

GOA INSTITUTE OF MANAGEMENT



*Strategic Management for Small and Medium Enterprises*

May 21-22, 2021



## ABOUT

# MDPs @ GIM

The MDPs at GIM provides an intense and transformative learning experience designed to fit the requirements of seasoned mid-career executives. The programmes will equip the participants with various critical capabilities to succeed in an ever-changing global business environment.

Our programmes are designed and delivered to meet the needs of the executives who have the drive to lead innovations, be the champions of change and have the passion for solving complex business challenges. Our programmes are led and facilitated by experienced faculties who share with the participants their research- driven insights and their knowledge of current industry best practices



## WHY

# THIS PROGRAMME

As opposed to large firms, SMEs often struggle for competitiveness due to a lack of clear strategic understanding. Aim of this programme is to provide key insights on how SMEs can improve their competitive and strategic position. This is intended to be achieved by focusing on state-of-the-art work in strategic management that can practically benefit SME managers and in turn their firms.

# PEDAGOGY

Interactive sessions with the participants



## PROSPECTIVE PARTICIPANTS

The programme is intended for Small and Medium Enterprise Owners, managers as well as entrepreneurs- current and budding- who want to improve their firm's competitive position



## LAST DATE FOR NOMINATION

In order to finalize contents and confirmation of speakers, participants need to send their nominations latest by

May 15, 2021.



# PROGRAMME COORDINATOR

## **DR. ROHIT PRABHUDESAI**

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## **DR. ANURAG DUGAR**

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# REGISTRATION FORM

## MANAGEMENT DEVELOPMENT PROGRAM

*Strategic Management for Small and Medium Enterprises*

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Goa Institute of Management, Goa

Please fill the form and email to ([rohit@gim.ac.in](mailto:rohit@gim.ac.in))

Name: \_\_\_\_\_

*(Kindly note, the above mentioned name will be printed on the certificate)*

Male:  Female:  Date of Birth: \_\_\_\_\_

Designation: \_\_\_\_\_

Department: \_\_\_\_\_

Company Name: \_\_\_\_\_

Work Experience (years): \_\_\_\_\_

Communication Address: \_\_\_\_\_

Phone / Mobile number: \_\_\_\_\_

Email ID: \_\_\_\_\_

To whom do you Directly Report to? \_\_\_\_\_

How many employees report to you? \_\_\_\_\_

Expectations from the Programme: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature:

Date:

## COURSE FEE

- Rs. 7080 INR\_per participant (inclusive of 18% GST)
- The registration fees are received through NEFT/IMPS.
- Following are the bank details:

Bank Account Number: **23611450000016**

Beneficiary Name: Goa Institute of Management

Bank Name: HDFC Bank (Sanquelim Branch)

IFSC Code: **HDFC0002361**

Account Type: Savings Account

