

Soft Skills for Interpersonal Effectiveness is designed to help executives at every level gain the soft skills they need in binding the combined potential of fellow team members towards achieving set objectives. Each session will be conducted by expert in the respective field.

### Programme Objectives

The Programme will help professionals

- Become skilled at managing self & people.
- Enhance communication skills.
- Develop a more confident personality.
- Create a niche in the corporate world.
- Become better in terms of development and execution of creative ideas & plans.
- Fortify skills as a team member and as a team leader.

### Pedagogy

- Case Studies
- Games & Activities (Indoor & Outdoor)
- Situation Handling
- Oral & Written Exercises
- Group Work & Discussions
- Audio-visual
- Role Plays
- Movies

## FINANCE FOR NON-FINANCE

### Contextual Backdrop

The Programme is designed for non-finance executives and aims to equip them with the essentials of financial management through an understanding of the core concepts of finance, financial statements, cost and their management, and working capital management. Combining the best of theory and practice, the program provides you insights on how financial data is used to make business decisions.

### Programme Objectives

Enhance the participants' understanding of concepts in finance. Help the participants understand financial statements and their managerial implications. Develop the ability to make finance concepts and techniques applicable to your own business or managerial circumstances. Help you feel friendly with numbers and relate the input better to the output of the firm. Learn techniques for appraisal and financing of projects. Develop basic understanding of costs and their management. Learn the ability to make financial decisions involved in day today working of a firm.

### Pedagogy

- Designed with a mix of experience sharing, real life case discussions, besides lectures conducted in class.
- Provide practical insights and gives non specialists a swift appreciation of the fundamentals of finance and accounting, leading to better retention of the gained knowledge

## MS-EXCEL FOR ENTREPRENEURS AND MANAGERS

### Conceptual Backdrop

The Course is designed for executives who are keen on getting familiar with the basics of Microsoft Excel, and who would like to work with more advanced features of Microsoft Excel that help in improving their efficiency of working with worksheets, analyzing data, creating MIS reports, and automating various tasks.

### Programme Objectives

- To Learn Processing Data in Excel
- To Learn High Performance Techniques in Excel
- Performing complex calculations more efficiently, using various Excel functions. Organizing and analyzing large volumes of data. Creating MIS reports. Designing and using templates. Consolidating and managing data

### Pedagogy

- Hands on Training
- Case Study
- Lectures & Discussions

SCHEDULE	
Digital Marketing	10th Dec, 2016
Interpersonal Effectiveness	28th Jan, 2017
Finance for Non-Finance	
MS-Excel for Entrepreneurs and Managers	17th Dec, 2016

## For Contact



**THIAGARAJAR**  
SCHOOL OF MANAGEMENT  
(Autonomous)  
Established 1962  
MADURAI

# MANAGEMENT DEVELOPMENT PROGRAM



## ABOUT TSM

Established in the year 1962 by the great philanthropist and industrialist, Shri. Karumuttu Thiagarajan Chettiar, Thiagarajar School of Management (TSM) began with the aim to impart professional education to managers who had a burning desire to scale up their career potential with better managerial skills. "TSM", as it is popularly called, ignited its institution building with an Executive Development Programme (EDP) to enhance the skills of the practicing managers and entrepreneurs in the vicinity of Madurai. The success of EDP and the accolades received from the industry provided the impetus to kick start the Master of Business Administration as a part-time programme in 1972. A full time MBA course started later in 1986 became a quick success drawing the attention of people from various paths of life.

TSM offers PGDM and MBA programmes which are approved by All India Council for Technical Education (AICTE) and accredited by National Board of Accreditation (NBA), New Delhi, and has been conferred autonomous status by the UGC and Madurai Kamaraj University (MKU). TSM has also got the candidacy status for Accreditation with ACBSP (Accreditation Council for Business School & Programs). TSM's admissions are based on all-India tests such as CAT and MAT or the State Government selection based on TANCET, with a uniform, transparent fee structure and a zero capitation fee. This 50 year old institute is located in the heart of Madurai city, in a lush green 17 acre campus with global standard infrastructure. TSM has a high ratio of full time faculty to students, with most members of faculty holding Doctorates from prestigious institutions like IITs and IIMs. Eminent faculty members in the areas of Marketing, Finance, Human Resources, Production and Systems impart rich, global and deep insights with incisive analysis both in theory and practice to students. Motivated students can get to assist and work with faculty in research and consultancy as well. In a world where competition multiplies every second, placements have become a benchmark for excellence. TSM is ranked 15 among the top 50 management schools in India, 4th in South India and 2nd in Tamil Nadu.

## MANAGEMENT DEVELOPMENT PROGRAMME

TSM, Madurai conducts a variety of executive training and development programmes for all levels of management. These initiatives are based on the needs of the industry and combine concepts with practical input to equip participants with cutting edge expertise to help them excel in their roles in their respective organizations and society at large. These MDPs are offered in different functional and cross functional managerial disciplines, and expose trainees to the global best practices in these areas. The focus of these programmes is to engage participants in a facilitating environment to enable them to open up and learn in a participative setting. Each session is an experience in excellence.

**Customized In-Company Programs (ICPs):** ICPs are designed basically on requests from a large number of companies - both from the Public and the Private Sector to design and deliver specific modules exclusively for their employees.

**Open MDPs:** TSM annually develops a MDP calendar based on industry needs and various functional areas of management. We are happy to present our MDP offerings in detail and invite your organization to make use of these distinctively designed programmes.

## DIGITAL MARKETING

### Contextual Backdrop

We are currently witnessing a rapid growth of digital age. Regardless of the industry, domain, or location, every business need to understand the power of digital marketing strategies to reach to their audience and market their offerings. This program will introduce you to several new frameworks, case studies and applications of digital marketing strategies in different organizations.

### Program Objectives

This program will prepare you to take your organization to success in digital world by answering questions such as:

- Whether you should invest in digital marketing and if yes where, how much and when?"
- Should you have social media presence or not and if yes, then on which platforms? What digital strategies you should adopt to reach out to customers via social media?

- Who are your customers and where are they located? What do they think about your organization and your products? How can I target them digitally?
- How to measure success or failure of my digital campaigns? How to save on your marketing costs?

You will develop and enhance your competencies to:

- Develop Holistic Digital and Social Media Strategy
- Design Success Metrics that are aligned to Corporate and Marketing Objectives
- Identify Social Platforms that are of Strategic Importance
- Create Content that fuels Web and other Social Platforms
- Develop an Understanding of SEO and SEM best practices
- Learn to use Open Source Tools that enhance productivity and help in making Informed Decisions

### Pedagogy

The participants would learn through a mix of interactive discussions, case studies, hands on exercise, group assignments, and experience sharing. Industry examples would be stressed upon throughout the program. On the successful completion of the programme, each participant shall receive A Certificate of Participation.

## INTERPERSONAL EFFECTIVENESS

### Contextual Backdrop

In this progressively competitive world, the triumph of jobs has advanced to more than just having qualifications and technical skills. Besides better job-related knowledge, employers are also seeking employees with 'flexible' management skills, widely known as soft skills.

Soft skills are personal attributes and competencies that augment an individual's ability to interrelate efficiently with others and are largely pertinent both at and outside the workplace. Whether you are dealing with colleagues, negotiating with suppliers or interacting with customers, the manner in which you present yourself and your ideas and manage your resources is vital to your success at the workplace. Proficiencies such as effective communication, assertive behavior, conflict resolution and negotiation, interpersonal effectiveness, creative problem solving, amongst others, constitute soft skills. These are in fact life skills that everyone should have to boost professional relationships and job performance in order to become more successful at definite stages of life and career.