



**KALINGA  
UNIVERSITY**



**EXECUTIVE  
DEVELOPMENT PROGRAM**  
2022-2023

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## ABOUT KALINGA UNIVERSITY

Kalinga University, Naya Raipur, is a NAAC accredited University with a Grade B+ and the only University in Chhattisgarh ranked in the Top 101-150 Universities in NIRF Ranking 2023 and has emerged as a centre of excellence in higher education in Central India. Strategically located in the Smart City of New Raipur, this University has started carving a niche for itself in the education domain and is rising as a shining star on the horizon of quality education.

**Establishment** - Established in 2013, this University has been able to win the confidence of over 7000 students. Meritorious students from all over the country and various foreign countries like Afghanistan, Angola, Bangladesh, Cameroon, Gambia, Ivory Coast, Kenya, Lesotho, Liberia, Malawi, Namibia, Nepal, Nigeria, Papua New Guinea, South Sudan, Swaziland, Tanzania, Uganda, Zambia, Zimbabwe, etc., have chosen this University for their education and career.

**Schools of Excellence** - Currently, the University is serving the student community through various schools offering UG and PG programs, namely Arts & Humanities, Biotechnology, Commerce & Management, UX Design, Engineering, Fashion Design, Information Technology, Interior Design, Journalism & Mass Communication, Law, Library Science, Pharmacy, Science, Education and Yoga. It also has a centre for Doctoral Research Programmes in various fields.

**Infrastructure** - Kalinga boasts world-class infrastructure and student facilities with a student-centric approach. The highest attention is paid to the hands-on learning approach, and students are encouraged to come up with innovative ideas for projects and practicals. The University has more than 75 laboratories and workshops, all well-equipped with the latest state-of-the-art apparatus and tools. Special emphasis is given to the development of communication skills through the language lab. More than 1200 computers are available for the students' use.

The Library has a collection of over 80,000 books and also offers digital content through membership of DELNET, National Digital Library and NPTEL. Various magazines and journals are available for the use of the faculty and students. The infrastructure consists of Student Hostel facilities, Green Acres, a Canteen, a Food Mess, a Gymnasium, a Fully Wi-Fi Campus, an ATM, a Mini Market, Student Hangout Areas, a Sports Complex, and Recreation Halls with Indoor Games and Music and recreation activities.

**A Holistic Atmosphere** - Kalinga University recognises the need to foster a nurturing atmosphere that promotes students' growth. Comfortable student hostels, green spaces, a restaurant, a food mess, a gymnasium, and a fully Wi-Fi-enabled campus are all part of our infrastructure. We provide a variety of facilities for students' recreational requirements, including sports complexes, indoor game areas, and music and entertainment halls. These amenities help to guarantee that students enjoy a well-rounded and enriching experience at Kalinga University.

**Industry Engagement and Leadership** - We strongly focus on industry interaction in our curriculum, providing students with great opportunities to obtain practical experience. Students are exposed to real-world circumstances through industrial tours, internships, and live projects. Through memberships in renowned associations such as the Confederation of Indian Industries, PHD Chamber of Commerce and Industry, the Federation of Indian Chambers of Commerce and Industry, and the Indian Importers Chamber of Commerce and Industry, Kalinga University has established strong connections with leading industries in the region.

Kalinga University is dedicated to mentoring students for successful employment in a variety of fields. Our graduates are equipped with the skills and knowledge to flourish in their chosen industries thanks to our varied selection of academic programmes and industry-oriented approach.

Our comprehensive curriculum, industry collaborations, and emphasis on practical learning ensure that our students are well-prepared to enter the profession and contribute significantly in their respective fields.

It reflects the vibrant spirit and rich cultural heritage of Kalinga University. It not only allows youngsters to showcase their abilities, but it also develops a sense of community and solidarity within the Kalinga community.

## ABOUT EDP

Executive Development Programs are designed for business professionals. Through the Executive Development Programs, business executives can learn to become better leaders and gain skills that can help them develop a global business.

An Executive Development Program focuses on many aspects of leadership, business and management, including new technological developments.

The program also provides theory-based concepts and several courses that give students hands-on learning opportunities to practice their leadership and management skills. Specific skills or abilities that business professionals can acquire through an executive development program include:

- ▶ Ability to function more adeptly in management roles by gaining additional confidence and knowledge
- ▶ Ability to apply new concepts
- ▶ Increase in leadership skills
- ▶ Stronger communication skills
- ▶ Ability to work with others while assessing their skills and strengths
- ▶ Ability to formulate more competitive business strategies
- ▶ Skills in team building

## IS THIS PROGRAM RIGHT FOR YOU? WHO SHOULD ATTEND

This program will benefit mid-level to senior-level executives, owners, and founders from private companies around the globe, such as family-owned enterprises, private corporations, and partnerships.

Those in private organisations that are backed by PE firm(s) will find benefit in attending, as well as those who serve on private company boards, councils, and advisory committees. Private companies from a wide variety of sizes and industries, such as manufacturing, technology, retail, and healthcare, will all find this program beneficial, especially those who are preparing for organisational growth.

### PARTICIPANT PROFILE

Senior leaders from private companies identified as central to defining their company's culture, vision, and growth strategies. Participants should be sponsored by their company and eager to engage in various approaches to learning, diverse frameworks, and ideas. Proficiency in written and spoken English is required for successful participation in the program.

## OUR COURSES

COURSE	FEES (INR)	DURATION (Months)
DATA SCIENCE & BUSINESS ANALYTICS	166,000/-	12
DIGITAL MARKETING & E-COMMERCE	166,000/-	12
HEALTHCARE & HOSPITAL MANAGEMENT	75,000/-	6
REAL ESTATE AND INFRASTRUCTURE MANAGEMENT	75,000/-	6
FAMILY BUSINESS & STARTUPS	75,000/-	6

### 1. DATA SCIENCE & BUSINESS ANALYTICS:

In this course, you will acquire foundational knowledge essential for understanding data science and business analytics from a practical business perspective. We will explore into the core concepts, methodologies, and technologies that drive data-driven decision-making in the modern business landscape. Whether you are an executive, manager, student, or someone aiming to kickstart a career in data science, this course is designed to cater to a diverse audience.

#### What You Will Learn

- ▶ What is Data Science
- ▶ Data Analytics and Technologies
- ▶ Introduce major players in the data science and analytics space, such as IBM, Microsoft, Google, and others

#### Data Science Models and Methods:

- ▶ Emerging Trends in Data Science
- ▶ Practical Hands-On Experience
- ▶ Understand how data-driven insights contribute to effective business decision-making
- ▶ Explore case studies showcasing successful business analytics implementations

#### Why Attend "Data Science & Business Analytics" Course?

1. Gain hands-on, practical skills in data science and business analytics
2. Suitable for executives, managers, students, and those entering the field
3. Covering essential topics and tools used in the data science job market
4. Learn through case studies and practical exercises for immediate application
5. Connect with professionals and industry experts for potential collaborations and career growth
6. Explore the latest trends in data science, including AI, ML, and deep learning
7. Translate data insights into strategic decisions for a competitive edge
8. Earn a Data Science Core digital badge, enhancing professional credibility
9. Acquire skills with industry tools, preparing for roles in data analytics and business intelligence
10. Enroll to stay ahead in the dynamic and data-driven business landscape

After completing this course, you will have gained practical knowledge in data science and business analytics, making you well-equipped for roles such as data analyst, business intelligence professional, or anyone looking to leverage data for strategic decision-making.

## 2. DIGITAL MARKETING & E-COMMERCE

An innovative training program for marketing professionals who need to join the revolution that radically changes the marketing profession and is evolving through various digital channels and the internet.

The program prepares participants for managerial positions in digital marketing with the goal of creating a collaborative learning environment for analysing and resolving the challenges within the digital marketing world. On this basis, program participants acquire concrete skills and competencies in the rapidly evolving digital marketing domain, preparing themselves with the essentials for a successful career in digital marketing.

### Who Should Attend

- ▶ Any professional who is involved in the planning, implementation or measurement of digital marketing strategies and tactics
- ▶ Any professional who would like to pursue a career in digital marketing
- ▶ Any professional of all levels and disciplines who needs to capture the digital marketing revolution in marketing

### Through The Program, Participants Will Be Able To

- ▶ Focus on current trends and best practices in digital marketing
- ▶ Acquaint tools and competencies in all cutting-edge tactics in digital marketing
- ▶ Learn how to structure, implement and evaluate their digital marketing strategy
- ▶ Learn how to leverage their digital marketing strategy to gain a competitive advantage for both their business and their career

### The Program Achieves Its Learning Objectives Through Dynamic Lectures, Case Studies, Small Group Discussions and Online Tutorials That Evolve Along the Following Dimensions

**Planning a Digital Marketing Strategy** - Participants are familiarized with the fundamental concepts and issues in digital marketing, The opportunities that digital marketing offers and the implications of digital marketing. Furthermore, they acquire various tools and techniques in digital marketing, such as Search Engine Marketing, Email Marketing, Social Media Marketing, etc

**Implementation of Digital Marketing Strategy** - Participants learn how to develop an action plan for implementing their Digital Marketing Strategy through a coherent project structure with milestones, deliverables and needed resources

**Measurement of Digital Marketing Strategy** - Participants learn how to develop and structure a meaningful methodology to evaluate the impact and effectiveness of their Digital Marketing Plan

**Marketing before Digital** - The goal of this introductory session is to attune participants to what marketing management is. This is accomplished by using a computer-based simulation where participants in small teams assume the role of the marketing management team of a fictitious company. Their task is to assess the available market data, design the next steps and implement them via the simulation interface. In this way, participants will develop a brief but vivid understanding of the role of marketing and its workings

**Digital Marketing Foundations** - Basic terms and insights that are used in digital marketing are given so that we are all on the same page once we get going

**Search Engine Optimization (SEO)** - Learning how your website can be placed higher in the Google organic results through examples and optimization techniques

**Email Marketing** - Find out how to collect and segment users to make a successful newsletter, both in terms of design and content, while we examine the best tools specifically designed for this

**Display and Video Advertising** - Practice how to use web banners, learn what they offer and which platforms are the most suitable to set up a banner campaign

**Social Media Marketing** - A double module on how to set up personal accounts, business pages, a Facebook ad campaign and how the social world can merge with the physical one

**Content Marketing** - This module will enable you to develop the knowledge and skills to plan and execute a content marketing strategy in a persona-oriented, data-driven way-informed by business objectives, aligned with the buyer journey and your overall marketing strategy

**Paid Search** - This module will enable you to develop the knowledge and skills to implement and manage paid search campaigns. You will learn how to create

**Google Ads Campaigns** - Manage budgets and report on their performance

**E-Commerce Conversion** - Discover the greatest eCommerce hacks used by global and Greek e-shops that convert you from a one-timer to a loyal and ever-returning consumer

**Website Optimization** - This module will teach you how to build and publish a well-designed, high performing and optimized website that is aligned with your business goals

**Analytics** - Anyone can measure what's going on on their website, but this course is all about understanding what you need to keep track of within Google Analytics



**Digital Publishers** - From Programmatic to Brand Experience: How do publishers think in their day-to-day dealing with brands? A presentation which outlines all advertising prospects of a brand through websites. A more practical approach based on examples of all digital notions, including metrics, premium display, programmatic, video, as well as native, programmatic native, phygital events, brand experience, social media

**Digital Transformation Tools** - Marketing and Advertising are business roles that are still changing rapidly. Beyond digital marketing and advertising, more tools are becoming available throughout the world that will change not only how brands communicate with consumers but will also allow the automation between all business operations and marketing communications

**Digital PR** - This course provides an overview of the public relations field, emphasising the strategic role of PR management in achieving long-term business goals. You'll study the case examples and theoretical concepts that inform PR best practices

**Digi Day** - The goal of Digi-Day is to attune participants to what marketing strategy is. During this session, participants have the opportunity to develop and structure a meaningful methodology using digital marketing tools and techniques as they have been taught throughout the course. By working in teams, they undertake the resolution of a real-life case study

**Media Attribution Modelling for Digital Marketing Campaigns** - Each digital marketing channel has a differing effect on company performance (i.e., sales, new customer acquisition, maintenance of old customers). But how can digital marketing practitioners assess the effectiveness of each channel separately and in combination? How should they invest limited resources across the various channels in the future, and can they use past information on the effectiveness of digital channels to predict the likely future outcomes of different digital marketing mixtures? This session presents a methodology that can help practitioners answer the above questions. Utilising a simulation game, participants will learn how to apply an easily deployable statistical technique for assessing the effectiveness of their efforts and employ historical information from past campaigns to predict future outcomes. Moreover, they will have the opportunity to use A/B testing to assess the validity of their predictions before launching new campaigns in the market

**Strategy and Planning** - This is a course on creating an appropriate brief for your agency, what KPIs to measure and what platform each campaign is suited for

### 3. HEALTHCARE & HOSPITAL MANAGEMENT

Gain a strategic understanding of the major trends in health economics, population health and health policy. Apply your knowledge to improve the patient experience and the value of care delivered.

#### Topic Areas

In this unique four-part program, physicians and other clinicians will develop vital business skills and grow and apply their knowledge to improve the patient experience and the value of care delivered in their organisations.

**Theme 1** - The Healthcare Environment

**Theme 2** - Leadership

**Theme 3** - The Basic Toolbox of Clinical Managers

**Theme 4** - Capstone Assignment

#### Program Designer

1. Opening or expanding a practice
2. Remaining an independent practitioner
3. Being involved in healthcare policy & management decisions
4. Good understanding of finance & accountancy
5. Develop skills in operations, finance, leadership
6. Innovate medical startups
7. Work in global healthcare organisations
8. Gain cross-functional business knowledge

#### Strategic Focus

Regardless of whether you are a pharma or healthcare organisation, the challenges you face are unique. From launching a global drug to transforming your hospital into a performance-driven culture, we can create a customised program to reflect your competitive issues in today's complicated healthcare landscape.

We provide your team with the insight and implementation skills to take your organisation to the next level. In addition to providing you with a competitive advantage, we will serve as trusted advisors long term.

#### You Will Learn How To

- ▶ Develop a patient and customer-centricity strategy
- ▶ Focus on strategic execution and value creation
- ▶ Enhance understanding of healthcare sector consolidation and partnerships
- ▶ Better manage stakeholder expectations

## Join The Next Generation Of Healthcare Leaders

In the fast-paced and rapidly changing healthcare industry, managing teams efficiently and leading with confidence are key to success. In our innovative Academy for Health Care Leadership and Management, learn essential governing skills and develop an evidence-based understanding of how to lead for highly reliable performance in the healthcare environment.

Share knowledge, strategic insight, and cutting-edge research with industry peers, renowned guest speakers, and world-class faculty from the Johns Hopkins Carey Business School. Earn continuing education credits and expand your professional network exponentially.

**All healthcare professionals** - including physicians, researchers, nursing leaders, policymakers, pharmacists and general healthcare managers—who endeavour to impact positive change within their organisations will benefit from the Academy. Adding the experience and credentials to their resumes gives participants a professional edge and will strengthen their position as leaders in the healthcare industry.

## 4. REAL ESTATE AND INFRASTRUCTURE MANAGEMENT

### What Is Real Estate And Infrastructure Management?

Real Estate and Infrastructure management deals with the application of management principles in real estate development.

Real estate management deals with tasks like surveying land, acquiring land, construction planning, cost estimation, hiring labour, regulatory processes and project management.

This field is not just limited to the construction of commercial and residential buildings. It also covers the construction of public structures such as roads, bridges, canals, dams, etc.

### The Real Estate and Infrastructure Management program trains students in the following areas:

- ▶ Project Management
- ▶ Finance Management
- ▶ Cost Estimation
- ▶ Regulatory Processes
- ▶ Business Laws
- ▶ Project Planning
- ▶ Real Estate Markets

What's the scope of real estate and infrastructure management in India, you may ask. This sector is doing pretty well in India. Demand for commercial and residential buildings is on the rise. It is safe to say that this sector is expected to provide new job opportunities to real estate management professionals.

### Who Will Benefit?

- ▶ Real Estate Developers
- ▶ Consultancy Firms
- ▶ Construction Firms
- ▶ Infrastructure Developers
- ▶ Architecture Firms
- ▶ Finance Managers
- ▶ Project Managers
- ▶ Planning Specialists
- ▶ Consultants

The program is built upon the fundamental pillars of data, decisions, policy, and community. These pillars apply to commercial real estate professionals and entrepreneurs from entry-level to executive-level. This program will prepare you to both anticipate and influence the evolution of real estate in—and for—your community.

### Program Outcomes

- ▶ Collect, read, and analyse real estate data
- ▶ Understand zoning regulations and anticipate changes to land use laws
- ▶ Understand pertinent mega-trends and engage at the frontiers of real estate
- ▶ Influence the direction of development
- ▶ Build your personal and professional real estate network

### Program Features

#### Master Critical Concepts

Gain a comprehensive understanding of real estate financials and investments as well as how to close deals, collect and analyse demographic data, and anticipate trends to thrive as a real estate professional, regardless of market conditions.

### **Build Your Portfolio**

Complete a signature, integrated, hands-on capstone project that pairs you with a professional mentor in the real estate industry. Learn fresh, innovative approaches to the field of real estate development from a sophisticated academic perspective.

### **Relevant and Applicable**

Learn from research-focused faculty and expert practitioners, and gain real-world experience you can use as soon as you graduate. It features a powerful combination of research-focused faculty members and leading real estate expert practitioners. You'll build valuable connections and master critical industry-transcending concepts to understand and anticipate real estate trends, regardless of market conditions. Plus, you'll develop multidisciplinary skills to help you thrive in any setting.

## **5. FAMILY BUSINESS & STARTUPS**

**What opportunities - and challenges** - await you as a member of the rising generation in a successful family enterprise? Explore how you can fulfil complex responsibilities, create a plan for the next phase of your life, and make a unique contribution to your family business and family wealth.

### **Who Should Attend**

Members of the rising generation of a family enterprise who may or may not be currently involved in managing the family business, family office, or family foundation but who are preparing for new leadership roles or engaging in adjacent entrepreneurial activity. It is not appropriate for long-serving family enterprise leaders or consultants.

### **What You Will Learn**

Through faculty presentations, classroom discussions, cases, small-group work, panels, and guest speakers, you will prepare for your role as part of the rising generation in a family enterprise. You will gain a better understanding of your own aspirations as you explore topics including:

- ▶ Deciding whether to join the family business or family office for wealth management—and in what capacity
- ▶ Being an entrepreneur
- ▶ Navigating the unique dynamics of a business
- ▶ Analysing roles of owner-operators vs. owner-investors
- ▶ Onboarding and offboarding within a business
- ▶ Evolving ownership over time and bringing in non-family talent
- ▶ Applying governance best practices
- ▶ Knowing how and why to set up a family office
- ▶ Preventing issues with estate planning, succession, and managing transitions
- ▶ Creating and operating foundations and understanding their role
- ▶ Evaluating your family enterprise in the context of civic and social responsibility and assessing opportunities for impact