

Management Programs

Value-Driven Thinking

Curriculum

Program Outline :

Module 1: Market Segmentation

- 1. Introduction to Market Segmentation**
 - Core principles and concepts.
- 2. Techniques for Identifying and Targeting Specific Market Segments**
 - Strategies for effective market segmentation.
- 3. Market Segmentation Workshops**
 - Hands-on workshops to practice market segmentation.

Module 2: Customer-Driven Strategy

- 4. Introduction to Customer-Driven Strategy**
 - Core principles and concepts of customer-driven strategy.
- 5. Developing Strategies that Prioritize Customer Needs and Preferences**
 - Techniques for creating customer-driven strategies.
- 6. Customer-Driven Strategy Workshops**
 - Hands-on workshops to practice customer-driven strategies.

Module 3: Communication Strategies

- 7. Introduction to Communication Strategies**
 - Core principles and concepts of communication strategies.

8. Crafting Effective Communication Plans to Reach and Engage Your Audience

- Techniques for developing communication strategies.

9. Communication Strategy Workshops

- Hands-on workshops to practice communication strategies.

Module 4: Operational Efficiency

10. Introduction to Operational Efficiency

- Core principles and concepts of operational efficiency.

11. Enhancing Operational Processes to Reduce Costs and Improve Quality

- Strategies for operational efficiency.

12. Operational Efficiency Workshops

- Hands-on workshops to practice operational efficiency.

Module 5: Risk Management

13. Introduction to Risk Management

- Core principles and concepts of risk management.

14. Identifying and Managing Risks to Ensure Smooth Operations

- Techniques for effective risk management.

15. Risk Management Workshops

- Hands-on workshops to practice risk management.

Elective Modules

16. Data-Driven Decision Making in Marketing and Operations

- Techniques for making decisions based on data and insights.

17. Behavioral Decision Making in Marketing and Operations

- Understanding human behavior in marketing and operations processes.

18. Ethical Marketing and Operations Practices

- Ensuring ethical standards in marketing and operations practices.

19. Collaborative Marketing and Operations Development

- Techniques for effective collaboration in marketing and operations.

20. Conflict Resolution in Marketing and Operations

- Managing and resolving conflicts in marketing and operations settings.

Websites:

- <https://chools.in/>
- <https://ramaqchools.com/>
- <https://www.choolsgroup.com/>