



Management Development Programme (MDP)  
on

# Change Management and Achieving Results

Tuesday, 15<sup>th</sup> October 2019



Sri

Organised by

**SAI RAM INSTITUTE OF MANAGEMENT STUDIES**

Sri

**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

[www.sairamgroup.in](http://www.sairamgroup.in)

**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 Globalization has lead to fading national boundaries, rather strengthening of technological innovation. The IT and social media has brought in the revolutionary changes in the various markets, leaving no excuse for home-grown or international brands. The Change is inevitable, whether we welcome it or not, it has to be accommodated, at times becomes dominant, and exploit the market. We cannot stop change, we have to equip to accommodate the changes and convert the changing scenario into an opportunistic and potential path to

achieve business results. This has instilled the ever-increasing need for Change management. Change management is a systematic approach to dealing with the transition or transformation of an organization's goals, processes or technologies. Change management processes should include creative marketing to enable communication between changing audiences, as well as deep social understanding about leadership styles and group dynamics. Change management should begin with a systematic diagnosis of the current situation in order to determine both the need for change and the organization's capability to change. This programme shall facilitate participants to achieve results through managing change effectively.

**OBJECTIVES**

- ◆ To forecast the change and control change.
- ◆ To help people to adapt to external and internal changes.
- ◆ To implement suitable strategies for effecting change and achieving results.

**PROGRAMME SCHEDULE**

**Session – FN** – Forecasting Change and identifying determinants of change.

**Session – AN** –Achieving Results through effective change management strategies.

**FOR WHOM ?**

Middle Level, Functional level Executives, and Faculty form B-Schools and Management Institutions.

**REGISTRATION FEE:** Rs.1,000/- per participant. (The DD/Cheque to be drawn in favor of **"SAIRAM ASSOCIATION"** payable at CHENNAI). The Registration fee includes Programme Kit, Certificate & Executive Lunch.

**Convenor**

**Dr. K. MARAN**, Professor & Director,  
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