



# MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

(ISO:9001:2015 Certified)

Approved by AICTE, Ministry of HRD , Govt. of India

Ministry of HRD , Govt. of India  
(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

## Department of Management MBA

### Report on

## SIIC, IIT KANPUR ADVANCED BUSINESS MANAGEMENT



**Organizer:** Department of Management, Maharaja Agrasen Institute of Technology

**Date:** 19<sup>th</sup> January to 23<sup>th</sup> February

**Timings:** 9:45 AM to 5:15 PM

**Venue:** IIT Kanpur Outreach Center, Sector 62, Industrial Area, Noida, Uttar Pradesh

**Faculty Coordinators:** Dr. Sanjeev Kumar

## INTRODUCTION

The 5-day certificate program, led by SIIC, IIT Kanpur, and backed by MSME, the course advanced business management aimed to provide participants insights into handling data effectively, optimizing operations, mastering supply chain management, understanding human behavior in organizational contexts, fostering entrepreneurship, driving innovation, and navigating international trades and business. Through immersive sessions, they acquired holistic knowledge to excel in diverse facets of modern business environments.

## DAY-BY-DAY ANALYSIS

The program spanned five days and covered a diverse range of topics, including:

### DAY 1

#### BUSINESS ANALYTICS FOR DECISION MAKING:

Led by Dr. Poornima Gupta, Professor and Director PGDM at Great Lakes Institute of Management, participants delved into the realm of business analytics, learning how to leverage data-driven insights to make informed decisions, enhance operational efficiency, and gain a competitive edge in the marketplace. Additionally, they were introduced to advanced Excel functions and basic Python programming, providing them with practical tools to analyze data more effectively and automate repetitive tasks, thus strengthening their analytical capabilities.

### DAY 2

#### OPERATIONS AND SUPPLY CHAIN MANAGEMENT:

Under the guidance of Dr. Subrata Kumar Nandi, Professor and Deputy Director of FOSTIIMA Business School, participants embarked on a journey exploring the vital role of efficient operations and supply chain management in enhancing organizational performance and customer satisfaction. Through immersive sessions, they acquired strategies to streamline processes, optimize resources, and mitigate risks throughout the supply chain. Moreover, participants delved into advanced Excel functions, mastering techniques for solving transportation problems, thereby equipping themselves to tackle intricate logistical challenges and optimize distribution networks through insightful data-driven approaches.

### DAY 3

#### INTERNATIONAL BUSINESS:

Under the guidance of Dr. Rohit Mehtani, Professor and Consultant at the Indian Institute of Foreign Trade, participants embarked on an enlightening journey into the intricate realm of international trade and business. Delving into the nuances of the "Made in India" concept, they explored strategies for promoting indigenous products and brands on the global stage. Through immersive sessions, participants gained insights into global market trends, entry strategies, and expansion techniques. Additionally, they actively participated in customs and excise exercises, acquiring practical knowledge of import/export procedures, customs regulations, and trade compliance measures crucial for seamless international business transactions.

## DAY 4

### PEOPLE MANAGEMENT:

Conducted by Dr. Tuheena Mukherjee, Assistant Professor at the Indian Institute of Foreign Trade, this day was dedicated to unraveling the intricate dynamics of organizational behavior, where participants analyzed human behavior and its impact on organizational effectiveness. They explored concepts such as motivation, leadership styles, communication patterns, and team dynamics. Additionally, participants learned strategies for effective people management, performance evaluation, and fostering a positive organizational culture. Through activities and interactive discussions, they gained practical insights into managing human resources and enhancing organizational performance.

## DAY 5

### ENTREPRENEURSHIP AND INNOVATION:

Facilitated by Mr. Sanjay Dhar, Co-Founder and Director of Business Operations at 'Manodayam,' an AI-driven platform for mental and emotional health, the final day of the program delved into the practical aspects of entrepreneurship, including strategies for securing investment and managing risks associated with starting a new business. Participants learned techniques for pitching their ideas to investors, crafting compelling business plans, and mitigating potential risks through effective planning and forecasting. Moreover, they explored the importance of building an efficient and experienced team, understanding how a skilled workforce contributes to the success and sustainability of a startup. Through interactive sessions and case studies, participants gained valuable insights into the entrepreneurial journey and learned strategies for overcoming challenges and maximizing opportunities in the competitive business landscape.





## CONCLUSION

Over the course of five days, participants engaged in a dynamic learning journey led by experts from esteemed institutions and industries. They delved into diverse topics, including data analysis, supply chain optimization, global trade dynamics, effective people management, and entrepreneurial strategies. Throughout the program, students appreciated the hands-on approach, finding the content highly relevant to the challenges faced by MSMEs. Moreover, they valued the opportunity to network with peers, enhancing their professional connections and collaboration potential. Ultimately, the training successfully achieved its objectives, equipping participants with practical skills and valuable insights to navigate the complexities of the business world with confidence and agility.