



Sri Balaji University, Pune (SBU)
Sri BUILD – Management Development Program
Sri Balaji University's Initiative for Learning & Development

Sri BUILD

Management Development Program (MDP) Brochure

Learner - Centric Programs for Organizations,
Teams, and Individuals

2023-2024



Private University, (Sri Balaji University, Pune Act 2019 created under Maharashtra Act No. XII of 2019)

CONSTITUENT INSTITUTES & SCHOOLS OF SRI BALAJI UNIVERSITY, PUNE (SBUP)

- Balaji Institute of Modern Management (BIMM) www.bimmpune.edu.in
- Balaji Institute of Technology & Management (BITM) www.bitmpune.edu.in
- Balaji Institute of International Business (BIIB) www.biibpune.edu.in
- Balaji Institute of Management & HRD (BIMHRD) www.bimhrdpune.edu.in
- School of Computer Studies (SCS)
- School of Commerce & Management (SCM)
- School of Actuarial Science (SAS)
- School of Humanities & Social Science (SHSS)
- School of Liberal Arts (SLA)
- Balaji School of Online & Digital Learning (BSODL)
- Balaji School of Law (BSL)
- School of Media, Communication & Journalism (SMCJ)

RESEARCH AND DEVELOPMENT CELL - Ph.D Programmes

SRI BUILD - Sri Balaji University's Initiative for Learning and Development (MDP Department)

SRUJAN - Entrepreneurship Development & Incubation Centre (EDIC)

COLLEGES OF SRI BALAJI SOCIETY, PUNE

- Balaji Law College (BLC) www.balajilaw.edu.in (Affiliated to Savitribai Phule Pune University)
- Balaji College of Arts, Commerce and Science (BCACS) www.bcacspune.edu.in
(Affiliated to Savitribai Phule Pune University)
- Balaji Junior College of Arts, Commerce and Science (BJCACS) www.bjcpune.edu.in
(Approved By The Government Of Maharashtra)

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MBA | MCA | BA | BBA | BCA | Ph. D. | MDP



About Sri Balaji University, Pune

Sri Balaji Society (SBS) was established in the year 1998 by Late Prof. Dr. (Col) A. Balasubramanian; also the Founder Chancellor of Sri Balaji University Pune (SBUP). Sri Balaji Society shifted to its present location in Tathawade, Pune in the year 2006. It is the dedication and vision of our founder which helped us achieve the status of a university in 2019.

SBUP is one huge campus, which offers Management Programs (MBA) through its four management institutions - Balaji Institute of Modern Management (BIMM), Balaji Institute of Technology and Management (BITM), Balaji Institute of International Business (BIIB), and Balaji Institute of Management and Human Resource Development (BIMHRD). SBUP also offers UG Programs with various specializations in BBA, BA, and BCA. It also offers MCA.

Sri Balaji Society also has three colleges - Balaji College of Arts Commerce and Science (BCACS), Balaji Law College (BLC), both affiliated with the Savitribai Phule University, Pune, and Balaji Junior College of Arts, Commerce and Science (BJCACS). SBUP is the breeding ground for a different breed of management think tanks.

Sri Balaji University, Pune provides Ph.D. programmes in management sciences in the domain areas of General Management, Marketing, Finance, Human Resource, International Business, Systems and IT, Business Analytics, Supply Chain & Operations.



Mantras of Sri Balaji University, Pune



DISCIPLINE



DEDICATION



DETERMINATION

Sri Balaji University, Pune is built on the pillars of Discipline, Dedication and Determination. The University endeavours to transform raw talent into future corporate managers who

can effectively handle corporate challenges and take businesses to greater heights.





Our Honourable Founder Chancellor

It is said that, when you desire something intensely, the entire universe conspires in helping you to achieve it; and to add; motivates a person to walk the out-of-ordinary path. Dr (Col) A. Balasubramanian is one such example, who, as a son of a poor farmer from Kandithampettai village in Mannargudi Tehsil of Tamil Nadu state of India ran away from home, when his father, did not permit him to pursue his studies after Std VIII.

After a series of roller coaster rides in his life's journey, he rose several notches high, to achieve Himalayan heights in the field of education and became the first Indian to be decorated as Honorary Colonel of the Indian Army, by the President of India, who is the Supreme Commander of the Indian Defence Forces.

He was the first Indian educationist to launch a Business School for the officers and men of the Indian Armed Forces and their children, thus opening up a bright second career in the Civvy Street of the Corporate World.

Col. Balasubramanian received an overwhelming response for the MBA course in Symbiosis Institute of Management Studies (SIMS) and worked from scratch to develop a relevant syllabus. He also introduced short term courses for Army personnel in order to empower them to use new administrative skills. He used to state proudly, "when the Army came to know that one of it's retired Subedar has started a separate college for Army personnel, the officers where appreciative of my work and took the decision of giving Me the honorary rank of Colonel".

Another 'first' in his gloriously feathered cap was the highest civil honour conferred on him by the Deputy Prime Minister of Malaysia in 2017 - The Asia HRD Awards. These annual awards are a celebration and recognition of virtuosos who contribute to people development - whether it is to the human resource profession, an organization, the community or society. Each award honours individuals and organizations that have demonstrably enriched and made a lasting impact on peoples 'development and society. Launched as an independent initiative in 2003 with just five recipients from two countries; the Awards have now become a prestigious annual event with the Asia HRD Awards Hall of Fame honoring over 300 recipients from over 20 countries.

Today, around 25,000 alumni belonging to Sri Balaji University Pune (SBUP) are spread across the world. Many of them serve in senior positions in leading national and multi-national corporate companies. The colleges of SBUP comprise four prestigious B-Schools namely - Balaji Institute of Modern Management (BIMM), Balaji Institute of Technology & Management (BITM), Balaji Institute of International Business (BIIB) and Balaji Institute of Management & Human Resource Development (BIMHRD). SBUP also has under its banner three undergraduate colleges namely, Balaji Law College, Balaji College of Arts, Commerce & Science and Balaji Junior College.

“

PROBLEMS
ARE
OPPORTUNITIES

”

Late Prof. Dr. (Col.)

A. Balasubramanian

Founder President & Chancellor
Sri Balaji University, Pune





From The Desk Of Honourable Chancellor

Globalization is positively affecting industries on how to engage with one another and compete. Businesses must concentrate on addressing ever shifting consumer wants by adapting to newer methodologies as well as adding automated technology, having said that companies should also focus on training their actual assets which are their employees to adapt to ever changing and volatile business requirements.

Sri Balaji University, Pune, through its MBA programs has been consistently providing top notch human resources to various industries. Now, we are delighted that we are spanning our wings with Sri BUILD, our MDP and Consultancy department which works closely with industries to provide trainings, impart knowledge and equip them with abilities to resolve their various problems and achieve their business goals by providing curated and customized programs depending upon their challenging areas.

I wish team Sri BUILD all the very best for their endeavors !



**Prof. Paramanandhan
Balasubramanian**

Chancellor, Sri Balaji University, Pune (SBUP)

From The Desk Of Honourable Vice Chancellor



Sri BUILD provides good opportunity to relearn, reskill, review, rethink and reopen yourself. The clarion call of this century is absolutely loud and clear i.e. Adjust, Update, Excel and Conquer. I am very proud to say that Sri BUILD which is part of Sri Balaji University, Pune (SBUP) has been closely working with industries in different sectors and closely observing the trends taking place in the business environment. Our MDP department is having highly qualified and experienced team of faculty members who have decades of varied industry experience at decision- making levels. We are very happy to share their knowledge and experience. It is our privilege to work in close collaboration with industry and help them to identify challenges, increase efficiencies in processes and outcomes and transmit cutting - edge knowledge in a collaborative mode.

“Today knowledge is a super power. Digital is a new wear. Relearning and skilling is a way ahead to minimize fear.”

My best wishes to team of Sri BUILD; MDP department of SBUP for their role in imparting knowledge and driving success across industries.

Prof. Dr. G.K. Shirude

Vice -Chancellor

Sri Balaji University, Pune





From Head Sri Balaji University's Initiative for Learning and Development (Sri BUILD)

Knowledge... education... growth... skill... development...

These words highlight the different shades and hues of learning. The ever evolving nature of the human brain and mind hinges on the everlasting hunger of homosapiens to know more and more. Numero Uno individuals, teams and organisations believe not in competing with others but with themselves. The foundation stone of Sri BUILD University, Pune's Initiative for Learning and Development, is laid on this very spirit.

The MDP and Consultancy department of SBUP envisages to ignite every human brain, which believes in excellence, with limitless urge to learn. The training and development programme conceptualised, designed and conducted by experts from academia and industry, encompass every domain of management education. The training programs are meant for managers, faculty members, working professionals, entrepreneurs and students.

We have successfully developed, designed and delivered high quality programs such as Assessment Centre, Customer Centricity, Supply Chain Management, Organizational Effectiveness, and Transactional Analysis to name a few. Sri BUILD has now also started developing Massive Open Online Course (MOOC) of development initiative which will be helpful in upscaling the knowledge and skills of students and working professionals .

Today, upskilling is inevitable. We at Sri BUILD, understand and cater to your esteemed organisation's learning needs.

Kindly catch a glimpse of our customised, curated and contextualised training programs in this brochure.



Dr. Manisha Shukla
Head - Sri BUILD
Sri Balaji University, Pune

Sri Balaji University, Pune Leadership Team



Prof. B. Paramanandhan

Chancellor, Sri Balaji University, Pune



Prof. (Dr.) G. K. Shirude

Vice Chancellor
Sri Balaji University, Pune



Dr. Dimple Saini

Senior Director, SBUP
Director - Corporate Relations
HOD - Operations & Supply Chain Management
Dean, Sri Balaji University, Pune



Dr. Biju G. Pillai

Director BIIB | Senior Director IT & Admissions
Dean - Faculty of Commerce & Management
Sri Balaji University, Pune



Dr. S. B. Agase

Registrar
Sri Balaji University, Pune



Dr. Mittal Mohite

Controller of Examinations
Sri Balaji University, Pune



Sri Balaji University, Pune

Leadership Team



Dr. Anil Keskar

Head - Research Center
Sri Balaji University, Pune



Dr. Manisha Paliwal

Deputy Head - Research Center
Sri Balaji University, Pune



Prof. Sanjay Pai

Director Incharge - Academics
Sri Balaji University, Pune



Dr. Manisha Shukla

Head - Sri BUILD,
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Dr. Archana Srivastava

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HOD - Human Resource Development
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Prof. Vikas Namjoshi

Deputy Director - BIMM
Sri Balaji University, Pune

Sri Balaji University, Pune Leadership Team



Dr. Sanjit Kumar Dash

Director - BITM
HOD - Marketing
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Dr. Rajeshwari Patil

Deputy Director - BITM
Sri Balaji University, Pune



Dr. G. Gopalakrishnan

Director- BIMHRD
HOD - General Management
Sri Balaji University, Pune



Dr. Sweta Banerjee

Deputy Director - BIMHRD
Sri Balaji University, Pune



Dr. Rashmi Mahajan

Deputy Director - BIIB
HOD International Business
Sri Balaji University, Pune



About Sri BUILD

We are happy to introduce you to our MDP (Management Development Programs) Department, the world of continuous learning and growth, a powerhouse of knowledge and transformation here at Sri Balaji University, Pune (SBUP).

At MDP, we take pride in crafting dynamic and impactful programs that are designed to elevate the performance of individuals, teams, and organizations. Our mission is to ensure that learning isn't just a buzzword, but a tangible result you will experience in your personal and professional journey.

The art of transforming lies in Sri BUILD mantra 'Alphabet in Action', ensuring learning and development initiatives to result in organisational excellence

Sri BUILD is a step further in Sri Balaji university's journey towards excellence where it caters to the needs of learning and development of the corporate world and yields highly skilled professionals and future entrepreneurs. With the continuously changing nature of the business strategies, cutting edge technologies and corporate tactics, one needs to update oneself with all the required knowledge, skills, and attitude that form the right set of competencies to float swiftly. This is where Sri BUILD comes into the picture by offering working executives, entrepreneurs and faculty members an opportunity to enhance their skills

Sri BUILD has all the facilities with the required skills in the form of its own studio which is fully equipped with world class infrastructure. Sri BUILD has started with its recent Massive Open Online Courses (MOOC) to satisfy the needs of the students and working professionals across the globe.

Sri BUILD is set to pay its highest tribute to founder chancellor of Sri Balaji University, Pune (SBUP) Late Prof. Dr. Col. A. Balasubramanian's vision for industry oriented and practical education with optimism and zeal for life and career.



Our Vision, Mission and Values

Vision



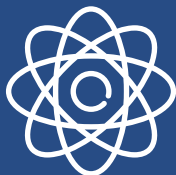
Be the ace choice for individuals and organizations who are in pursuit of excellence through learning.

Mission



Empower Lives : Enrich minds to be in pace with ever changing Environment by providing Enthralling learning and development Experience.

Values



Collaboration
Creativity
Crafting lives
Competency Development
Learner's Centricity
Calibrate Intents



Glimpses of Sri BUILD's Previously Held Programmes

Sri Balaji Society's
Sri Balaji University, Pune (SBU)
Pune University (SBU) University, Pune Act 2019 issued under Maharashtra Act No. 10 of 2019
Founder President & Chancellor - Late Dr. (Sd/-) Prof. A. Balakrishnan
• Discipline • Facilitation • Determination

is organizing

Management Development Program
on

**Employer Branding in Digital Era
an HR Perspective**

Management Development Program
SAMWAAD
ART OF CONVERSATION FOR EXCELLENCE

18 & 19 February 2022
02 PM to 06 PM
Fees - INR 4999/-

Speaker

Mr. Keith Antoine
Olympic and Paralympic Coach

SRI BUILD
Sri Balaji University, Pune's Initiative for Learning & Development

We have
Successfully COMPLETED!

Sri Balaji University, Pune (SBU)
MDP Department - SRI BUILD
Initiative for Learning & Development

Management Development Programme on
STRATEGIC SOURCING & SUPPLY CHAIN

March 14-17, 2022

Facilitator:
Mr. Procyon Mukherjee

We have
Successfully COMPLETED!

Sri Balaji University, Pune (SBU)
MDP Department - SRI BUILD
Initiative for Learning & Development

Professional Certificate Program in
**ORGANIZATIONAL EFFECTIVENESS THROUGH
TRANSACTIONAL ANALYSIS INTERVENTIONS**

March 21-24, 2022

Facilitator:
Dr. Deepali Raheja

Sri Balaji University, Pune (SBU)
MDP Department - SRI BUILD
Initiative for Learning & Development

Successfully COMPLETED

Faculty Development Program on
**Conceptualizing Academic Research
Identifying Research Gap
and Theory Building**

March 25-27, 2022

Facilitator
Prantosh J. Banerjee

Sri Balaji University, Pune (SBU)
SRI BUILD - Management Development Program
Sri Balaji University's Initiative for Learning & Development

**Skill Development
Programme for
Women Entrepreneur's
from
Beauty and Wellness Sector**

31st Mar - 19th Apr, 2022

Facilitator
SBUP Faculty

Offline MDP training programs
conducted @SriBUILD



Outdoor Management Development &
Training (OMDT) program



2-Day Offline Workshop on Demystifying
Assessment Centers for Development
(held on 10 - 11 Feb'23)



Our Salient Features



Customized

Domain Experts
as Instructors

Curated &
Contextual

For
Freshers &
Experienced

Outcome
Oriented Training

Engaging &
Interactive

Real Life
Use Cases

Dedicated
Q&A Time

Certificate from
Sri Balaji University,
Pune

Technology
Enabled Hybrid
Sessions

SELECTED OFFERINGS FROM OUR BASKET





Mastering Email Communication

(Duration: 6 hrs)



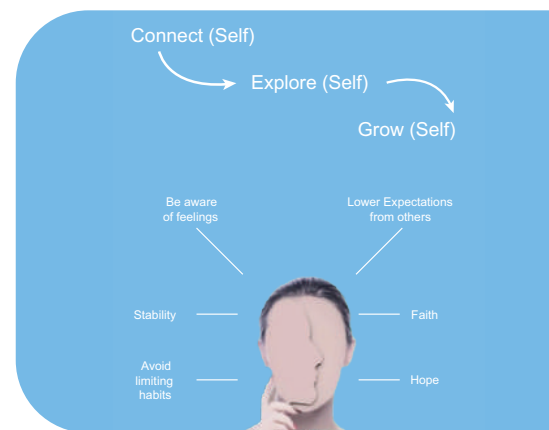
An email is your reflection! When the world is driven by emails, it's crucial to be on the top of the trend. Whether you are a beginner or a seasoned manager, your email etiquettes decide how you thrive in the workplace. An email sets the tone of communication and determines the consequences. In the era of digitalization when in-person talks have become a history, the world primarily relies on emails.

This program aims at refining email writing skills. It emphasizes on major do's and don'ts which can save you from committing some serious mistakes and can help you staying ahead in the competition.

Organizational Effectiveness Through Transactional Analysis

(Duration: 15 hrs)

Human behavior is as complex as the composition of human body cell. Happiness, success, and mental health everything that any individual aspires and hopes for is deeply embedded in one's personality. We normally don't change our personalities but having an understanding of our personalities can help us and the situations where we will be able to thrive. This is only possible through self-awareness and retrospection. Transactional Analysis is a potent tool that helps in cognitive & behavioral makeover, useful in development. It offers a model of personality, dynamics of self and its relationship to others. Transactional Analysis enables a clear and meaningful understanding of behavior.



This two-day experiential learning certification program has been designed to enable participants develop self-awareness, communicate and build effective personal and professional relationships, gain insight into their own behavior and understand implications of their actions.

Creating High Performance Teams

(Duration: 15 hrs)

Teams are an integral part of an organization to excel. Even though many teams aspire to be high-Performing, only a few succeed. One needs to consider what makes a team successful & how a team leader may assist them in doing so.

This program encompasses tips on how managers can assist teams in achieving high performance. More specifically, the program explains the stages of team development, the processes, and the components of creating highly effective teams. At the completion of the program, participants will have the knowledge and skills required to comprehend and lead a team from conception to high performance.



Leadership for Senior Executives

(Duration: 15 hrs)

For today's esteemed leaders, navigating through constant uncertainties and changes poses significant challenges. In such a dynamic environment, the ability to make informed strategic decisions and exhibit effective leadership becomes paramount. This program has been specifically designed to equip leaders with the necessary skills to tackle the growing influences of globalization, rapid technological advancements, and evolving societal norms.

The core focus of this program is to address uncertainty management through a comprehensive study of different leadership roles. During this transformative experience, the leaders will delve into strategic decision-making, fostering innovation, and honing effective communication skills for seasoned leaders. The expert-led sessions on leadership topics such as Ontological leadership, Servant leadership, Authentic leadership, Situational leadership & other models will explore navigating through complex challenges, empowering leaders to excel in today's dynamic business landscape.

Effective Communication at Workplace (Duration: 12 hrs)



In every facet of life, and particularly in today's competitive business environment, effective communication plays a pivotal role. As professionals progress in their careers, the significance of strategic communication skills only grows, as they are essential for achieving their goals, objectives, vision, and mission.

The primary objective of the program is to equip participants with communication skills that will empower them to assume leadership roles in the future. Furthermore, the program emphasizes the

importance of persuasive communication while engaging with both internal and external stakeholders. These skills serve as game changers in the ever-changing corporate world.

French Language for Beginner - A1 Level (Duration: 15 hrs)

The adage, "A new language signifies a new life," encapsulates the notion that the acquisition of a language opens the door of opportunities. With an extensive speaker base of over 300 million individuals spanning five continents, the mastery of the French language holds the potential to unlock a wealth of prospects. Whether for a seasoned professional aspiring to expand their horizons and delve into novel career trajectories, a student envisioning overseas academic pursuits, or even a tourist with an inclination to immerse in the enchanting tapestry of Europe, a command over the French language serves as an invaluable companion throughout the journey.



This program is designed to guide the language aspirants from the basics. Furthermore, the program would also give new perspective of learning to the attendees. Digital learning methods, role-plays, situation-based learning, and discussions will be the key part of pedagogy and objective oriented. At the end of the program, learners will be able to use simple sentence structure and indulge into the routine conversations.

Negotiation Skills and Constructive Management

(Duration: 16 hrs)

Within the framework of a business organization lies a complex ecosystem, characterized by a multitude of integral stakeholders. Amidst the ongoing operational processes, managers engage with a spectrum of entities including suppliers, distributors, customers, and employees. Throughout these interactions, disparities in viewpoints and objectives among these stakeholders frequently arise. In such instances, the capacity of an individual's ability to navigate divergent interests and facilitate the attainment of mutual consensus assumes paramount significance.



This program focuses on the enhancement of negotiation skills and constructive management. It is meticulously crafted to furnish participants with the adeptness required for the art of negotiation. The overarching objective of the program resides in empowering participants to master the intricate dynamics of negotiation, thereby culminating in outcomes that are characterized by equitable gains for all parties involved.



Building Resilience

(Duration: 8 hrs)

Challenges, barriers, obstacles, problems impact the morale of an employee to a great extent. The difference between a performer and non performer is based on how an individual stays emotionally stable during such adverse situations and bounces back to work. Resilience is the mantra of getting back on feet after experiencing a fall.

This program aims at creating awareness about the environment in which one operates. It encompasses developing mechanisms of coping with environment, challenging situations though strong mental makeup.

Creativity at Workplace

(Duration: 6 hrs)

Showcasing one's ability to transform challenges into opportunities is a vital strategy to distinguish oneself in today's fiercely competitive business landscape. Despite inherent creativity in everyone, countless people and organizations unknowingly suppress it. However, fostering creativity is indispensable in developing an innovative framework that can deliver superior services and products while retaining a competitive edge.



This program is meticulously designed to empower participants with the knowledge and abilities required to leverage both left and right brain thinking. By mastering the art of creativity, and effectively implementing novel concepts, individuals and teams will be equipped to drive positive change and growth within their respective organizations.

Design Thinking (DT)

(Duration: 15 hrs)



Design thinking presents a method for creative problem-solving that guides individuals in finding novel and human-centric solutions. This approach employs techniques and strategies rooted in design principles, adaptable to various contexts. It encompasses more than just thinking; it represents a mindset of innovation, prioritizing human needs. This mindset is harnessed to define problems, craft iterative solutions, and ultimately address unmet workplace requirements.

This program caters to management professionals and anyone dedicated to fostering innovation and creativity within the workspace. Its core focus rests on imparting the design thinking process, along with the associated tools and techniques. The participants will gain practical exposure, equipping them to apply these newfound skills in problem-solving scenarios. The aim is to cultivate a workplace environment that thrives on innovation and contributes to an improved professional landscape.



Indian Knowledge System (IKS)

(Duration: 30 hrs)

The cultural heritage and scriptures of India span an impressive history of approximately eight thousand years, comprising a reservoir of profound wisdom. Indian Philosophy, spirituality, science, art, culture, and narratives derived from the Upanishads bear substantial relevance to both managerial decision-making and comprehensive lifestyle philosophies. Within this context, the teachings of the rishis not only engenders a nuanced comprehension of their precepts but also fosters the cultivation of logical reasoning essential for incisive critical thinking.

The program's central theme lies in its ability to extrapolate plausible solutions from the reservoir of ancient Indian knowledge, thus contributing to the comprehensive advancement of physical, mental, and spiritual well-being. Furthermore, the program undertakes the task of delineating, identifying, and redefining archaic knowledge systems to establish correlations with contemporary sciences, thereby facilitating their pragmatic application within the realm of management practices.

Entrepreneurship Skill for New Age Entrepreneurs

(Duration: 8 hrs)

Contemporary entrepreneurs necessitate a multifaceted skill set encompassing diverse domains including finance, marketing, and operations to establish a viable business entity. The viability and endurance of a business hinge upon its adaptness at navigating the fluidity of the commercial landscape. To surmount such challenges, a comprehensive understanding of varied domains proves indispensable.

This program serves as an inaugural step for individuals aspiring to acquire expertise in launching new ventures or elevating existing businesses to higher echelons. By delving into the intricacies of the entrepreneurial journey, the program offers in-depth insights, spanning from the meticulous selection of a viable business concept to the stage of securing high customer engagement.



Key Accounts Management (Duration: 8 hrs)



Key accounts refer to esteemed clients or enterprises that an organization oversees, yielding substantial profits through sustained and consistent business engagements over time. Exploring strategies and models to nurture such accounts and instil added value for the sake of fostering enduring business relationships becomes pivotal.

This program undertakes a comprehensive exploration of the intricacies entailed in establishing key account relationships.

Participants will acquire the proficiency to identify tailored key account management strategies applicable to their significant clientele, while also mastering the art of cultivating enduring relationships with diverse key accounts.

B2B Marketing (Duration: 16 hrs)

In the dynamic landscape of commerce, Business-to-Business (B2B) marketing holds a pivotal role in driving organizational success. This specialized program on B2B Marketing delves into the art of cultivating and leveraging B2B relationships. This program equips participants with strategic insights, customer-centric approaches, and market acumen to excel in B2B marketing.



Completing this program will empower participants with a deep understanding of effective B2B marketing strategies. Through theoretical frameworks and practical case studies, participants will be able to craft targeted value propositions, adapt negotiation techniques, and foster lasting business partnerships. This program enables participants to become catalysts for growth and innovation within their organizations by leveraging their enriched expertise in B2B marketing.

Digital Marketing and Analytics

(Duration: 16 hrs)

With the markets emerging after the pandemic, the marketing industry is undergoing a rapid change as it adapts to new technology, trends and tastes. We now see how the new generation understands and uses the social media marketing for generating new leads, interacting with clients and fostering brand loyalty.

This program is designed to help individuals build the digital marketing skills and tactics needed to engage with 21st-century digital customers and drive customer acquisition across diverse digital marketing channels. The learners will acquire the skills of using modern digital marketing methods and tactics, as well as data-driven decision-making abilities, to develop integrated, customer-centric digital strategies for organic business growth.



Brand Management

(Duration: 12 hrs)

The program on Brand Management offers a comprehensive exploration of the strategies and methodologies that drive the creation and sustenance of powerful brands. Through analytical insights, strategic frameworks, and an understanding of market dynamics, this program equips participants with the technical prowess required to excel in the realm of brand marketing.

By completing this program on Brand Marketing, participants will grasp the essentials of creating and managing successful brands. Through easy-to-follow theories, real-world examples, and engaging discussions, participants will learn how to form strong emotional connections with customers, foster brand loyalty, and shape consumer perceptions. This program empowers participants to become proficient brand champions within their organizations, capable of boosting brand value and setting their brands apart from the competition.

e-CRM

(Duration: 12 hrs)



In the digital realm, Electronic Customer Relationship Management (e-CRM) is pivotal for nurturing customer connections. Our specialized Management Development Program (MDP) on e-CRM delves into leveraging digital platforms for enhanced customer engagement. Through strategic insights and practical methods, this program empowers participants to excel in e-CRM, where technology meets customer interaction.

On completion of this program, participants will aptly implement e-CRM strategies, harness digital tools for personalized customer experiences, optimizing interactions and fostering loyalty. Real-world cases, hands-on exercises, and interactive discussions aim at tailoring e-CRM tactics to their contexts. Equipped with this knowledge, the learners will be able to skilfully navigate digital customer relationships, fostering strong bonds and driving business success in the digital age.

Consumer Research

(Duration: 16 hrs)

Peter Drucker said, 'The aim of marketing is to know and understand the consumer so well, that the product or service sells itself.' This principle finds embodiment through the practice of consumer research, materializing as the discipline of market research. For numerous enterprises, market research stands as the cornerstone of effective marketing strategy development.



This program will empower the learners to propel growth by infusing every business decision with market intelligence grounded in pertinent consumer research. Whether a business is formulating novel products, refining existing ones, or pinpointing consumer journey pain points, market research serves as the compass to navigate the competitive landscape, ensuring the creation of exceptional products, robust brands, and thriving businesses.

Cybersecurity and IT Risk Management (Duration: 8 hrs)

In the digital era, where data breaches and cyber threats loom large, mastering Cybersecurity and IT Risk Management is paramount for organizational resilience. This specialized Management Development Program (MDP) on Cybersecurity and IT Risk Management delves into the strategies to protect digital assets and mitigate IT risks.



By the end of the program, participants will acquire the skills to design robust cybersecurity frameworks, implement protective measures, and manage IT risks effectively. Through real-world case studies and interactive exercises, participants will learn to develop proactive strategies to combat cyber challenges. This program equips participants with the expertise to fortify digital defenses, ensuring organizational security and resilience in an evolving cyber landscape.



Digital Transformation (Duration: 12 hrs)

In the modern era, businesses thrive on information technology (IT). However, a competitive edge stems not solely from technology access, but from its effective utilization. With technology evolving rapidly, managers must cultivate skills to decipher technology's potential for their business and its value-creation possibilities. This program delves into harnessing significant technological advancements to reshape

businesses and industries in the marketplace fundamentally.

In a landscape where technology governs, this course empowers managers with insights into leveraging major technological strides to enact transformative changes. Complex technologies like IoT, big data, cloud, and the future internet take center stage, driving business evolution. Emphasis rests on devising holistic business strategies, encompassing general management, organizational culture, and financial and marketing acumen, to effectively navigate these transformations. Participants will grasp the power of strategic technology integration, equipping them to lead businesses towards competitive advantage in the ever-evolving digital age.



Exploratory Data Analysis

(Duration: 16 hrs)

In today's rapidly evolving business landscape, data has become the key driver of decision-making and competitive advantage. This course aims to equip junior and mid-level managers, with the essential skills and knowledge needed to harness the power of data and transform it into actionable insights.

This program aims to equip managers with essential analytical skills and techniques required for data and driven decision-making. Participants will gain hands-on experience in data analysis, and visualization. By the end of the program, managers will acquire the ability to make strategic decisions based on data insights. They will learn how to identify patterns, trends, and opportunities, enabling them to make more effective and impactful decisions for their organizations.

Effective Decision Making with Business Analytics

(Duration: 8 hrs)

Organizations are increasingly embracing Business Analytics to gather insights derived from data, aiding informed decision-making. As business scenarios grow more intricate, there arises a necessity for organizations to reconsider their approach to utilizing data and analytics for refining decision-making processes. Geared towards individuals without a prior background in analytics, this course serves as an introductory platform.



Upon completion, participants will acquire the ability to articulate, anticipate, and guide business decisions across diverse domains including marketing, human resources, operations, and finance. This program equips individuals with the skillset to leverage analytics effectively, bolstering decision-making and thus enhancing organizational prowess in manoeuvring complex business environments.

Microsoft Excel Skills for Everyday Life to Business Modelling

(Duration: 12 hrs)

This comprehensive MS Excel course comprises two distinct levels: one catering to foundational understanding and the other delving into more intricate aspects, tailored to professionals seeking enhanced competency.



This program provides an encompassing overview of Microsoft Excel. From constructing dynamic dashboards and interactive components to data consolidation and troubleshooting, this course encapsulates it all. The program is designed to empower participants with both fundamental and advanced MS Excel skills, enabling them to navigate financial, mathematical, and statistical analyses with proficiency.



Blockchain for Professionals

(Duration: 8 hrs)

In the dynamic tech landscape, Blockchain stands as a game-changer, reshaping industries. This Management Development Program (MDP) on Blockchain for Professionals delves into blockchain's significance and impact.

On completing this program, participants will comprehend blockchain's role in ensuring digital security, transparency, and trust. They will recognize its potential in various sectors, from finance to supply chain management. Through real-world cases, participants will hone skills to leverage blockchain's capabilities. This program enables participants to champion blockchain integration, fostering innovation and strategic growth in the dynamic digital era.



Human Resource Management

Design Thinking for Crafting Employee Experience

(Duration: 15 hrs)



In today's rapidly evolving businesses, organizations are recognizing the pivotal role that employee experience plays in driving productivity, innovation, and overall success. This course is a deep dive into the powerful methodology of design thinking, tailored specifically to transform how we approach and enhance the employee experience.

Whether you are an HR professional seeking to revamp your company's talent management strategy, a manager aiming to create a more engaging team environment, or an entrepreneur crafting a

dynamic startup culture, this course will empower you to drive meaningful transformation through the lens of design thinking. Join us as we explore how to uncover latent needs, co-create with employees, and revolutionize the way organizations approach the intricate art of employee experience design. Get ready to embark on a transformative learning journey that will enable you to shape workplaces where employees thrive and businesses flourish.

Employer Branding

(Duration: 8 hrs)

In today's competitive and interconnected professional world, attracting and retaining top talent requires more than just a job offer—it demands a compelling and authentic organizational identity. This course delves into the dynamic realm of employer branding, where we explore how to strategically craft, nurture, and communicate the essence of your organization to prospective and current employees alike.



Throughout this program, we will delve into the multifaceted aspects of employer branding, from understanding your organization's core values and cultural DNA to crafting an Employer Value Proposition (EVP) that resonates deeply with your target talent pool. We will explore how to navigate the digital landscape to effectively showcase your employer brand, utilizing social media, storytelling, and other contemporary communication channels.

This program unravels the nuances of building a magnetic employer brand that not only attracts top-tier talent but also fosters a sense of belonging and engagement among existing employees.

Psychometric Tests

(Duration: 8 hrs)

In today's fast-paced world, the need to accurately assess and understand the intricate workings of the human mind has never been more crucial. Psychometric tests have emerged as powerful tools in this endeavor, providing us with valuable insights into various aspects of human cognition, personality traits, and abilities. Whether you're an aspiring psychologist, an HR professional, a manager looking to optimize team dynamics, or simply someone intrigued by the science of human behavior, this program will serve as your gateway to unlocking the fascinating realm of psychometric assessments.



Whether you're embarking on a journey into the field of psychology, seeking to enhance your professional toolkit, or simply intrigued by the science of understanding human behavior, this course on psychometric tests offers an illuminating and enriching learning experience.

HR Analytics

(Duration: 15 hrs)



In today's rapidly evolving business, organizations are increasingly recognizing the immense value of harnessing data to make informed decisions about their most valuable asset: their workforce. HR Analytics is designed to empower you with the knowledge and skills to navigate this dynamic intersection of human resources and data science.

In this program, you will embark on a journey that demystifies the realm of HR Analytics, equipping you with the tools to extract meaningful patterns and trends from vast sets of HR data. From recruitment and talent acquisition to performance evaluation and employee engagement, you will discover how data analysis can enhance every facet of the employee lifecycle. By exploring real-world case studies and hands-on exercises, you will gain practical experience in leveraging data to formulate actionable insights that drive strategic decision-making within an organization.



Understanding Behavioural Finance for Investments

(Duration: 16 hrs)



In the world of finance, understanding human behavior is just as crucial as grasping the intricacies of market trends and economic theories. This comprehensive course is designed to provide you with a profound insight into the fascinating field of behavioral finance and its profound impact on investment decisions. Led by experienced experts in both finance and psychology, you will gain practical knowledge that transcends traditional financial education. Our interactive lectures, engaging discussions, and real-world case

studies will empower you to recognize and navigate the intricate interplay between human behavior and investment outcomes.

This program, will embark on a journey to uncover the psychological underpinnings of various financial phenomena that shape our perceptions and choices in the investment realm.

Econometrics for Business Research

(Duration: 8 hrs)

Econometrics is the bridge that connects the theoretical foundations of economics with the empirical realities of business. Whether you're an entrepreneur, a manager, a market analyst, or an aspiring researcher, this program will provide you with a solid foundation in econometric principles, enabling you to better understand the intricate relationships between variables, predict outcomes, and evaluate the effectiveness of business. Real-world case studies and examples drawn from diverse industries will showcase the practical applications of econometrics in solving complex business problems and making sound decisions.



This engaging journey as we unravel the world of econometrics and its profound applications in business research. Whether you're aiming to enhance your decision-making abilities, contribute to evidence-based strategies, or embark on a career in academia, this program will empower you with the analytical tools needed to navigate the complexities of modern business environments successfully.

Stock Trading and Smart Investments

(Duration: 12 hrs)

In a world of dynamic financial markets and ever-evolving investment opportunities, understanding how to navigate the complex landscape of stocks and make intelligent investment choices is essential for both novice and experienced investors alike. This program has been meticulously designed to equip you with the knowledge, strategies, and insights needed to not only grasp the fundamentals of stock trading but also to master the art of making astute investment decisions. This program goes beyond traditional stock trading education. We

understand the significance of responsible and sustainable investing in today's world. As such, we will delve into the realm of smart investments, covering ethical considerations, environmental, social, and governance (ESG) factors, and long-term wealth preservation strategies. Our aim is to empower you not only to make informed investment decisions that yield financial rewards but also to contribute positively to the global economy and society at large.



Whether you're a complete beginner or a seasoned investor looking to refine your skills, this course is designed to cater to your needs. So, embark on this educational journey with an open mind and a readiness to absorb the insights that will empower you to navigate the world of stock trading and smart investments with confidence and competence.

Financial Skills For Business Leaders (Duration: 12 hrs)



In this rapidly changing global economy, business leaders are faced with intricate challenges that demand a deep understanding of financial principles. From optimizing resource allocation to making informed investment choices, the ability to interpret financial data and leverage it to drive growth is paramount. Our program aims to empower you with the insights and techniques that will enable you to make well-informed financial decisions, cultivate a sustainable financial strategy, and communicate effectively with stakeholders, including investors, board

members, and financial professionals. You will delve into topics such as financial statement analysis, budgeting and forecasting, capital allocation, risk management, and corporate finance principles. Through a blend of real-world case studies, interactive simulations, and practical exercises, you will not only grasp theoretical concepts but also develop the ability to apply them in real business scenarios.

Whether you are a seasoned professional aiming to refine your financial acumen or an emerging leader seeking to build a solid foundation, this program welcomes participants from diverse backgrounds and industries. By the end of this you will be equipped with the expertise to not only interpret financial data but also leverage it to drive strategic decisions that enhance your organization's financial health

Total Quality Management & Six Sigma

(Duration: 15 hrs)

Total quality management (TQM) is a management approach to long-term success through customer satisfaction.

This training courses in TQM will help to use a combination of strategy, data, and effective communication to integrate quality into all aspects of your organization.

Total Quality management entails not only product and service quality but also the means of achieving it. This Total Quality Management (TQM)

course teaches core tools and techniques required to develop, implement and maintain excellence in terms of products and service performance and delivering superior value to customers with a focus on consistent productivity improvement and reduced operating costs.

This program, which is based on real-world scenarios is designed to help understand and apply the principles of quality management and Total Quality Management (TQM) philosophies to ensure that all members starting with the top management, strive to achieve continuous improvement of the total organization, in terms of meeting and exceeding customer requirements.

Supply Chain Analytics

(Duration: 15 hrs)

The program in Supply Chain Management and Analytics is designed to provide a cutting-edge experience to candidates who wish to enter the operations and supply chain industry. Supply Chain Analytics enables management to make data-driven decisions at strategic, operational and tactical levels. In the Supply Chain Management field, there is a great shortage of professionals with processing and analytics skills. This program gets you ready for high-demand job roles such as Demand Planners, Data Scientists, Supply Planners and Operations Planners.

This program will help you get more data-centric and improve the decision-making of a supply chain by leveraging the power of Python. Mastering SCM know-how and essential analytics skills through this cutting-edge. Supply chains generate massive amounts of data - Big Data to be more specific. This will prepare oneself to take part in building smarter strategic and tactical global supply chains of the future.



Logistics & Supply Chain Management

(Duration: 15 hrs)



This Program in Logistics and Supply Chain Management aims to develop human capital and talent to meet the needs of the industry. The curriculum is designed with a blend of theory and industry practice for the effective management of supply chains in increasingly challenging environments. This program incorporates activities, cases and projects that have a strong industry focus and are oriented towards solving real-world problems.

This program targets those in the logistics and supply chain industry who are keen to upgrade their skills to take on management positions. Professionals from other disciplines seeking a mid-career switch to the logistics and supply chain industry can also benefit from the program.

Strategic Sourcing and Supply Chain

(Duration: 16 hrs)

Sourcing of inputs has been adjudged as one of the top critical challenges faced by managers of the global and local terms. The old world approach to procurement has seen a sea change, especially as the pandemic progressed. The current environment poses a new challenges and risk in supply chains from the sourcing stand point. As disruptions and uncertainties compounded, the price and volume risks rose disproportionately and this called for new toolkits for managing both these risks. The buying portfolio has also assumed far more strategic intent than the past.



This program aims to provide a comprehensive understanding of sourcing and procurement concepts with real-world applications. Through this program, learners will develop a strategic approach to unlock new value and safeguard organizations from future disruption.

Financial Management

- Financial Modeling
- Cost Accounting & Financial Management
- Cost Of Capital & Capital Structuring
- Understanding IPO : Journey From Private To Public
- Financial Derivative
- Corporate Restructuring : M&A
- Finance for Non Finance

General Management

- Qualitative Research
- Storytelling
- Neuro Linguistic Programing (NLP)
- Strategic Analysis for Competitive Advantage
- Problem Solving Using TRIZ
- Conceptualizing Business Research
- Case Writing and Analysis Workshop

Human Resource Management

- Competency Mapping & Assessment Centers
- Training Models
- Talent Management in VUCA World
- Compensation Management
- Legal Environment in HR
- HR for Non HR Manager

Information System

- Social Media Analytics
- Artificial Intelligence for Business
- Business Models in E-Commerce
- Predictive Analytics
- Internet of Things (IoT)

Marketing Management

- Strategic Alignment and Customer Value
- Predictive Segmentation
- Neuro Marketing
- Strategic Pricing
- Marketing Analysis for Competitive Edge
- Green Marketing

Operations Management

- Service Quality Gap
- Creating Value Through Operations
- Time Series Analysis for Business Forecasting
- Sustainable Development Practices
- Adopting World Class Quality Principles
- Risk Analysis

August 2023

**Selling Is The
Function Of
Relationships**

September 2023

**Managing
High
Performance
Teams**

October 2023

**Advanced
Excel**

December 2024

**Key Accounts
Management**

January 2024

**Behavioural
Finance For
Investments**

February 2024

**Exploratory
Data Analysis**

Testimonials



Madyantika Mehra

Asst Mgr L&D. Max Hypermarket
(Participant of Employer Branding in Digital Era)

The programme was a holistic learning, it had new age models and tools which has helped me design the learning initiatives to the next level.



Pooja Arora

Founder Enhance Skills
(Participant of Organizational Effectiveness through transactional Analysis)

TA is truly a 'Transformational' Course . Its an amazing tool for self development and beautifully guides you to understand and build happy relationships with all. A Must-do course for the right parenting. Deepali ma'am is a true mentor, explained every topic beautifully.



Dr. Siddhartha Sharma

Director - Training & Placements
Amrapali Group of Institutes
(Participant of Samwad : The Art of Effective Conversations)

It was indeed a pleasure attending the two days workshop on Samwad: The Art of effective conversations organized by Sri BUILD. In our work we all communicate with an array of stakeholders on a daily basis. Communication by no means less becomes a foundation to associate and get work done. The sessions over a period of two days were helpful in identifying the gaps that often professionals commit irrespective of the tenure. Needless to mention the experience of working with the para-olympian coach was memorable.



Dr. Mangesh Dande

Academician from a Leading Business School
(Participant of Strategic Sourcing and Supply Chain)

Hearty compliments to MDP team of Sri Balaji University, Pune for the well planned and effectively executed online Professional Certificate Programme in Strategic Sourcing & Supply Chain. The whole cycle from programme registration till certification was absolutely flawless. This online programme of over 20 hours for four days was truly insightful. The rich blended pedagogy of Case studies, Games and Exercises by Procyon Mukherjee sir was a knowledge feast for the participants. Looking forward for more such sessions. Best wishes ! for future programmes.



Mr. Kishore Gagare

Head HR, NEOSYM

We as management, experienced remarkable changes in the team after attending the sessions in the program and this helped in the personal development and development of the organization as a whole. Looking forward to another MDP program with Sri BUILD, SBUP for our next team and this is going to help us again. Once again a big thanks to Sri BUILD Sri Balaji University, Pune



Capt. Rajeev Goyal

Managing Director at
EXMAR Shipmanagement India Pvt. Ltd.

I wish to thank Dr. Manisha Shukla and Mr. Himanshu Singla for creating such an innovative, intensive, and interactive training program on DIGITAL MARKETING for our organization, which has given us new insight into projecting our organization. I can confidently tell you that our business has grown multifold from the time we have done our course and from the time we have utilized all the various DIGITAL MARKETING techniques on all the social media platforms and enhanced our visibility around it. I thank SBUP & Sri BUILD for organizing such creative courses and giving us the opportunity to be a part of this great journey and we surely look forward to any of their future endeavors where we are going to be enrolling in this kind of courses.

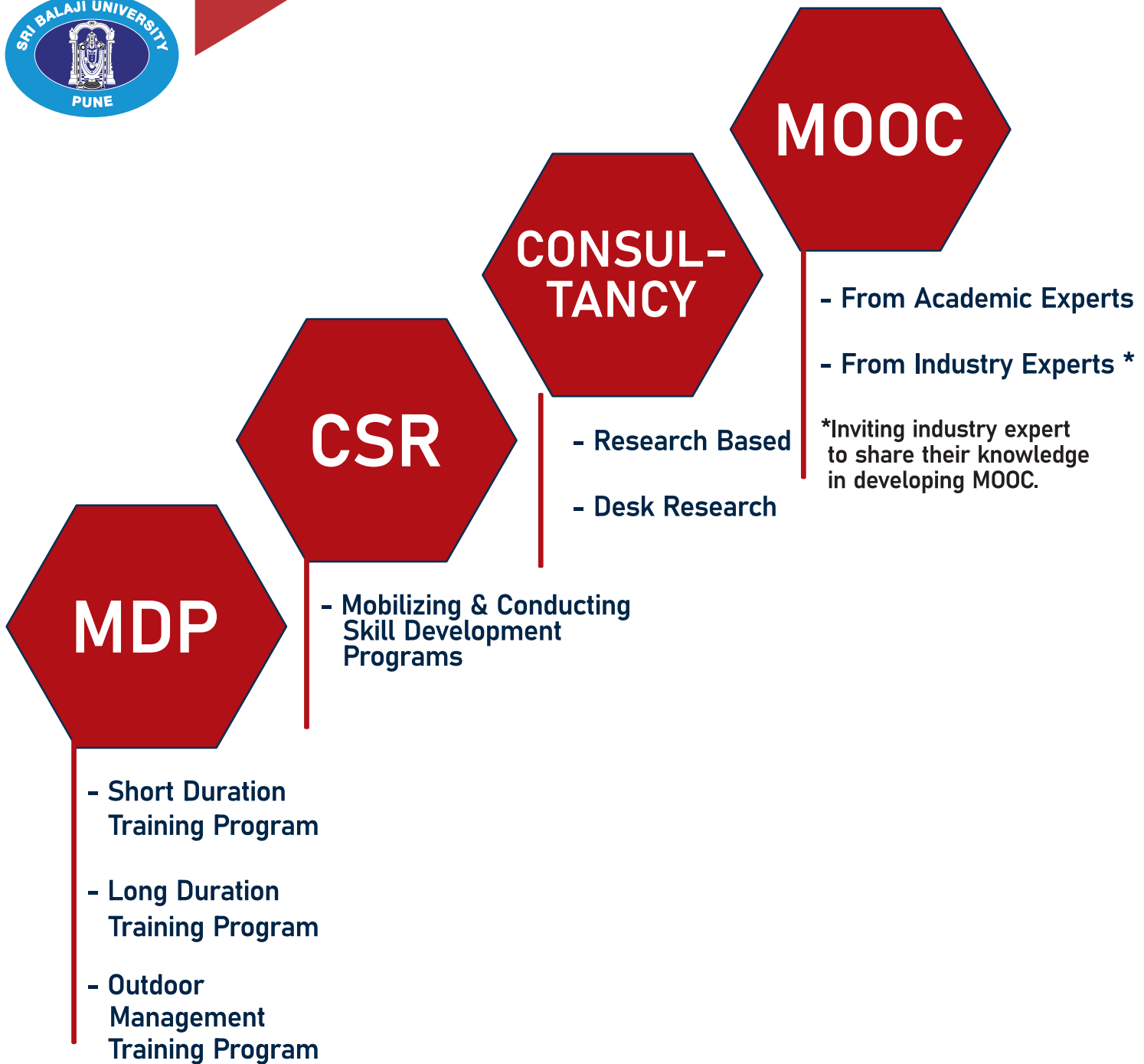
Our Facilities



Studio



Training Facility





Training Need Identification Form

This questionnaire is has been developed by Sri BUILD to understand training requirements of your esteemed organization. The purpose is to design and offer customized training programs.

What are the areas in which your organization often offers development programmes?

- ☐ Compliance
- ☐ Behavioral
- ☐ Current and Future trends
- ☐ Performance improvement support programmes
- ☐ Technical
- Any other _____

We request you to kindly share five topics on which you would like to conduct training for your employees:

_____	_____
_____	_____

We request you to kindly share five topics on which you would like to conduct training for your **Senior-level** employees:

_____	_____
_____	_____

We request you to kindly share five topics on which you would like to conduct training for your **Mid-level** employees:

_____	_____
_____	_____

We request you to kindly share five topics on which you would like to conduct training for your **Junior-level / New-hire** employees:

_____	_____
_____	_____



Training Need Identification Form

We request you to kindly share five topics on which you would like to conduct training for your supervisors & floor level assistants

_____	_____
_____	_____
_____	_____

Do you empanel external institutions or organizations for your L&D programmes?

☐ Yes ☐ No

Please Rank in order of preference, that you look in to empanel the institute:

- ☐ Relevance of the topic being offered
- ☐ Credentials of the resource person
- ☐ Credentials of the organization
- ☐ Duration
- ☐ Fees
- ☐ Certification authenticity and weightage
- Any other _____

Would you like to empanel Sri Balaji University, Pune (SBUP) for your L&D programmes?

☐ Yes ☐ No

Your queries for empanelment, if any

Please share your contact details (Email id & Contact number)

Name _____

Organization Name _____

Job Title _____

Thank You



Sri Balaji University, Pune (SBU)
Sri BUILD – Management Development Program
Sri Balaji University's Initiative for Learning & Development



**As you finish reading this Brochure...
STRENGTHEN your Organization's journey
towards Excellence by joining hands with
Sri Balaji University, Pune's Initiative for
Learning and Development (Sri BUILD)**



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- Bangalore Bypass, Pune
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