



विद्याविनियोगादिकामः

FDP in General Management **April 08 to June 01, 2024**

A brief description of “Special Topics Submodules” in the FDP.

FDP in General Management module consists of introductory courses in general management followed by a special topics submodule. The candidates who will join the FDP in General Management will be required to complete at least 6 out of the 8 introductory courses.

List of Introductory Courses:

- Economic Environment and Policy
- Fundamentals of Management Accounting
- Human Resource Management
- Marketing Management
- Operations Management
- Spreadsheets for Decision-Making
- Strategy Formulation and Implementation
- Understanding of Behaviour

In addition, candidates will choose any one of the three sub-modules that cover advanced special topics in different areas of management introducing contemporary practices and research areas.

The three special topics sub-modules are:

- (a) Special Topics in Marketing
- (b) Special Topics in Organizational Behaviour and Human Resources
- (c) Special Topics in General Management (including mix of courses from different areas relating to general management, such as strategy, analytics, public development, economics, etc.)

This document gives a brief summary of the content of these special topics sub modules. Kindly note that descriptions only provide a broad idea of the topics. Individual faculty members may make alterations to the content, as may be appropriate for their course.

Candidates can attend any one submodule. Candidates need to indicate their preferences while completing the application.

(I). Special Topics sub-module in MARKETING (Total 40 sessions)

The module will review newer areas of academic research in the discipline and help participants develop an appreciation for the rapidly growing domain of Marketing practice. It is designed to help participants develop a good understanding of methodologies used in Marketing Research, deeper understanding of BOP markets, relevance of advances in Neuroscience in consumer behavior, formulating Model based-frameworks to solve marketing problems.

Areas to be covered

a) Business Strategies for the Bottom of the Pyramid

Bottom of the pyramid (BOP), also known as base of the pyramid, has emerged as an important topic among researchers and practicing managers. The concept calls for private sector participation in the low income markets. Through these private enterprises can integrate profit with purpose. The objective of the course is to develop deeper understanding of BOP markets among the participants. The course will look at theoretical concepts, frameworks and case studies to better understand opportunities and challenges at the BOP. The course will focus on business model innovation for exploiting opportunities in BOP markets and for creating economic and social value. In the course participants will also go through the extant academic research on the BOP.

b) Marketing Analytics and Consumer Response Modeling

This module will provide an extensive insight into the Practice of Marketing Analytics across the world, the opportunities and challenges that lie in India to build on the same. It will gloss over some of the more popular tools used in Marketing Analytics for providing insights in to Customer retention, Life Time Value and ROI of Marketing Investments. The module will also provide deeper exposure into consumer choice modelling and its use in marketing research. Some programming knowledge may be provided as well.

c) Marketing Decision Models

Introduction to various existing models and critical skills necessary to evaluate these models, nature and essence of idiosyncratic modelling needs, various theoretical modelling approaches in marketing science, as well as, some representative applications of such approaches, analytical and computer-based tools used for solving marketing problems and developing model-based frameworks.

d) Neuroscience and Consumer Behaviour

Recent advances in the fields of neuroscience and neuroeconomics are re-defining and enhancing our understanding of how human beings make decisions in general and how consumers make decisions from a marketing perspective. The fall of the “rational economic man” – thirty years in the making – finally being buried in the aftermath of the global financial crisis is now leading to new insights on consumer behavior that have a direct impact on how marketers should be developing their marketing plans and implementing them. This course – amongst the first of its kind – seeks to build on the emerging knowledge in this field with its applications in the area of consumer behavior.

(II). Special Topics sub-module in OB and HR (Total 40 sessions)

This submodule will introduce participants to research areas, contemporary practices and advanced topics in OB and HR.

Areas to be covered

a) Contemporary Topics in Organizational Behaviour: Teaching and Research

This course will introduce participants with ideas, readings, research, in contemporary Organizational Behavior topics. The course will familiarize you with various methods OB uses to study issues of interest. You will also learn theoretical approaches in the field of OB. The course is designed to provide a space for faculty in OB to discuss innovations in teaching and research in OB. The objective is to read contemporary research, theories, and discuss approaches to teaching/introducing some of these topics in the classroom at the MBA level.

b) Perspectives on Contemporary HRM Research

The objective of this course develops understanding of the conceptual foundations and research acumen in the area of Human Resources Management, integration of HRM research and its application, provides insights about contemporary research issues and challenges in HRM and equips participants with knowledge methods required for conducting high quality research.

(III). Special Topics sub-module in General Management (Total 40 sessions)

This sub-module offers a mix of courses from different areas relating to general management such as strategy, analytics, public development, economics, etc.

a) Analytics for Management Decisions

This course aims to familiarize management academicians about the use of Analytics for taking data-based business decisions. Examples and case studies across different functional areas such as operations, marketing, finance and human resource are used to highlight the huge potential for the application of analytical methods for making effective decisions. After completing this course, a participant would be able to develop a broad idea about applicability of different analytical techniques in different business decision situations. The participants of this course will be exposed to the use of R software for statistical modeling. However, the course does not aim to develop expertise in the use of R.

b) Advanced Strategic Management

This course on 'Advanced Strategic Management' builds on the compulsory course on 'Strategy Formulation and Implementation'. In this course, participants will be exposed to advanced topics like New age business models (multi-sided platforms), Business Model Canvas, International Expansion from emerging market perspective, and corporate governance. The uniqueness of this course lies in the predominant use of cases on Indian firms and Indian context. The course introduces students to issues of institutional voids in an emerging market and how these voids sometimes hinder growth of firms. At the same time, the emerging economy context gives these firms opportunity to innovate, develop different business models, and gain competitive advantage over firms from developed economies.

c) Game Theory for Strategic Decision Making

Game Theory is fast emerging as a research tool in all social sciences, including management. This course in game theory aims to provide a series of tools that help with research in strategic decision making. The under current throughout the entire course is that all the entities in the economy are rational agents. In other words, each agent is bent on maximizing his/her pay-off irrespective of circumstances. As to how the behaviour changes (under the assumption of rationality) under various circumstances forms the basic skeleton of the course.

d) Public Policy and Development

The Public Policy and Development course introduces students to public policy conceptualization, formulation, and implementation for rural and urban development aimed at improving quality of life. This course has two distinct components. The social policy module deals with programmes of social support with a focus on rural areas. What are the legal and socio-economic motivations for initiating such programmes, and how have they performed. It looks at right to food, work and education along with the emerging architecture of the welfare state in India. The second part on urban development and infrastructure focuses on critical problems that confront people in cities, and explores various planning and policy interventions to address or manage them. Students learn about key principles of environmentally sustainable, resilient, and equitable urban development. Approaches to address the affordable housing crisis, traffic congestion, and inequality in access to opportunities are discussed. Students recognize the tensions between sustainability and planning for economic growth.

Note: These are indicative list of courses based on the last offering. Individual Areas/Faculty members may make alterations to the title and/or content of the courses as may be appropriate.