



MANAGEMENT DEVELOPMENT PROGRAMMES

2025

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GREETINGS FROM SIBM, NOIDA



Symbiosis Institute of Business Management (SIBM), Noida, carries forward the rich legacy of brand SYMBIOSIS, blending academic excellence with practical business insight to prepare individuals for impactful corporate careers. We are proud to introduce a series of focused Management Development Programs (MDPs) in Soft Skills, Change Management, Financial Literacy, and Data Analysis – programs that reflect our commitment to contemporary, need-based executive learning. This is an indicative list & customised programs can be crafted for interested industry partners.

In today's rapidly evolving business environment, shaped by technology and innovation, professionals must be equipped not just with technical know-how but with the agility to adapt, communicate, lead change, and make data-informed decisions. At SIBM Noida, we maintain a futuristic orientation by designing and delivering curriculum in close consultation with industry stalwarts and academic experts, ensuring our offerings remain relevant and impactful.

These MDPs are an extension of our larger institutional mission – to foster higher learning, creativity, and real-world problem-solving – not only for students, but also for working professionals seeking to upskill and lead with confidence. Our programs combine classroom learning with experiential exercises, enabling participants to gain actionable insights and apply them immediately in their professional contexts.

With a strong industry connect, global perspective, and the guiding motto of Vasudhaiva Kutumbakam – "the world is one family" – SIBM Noida invites you to join us in this journey of growth and excellence.

Warm regards,
Dr. Vandana Ahuja
Director, SIBM-Noida

ABOUT SIBM, NOIDA



Symbiosis Institute of Business Management, Noida is a constituent of SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY) – SIU. Established in 2023, SIBM Noida hopes to become one of the premier B-Schools in the National Capital Region. The institution focuses on academic excellence, a strong industry connect and internationalisation. Regular guest lectures from Industry stalwarts as well as International experts ensures that the students get adequate exposure to the dynamic industry practices as well as global, academic and cultural happenings.



SIBM, Noida is a part of the Symbiosis International University (SIU), which has been ranked amongst top 50 Universities in India by NIRF, Government of India. The University has also been ranked among the top 250 Universities in Asia and top 150 in BRICS by QS World University rankings survey.

The essential strong pillars of SIBM, Noida are its exemplary students, accomplished faculty and numerous visiting faculty members from the industry. SIBM, Noida also has a strong student council, comprising 5 different teams. With a dedicated approach to academic rigour, participative teaching-learning ecosystems and significant student exposure to the dynamic business world, the institution is preparing to become one of the leading institutions in the National Capital Region.

DRIVING COMPETITIVE ADVANTAGE THROUGH FINANCIAL LITERACY: A STRATEGIC MDP

PROGRAMME OVERVIEW

In today's data-driven and highly competitive business environment, professionals across functions must possess the financial acumen to drive strategic value and performance. This Management Development Program empowers non-finance professionals with essential financial literacy to enable them to contribute to a competitive advantage. The program demystifies financial concepts, strengthens decision-making, and enhances strategic insight through a financial lens, positioning participants to create value and drive results.

OBJECTIVES

- To build foundational knowledge of core financial principles for non-finance professionals.
- To develop competence in analyzing financial statements for informed and competitive decision-making.
- To instil budgeting, cost control, and financial planning capabilities aligned with organizational goals.
- To leverage financial literacy for strategic advantage in various roles and sectors.
- To enhance cross-functional effectiveness through shared financial understanding.

TARGET PARTICIPANTS

- Mid-level managers, team leads, and functional heads from non-financial domains.
- Professionals transitioning into strategic or leadership roles.
- Entrepreneurs and start-up founders seeking to strengthen financial competence.
- Senior professionals aiming to align financial performance with organizational goals.

METHODOLOGY

- Interactive sessions with real-world financial case studies.
- Hands-on exercises in budgeting, forecasting, and ratio analysis.
- Group activities, simulations, and role-plays to apply financial concepts.
- Use of financial tools and dashboards for strategic decision-making.
- Peer learning and feedback for contextual understanding.

SESSION COVERAGE

- **Financial Literacy for Managers: Foundations for Competitive Edge** - Introduction to essential financial concepts such as balance sheets, income statements, cash flow, and financial ratios. Focus on simplifying finance for professionals without a finance background to build confidence in competitive environments.
- **Budgeting and Cost Management for Strategic Value** - Explore techniques for creating, managing, and analyzing budgets. Learn how effective cost control contributes to competitive positioning.
- **Financial Decision-Making in Strategic Contexts** - Understanding how financial analysis supports choices in capital investment, risk-return trade-offs, and resource allocation is key to sustaining competitive advantage.
- **Interpreting Financial Statements for Business Impact** - Develop the ability to extract insights from financial reports and connect them to operational performance and strategic goals.
- **Strategic Thinking Through Financial Lenses** - Learn to align financial performance with competitive strategies and communicate financial perspectives effectively in leadership forums.

EXPECTED OUTCOMES

Participants will:

- Develop confidence in financial dialogue and strategic decision-making.
- Translate financial insights into competitive business actions.
- Strengthen strategic leadership with robust financial knowledge.
- Foster collaborative efforts across departments using financial intelligence.
- Improve performance outcomes through financially informed planning.

LEADING CHANGE: STRATEGIC INNOVATIONS IN THE MODERN BUSINESS ERA

PROGRAMME OVERVIEW

This Management Development Program is designed to equip participants with the essential skills, knowledge, and strategic perspectives required to navigate the evolving landscape of Business Management in 2025. Emphasis will be placed on implementing effective growth management practices by integrating traditional methodologies with contemporary, innovation-driven approaches. The program will also focus on managing organizational change and fostering the ability to develop creative solutions to complex business challenges.

OBJECTIVES

- Developing a resilient and agile managerial mindset capable of adapting to emerging business challenges.
- Fostering innovative thinking and problem-solving abilities within teams, encouraging creative approaches to organizational issues.
- Empowering participants to propose, implement, and lead disruptive yet effective solutions across various business functions.
- Enhancing strategic capabilities in improving business processes, operational efficiency, product portfolio management, and customer engagement.

TARGET PARTICIPANTS

- Mid-level managers are looking to enhance their strategic thinking, leadership capabilities, and ability to manage change within their organizations.
- Senior executives who wish to gain insights into new growth strategies, innovation, and leadership techniques for navigating complex business environments and driving organizational transformation.
- Entrepreneurs and business owners who manage their own organizations wish to improve their decision-making skills, business processes, and innovative capabilities to address evolving business challenges.
- Department heads and functional leaders are seeking to integrate innovative solutions into their business processes and improve cross-functional collaboration. High-potential employees with leadership aspirations are looking to gain the skills necessary to progress into senior leadership roles.

EXPECTED OUTCOMES

- **Strengthened Managerial Competencies and Strategic Thinking** - The program aims to develop advanced managerial skills and foster the ability to think critically and strategically in complex business scenarios.
- **Improved Agility in Navigating Challenges and Seizing Opportunities** - Participants will gain a heightened capacity to effectively address organisational obstacles and capitalise on emerging opportunities in a dynamic and rapidly evolving business environment.
- **Enhanced Leadership Proficiency and Team Management During Change** - Learners will cultivate the leadership acumen required to steer teams through periods of transformation and growth by formulating and implementing actionable, context-specific strategies.

METHODOLOGY

- The program employs interactive workshops, case studies, and real-life simulations to offer practical insights and hands-on experience.
- The program integrates expert-led sessions, panel discussions, group activities, brainstorming exercises, and peer-to-peer learning to foster collaboration, critical thinking, and the exchange of diverse perspectives.

SESSION COVERAGE

- **The Changing Dynamics of the Global Business Environment** - The proliferation of technological advancements, rapidly shifting market landscapes, and evolving consumer expectations driven by globalisation have necessitated a fundamental rethinking of organisational philosophies. Businesses must now embrace flexibility and innovation to remain competitive in this transformed environment.
- **Strategic Transformation and Change Leadership** - Organizational success increasingly depends on the ability to manage change strategically. This includes understanding the psychological dimensions of change, cultivating a culture of agility and responsiveness, and integrating traditional business models with contemporary technologies and innovation to shape a sustainable growth trajectory.
- **Developing Change Agents in Organizations** - Empowering individuals to become effective catalysts of change is crucial for successful transformation. This involves learning key change management frameworks, identifying forces that drive change, planning and executing change initiatives, and managing resistance through effective people engagement and communication strategies.
- **Fostering Innovation and Creative Problem Solving** - Creativity and innovation are essential drivers of competitive advantage. This module focuses on building creative capacity, enhancing problem-identification and problem-solving skills, and leveraging design thinking to develop impactful and sustainable solutions within organizations.
- **Strategic Management for Sustainable Growth** - To ensure long-term success, businesses must adopt strategies that align with evolving consumer behaviours and competitive pressures. This includes identifying and pursuing growth opportunities, expanding product and service portfolios, entering new markets, and cultivating strong, resilient brands.
- **Optimizing Productivity through Effective Resource Utilization** - Enhancing productivity and efficiency requires strategic mobilisation and management of resources. This includes implementing methods to boost individual and team performance, streamline processes, and ensure optimal use of organisational assets to achieve superior outcomes.

EMPOWER, ENGAGE, ELEVATE: A SOFT SKILLS MDP FOR MID-LEVEL LEADERS

PROGRAMME OVERVIEW

In today's dynamic corporate environment, technical expertise alone is not enough. Mid-level managers play a critical role in organisational success by bridging strategy and execution. This Management Development Program focuses on enhancing essential soft skills such as communication, collaboration, emotional intelligence, conflict resolution, and adaptability, directly influencing team performance and leadership effectiveness.

OBJECTIVES

- To strengthen interpersonal and communication skills for improved workplace effectiveness.
- To enhance participants' ability to manage and resolve conflict constructively.
- To develop emotional intelligence for better self-awareness and people management.
- To improve listening, feedback, and negotiation skills.

METHODOLOGY

- Experiential learning through simulations, role plays, and group exercises.
- Case-based discussions and scenario analysis.
- Peer learning, reflection exercises, and facilitator-led debriefs.
- Self-assessment tools and feedback sessions.

TARGET PARTICIPANTS

- Mid-level managers and team leads from corporate, public sector, or not-for-profit organisations.
- Professionals aiming to refine their leadership and communication effectiveness.
- Managers preparing for higher leadership roles.

SESSION COVERAGE

- **The Role of Soft Skills in Managerial Effectiveness** - This session introduces the concept of soft skills and their growing importance in managerial success. Participants will explore how these skills influence team morale, productivity, and organisational culture. Real-world examples and frameworks will highlight the shift from task-oriented to people-oriented leadership. The focus is on building awareness of one's managerial impact.
- **Communication Mastery: Listening, Clarity, and Influence** - Participants will learn the fundamentals of effective communication, including active listening, non-verbal cues, and clear messaging. The session emphasises influencing without authority and communicating across hierarchies. Practical tools for structuring messages and handling misunderstandings are covered. Interactive exercises help build presence and persuasion.
- **Emotional Intelligence at Work: Self and Social Awareness** - This session explores the key components of Emotional Intelligence (EQ): self-awareness, self-regulation, motivation, empathy, and social skills. Participants will assess their EQ and learn techniques to manage emotions in professional interactions better. The session connects EQ to team dynamics, leadership, and decision-making. Role plays will reinforce practical application.
- **Giving and Receiving Feedback** - Effective feedback is essential for team development and individual growth. This session teaches how to deliver constructive feedback using structured models like SBI (Situation-Behaviour-Impact). Participants will also learn how to receive open feedback and use it for self-improvement. Scenarios and simulations make the learning hands-on and applicable.
- **Building Trust and Collaboration in Teams** - Trust is the foundation of high-performing teams. This session focuses on behaviours that build and erode trust and how to foster psychological safety. Participants will explore collaboration challenges and learn frameworks for team alignment. Activities will help apply these concepts to real-world scenarios.
- **Managing Difficult Conversations** - Handling sensitive or emotionally charged conversations is a critical skill for mid-level managers. This session provides strategies for staying composed, structuring the dialogue, and achieving resolution. Participants will learn to manage defensiveness, set boundaries, and navigate interpersonal tension. Practice exercises simulate high-stakes workplace conversations.
- **Conflict Management and Assertiveness** - Participants will understand the roots and types of workplace conflicts and learn techniques to manage them constructively. The session covers conflict styles and emphasises assertive communication as a powerful tool. Managers will practice resolving disagreements through role plays and reflection while maintaining professional relationships. Emphasis is on win-win outcomes.

EXPECTED OUTCOMES

Participants will:

- Gain greater self-awareness and interpersonal effectiveness.
- Communicate with clarity and confidence across organisational levels.
- Handle workplace conflicts with poise and assertiveness.
- Lead with empathy and emotional intelligence.
- Foster high-performing, collaborative teams.

DECODE, DECIDE, DELIVER: EMPOWERING MANAGERS THROUGH DATA

PROGRAMME OVERVIEW

In a rapidly evolving business landscape, intuitive decision-making is no longer enough. This MDP on **Data-Driven Decision-Making** empowers mid-level executives with the mindset and practical tools to make confident decisions based on evidence, trends, and insights, without requiring advanced statistical expertise. Through business-friendly tools, case-based learning, and hands-on activities, participants will learn how to harness data for smarter, faster, and more impactful decisions.

OBJECTIVES

- To demonstrate the utility of data analytics in providing actionable insights to business executives.
- To enable participants to convert business problems into data-based questions
- To help managers identify trends, analyse and interpret data to make effective decisions.
- To introduce simple analytical tools for predictive insights.
- To improve decision-making capabilities in complex situations.

TARGET PARTICIPANTS

- Mid-level managers and team leaders from corporate, public sector, or not-for-profit organisations.
- Professionals aiming to refine their decision-making capabilities.
- Decision makers who wish to refine their decisions to improve organisational output.

METHODOLOGY

- Case-based discussions and scenario analysis, storytelling with data.
- Peer learning, reflection exercises, and facilitator-led debriefs.
- Problem solving, Group assignments and experiential decision making.
- Self-assessment tools and feedback sessions.

SESSION COVERAGE

- **Learning from data** - This session will explain the types of data and their applications in data-driven decision-making. Using simple analytical tools, participants will learn to interpret data effectively to make defect-free decisions.
- **Visual Thinking: Making Insights Visible** - Neuroscientific studies reveal that people do not think in words; they think in images. Visual presentation of the data draws meaningful inferences from the complex data set. This session will emphasise visual presentation of data using Excel, visual storytelling, and other interactive tools.
- **Asking the Right Questions: From Intuition to Insight** - This session will enable participants to convert business questions into data questions. Business questions can be converted into data questions based on correlation, trend analysis and future prediction. The technique includes brainstorming, group problem solving, and framing of the hypotheses.
- **Removing biases in decision-making** - Statistics from the business world suggest that most business firms fail due to cognitive biases such as overconfidence, the halo effect, affinity bias, and confirmation bias. This session will demonstrate key insights into overcoming these biases and making rational decisions.
- **Predicting Outcomes: Business Forecasting Made Simple** - The session will simplify the use of historical data to anticipate future outcomes and cases, focusing on sales forecasts, customer churn, and resource allocation.
- **Charting the New Road Ahead** - An analysis of the prevailing challenges and work towards precise decisions for effective and timely business delivery will be made during the session. Analytical articles and cases will be used to improve managerial action.

EXPECTED OUTCOMES

Participants will:

- Gain better insight regarding the nature and types of data used in the business world.
- Receive hands-on experience to identify data trends to predict the organisation's performance.
- Analyse the business challenges in a better way.
- Avoid common decision-making problems by avoiding cognitive biases.
- Learn to visually present the data to draw meaningful insights for effective decision-making.
- Become more persuasive in presenting insights to management and teams.



OVERVIEW

The two-year full-time Master of Business Administration (MBA) program offered at Symbiosis Institute of Business Management (SIBM), Noida, is designed to develop students into socially responsible, world-class business leaders. The curriculum at SIBM Noida is dynamic and undergoes regular updates, aligning with top industry standards.

The MBA program follows a Semester System and is structured under the Choice Based Credit System, offering specializations in **Marketing, Finance, Data Analytics, Operations, and Supply Chain Management**. Beyond classroom instruction, students gain practical exposure through Value Added Courses, Enhancement Programmes, and Study Tours that bridge academic concepts with real-world management practices.

This holistic academic program incorporates a variety of teaching methodologies including Group Discussions, Case Studies, Simulations, Lab Tutorials, Seminars, and Workshops, complemented by an intensive Eight-Week Summer Internship Programme. A distinctive feature of SIBM Noida is its strong Industry-Academia interface, where corporate experts actively contribute to curriculum development and engage with students as Guest Speakers, providing valuable insights into the dynamic business landscape and equipping students to become capable, ethical, and innovative professionals.

ELIGIBILITY CRITERIA:

- Candidate should be Graduate from any recognized University/ Institution of National Importance with a minimum of 50% marks or equivalent grade (45% or equivalent grade for Scheduled Caste/ Scheduled Tribes).
- Final year appearing students can apply but their admission will be subject to obtaining a minimum of 50% marks or equivalent grade (45% or equivalent grade for Scheduled Caste/ Scheduled Tribes.)
- A Candidate who has completed qualifying qualification from any Foreign University must obtain an equivalence certificate from Association of India Universities (AIU)

THANK YOU



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