

MANAGEMENT DEVELOPMENT PROGRAMME (MDP)

ON

**EMOTIONAL INTELLIGENCE FOR
CAREER SUCCESS**

11 AUGUST 2021



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Organised by

SAI RAM INSTITUTE OF MANAGEMENT STUDIES

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SAI RAM ENGINEERING COLLEGE

Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution

Sai Leo Nagar, West Tambaram, Chennai - 600 044

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ABOUT US

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. MJF Ln. Leo Muthu. The offers the post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of Tamilnadu. The department is well equipped with modern facilities such as syndicate room, seminar hall, computer center, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it was rated with prestigious AAA status by Career 360 during 2017, and also categorized as A+ Grade Institution by Business India, A3 rated B school by AIMA, Platinum category for past 4 years by AICTE-CII survey, Business Today India's Best B-School survey rated among Top 150 B-Schools, and Business Standard rated our institution with A4 category. We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, and Conduct Workshops and International Student Exchange programs. We also arrange Faculty Development Programs and Workshops sponsored by AICTE and leading well known management associations.

ABOUT MDP

The most successful businesses are the ones that understand the intrinsic relation between sales and marketing analytics. From brand awareness and lead generation to customer acquisition and retention, sales and marketing are where your business most actively interacts with the world. In other words, they represent the face and the mouth of your company. So you want it to look and speak as well as possible right?, Marketing analytics refers to the SAIRAM INSTITUTE OF MANAGEMENT STUDIES (SIMS) practice of leveraging key marketing metrics with Business intelligence tools to accurately track, measure and analyze the performance of marketing campaigns and strategies', using those insights to inform sales tactics and operations. Analytics also lets you to go a step further and compare your data sets to each other. MDP provides participants with an opportunity to enhance existing skills and gain updated ones as well.

As an added advantage, the participants in the program shall build relationships with other experts in their domain. The program is designed to have open knowledge sharing with interactions coupled with discussions and is expected to have out of the box thinking, effective problem approach and sorting techniques that brings out profitable decisions for their business. The program aims at developing the marketing analytics skill to achieve their personal and organization goals.

OBJECTIVES

- To remain calm and/or emotionally recover from upsetting experiences.
- To set and achieve goals, including evaluating and improving performance.
- To maintain a positive outlook despite challenges.
- To adapt to change, shift ideas, and alter approaches.
- To make decisions to change our behavior or thought patterns.

PROGRAMME SCHEDULE

Session – FN- About Emotional Intelligence

Session – AN- Evaluating and improving performance

WHO WHOM ?

Middle Level & Operational Level employees of all functional areas.

REGISTRATION FEE: Rs.1,000/- per participant. (The DD/Cheque to be drawn in favor of **“SAIMAN ASSOCIATION”** payable at CHENNAI)

Convenor

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