

Arihant Institute of Business Management 2023-2024

Date: Oct, 2023

Arihant Institute of Business Management has development Program at IIM Kozhikode was an initiative under the flagship program designed and developed by AIBM, Pune. MBA program offer students an opportunity to attend 15 days residential training in IIM campus. Students get one to one training from management expert faculty of IIM and practical exposure in terms of understanding the business environment through case study method.

AIBM, Pune has organised Management Development Program for Batch 2023-2024 from 03rd Oct. 2023 to 14th Oct. 2023 at IIM Kozhikode. The detailed report of 10 days training delivered by IIM faculty is attached below:

	Session Title	Session Faculty	Duration
	Day 1: 03rd October (Tuesday)		
8.45 to 9.30 AM	Program Introduction	Prof. Sreejesh S	45 min
9.30 to 11.00 AM	Data Analytics and Visualisation using Tableau-1	Prof. Sreejesh S	1 h.30 min
11.15 AM to 12.45 PM	Data Analytics and Visualisation using Tableau-2	Prof. Sreejesh S	1 h.30 min
2.00 PM to 4.30 PM	Advanced marketing and sales analytics for marketing decisions	Prof. Sreejesh S	2. 30 min
	Day 2: 04th October (Wednesday)		
9.30 to 11.00 AM	Personality and behaviour	Prof. Palvi Pasricha	1 h.30 min
11.15 AM to 12.45 PM	Personality and behaviour	Prof. Palvi Pasricha	1 h.30 min
2.00 to 4.00 PM	Marketing in the Digital world	Prof. Sreejesh S	2.30 Hours
	Day 3: 5th october (Thursday)		
9.30 to 11.00 AM	Teamwork for effective organisational functioning	Prof. Palvi Pasricha	1 h.30 min

11.15 AM to 12.45 PM	Teamwork for effective organisational functioning	Prof. Palvi Pasricha	1 h.30 min
2.00 to 4.30 PM	Pricing it right: Understanding Product Pricing	Prof. Sreejesh S	2 h.30 min
	Day 4: 6th october (Friday)		
9.30 to 11.00 AM	Interpersonal communication effectiveness	Prof. Deepa Sethi	1 h.30 min
11.15 AM to 12.45 PM	Interpersonal communication effectiveness	Prof. Deepa Sethi	1 h.30 min
2.15 to 4.15 PM	Financial Statement analysis-1	Prof. Nemiraja	2 Hours
	Day 5: 7th october (Saturday)		
9.15 to 12.30 PM	Financial Statement analysis-2	Prof. Nemiraja	2 Hours
2.15 to 4.15 PM	LIBRARY VISIT		
6.00 to 8.30 PM	Cultural Program		
	Day 6: Week 1 Evaluation:08th October (Sunday)		
Submission due 11.59 PM	Case analysis and activity submission	Prof. Sreejesh S	No class
	Day 7: 09th october (Monday)		
9.30 to 11.00 AM	Talent Management	Prof. Krishnan	1 h.30 min
11.15 AM to 12.45 PM	Talent Management	Prof. Krishnan	1 h.30 min
2.00 to 4.30 PM	Product line planning	Prof. Sreejesh S	2. h 30 min
	Day 8: 10th October (Tuesday)		
9.30 to 11.00 AM	Product Life cycle and stategy formulation-1	Prof. Sreejesh S	1 h.30 min
11.15 AM to 12.45 PM	Product Life cycle and stategy formulation-2	Prof. Sreejesh S	1 h.30 min
2.00 to 4.00 PM	Capital budgeting tools and techniques	Prof. Nemiraja/Prof. Aswin	2 Hours

	Day 9: 11th October (Wednesday)		
9.30 to 11.00 AM	Asset pricing models	Prof. Nemiraja/Prof. Aswin	1 h.30 min
11.15 AM to 12.45 PM	Asset pricing models	Prof. Nemiraja/Prof. Aswin	1 h.30 min
2.00 to 4.30 PM	Digital marketing: Search engine marketing & Search Engine optimisation	Prof. Sreejesh S	2 hr. 30 min
	Day 10: 12th October (Thursday)		
9.30 to 11.00 AM	Digital marketing: Display advertising	Prof. Sreejesh S	1 h.30 min
11.15 AM to 12.45 PM	Digital marketing: Search Advertisements	Prof. Sreejesh S	1 h.30 min
2.00 to 4.30 PM	HR analytics	Need to confirm	2 h.30 min
	Day 11: 13th October(Friday)		
9.30 to 11.00 AM	Financial statement modelling-1	Prof. Nemiraja/Prof. Aswin	1 h.30 min
11.15 AM to 12.45 PM	Financial statement modelling-2	Prof. Nemiraja/Prof. Aswin	1 h.30 min
1.30 PM to 6.00 PM	Trip to kozhikode		
	Day 11: 14th October (Saturday)		
Submission due 11.59 PM	Case analysis and activity submission	Prof. Sreejesh S	