



**GOA INSTITUTE OF MANAGEMENT**  
PORIEM CAMPUS, SANQUELIM, GOA  
0832 - 2366700/10

## MANAGEMENT DEVELOPMENT PROGRAMMES



2-Day Offline MDP on

# Structuring the Unstructured

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Manage employee creativity in order to get the maximum effect for the organization

December 16<sup>th</sup> - 17<sup>th</sup> 2022 | In-Campus |  
Executive Certificate from GIM

# Overview

Creativity is one of the most important characteristics of an effective leader and fosters a successful and healthy workplace environment. Creativity opens up opportunities for problem-solving, achieving goals, and inspiring teams to be creative and find unlikely perspectives.

Creativity management is a system of principles, methods, techniques, practices, and instruments for managing employee creativity in order to get the maximum effect for the organization according to its goals, objectives, employee contingent, and available resources.

## Starts on

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16<sup>th</sup> – 17<sup>th</sup> December 22'

Last date: 2<sup>nd</sup> Dec 22'

## Duration

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2 Days – 8 Sessions  
10 AM to 5 PM

## Format

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In-campus



# Who Can Attend?

Operational, middle, and top management who have line authority over those whom they directly supervise

All HR personnel/ Middle or Senior Level Managers from the following sectors

- Finance
- Marketing
- Pharma
- Media
- Software
- FMCG
- Petrochemicals

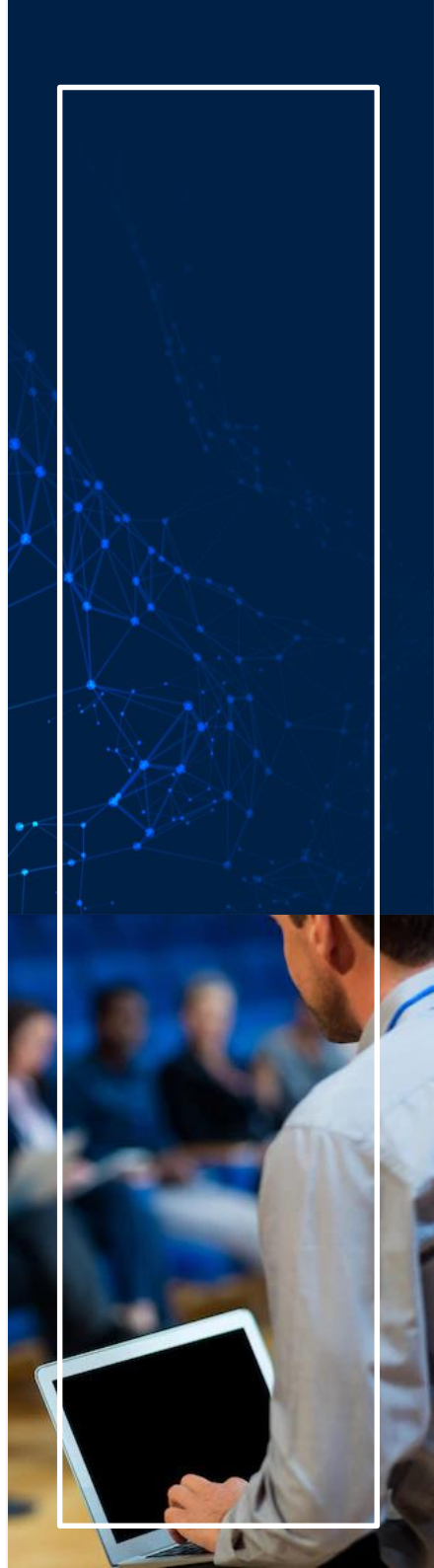


# Highlights/Outcomes

- What is Creativity in Management
- What is Creativity in Organization and Management
- How Management is a creative Activity

# Pedagogy

- Group Activity,
- Role Play,
- Assignment,
- Lecture,
- Presentation



# Programme Mentor

## **Dr. Kingshuk Sarkar**

Dr Kingshuk Sarkar is a faculty at the Goa Institute of Management, Goa Dr Kingshuk Sarkar had worked for Govt. of West Bengal as Labour Administrator for over two decades. He has done a PhD in Economics from the Centre for Economic Studies & Planning at Jawaharlal Nehru University, New Delhi.



Earlier he completed a Master in Economics from Kolkata University and MPhil in Economics from Jadavpur University. His areas of interest are plantation economics, labour economics, industrial relation, law and economics, labour administration, informal sector labour etc.

He has worked as a Fellow at the V V Giri National Labour Institute, Noida for three years on deputation. Worked as Assistant Professor in the National Institute of Rural Development, Hyderabad on deputation. Govt. of India, in connection with works related to BPL Census 2011. Worked as guest faculty at the Department of Economics, Jamia Millia Islamia, New Delhi, for two years from August 2007 to July 2009.

He has in his credit a number of publications in reputed journals. Attended and conducted numerous conferences, workshops, and seminars in India and outside. He has carried out important research assignments in India and abroad and has represented India on global forums on a few occasions. He has been a bureaucrat with a strong academic penchant pertaining to the workings of the labour market.

Career Development Coaching  
Corporate Training  
Executive Coaching

# Programme Mentor



## **Shri. Jaishankar Gopalan**

Mr. Gopalan is a professional who leads teams to be highly productive through teamwork, good management principles, and quality systems to achieve set organizational goals. Has over 20 years of extensive experience in achieving high business growth using excellent communication, creative marketing strategies, quality systems, training, and monitoring skills. Has a sound knowledge of managing and leading a team. Has been involved in developing business models for education and training in schools, the corporate sector and among undergraduate students in India

Specialty: Team Building, Business Modelling, Distribution and Logistics, Training, Marketing, Consumer Behavior and Go To Market Strategy to Implementation

# Programme Mentor

## **Ms. Madhushri Ravi**

Educationist, Career Guide, Crafts  
Trainer



Ms. Madhushri is a Career Counselor guiding students in the library to explore the books and become fun loving learners has been the journey. Mentoring them scientifically by making them aware about their interest, ability and personality. This is her passionate work to make each student happily successful in their future. She is also a crafts trainer as she can weave a pattern in Crochet unconsciously. Her dream is to make more hands of Rural Women across the geography of India as she has been working with NGO and AWA, training women in various parts of India. Volunteered with VFC and GiftAble for promoting traffic awareness, vitiligo awareness, recording books & stories for visually impaired, learning Sign language.

# Course Fees

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Programme Fees: INR 21999 + 18% GST

The course fee covers 2 days of accommodation on a twin sharing basis, all meals, study material, and training kit. It does not include airport transfers, taxes, recreation etc.

The registration fees can be transferred through NEFT/IMPS. Following are the bank details:

Bank Account Number: **23611450000016**

Beneficiary Name: Goa Institute of Management Bank Name:

HDFC Bank (Sanquelim Branch) IFSC Code: **HDFC0002361**

Account Type: Savings Account

UPI/Gpay/PayTM



[Click here](#)

FOR **REGISTRATIONS**

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GOA INSTITUTE OF MANAGEMENT  
PORIEM, GOA-403505

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Mobile: 9834161149

To register click here <https://bit.ly/3eM02eX>





## About GIM

Goa Institute of Management was established in the year 1993. It is an autonomous management school situated in Goa and affiliated to AICTE with accreditation by the NBA. This 29-year-old Institution offers a 2-year full-time flagship PGDM program to students. It also provides PGDM-Healthcare Management, PGDM- Big Data Analytics PGDM-Banking, Insurance and Financial Service, and Online MBA (PGDM) courses.

## Executive Learning @ GIM

The Management Development Programme (MDP) at GIM provides an intense and transformative learning experience designed to fit the requirements of seasoned mid-career executives. The program helps equip the participants with critical capabilities to succeed in an ever-changing global business environment.