



BHARATI VIDYAPEETH

(DEEMED TO BE UNIVERSITY)

INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI

'A' GRADE UNIVERSITY STATUS AWARDED BY MHRD, GOVT. OF INDIA

RE-ACCREDITED WITH 'A++' GRADE BY NAAC



celebrating



MANAGEMENT DEVELOPMENT *Programme*

2025



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BVIMR
Paschim Vihar, New Delhi

celebrating



ABOUT BVIMR

Established in 1992, BVIMR New Delhi is a premier institute of Bharati Vidyapeeth (Deemed to be University), Pune offering BBA, MBA, BCA, BBA LLB, and LLB programs. Located on Rohtak Road with an adjoining Paschim Vihar East Metro Station, the 4-acre campus features fully air-conditioned classrooms, library, labs, and an auditorium. With a mission to create job creators, not just job seekers, BVIMR enhances student skills through academics, research, and activities like MDPs, FDPs, seminars, and conferences, led by an actively engaged faculty.

OBJECTIVES

- ✓ Strengthen leadership & decision-making abilities
- ✓ Refresh knowledge in strategy, finance, marketing, HR & operations
- ✓ Foster innovation & strategic thinking
- ✓ Create networking opportunities with industry & academia

WHO SHOULD ATTEND?

- Managers
- Business leaders and entrepreneurs
- Government and corporate executives
- Professionals aspiring for leadership roles

LEARNING OUTCOMES

- Understand digital marketing basics
- Use SEO, SEM & social media
- Read & apply marketing analytics
- Create effective campaigns
- Track KPIs & measure performance
- Develop strategy for business growth
- Adapt to emerging digital trends

ABOUT MDP

The MDP at BVIMR is tailored to bridge the gap between theory and practice, offering participants a unique blend of academic expertise and industry-driven perspectives. Through interactive sessions, case studies, and simulations, participants gain actionable strategies to tackle real-world managerial challenges and drive organizational growth.

WHY BVIMR?

- ✓ Academic Excellence: Decades of management education expertise
- ✓ Expert Trainers: Led by renowned professors & industry leaders
- ✓ Innovative Pedagogy: Case studies, role plays & workshops
- ✓ Customized Learning: Open & tailor-made corporate programmes

WHAT'S IN IT FOR YOU?

- For Participants: Improved leadership, sharper skills, and modern business insights.
- For Organizations: Stronger leaders, better performance, and adaptability to change.

REGISTRATION DETAILS

- Registration Fee- ₹2500
- Mode- Online/Offline

Scan QR Code



MANAGEMENT DEVELOPMENT

Programme

2025

Modules

- Module I **Artificial Intelligence (AI) for Manager**
- Module II **The Art of Persuasive Communication**
- Module III **Cyber Security for Business Leaders**
- Module IV **Finance for Non Finance Executives**
- Module V **Data Analysis using MS Excel**
- Module VI **Data Visualisation using Tableau**
- Module VII **Strategic Thinking for Business Excellence**
- Module VIII **Legal Drafting for Beginners**
- Module IX **Legal Literacy for Business Leaders**
- Module X **Generative AI for Beginners**
- Module XI **Digital Marketing and Analytics**
- Module XII **Strategic HRM**
- Module XIII **Data Analysis for Decision Makers**

MEET OUR TEAM



Prof. (Dr.) Seema Gupta
Director
BVIMR, New Delhi

ORGANIZERS



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BVIMR, New Delhi



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