



INDIAN TECHNICAL AND
ECONOMIC COOPERATION



AMITY
INSTITUTE OF TRAINING & DEVELOPMENT

e-ITEC Program

EXECUTIVE PROGRAM IN BUSINESS ADMINISTRATION

Mini - MBA Style online course for developing
Business Administration Skills

13th Feb., to 10th Mar., 2023

CONTEXT

Managing an organization or its teams requires specific and very often diverse management skills and knowledge.

Relevant that officials and managers in government, Private and Public sector organisations have knowledge of operations, strategy, human capital and other operational challenges of the organization

This carefully structured course will enable participants to acquire the core skills of an MBA style education to enhance their managerial acumen and accelerate their careers.



PARTICIPANT PROFILE

- Government officials, professionals and executives who do not have an MBA degree but require the knowledge and skills to better manage their roles.
- Managers at all levels in all lines of business and enterprises.
- Working professionals aspiring for higher managerial capabilities.



KEY BENEFITS

- Increased self-confidence and personal achievement of a certificate course.
- Established credibility in your organization.
- Acquire transferable soft skills and qualities like leadership, analytical thinking & communication.
- Strategic thinking skills which can apply across various areas of life such as finance.
- Better communication at work & broader world view.
- To help participants learn how to mitigate three types of risks: Customer, Business Model, and Product/Technical

PROGRAMME CONTENT

Over 4 weeks the programme uses a combination of engaging video lectures, illustrative real-life examples, vibrant discussions and an action learning project based on your current role and challenge to bring alive the concepts of leadership and help you practice as you learn.

Executive Program in Business Administration is focused on developing the most important managerial skills. The course provides clear picture of organizations, their structure and management methodologies.



MODULES

MODULE 1

LEADERSHIP & MANAGEMENT I

- Leadership and Influence
- Virtual Team Building
- Coaching & Mentoring
- Crisis Management
- Performance Management
- Employee Motivation

MODULE 2

LEADERSHIP & MANAGEMENT II

- Budgets & Financial Reports
- Forecasting
- Purchase Decisions
- Lean Process and Six Sigma
- Understanding Strategy Development

MODULE 3

MARKETING & SALES

- High Performance Teams
- Marketing basics
- Digital Marketing
- Presentation Skills
- Sales Fundamentals

MODULE 4

HUMAN RESOURCES

- Succession Planning
- Hiring Strategies
- Talent Management
- Workplace diversity
- Strategic HRM

MODULE 5

ORGANIZATIONAL ESSENTIALS

- Business ethics
- Change Management
- Business acumen
- Business communication

MODULE 6

ENTREPRENEURIAL MANAGEMENT

- Ideas & opportunities
- Building a business
- Financing a business
- Sources & Investment
- Communication & Mentoring



PROGRAM DELIVERY

- Online classes will be conducted for 4 hours with breaks for meal/tea totalling 5 hours per day.
- Timing will be 1100 hrs to 1600 hrs (IST) which is convenient for participants from countries in Africa, Russia, Central Europe, Middle East, Central Asia and South East Asia.
- Zoom platform will be used for online classes which enables real time interaction in the classroom.
- Participants will be provided online learning material and workbooks.

FACULTY BACKGROUND



Dr. Jaya Yadav

Dr. Jaya Yadav is Head, PhD Programs and Professor Human Resource Management and Organization Behaviour at Amity Business School. She is a BSc, MBA, and PhD with over 24 years of experience. She has published 25 research papers and authored 3 books. She is an experienced coach and trainer in areas of soft skills.



Dr. Vinamra Jain

Dr. Vinamra Jain is an Associate Professor at Amity Business School in Marketing. He has over 21 years of experience in industry and academia. He teaches Sales Management, luxury retail merchandising and entrepreneurial marketing. An expert in consumer psychology and behaviour, Dr. Vinamra has 20 publications to his credit.



Dr. Sumeet Singh Jasial

Dr. Jasial is Head of Department Statistics and Business Analytics at Amity Business School. With over 16 years of experience teaches Operations Management and Statistics for Management. He has researched in the areas of TQM and Marketing and has 30 publications to his credit. He is an experienced coach and trainer.



Dr. Lakhwinder Kaur

Dr. Lakhwinder Kaur is HOD and Associate Professor at Amity Business School. She teaches Accounting and Finance and has over 19 years of experience. She has researched Micro Finance, Capital Markets and CSR. She has 21 research papers and has published 2 books. She is an experienced coach and trainer.

AMITY UNIVERSITY

Amity University Uttar Pradesh is India's no.1 ranked not-for-profit pvt university and is ranked amongst the top 3% universities globally. It has 150+ group institutions and centres which offer 300+ graduate, post doctorate and doctoral programmes.

The University is located at Noida which is part of National Capital Region (NCR) adjacent to Delhi. NCR has been the centre of Indian civilization for at least 3000 years. It is the cultural, historic and governmental centre of India.

ITEC courses are conducted by Amity Institute of Training and Development

CONTACT DETAILS

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