

Two Weeks

Faculty Development Programme, 2018

21st May – 2nd June



INDIAN INSTITUTE OF MANAGEMENT SHILLONG

About The Institute

Indian Institute of Management Shillong (IIMS) is a premiere management institute of the country that offers faculty development programmes and management development programmes in addition to regular post graduate and doctoral programmes. The serene ambience of IIM Shillong surrounded by pine trees, lush green lawn and the kaleidoscopic mountains in the backdrop creates an aura of stunned silence amidst nature. Within the heart of Shillong city, the IIM Shillong campus showcases a tranquil environment where mental concentration is spontaneous.

About Shillong

Known as the Abode of Clouds, Shillong is the capital of Meghalaya situated in North eastern part of India. Popularly called Scotland of the East, the mist, clouds, hills, the winding roads, and the tall pine conifers fuse gloriously to make the place something to remember and cherish. Shillong is also a destination for the nature tourist. A wide range of activities-rock climbing, caving and boating await those who seek nature sports. Shillong Golf course is one of the few natural golf courses in Asia and is also called Gleneagles of the East. It is set in a valley covered with pine and rhododendron trees and its scenic beauty is well appreciated. Cherrapunjee, famous for its abundant rainfall and waterfalls, is only 34 km away. Nearest Airport/Railway station is Guwahati which is about 100 km from the city.

About The Program

The Faculty Development Program of Indian Institute of Management, Shillong is a fully residential program which aims at facilitating the current and prospective teachers of Business/Management and allied areas to strengthen their teaching and research skills in the contemporary and emerging areas of management. The Programme will also help the teachers to upgrade their knowledge of the recent developments in teaching and research methods.

Exposure to case based methods of teaching will help the teachers in developing the skills in preparing cases to be used for their classes.

For Whom

The program is intended for current and prospective faculty members and researchers of management Institutes, university departments, degree colleges and other professional/ staff training Institutes.

Batch Size

This programme envisages to be highly interactive in nature. Therefore the programme can accommodate a minimum of 12 and a maximum of 24 participants. The applications will be considered in first come first served basis.

Contents

The 2 week program is planned out as 2 phase program each of one week duration. The first week will focus on learning styles, teaching pedagogy including case based teaching, Web tools for Teaching, Philosophy & Principles of Management, Introductory Statistics, Qualitative and Quantitative techniques for management research, Research paper writing skills Communication for management teachers and Macroeconomics for Business.

The Week 2 will delve into five modules one each in Finance and control, Marketing Management, Operations and Supply Chain Management and Business Analytics.

Finance and Control: Finance has become a Sine qua non-element in all domain of management functions. The finance module intends to generate new ideas and perceptions for curriculum development, course design and research. The module attempts to share industry insights and research inputs to stay abreast of the changing industry practices, provides an understanding of financial statements for business analysis and valuation, an insight into strategic investment decisions and delve into capital markets and its impact on investments.

Human Resources: The sessions would aim to cover recent trends in the field of Human Resources mainly focusing on Human Resource Analytics (HRA) and Measurement of the HR Asset. The presentation is based on a critical review of the present efforts at generating GIGO while using Analytics for HR. Existing models of HRA remain only at the surface level and are neither able to predict nor estimate any measure which can be a tool to enhance the effectiveness of the system. That a purpose to generate the correct variables is necessary, specific to the domain, to be able to infer relevant information from large dataset and analytic capabilities.

Marketing Management: The module will provide insights on some advanced marketing topics like Marketing Analytics, Consumer Behaviour, Branding, and Retailing. The module will give insights on research, sales, understanding the consumer decision making, the value of branding and managing retail stores. The module will help participants sharpen their understanding on the wider context of marketing and on understanding to develop appropriate marketing strategies.

Operations and Supply Chain Management: The module will be a skill building module, where the participants are expected to develop their skills in describing and understanding operating process, measuring and analysing the process, and developing plans for changing operating processes within the context of entire supply chain of a product/services. The emphasis of the course would be on the broader view of operations within organizations as well as in entire value chain.

Business Analytics: The topic on Business Analytics will delve into the methods followed in making sense out of the madness in historical data, which can then be usefully utilized in different scenarios – business or otherwise. In its endeavour to demystify the area of data analytics, it will cover the concepts of estimation, classification, association and clustering, including the use of machine learning techniques. The sessions will be conducted in workshop mode, where the participants will be able to use the aforesaid methods hands-on using the very popular open source package – R.

Program Fee

₹ 34,000/- (exclusive of GST) + 18% GST . 10% concession in program fee will be given for three or more participants from the same Institute

The fee is to be paid via NEFT/Direct Transfer to the following Account:

Name	Bank	Bank Address	Account No.	PAN No.	IFSC Code	Account Type
RGIIIM, Shillong	State Bank of India, Laitumkhrach Branch	Lummourie, Shillong 793003	31136230995	AABTR3081M	SBIN0002081	Saving Bank

Fee can also be paid by DD in favour of RGIIIM Shillong, payable in Shillong.

Program fee includes tuition fee, course material, access to Institute library and e resources from 20th May 2018 evening till 02nd June 2018 morning. Fee doesn't include travel, medical or any other type of expenses.

Accommodation & Excursion

- IIM, Shillong will arrange for free boarding and lodging. All rooms will be of single accommodation with attached toilet. Meals will include breakfast, lunch and dinner.
- Local Sightseeing tour for one day will also be arranged by the Institute.

Important Dates

Last Date to submit Application Form along with fee: 25th April, 2018

Program Duration: 21st May, 2018 to 2nd June, 2018.

How To Apply

For Online (NEFT/Others) Program Fee payment: The application form can be downloaded from Institute website www.iimshillong.ac.in . The filled in form may be scanned and emailed to fdp@iimshillong.ac.in along with scanned copy of program fee remittance proof (showing transaction id or UTR no). No physical document/form needs to be sent to the Institute for online fee transfers.

For Program Fee payment through DD: The application form can be downloaded from Institute website www.iimshillong.ac.in . The filled in form along with the DD must reach IIM Shillong should be sent to Dean (Academics), Indian Institute of Management, Mayurbhanj Complex, Nongthymmai, Shillong: 793014. The envelope should be superscripted with the text **"FACULTY DEVELOPMENT PROGRAM -2018"** .

Program Coordination Team

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Contact

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