

IIM-R organises MDP on 'Total Dealership Management'

● For the Channel Partners of IOCL

Raipur, Feb 07:

Indian Institute of Management (IIM) Raipur is organizing a 2 days 'Management Development Program' on 'Total Dealership Management' for the Channel Partners of Indian Oil Corporation Limited on February, 6-7. The programme was jointly inaugurated today by Prof. B.S Sahay, Director, Indian Institute of Management Raipur and Mr. Samson Chacko, DGM, Indian Oil Corporation Limited. The program aims to equip the participants with skills required for channel partners to compete in the changing business environment whereby global companies will also compete in the Indian Markets as Oil Distributors. After attending this program, the officers will be prepared to understand the subtleties of Management theory and practice. The program is to be attended by twenty-five

Channel partners of Indian Oil Corporation Limited. Prominent topics that shall be covered in the program include: Entrepreneurship and Self Development, Leadership and Sales Team Building, Recruiting and Monitoring Workforce, Customer Orientation and Centricity, Communication, Persuasion and Negotiation, Effective Selling & Facility Management, and Good Management Practice. The pedagogy will be a suitable combination of classroom lectures, interactive discussions, class exercises, case studies and experience sharing. Both the conceptual and practical side of finance will be discussed. The sessions would be taken by the faculty members of IIM Raipur and coordinated by Prof. Sanjeev Prashar (Chairman, MDP), Prof. Sumeet Gupta and Prof. Dhananjay Bapat (Program Directors).