



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

MANAGEMENT LESSONS THROUGH FILMS AND SPORTS

 Programme Director: Prof. Suren Sista

 Programme Dates: January 16 – 20, 2023

 Programme Venue: MDC, IIM Calcutta



INTRODUCTION

Management is in part science, art, and a craft. Management need not only be about quantitative aspects. The intuitive and emotional aspects are as important in forming an enduring basis for personal transformation and organizational impact in managerial and administrative roles. Due to its very nature, management lessons can be drawn from contexts beyond the business context. Sports, and Cinema are among the many domains that are culturally tied to us, are exciting and entertaining, and most importantly also provide a broad canvas to learn deep lessons that can enrich our understanding of people as individuals and as members of society. Such an understanding would be very useful to Management professionals and administrators. This short duration programme proposes to use learnings from domains other than the oft used sources that Management education relies upon to bring a fresher perspective on Management.



OBJECTIVES

Use learning from different non-business domains like sports and films to enhance understanding and application of management concepts.



PEDAGOGY

The programme will draw on relevant material pertaining to varied domains including sports and films from across the world. The programme will be delivered through a mix of lectures, cases, films, exercises, etc. Programme faculty will be drawn from different domains of management at IIM Calcutta.



WHO MAY ATTEND

Working professionals in middle and senior management roles from different domains and industries from both public and private organizations who are interested in getting a different perspective on management.



KEY TOPICS

- Training and Grit – the precursor to Performance
- Understanding Teams – Membership, Roles, and Leadership
- Learning from Success and Failure
- Strategic Thinking
- Management of change
- Learnings from Films for specific domains of Management



PROGRAMME DIRECTOR

Professor Suren Sista is a member of the faculty of Marketing at the Indian Institute of Management Calcutta. He is a Fellow (PhD) of the Indian Institute of Management Bangalore and holds a Post-Graduate in Marketing Communications from Mudra Institute of Communications Ahmedabad. He was the Dr. D C Pavate Research Fellow at Cambridge Judge Business School, University of Cambridge in 2010. Professor Sista was on deputation at LBSNAA, Mussoorie as Professor of Management in 2016 where he was involved in the training of Civil Services Officers.

Professor Sista's ongoing research is in the areas of Marketing, Relationship Marketing, Sports Marketing, and Research Methods. He is an Area Editor (Marketing) of the Journal of Indian Business Research (Emerald Publication). He has undertaken various consulting assignments on the business of sports and entertainment and is active in executive education. Professor Sista teaches core Marketing courses, and elective courses in Relationship Marketing and Competitive Marketing Strategy at IIM Calcutta.

For further details of the Programme you may contact the Programme Director suren@iimcal.ac.in.

PROGRAMME DETAILS

- **Duration:** January 16 - 20, 2023
- **Programme Commencement:** 9:00 AM on January 16, 2023
- **Programme Conclusion:** 2:00 PM on January 20, 2023
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** January 15, 2023 (6:00 pm onward)
 - **Check out:** January 20, 2023 (2:00 pm)



PROGRAMME FEES

- **Residential (R):** ₹ 125,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 115,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA'S RANKINGS AND ACCREDITATIONS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B-school in India to be a part of the prestigious CEMS. (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies) is an international cooperation of leading business schools and universities with multinational companies and NGOs).
- IIM Calcutta has been ranked at No. 2 in India and 59 Globally in the Financial Times Executive Education Ranking 2022. IIM Calcutta had secured 2nd rank amongst all B-schools in India and 21st Globally, in Financial Times: Masters in Management Rankings 2020.



Our correspondence address is as follows:

CMDP Office

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in