



# Gautam Buddha University

## MANAGEMENT DEVELOPMENT PROGRAMMES

### 2023-24 CALENDER



### CONTACT:

Management Development Program, (MDP) Office,  
School of Management, Gautam Buddha University,  
Gautam Budh Nagar, Uttar Pradesh, 201312 (INDIA)

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Phone No.: 0120-2346144



## ABOUT THE PROGRAMME

The GBU School of Management offers Management Development Programmes (MDPs) specifically designed to equip participants with the necessary knowledge, skills, and attitudes to effectively respond to global developments and meet competitive requirements. Our MDPs cater to executives and managers from both the public and private sectors. With a careful blend of conceptual knowledge and industry-specific case discussions, these programmes foster a deep understanding and practical application of skills, enabling participants to enhance their managerial and executive abilities.

Every MDP is meticulously crafted through extensive research and collaborative discussions among our esteemed faculty members and experts from the industry, ensuring high value for participants from diverse backgrounds. These programs serve as invaluable resources for executives, particularly those in transitional phases of their careers, covering various areas of specialization. Individuals and corporate entities are welcome to register, and companies may nominate participants through their HR departments.

S. No.	MDP Title	Dates	No. of Days	Programme Director/s
1.	Competitive Intelligence for front-line Marketing Executives	September 8-10, 2023	3	Dr. Subhojit Banerjee
2.	Marketing Research for consumer oriented planning	January 13-14, 2024	2	Dr. Naveen Kumar
3.	Robotic Process Automation in Business	October 12-13, 2023	2	Dr. Subhojit Banerjee
4.	Marketing Analytic: Foundations and Techniques	March 15-17, 2024	3	Dr. Subhojit Banerjee
5.	Financial and Retirement Planning	September 22-23, 2023	2	Dr. Dinesh Kr. Sharma Dr. Rakesh Kr. Srivastava
6.	Finance For Non Finance Managers	October 20-21, 2023	2	Dr. Dinesh Kr. Sharma Dr. Rakesh Kr. Srivastava Dr. Ajay Kr. Kansal
7.	Advanced excel for Business Decisions	November 24-25, 2023	2	Dr. Indu Uprety
8.	Finance For Non Finance Managers	February 22-24, 2024	2	Dr. Dinesh Kr. Sharma Dr. Rakesh Kr. Srivastava Dr. Ajay Kr. Kansal

### Please Note:

- A decision about online/offline mode will be made based on the response of the participants.
- A detailed brochure for the individual programs will be available about 2 months before the start of each program.
- Any company nominating 3 to 5 executives for a program will be entitled to a 20% discount, if nominating more than 5 executives for a program, will be entitled to a 25% discount on the program fee.
- GST as applicable will be charged extra on all the programs in addition to the program fees.



## **ABOUT GAUTAM BUDDHA UNIVERSITY:**

Gautam Buddha University, established by the Uttar Pradesh Act (9) of 2002, commenced its first academic session at its 511 acres lush green campus in Greater Noida in August 2008. The University is fully funded by the New Okhla Industrial Development Authority (NOIDA) and the Greater Noida Industrial Development Authority (GNIDA), the undertakings of the Government of Uttar Pradesh. The university is recognized by the University Grants Commission under the UGC Act and is a member of the Association of Indian Universities. The academic programmes offered by the University are recognised by the University Grants Commission of India and various other Statutory Bodies, Councils, whichever are applicable in individual cases.

### ***Recognition by the University Grants Commission of India (UGC):***

Gautam Buddha University is recognized by the University Grants Commission of India vide F.9-18/2009 (CRP-I) dated 13 May 2009 under section 2(f) of UGC Act 1956. Through this, the university has been empowered to award degrees as specified by UGC under section 22 of the UGC Act 1956 at its main campus with the approval of Statutory Councils, wherever required.

Recognition and Inclusion by the University Grants Commission of India (UGC) under section 12 B of the University Grants Commission, UGC ACT 1956. Recognised under UGC Section 12B and NAAC accredited with B+ Grade.

The University has been granted membership of the Association of Indian Universities.

### ***GBU has been approved by the following academic bodies:***

- Approval by the Bar Council of India
- Approval by the National Council for Teacher Education (NCTE)
- Approval by Rehabilitation Council of India
- Approval by the Council of Architecture, India
- ISO 9001: 2008 Certification of the University

## **ABOUT SCHOOL OF MANAGEMENT:**

The Department of Business Management focuses on multi-disciplinary and actionable business management programs. Presently, it runs programmes: Master in Business Administration (2 year full time), Dual Degree BBA+MBA (with exit option), B.Com (Hons), M.Com, MBA (Executive) 2 years and Doctoral Programme (Full-time/Working Professional). The Department ensures that the education imparted to its students is relevant at all times to businesses, so as to deliver well trained business leaders and managers who are able to influence management practices across organizational boundaries. The department has full commitment to high quality research and hence, continuously invests in research activities in all major functional areas of business management i.e.: Finance and Economics, Human Resource Management, Marketing and International Business, Operations Management & Decision Science, Strategy and Entrepreneurship, and Business Analytics.



# MDP 2023-24

## PROGRAMME CO-ORDINATORS

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