Centre for Management Development(CMD)
Jansons School of Business, Coimbatore

MDP Calendar 2025-26

Topic	Date	Facilitators	Target Audience
September			
EI in the age of AI	20/9/2025	Dr.J.J.Savithri/ Dr.Arul Senthil	Early to Mid-level Managers
November			
Fostering a Customer First Culture	7/11/2025	Dr.Bala and Dr.Devi	Customer Service Executives, Sales, and Marketing Teams
Data Analytics using Python	29/11/25	Dr. Sridevi	Mid-level Executives
December			
Secrets of Personal Finance	20/12/2025	Prof. Srikrishna	Financial Distributors
January			
People Skills for Line Managers	31/01/26	Dr.J.J.Savithri /Dr.Arul Senthil	Line Managers / First-Line Supervisors, First-Time Managers
Technical Analysis	24/01/2026	Prof. Nagarajan S	Retail Investors, Young Professionals, Sub-Brokers, and their Assistants
February			
Working Capital Management	14/02/2026	Sunil Puliyakot	MSME/Family Enterprises
Marketing Analytics	21/02/2026	Dr.Sri Devi	Marketing/Digital Marketing Professionals, Sales and Business Development Teams
March			
From Assumptions to Insights: Market Research for Need-Based Product Design	14/03/2026	Dr.Benison	Product Managers & Product Designers , R&D Teams
April			
Excel for Business Data Analytics	25/04/26	Dr. S.T. Nambi	Midlevel Executives

In-Company Programmes:

The existing training courses in the catalogue can also be delivered exclusively to a targeted group of employees of a company. The modalities can be tailored to meet the needs and training objectives of the company.

Tailor-made and personalised programmes can be created addressing the specific requirements of an organisation.

For details of such programs, the Centre for Management Development(CMD) may be contacted:

CMD Office: Jansons School of Business

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MDP Calendar 2024-25

Making decisions supported by data, knowledge, and information can help decision-makers overcome the many challenges presented by today's VUCA world. In light of the constantly shifting dynamics of the corporate world, improving one's knowledge, abilities, and skills is a lifelong process. The Jansons School of Business aims to support practitioners and decision-makers by giving them access to the most useful skill sets possible, giving them a competitive advantage. The Annual Calendar of Management Development Program offers the opportunity to learn and advance practically in every functional area.

S.No	Program Type	Domain	MDP Title	Faculty	Tentative Dates	No. of Hours/Days	Target Audience
1	MDP	Marketing	Laboratory Customer Service	Dr.J.J.Savithri & Dr.Devi Premnath	18 August 2024	1 Day	Lab Technicians
2	MDP/Open House	IPR	IPR Awareness and Management	Altacit Global & TiE	20 September 2024	1 Day	Entrepreneurs
3	MDP/Open House	HR	Emotional Intelligence for Educators	Dr.J.J.Savithri & Dr.B.Arul Senthil	5 October 2024	1 Day	School Teachers
5	MDP/Open House	Finance	Effective Receivables Management for increased Profitability	Dr.Sunil Puliyakot	23 November 2024	1 Day	MSME Leaders
6	MDP	Research/Data Analytics	Business Analytics for Data-Driven Decisions	Dr.K.B.Sridevi	25th January 2025	1 Day	Corporate Executives/ Faculty
7	MDP/Open House	Finance	"Smart Money Moves: Navigating Personal Finance".	Mr.SriKrishna M S	26th April 2025	1 Day	Corporate Executives/ Faculty/General
8	MDP/Open House	HR	Interpersonal effectiveness and Time structuring	Dr.J.Shanthilakshmi	10 May 2025	1 Day	Corporate Executives/

9	MDP/Open House	Marketing	Rebranding Strategies	Dr.Devi Premnath	24 May 2025	1 Day	Corporate Executives/
10	MDP/Open House	General	Communicate to Impact	Dr.M.Balathandayuthapani	14 June 2025	1 Day	Corporate Executives/

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MDP Calendar 2023-24

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S. No.	Program Type	Domain	Webinar/MDP Title	Faculty	Tentative Dates	No. of Hours/Days	Target Audience
1	Webinar	Marketing/Data Analytics	Marketing Analytics for Enhanced Data Driven Marketing Decisions	Dr.K.B.Sridevi	10 Jan 2024 7PM-8PM	1Hr	Corporate Executives/ Faculty/Students
2	Webinar	Finance	How to recognise bad financial deals	Prof.Srikrishna M S	27 Jan 2024 7PM-8PM	1Hr	Corporate Executives/ Faculty/Students
3	MDP/Open House	Finance	Personal Finance	Prof.Srikrishna M S	10 Feb 2024	1 Day	Corporate Executives
4	Webinar	HR	Emotional Intelligence	Dr.B.Arul Senthil	2 March 2024 7PM-8PM	1Hr	Corporate Executives/ Faculty/Students
5	MDP/Open House	Finance	Raising Growth Capital for MSMEs	Mr.Mukunth	March 2024	2-3 Days	Corporate Executives
6	MDP	Research/Data Analytics	Topic to be finalised	Dr.J.J.Savithri Dr.Dhamayanthi Dr.K.B.Sridevi	March 2024	2 Days	Corporate Executives/ Faculty

7	Webinar	HR	Overcoming Hidden Barriers to Productivity	Dr.J.J.Savithri	6 April 2024 7PM-8PM	1Hr	Corporate Executives/ Faculty/Students
8	MDP/Open House	Sales	Sales - The path to get what you want	Dr.M.Balathandayuthapani	20 April 2024	1 Day	Sales Executives
9	Webinar	Finance	Sustainable Financial Practices	Dr.Dhamayanthi	4 May 2024 7PM-8PM	1Hr	Corporate Executives/ Faculty/Students
10	MDP/Open House	General	TA101	Dr.C.Suriyaprakash	18 & 19 May 2024	2 Days	Corporate Executives/ Faculty
11	MDP/Open House	Strategy	Applications of AI in Business	Dr.Devi Premnath	1 June 2024	1 Day	Corporate Executives/ Faculty
12	MDP/Open House	Operations	Topic to be finalised	Dr.J.J.Savithri	22 June 2024	1-2 Days	Corporate Executives
13	MDP/Open House	HR	Conflict Management at Workplace	Dr.J.J.Savithri	29 June 2024	1 Day	Corporate Executives

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