University of Commerce & Business - Nagoya, Japan
- **Kazakhstan:** Almaty Management University, Almaty
- **Malaysia:** Universiti Sains Malaysia, Pinang, Malaysia
- **Nepal:** Kathmandu University School of Management, Patan, Lalitpur, Nepal
- Nepal Administrative Staff College, Jawalakhel, Lalitpur, Nepal
- **Philippines:** Asian Institute of Management (AIM), Manila
- **South Korea:** SolBridge International School of Business, Daejeon

- **Thailand:** School of Management, Asian Institute of Technology, Pathum Thani
- The National Institute of Development Administration (NIDA), Bangkok
- Royal Institute of Management - Thimphu, Bhutan

Europe

- **Austria:** Vienna University of Economic & Business Administration, Vienna
- **Belgium:** HEC Liège Management School - University of Liège, Belgium
- Louvain School of Management, Louvain-la-Neuve
- Solvay Business School, Brussels
- The Faculty of Applied Economics, University of Antwerp, Antwerp
- **Cyprus:** Cyprus International Institute of Management - Nicosia, Cyprus
- **Denmark:** Aarhus School of Business, Aarhus
- Copenhagen Business School, Copenhagen
- **England:** Aston Business School, Aston University, Birmingham
- **Finland:** University of Tampere, Tampere
- **France:** Burgundy School of Business
- Excelia Group (La Rochelle Business School)
- ESCP Europe, Paris
- EDC Paris Business School
- EDHEC Business School - Roubaix Cedex 1, Paris
- Grenoble Ecole de Management, Grenoble
- Groupe ESC Clermont
- IAE Aix-en Provence, Puyricard
- Montpellier Business School (MBS)
- Sciences Po Lille, Lille
- SKEMA Business School
- Toulouse Business School (TBS)
- Université Paris Dauphine-PSL
- Associate Leonard De Vinci Paris (EMLV Business School)
- emlyon Business School, Lyon
- Institut Mines-Telecom Business School
- Audencia Business School Nantes France
- **Germany:** Bergische Universität Wuppertal, Wuppertal
- Frankfurt School of Finance & Management, Frankfurt
- HHL Leipzig Graduate School of Management, Leipzig
- Munich Business School, Munich
- PFORZHEIM University, Pforzheim
- International School of Management Dortmund Germany
- **Greece:** ALBA Graduate Business School, Athens
- Athens University of Economics and Business, Athens
- **Hungary:** University of Szeged, Szeged
- **Italy:** Bocconi University, Milan
- Università Carlo Cattaneo, (LIUC), Castellanza
- **Norway:** Norwegian School of Management BI, Sandvika
- Nordic Centre in India
- Poland: Warsaw School of Economics, Warsaw

- Poznań University of Economics and Business
- **Portugal:** ISCTE - Instituto Universitário de Lisboa (ISCTE-IUL) Lisbon, Portugal
- **Russia:** Moscow International Higher Business School 'MI RBIS', Moscow
- The Russian Presidential Academy of National Economy and Public Administration (RANEPA), Russia
- **Slovenia:** University of Maribor, School of Economics and Business, Maribor
- **Switzerland:** ZHAW School of Management and Law, Zurich
- **The Netherlands:** RSM Erasmus University, Rotterdam

Latin America

- **Brazil:** Fundação Instituto de Administração (FIA), Brazil

North America

- **Canada:** DeGroote School of Business, McMaster University, Ontario
- Richard Ivey School of Business, Ontario
- University of Waterloo, Waterloo
- **United States:** Kent State University, Ohio
- 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
- Smeal College of Business, Pennsylvania State University
- The University of North Carolina, Kenan-Flagler Business School, Chapel Hill
- Clark University

Oceania

- **Australia:** Queensland University of Technology (QUT), Brisbane
- Royal Melbourne Institute of Technology (RMIT), Melbourne
- University of South Australia, Adelaide (UniSA), South Australia

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 | • MOA, GOI |
| • BEML Limited | • MOF, GOI |
| • BEL | • MOPA, GOI |
| • BDL | • NALCO |
| • BHEL | • NMDC Limited |
| • CBDT | • NABARD |
| • 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 |

AMP Participants Memoirs

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.

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."

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"

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.



Management
Development
Institute

24th Advanced Management Programme

August 19 - September 15, 2019; MDI Gurugram & Europe



Sitting Row (L to R) (Prof./Dr./Mr./Ms.)	: Prabhakar Thakur, Saurav Mitra, Sudhakar P. Donadkar, Kanwal Kapil (Prog. Director), Ashok Panjwani (Prog. Director), Santanu Gupta, S.Balachandar, Vibhash Kumar, Lanchu Rajeev, K.Lakshmi Nagaveni
Standing I Row (L to R) (Prof./Dr./Mr./Ms.)	: Dinesh Kumar Batra, Padmanabh Naik, Surender Kumar Gupta, R. Srinivasan, Arvind Kumar, Kailash Chandra Deka, Abashish Pal, Kishan Ahuja, B.N.Sahoo, Amrendra Jha
Standing II Row (L to R) (Prof./Dr./Mr./Ms.)	: Manobendra Ghoshal, Srinivasa Rao Bommidi, Sanjay Kumar, M.V.Raja Sekhar, Hemant Kumar Das, Sibi Mathew T. Manish Patil, Saurabh Kumar Gupta, Debashis Chakraverty

General Information about MDI's AMP 2022

Language: English Programme Duration: 4 weeks

Dates: 22 August – 18 September, 2022

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. 2,50,000 (Rupees Two Lakh Fifty 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. 3,50,000 (Rupees Three Lakh Fifty 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 :	Union Bank of India
Branch Name & Address :	Union Bank of India Sector-14, Gurgaon (Haryana)
Account Type :	SB
Account No. :	520141001478504
MICR Code :	110026332
SWIFT Code :	UBIN0904490
RTGS/IFSC Code :	UBIN0904490
ABB Code :	0449
PAN NO:	AAATM0612L
GST Number	06AAATM0612L1ZU

*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.

Payment

The fee of Rs. 2,50,000/-* for the Indian phase of the AMP is payable along with the nomination for the Programme. The fee of Rs. 3,50,000/- 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 04th September, 2022. They will leave Europe for India on 18th September, 2022. 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 and subject to the travel advisory issued by the competent authority at all relevant times in the view of COVID-19 & Geo political developments. Therefore, it is imperative that nominations are received latest by 02nd August, 2022. MDI will not be able to accept nominations received after this date.

Other Information

For more information please contact

MDP Office (Programmes),

at MDI, at mdp@mdi.ac.in or any of the programme Directors at apanjwani@mdi.ac.in,

Mobile + 91-9868367945 or

avinashkapoor@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 2022 by filling up the enclosed application form by mail, or fax to:

Management Development Programme (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: mdp@mdi.ac.in

Nominations and Cancellations

The last date for receiving nominations along with the Programme fee of Rs. 2,50,000.00 + applicable taxes (for the Indian Phase) is 02nd August 2022. 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:

MDP Office (Programs)

Post Box No. 60, Mehrauli Road, Sukhrali, Gurgaon Fax No.:
(+91-124) 4560005,

EPABX: (+91-124) 4560000

Direct: (+91-124) 4560004, 4560008, 4560534

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



AMP 2022 Programme Directors



Dr. Ashok Panjwani

Professor, Operations Management,
Email: apanjwani@mdi.ac.in
Phone: +91-124-4560187

Professor Ashok Panjwani is a B.Tech in Civil Engineering from IIT Delhi, 1981. He is also a Fellow in Management from IIM Ahmedabad, 1991.

He has about four years of Civil Engineering Industry Experience in between his Graduation in Engineering and subsequent Ph.D. in Management. He has worked primarily in the capacity of a Structural Engineer in the Corporate Sector. Having contributed in the Design of Bridges, Industrial Buildings, High Rise Buildings and Ports and Harbours.

Post his Ph.D. he shifted to Academics. Having joined MDI Gurgaon in mid 1990 as an Asstt. Professor in the Operations Area. And from here onwards he has engaged himself in Teaching Courses to various MBA Programmes at MDI, Designing and Delivering a larger variety of Executive Training Programmes with some as Long as 24 weeks (for Bharat Electronics, NTPC, Armed Forces Programme(s), etc.) and vast variety of small 1,2,3 and 4 week long programmes. Besides these he has regularly been offering a one-week OPEN MDP on Project Management twice in a year since the past many years now.

Besides this he has shouldered many different responsibilities as part of Institution Building/Growth, over the last 30+ years, among these the substantive ones would be the Founder Chairman of MDI's Flagship PGPM Programme, launched in 1994 and the Dean (GP and Executive Graduate Programmes).

His area of Interest are Project Management, Service Operations Management and Modelling for Optimisation of Operations Performance Measures of Operations Systems/sub-systems. He has also been actively involved in some long duration (> 6 months) consulting assignments for Business Houses/ Govt. Departments.

He has been an Independent Director on the Board of at least two Registered Companies, viz. Jay Yushin Ltd. (since 2003) a BSE Listed Company with turnover > 1000 crores and JNSIL (Jay Nippon Seiki India Limited since 2017), a jointly held company of Nippon Seiki of Japan and JPM Group of India



Dr. Avinash Kapoor

Professor, Marketing
Dean-Industry Connect
Email: avinashkapoor@mdi.ac.in
Phone: +91-124-4560312

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 GoogleAnalytics. 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

MDI Gurgaon, Mehrauli Road, Sukhrali, Gurugram - 122 007, Haryana (INDIA)

Direct Tel.: + 91-124-4560004, 4560534, 4560008 | Tel. No.: +91 124 4560000, 2340173, Extn. 5534, 5008, 5004

Fax + 91-124-4560005 | E-mail: mdp@mdi.ac.in, Website: www.mdi.ac.in