



Sona School of Management is one of the most sought after centres of excellence in Tamil Nadu. It has made its presence in the global context as well, through its involvement in research, consultancy, teaching and training. Sona School of Management is situated in green salubrious Salem, Steel City of Tamil Nadu. It is approved by AICTE, NAAC, NBA Accredited and Affiliated to Anna University, Chennai. Also in the process of getting International Accreditation.

Sona School of Management has a team of highly experienced faculty members who are among the best in the field of management. Some of them have had a long and successful stint in industry, which is an integral component of their pedagogy. They bring their vast experience into classroom providing greater depth to the learning process.

## DIRECTOR'S MESSAGE

*Welcome to Sona School of Management!*



Dr. Swarup K. Mohanty

We have been providing excellent education for over a decade and half years since its inception in 1998. To nurture leaders and entrepreneurs with human touch the school consciously strives to create a culture that values teaming, humility and professionalism at all levels.

We are indeed pleased to present the MDP Calendar of Sona School of Management for the Year 2017. Our Management Development Programmes are designed to cater the needs of our clientele, across the sectors, backed by thorough research, contemporary trends and requirements.

We have seasoned faculty members who are actively involved in learning, fostering, creating knowledge and believe that learning can be a celebration. This is further facilitated by our domain specific centres of excellence in research and entrepreneurship.

We conduct both In-Company and Open Programmes in different functional areas of Management. Our school also conducts customized programmes in Management for executives in various organizations. These programmes are tailor made to suit their needs.

Our programmes are focused for Professionals at all levels across all sectors.

I invite you to become part of this expanding network of excellence and expect to have a life - fulfilling experience in pursuit of achieving your goal.

### AT SONA WE OFFER

- COMPANY SPECIFIC / IN HOUSE MDPS (TAILORED)
- OPEN MDPS

## MDP CALENDAR 2017

S. No	Title of the Programme	Proposed Date	Duration
1.	Team Building	March 10 <sup>th</sup> to 12 <sup>th</sup> , 2017	3 Days
2.	Developing and leading high performing work-teams	March 24 <sup>th</sup> & 25 <sup>th</sup> , 2017	2 Days
3.	Leading and Managing change through effective leadership	April 7 <sup>th</sup> & 8 <sup>th</sup> , 2017	2 Days
4.	Business Intelligence	May 5 <sup>th</sup> & 6 <sup>th</sup> , 2017	2 Days
5.	Consumer Psychology for Business	June 13 <sup>th</sup> , 2017	1 Day
6.	Finance for Non-Finance Executives	June 23 <sup>rd</sup> , 2017	1 Day
7.	Selling and Negotiation skills	July 28 <sup>th</sup> & 29 <sup>th</sup> , 2017	2 Days
8.	High Impact brand Strategy for Small and Medium Sized Enterprises	Aug 18 <sup>th</sup> & 19 <sup>th</sup> , 2017	2 Days
9.	HR Analytics	Oct 6 <sup>th</sup> & 7 <sup>th</sup> , 2017	2 Days
10.	Emotional Intelligence	Nov 3 <sup>rd</sup> to 4 <sup>th</sup> , 2017	2 Days

## DEVELOPING AND LEADING HIGH PERFORMING WORK-TEAMS

### PROGRAMME OBJECTIVE

High-performance Work – teams have robust methods of resolving conflict efficiently, so that conflict does not become a roadblock to achieving the team's goals. While success of any organization requires the contribution of talented and highly competent individuals, sustained and long term success can be built only on the foundation of good team-work. This Programme sets clear focus and intense energy among participants to mould them as a high-performance team.

## TEAM BUILDING

### PROGRAMME OBJECTIVE

Team building involves collaborative tasks to improve the efficiency, rather than interpersonal relations. This Programme aims to expose and address interpersonal problems within the group and improve performance in a team-based environment. Team building is one of the foundations of organizational development.

## BUSINESS INTELLIGENCE

### PROGRAMME OBJECTIVE

Two days Comprehensive programme on Data analytics and visualization using Microsoft Products that assists and enhance the productivity of the Participants in a short Run.

## HR ANALYTICS

### PROGRAMME OBJECTIVE

Analytics is the mantra of the present era. Nowadays in organizations there is a greater need for HR professionals to support the business in their decisions by the usage of clear business data and their ability to link business outcomes with HR data generated by the company. The data is again converted in to critical metrics to support business outcomes. This program sets clear focus and intense energy among participants and creates an environment to mould them into effective HR professional.

## HIGH IMPACT BRAND STRATEGY FOR SMALL AND MEDIUM SIZED ENTERPRISES

### PROGRAMME OBJECTIVE

SMEs largely undermine the importance of branding. This programme aims at delivering the process of establishing brand dominance by means of cost-effective innovative platforms. The bottom line of developing strategy integrating sales and marketing promotion programme will be delivered. The importance of online branding (social media, search engine branding activities) and the process to go for it will be provided.

## FINANCE FOR NON – FINANCE EXECUTIVES

### PROGRAMME OBJECTIVE

This programme is designed for Executives with non – finance background. It provides adequate skills to enrich their financial quotient.

## LEADING AND MANAGING CHANGE THROUGH EFFECTIVE LEADERSHIP

### PROGRAMME OBJECTIVE

All leaders must excel at personal proficiency and adapt to changes. They must explore roles in dynamic business environment and attach themselves with new knowledge, concepts and tools. This programme ensure to develop these signature strengths for leaders.

## EMOTIONAL INTELLIGENCE

### PROGRAMME OBJECTIVE

This Programme aims to address the emotional skills required for a happy and successful career. The focus is on improving participants' ability to identify and manage their own emotions and handle interpersonal relationships empathetically.

## SELLING AND NEGOTIATION SKILLS

### PROGRAMME OBJECTIVE

This MDP is designed to explain the various Selling and Negotiation techniques. Through this programme the participants can understand their preferred way of selling and negotiation and how to achieve their objective to meet their customers or clients' needs.

## CONSUMER PSYCHOLOGY FOR BUSINESS

### PROGRAMME OBJECTIVE

Dynamic business environment challenges everyday business decisions. One factor that constantly challenges organizations are its own "Consumers". Understanding consumer decisions on purchases is inevitable for business houses. The workshop is designed to make sure that the participants will be able address the need of the corporate houses by understanding the consumer psychology and key drivers of buying behaviour.

## PROGRAMME FEE DETAILS

Duration	Non – Residential (Rs.)	Residential (Rs.)
1 Day	5,000	7,000
2 Days	10,000	15,000
3 Days	15,000	20,000

- Service Tax as applicable will be charged extra.
- **Residential Fee:** Includes tuition fee, course material, lodging & boarding and using Institutional amenities.
- **Non-Residential Fee:** Includes tuition fee, course material, working lunch & refreshments.



### For Registration Contact:

**Prof. K. SRINIVASAN** | Mob: +91 95976 40303  
Junction Main Road | Suramangalam (PO)  
Salem - 636 005. TN, India  
Phone : + 91 427 4099 816, 977  
Website : [www.sonamgmt.org](http://www.sonamgmt.org)  
Email id : [mdp@sonamgmt.org](mailto:mdp@sonamgmt.org)



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