

Management Development Program
on
**“Employer Branding: Turning
Organization into Brands”**

July 01-02, 2019



Program Director

Prof. Mrinmoy Majumdar



**International Management Institute
New Delhi**

INTRODUCTION

Employer branding is an effort towards converting an 'organization' into a strong brand, which can resonate with its current and prospective employees. While doing so, the culture of the organization thus become an attractive feature that can be differentiated in the talent market. Hence, employer branding as a course incorporates theories/framework of marketing communication within the purview of people strategy.

OBJECTIVES & KEY LEARNINGS

The main objective of the course is to enable the participants to acquire skills to turn the idea of organization into a 'brand'. After undergoing this course, participants will be able to influence current and prospective employees to associate and commit to the values of the organization.

CONTENT

- Corporate Journey: From Social to Brand Identity
- Corporate Brand: Vision, Mission & Values
- Brand Ownership
- Employee Value Proposition: Positioning & Communication
- Employer Brand Insight
- Agile Branding
- Employer branding as a form of signalling: Recruitment Advertisement & Strategizing channels of Recruitment
- Brand-identity-based-Socialization
- Corporate Loyalty

METHODOLOGY

Case-based learning; in-class exercise; audio-visual clips; interactive-participant-focused lectures.

WHO SHOULD ATTEND

Brand/Marketing/HR/PR/Corporate Communication Managers.

FACULTY AND RESOURCE PERSONS

IMI faculty members and eminent resource persons will share expertise and experience in various sessions

PROGRAM DIRECTOR

Prof. Mrinmoy Majumdar

Mrinmoy is faculty member of HRM & IR at International Management Institute New Delhi, prior to that he was a faculty member at Goa Institute of Management. His primary research and teaching interests lie in critical explorations in the fields of HR and Strategy and Employee Collectives. During his doctoral studies at MICA he was an international visiting student at Faculty of Social Sciences, Universidad de Chile. He began his academic career as a teaching associate at IIM Ahmedabad.

ADMINISTRATIVE DETAILS

Dates:

July 01-02, 2019

Venue:

International Management Institute
B-10, Qutub Institutional Area
New Delhi 110016

FEE

Non-residential: Rs. 18,000/- per participant (plus @18% GST) covering professional fee, program kit and tea/lunch.

Residential: Rs. 25,000/- per participant (plus @ 18% GST) covering professional fee, program kit and boarding and lodging (air-conditioned single room) at IMI Campus, New Delhi from noon of **June 30, 2019 till noon of July 3, 2019.**

Group Discounts

- 10% discount on fee amount is available in case an organization nominates 2 or more participants to the program.
- 20% discount on fee amount is available in case an organization nominates 4 or more participants to the program.

Fee is payable in advance by way of local cheque/DD in favor of "**International Management Institute**" payable at New Delhi or through direct electronic fund transfer to IMI Bank Account, as per following details:

Allahabad Bank Account Number: 50084979288
MICR Code: 110010007, IFSC Code: ALLA0211083
Pan No. AAAT10972K; GST No. AAAT10972KIZJ

Please mention the program name while making payment through electronic fund transfer.

REGISTRATION

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. **In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed.** However, substitute(s) may be permitted with prior intimation.

CERTIFICATE OF PARTICIPATION

A certificate of successful participation by International Management Institute (IMI) will be issued to each delegate at the culmination of the program.

ABOUT IMI

International Management Institute (IMI) is India's first corporate sponsored Business School founded in 1981 with the original campus in New Delhi. The corporate sponsors included RPG Enterprises (lead sponsor), ITC, Nestle, Tata Chemicals, British Oxygen, SAIL, and Williamson Magor. It was set up in collaboration with the then IMI Geneva, now IMD Lausanne. Subsequently two other campuses were set up in Kolkata (2010) and Bhubaneswar (2011). In the last several years, IMI New Delhi has been consistently ranked in the top 10-15 Business Schools in the country and among the top 5 private Business Schools. It is accredited by the UK based Association of MBAs (AMBA), one of the top three international accreditation bodies for Business Schools globally.

IMI New Delhi has global linkages with leading schools in Europe, North America, and Asia. The Institute currently offers the PGDM, PGDM-HRM, PGDM-Banking & Financial Services, Executive PGDM and FPM (doctoral program). In addition, it has built a vibrant Executive Education vertical offering training to management professionals from the corporate world. The Institute has been empaneled by the Government of India to train participants from developing countries under the International Technical & Economic Corporation (ITEC) program of the Ministry of External Affairs.

IMI New Delhi puts a strong focus on high quality research by its faculty leading to publications in international peer reviewed academic journals. Its faculty have PhDs from top international and national universities/institutes, with many of them also having significant corporate experience.

For registration/any other information, please contact:

Dr. Ekta Saxena

General Manager (MDP & Online Education)

Mobile: 9911941090

International Management Institute

Address: B-10, Qutab Institutional Area, Tara Crescent
New Delhi 110016

Phone: (011) 4719 4172 (Direct)

Fax: (011) 46012730

E-mail: ekta.saxena@imi.edu, mdp@imi.edu

Website: www.imi.edu