

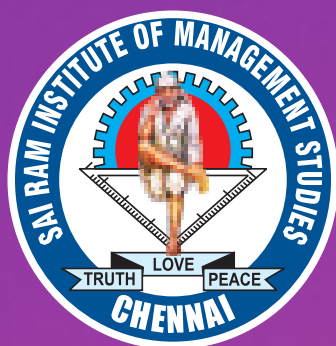
# EXECUTIVE DEVELOPMENT PROGRAMME ON CORPORATE CULTURE AND ADAPTABILITY

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## RESOURCE PERSON



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Organised by  
**Sai** SAI RAM INSTITUTE OF MANAGEMENT STUDIES   
**Sai** SAI RAM ENGINEERING COLLEGE  
AND  
DEPARTMENT OF MANAGEMENT STUDIES

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[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.M.J.F.Ln.Leo.Muthu. Institute offers post graduate programme leading to the award of MBA degree .The department is well equipped with all modern facilities such as syndicate room, seminar hall, computer centre, department library, audio & video facilities and a central library with latest books, national and international journals. The highlights of the institute is that it was rated with prestigious AAA status by the Career 360 during 2018, and also categorized as A++ Grade institution by Business India, A3 rated B school by AIMA, Platinum category for the past 4 years by AICTE-CII survey, Business today India's best B school survey rated among Top 150 b schools, and Business standard rates our Institution with A4 category, career 360 magazine has rated SIMS as one of the Top 100 B- schools in India for 2019.The Institute has been ranked one of the top among 100 by the Times B school Survey 2021.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, 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 EDP**

The environment of business in the recent years has become more and more complex. In this situation of increased complexity, there has been a re-examination of the factors contributing to personal and managerial effectiveness. Increasingly, the older notion of intelligence and technical competence being the sole predictors of effectiveness is being contested. Some interesting new ideas in this regard are the concepts of Multiple Intelligence put forth by Howard Gardner and Emotional Intelligence popularized by Daniel Goleman. These broader forms of intelligence have been found to be useful in multitude of situations, including managerial jobs. Emotional Intelligence relates to - sensitivity to and management of self – in relationships.

Empirical evidence has suggested that emotionally intelligent people are more adept at handling diverse situations. Moreover, emotional intelligence at the workplace has been found to have positive impact on success in interpersonal relationships and performance within the organization. Given this interest in emotional intelligence and the wide spread recognition of its salience in enhancing managerial effectiveness, we decided to launch this programme which is in its fifteenth edition now.

**OBJECTIVES**

- To provide a positive work place environment
- To create an engaged enthusiastic and motivated work force
- To drive and improve performance quality and productivity
- To provide implacable competitive advantage

**PROGRAMME SCHEDULE**

Session – FN- How to set the Goal?

Session – AN- How to achieve Goal?

**WHO WHOM ?**

Middle Level & Operational Level employees of all functional areas

**REGISTRATION FEE : INR.4800/- per participant.(The DD/Cheque to be drawn in favour of “SAIRAM ASSOCIATION” payable at CHENNAI)**

**Convenor**

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