



# St. Xavier's University, Kolkata

**XAVIER BUSINESS SCHOOL**

## Management Development Programme Brochure





# ST. XAVIER'S UNIVERSITY, KOLKATA: A BRIEF HISTORY

St. Xavier's University, Kolkata (SXUK) has a rich history that dates back to 2011 when Rev. Fr. Dr. John Felix Raj, S.J., and the St. Xavier's College (Calcutta) Alumni Association envisioned 'SXC Vision 2020', which included establishing SXUK. The university's primary goal is to foster social responsibility, promote academic excellence, and develop global citizens.

## KEY MILESTONES



University's journey gained momentum when the Hon'ble Chief Minister of West Bengal, Mamata Banerjee, generously granted 17 acres of land for the university campus in New Town.



The St. Xavier's University, Kolkata Act 2016 was passed by the Legislative Assembly.



The University was inaugurated on July 7 by Dr. Mamata Banerjee, and Fr. Felix Raj, S.J. became the first Vice-Chancellor.

## ACADEMIC PROGRAMMES

SXUK offers various undergraduate, postgraduate, and Ph.D. programmes across disciplines, including:

- **Faculty of Commerce & Management:** Bachelor of Commerce and Bachelor of Management Studies (B.M.S.) programmes.
- **Faculty of Arts & Social Studies:** Programmes in Economics, Psychology, Mass Communication, English, and Master of Social Work.
- **Faculty of Science:** Programmes in Statistics & Computer Science, with a new programme in Statistics with Data Science from 2025.
- **Xavier Business School (XBS):** AICTE-approved and NBA accredited 2-year MBA programme & an MBA (Executive) programme.
- **Xavier Law School:** BCI-approved 5-year integrated law programmes & a new LL.M. programme from 2025.

## GUIDING PRINCIPLES

SXUK is guided by Jesuit values, focusing on forming "men and women for others" who embody ethical responsibility, service, and social commitment.



# ABOUT **XAVIER BUSINESS SCHOOL**

Welcome to St. Xavier's University, Kolkata, a Jesuit institution known for its rich history and vibrant stories, one legacy with many chapters. Since opening its doors in July 2017 with the blessings of the Hon'ble Chief Minister of West Bengal Mamata Banerjee, L.N. Mittal – a proud alumnus of the Xaverian family and many distinguished alumni, the University has stood as a beacon of excellence in education. Rooted in a long-standing Jesuit heritage and timeless traditions, our motto "Nihil Ultra" signifies our unwavering commitment to creativity, leadership, and excellence. We strive to provide quality opportunities in teaching, learning, research, consultancy, and placement, upholding the illustrious Jesuit Legacy. Xavier Business School (XBS) was introduced as part of this legacy with a vision to impart the core principles of the Jesuit value system, transforming men and women into the entrepreneurs and corporate leaders of tomorrow. As a member of the Xavier Association of Management Institutes (XAMI), which includes esteemed institutions like XLRI, XIM University Bhubaneswar, LIBA, and XISS, XBS is committed to delivering holistic management education through its MBA programme. Over the years, XBS has achieved remarkable success, consistently securing over 90% placement for its students. Our Campus Recruitment Program attracts numerous multinational companies, media houses, startups, and agencies from a diverse range of industries, a testament to the calibre of our graduates. In 2024, XBS added a new feather to its cap by launching the MBA (Executive) course for working professionals, which has received an overwhelming response from the industry. This initiative marks our dedication to evolving and meeting the ever-changing demands of the corporate world, ensuring that our students and professionals are well-equipped to navigate a technologically advanced and data-driven future. Our rigorous curriculum, which integrates data science, analytics, and business intelligence, is delivered by experienced faculty members with strong industry connections. XBS not only prepares its students to tackle corporate challenges but also encourages them to contribute meaningfully to research and development in multidisciplinary management education. As a Jesuit institution inspired by the Ignatian charism, XBS aims to form global leaders for today and tomorrow to create a better world. To us, every student is a burning candle that lights up others, carrying forward the torch of knowledge and service.





# VICE-CHANCELLOR'S MESSAGE



Dear Industry Leaders,

Warm greetings from St. Xavier's University, Kolkata!

In a world driven by rapid change and innovation, it is imperative that organizations invest continuously in the development of their human capital. At Xavier Business School (XBS), the management school of St. Xavier's University, Kolkata, we take pride in offering Management Development Programmes (MDPs) that are designed to sharpen skills, deepen leadership capabilities, and equip professionals to navigate complex business environments with clarity and confidence.

Since our inception in 2017, St. Xavier's University, Kolkata has grown into a hub of academic excellence and holistic development. We now offer 11 postgraduate and 9 undergraduate programmes, fostering talent across disciplines such as Commerce, Management, Law, Science, Social Work, Psychology, Economics, and more. Among these, Xavier Business School (XBS) launched its MBA (Executive) programme in 2024, offered in weekend mode to meet the upskilling needs of working professionals without disrupting their careers. Our state-of-the-art green campus, located in the strategically positioned corporate hub of New Town, Kolkata, offers a perfect blend of academic tranquility and industry accessibility. With cutting-edge facilities, advanced classrooms, and a digital learning ecosystem, our campus provides an ideal environment for professional learning and leadership growth.

We are proud to share that Xavier Business School has recently received NBA Accreditation for its MBA programme—an achievement that speaks volumes about our quality of instruction, industry-aligned curriculum, faculty expertise, and student outcomes. This milestone affirms our continuous pursuit of excellence and innovation in business education. Our MDPs are crafted to deliver tangible value—whether in enhancing strategic thinking, improving operational effectiveness, or cultivating ethical leadership. These programmes are conducted by experienced faculty and domain experts who combine academic insight with practical, industry-relevant perspectives.

For professionals seeking an immersive experience, we offer comfortable residential options through two modern hostels, making it convenient for participants from across the country to engage in intensive, short-term learning modules. As we look ahead, we remain committed to building strong partnerships with industry and becoming a trusted ally in your organization's talent development journey. I warmly invite you to explore our MDP offerings and experience the Xaverian advantage in shaping impactful, future-ready leaders.

Warm Regards,

**Rev. Fr. Dr. John Felix Raj, S.J.**

**Vice-Chancellor, St. Xavier's University, Kolkata**



## DEAN'S MESSAGE



In today's dynamic business environment, organizations that invest in the continuous development of their people are the ones that truly stay ahead. At Xavier Business School (XBS), St. Xavier's University, Kolkata, we are proud to be contributing to this transformative journey by offering a range of Management Development Programmes (MDPs) tailored to meet the evolving needs of working professionals and corporate teams.

A member of XAMI (Xavier Association of Management Institutes), XBS currently offers two postgraduate degree programmes – MBA and MBA (Executive). Our MBA programme has recently been accredited by the National Board of Accreditation (NBA), underscoring the quality and effectiveness of our academic delivery and learning outcomes.

Our MDPs are designed with the aim of bridging the gap between academic insight and real-world business challenges. These programmes are offered in two formats:

- Open MDPs, which are topic-specific, pre-announced programmes open for registration to participants from various sectors.
- Company-Sponsored MDPs, which are custom-built in consultation with client organizations, focusing on their specific learning objectives, challenges, and business contexts. These programmes are exclusively conducted for the employees of the sponsoring company.

Most of our MDPs are conducted on our modern, eco-friendly campus, equipped with state-of-the-art infrastructure and located strategically in the corporate hub of New Town, Kolkata. For professionals opting for a residential experience, we offer accommodation in two beautiful and well-maintained hostels that provide comfort and convenience during the training duration. Depending on the preference and convenience of the organization, we also provide the option of on-site MDPs, where our team of distinguished faculty members and experts visit the company's premises to deliver the programme. Our pool of resource persons includes experienced academicians with industry exposure as well as seasoned corporate trainers and practitioners who are closely associated with XBS and understand the nuances of the business world.

Whether your goal is to strengthen leadership, sharpen strategic thinking, enhance functional expertise, or prepare your teams for future disruptions, our MDPs are designed to deliver value through impactful learning. I invite you to explore this brochure to understand the wide array of domains we specialize in. We look forward to collaborating with your organization and contributing to your journey of growth and excellence.

Warm Regards,  
**Dr. Sitangshu Khatua,**  
Dean, Xavier Business School (XBS)



# THE FACULTY



**Dr. Sitangshu Khatua**

MBA (Finance), Ph.D., CFA (Level-I)

**Professor – Finance**



**Dr. Soma Sur**

MBA, M.Phil., Ph.D.

**Professor – Marketing**



**Dr. Manodip Ray Chaudhuri**

M.Sc. (Economics), PGDBM – HRM,  
M.A. (International Development), Ph.D.

**Professor – OB & HR**



**Dr. Shuvendu Chakraborty**

M.Sc. (Applied Mathematics),  
MBA, Ph.D.

**Associate Professor –  
Quantitative Methods**



**Dr. Saugat Ghosh**

MBM, M.A. (English), Ph.D.

**Assistant Professor – Marketing**



**Dr. Tanushree Biswas**

M.Sc. (Mathematics), Ph.D.

**Associate Professor –  
Quantitative Methods**



**Dr. Ruchita Burman**

PGDBA., Ph.D.

**Assistant Professor – Marketing**



**Rev. Dr. Murlin K, S.J.**

MBA, Ph.D.

**Assistant Professor –  
OB & HR**



**Dr. Banhi Guha**

MBA, Ph.D.

**Assistant Professor – Finance**



**Dr. Tutun Mukherjee**

M.Com., MBA (Finance),  
PGDFM, Ph.D.

**Assistant Professor –  
Finance**



**Dr. Souren Koner**

MBA, Ph.D.

**Assistant Professor – Marketing**



**Dr. Avijit Bhattacharyya**

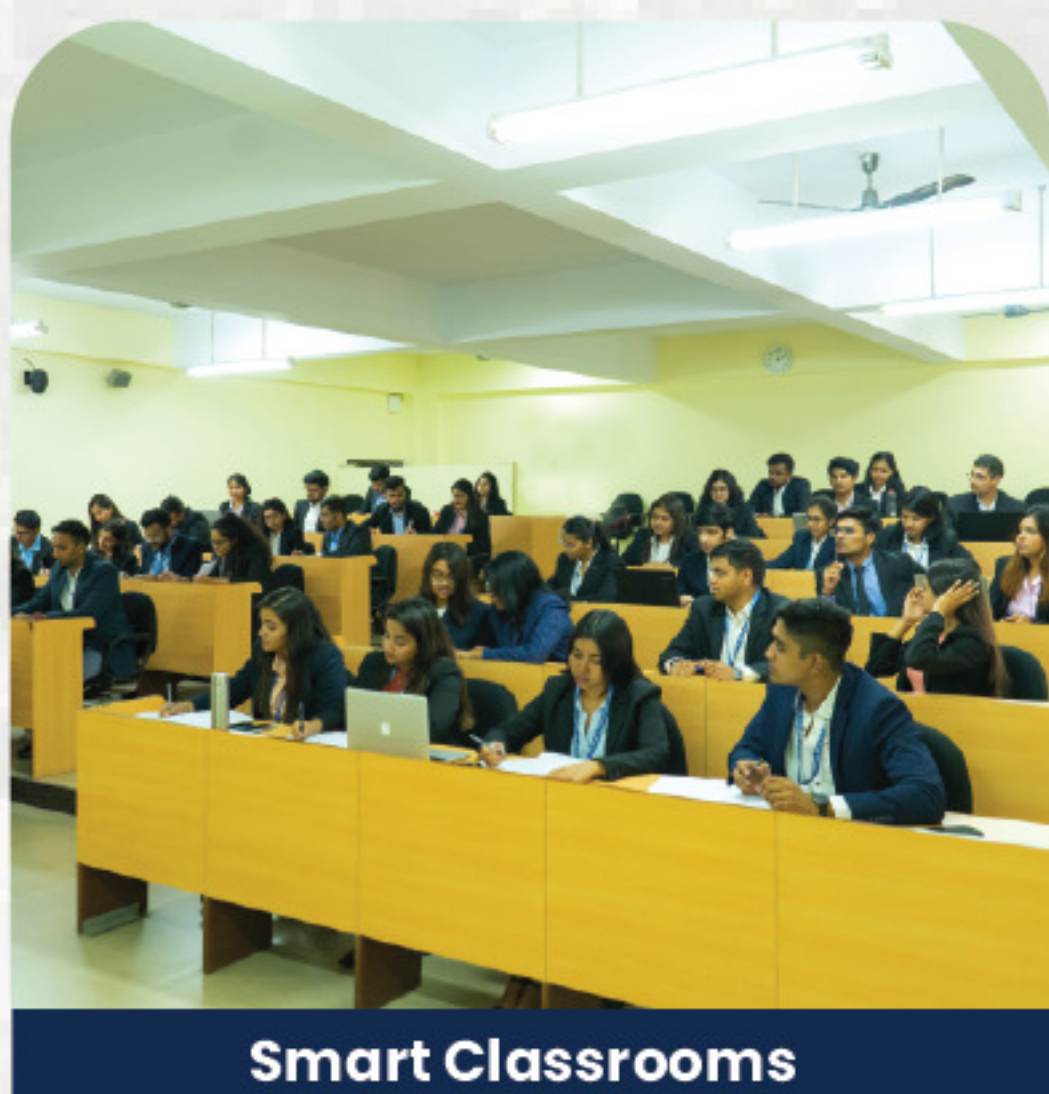
M.E., Ph.D.

**Professor of Practice –  
Analytics**



# EXTERNAL RESOURCE PERSONS

- **Dr. Binay Bhushan Chakrabarti**, Former Prof. of Finance at IIM Calcutta, Former Director of IIM Ranchi (*Finance*)
- **Dr. Pankaj K Agarwal**, CFA, Associate Professor of Finance at XLRI Delhi (*Finance*)
- **Dr. Arindam Saha**, FPM (XLRI), Managing Director & Founder – Vista intelligence Pvt. Ltd. (*Finance*)
- **Mr. Prantik Roy**, Assistant Professor of Finance, XLRI – Jamshedpur (*Finance*)
- **Dr. P. Venugopal**, Professor of Marketing and Former Dean of XLRI Jamshedpur (*Marketing*)
- **Mr. Krishanu Maitra**, PGDM (IIM-C), Co-Founder and CEO, Wynn Corporation Ltd. (*Marketing*)
- **Dr. Kalyan Sankar Sengupta**, MSc., Ph.D, Adjunct Professor at IMI, Kolkata (*Analytics*)
- **CS Kaushik Mukherjee**, Executive Director of PCBL Ltd. (*Finance*)
- **Mr. Rahul Bose**, Corporate Trainer, PGDM (XLRI), Business Consultant, Ex-IBM (*HR*)
- **Mr. Sumit Ray**, Vice President – Technology for Merkle Sokrati – part of the Dentsu Group in India (*Marketing*)
- **Mr. Arup Banerjee**, Senior Vice President – Global Delivery and Practices, Mindtek (*Analytics*)
- **Dr. Koushik Dutta**, B.Tech (IIT – Kharagpur), PGDM (IIM-C), Ph.D. (XLRI), Former Professor of Practice of IIM Indore and currently visiting professor at IIM Indore, IIM Shillong and IIM Amritsar, Consultant of World Bank, UNESCO, Govt. of India, etc. (*Strategic Management*)
- **Dr. Ranjan Das**, Former Professor of Strategic Management, IIM Calcutta (*Strategic Management*)
- **Dr. Bhaskar Basu**, Professor of Information Systems – Xavier Institute of Management (XIM) University, Bhubaneswar (*Production & Operations*)
- **Dr. Gautam Banerjee**, Ph.D. (Jadavpur University), Professor of Management Studies at National Institute of Technology (NIT), Durgapur (*Quantitative Techniques*)
- **Dr. Debdulal Dutta Roy**, Associate Professor – Psychology Research Unit, Indian Statistical Institute (ISI), Kolkata (*Research Methodology*)



Smart Classrooms



Computer Lab



Communication & Finance Lab



Conference Room



# MANAGEMENT DEVELOPMENT PROGRAMME

**Xavier Business School (XBS)**, the epicentre of management research and innovation, has placed a strong emphasis on Management Development Programmes (MDPs) and continuous learning since its inception in 2008. Over the years, XBS has positioned itself as a bridge between academia and industry by offering specialized programmes for diverse stakeholders across the nation.

## Objective of the MDP Programme

The MDP programme at XBS is designed to deliver short-duration, high-quality training for working professionals across industries, educational institutions, and government sectors. These programs aim to equip participants with advanced knowledge and skills in evolving business and management practices, enabling them to contribute significantly to their organizations' success.

## Types of MDPs at XBS

### Open MDPs:

Open MDPs are pre-designed programs offered as part of the Annual MDP Calendar or based on interest expressed by individuals or organizations. Professionals can register through the official website or other designated channels. A minimum of eight participants is required for the successful execution of an Open MDP.

### Institutional MDPs:

Institutional MDPs are customized training programs designed based on requests from corporate entities, government organizations, and educational institutions. These programs are further classified into:

**1. General Management Programme (GMP):** A structured programme designed for various management levels, categorized into:

- **Executive GMP:** For junior-level management professionals.
- **Senior GMP:** For middle-level management professionals.
- **Advanced GMP:** For senior-level management professionals.

**2. Customized MDPs:** Tailor-made programs developed to address specific business and developmental needs of client organizations. These programs integrate standard modules from existing MDPs with bespoke elements to align with the unique requirements of the organization.



## Programme Name: ESG Risk Management

**Programme Facilitator: Dr. Sitangshu Khatua**

**Programme Objective:** Most large corporations have a dedicated focus on ESG risk management and integrate this into their enterprise risk management frameworks for decisions related to funding various projects. The course aims at developing an understanding of environmental, social and governance risks; their identification, assessment and reporting; and using this to gain competitive advantage.

The decision to invest in such initiatives in many cases may be accompanied by an unanswered question in the minds of the executive – does this create any competitive advantage for the firm? This program takes the participants through a safari of what are the various ESG risk management frameworks and the mechanisms for applying them in their own context. Unlike other programs, the program does not leave the participants after closure but aims to create networking opportunities for the future to leverage and build on this program.

### Programme Coverage:

- Foundations of ESG.
- ESG Risk Identification and how far insurable.
- Balancing ESG and Business.
- Emerging Business Risks: Cyber and AI.
- ESG and DEI for Business Continuity.
- Integrating Industry and Academia for ESG.

**Takeaways:** At the conclusion of the program, the participants shall understand the approach for leveraging principles of ESG risk management to gain competitive advantage. Also, the participants shall have the opportunity to be a part of a peer group to discuss how these strategies can be leveraged in their own organizational setting.





## Programme Name: Finance for Non-Finance Executive

**Programme Facilitator: Dr. Sitangshu Khatua**

**Programme Objective:** The objective of this program is to guide participants through financial concepts and processes, enabling them to intelligently process financial information generate by organizations.

The program aims to help participants understand the use of cash as a proxy for creating business value and differentiate between cash and profits. Additionally, it seeks to enhance participants' comprehension of the levers for financial performance to facilitate better managerial decision-making. As managerial decisions have financial implications, understanding financial information becomes crucial.

The program aims to equip managers at all levels in a firm with the tools and techniques required for financial reporting, cost management, and financial decision-making. By understanding the financial concepts and interpreting financial data, participants can make more informed decisions, contributing to improve profitability and cost consciousness.

Ultimately, the goal is to elevate participants' business knowledge and prepare them for leadership positions, allowing them to competently allocate capital and understand the functioning of capital markets.

**Takeaways:** The program aims to equip managers at all levels in a firm with the tools and techniques required for financial reporting, cost management, and financial decision-making. By understanding the financial concepts and interpreting financial data, participants can make more informed decisions, contributing to improve profitability and cost consciousness.

Ultimately, the goal is to elevate participants' business knowledge and prepare them for leadership positions, allowing them to competently allocate capital and understand the functioning of capital markets.





## Programme Name: Leveraging Histrionics in Training Delivery

**Programme Facilitator: Dr. Sitangshu Khatua**

**Programme Objective:** This unique workshop is designed to enhance the effectiveness of training delivery by utilizing theatrical techniques, expressive communication, and dramatic elements to captivate, engage, and inspire learners. The program aims to equip trainers with tools to create impactful learning experiences through the strategic use of voice, body language, storytelling, and stage presence with an aim to win deals / business in the marketplace by the sheer difference in pitch rising above competition.

### Takeaways:

- Understanding Histrionics in Training.
- Define the concept of histrionics and its relevance in engaging learners.
- Use tone, pitch, and voice modulation to deliver impactful messages.
- Utilize storytelling techniques to simplify complex concepts and sustain attention.
- Build confidence and charisma to connect with diverse audiences.
- Leverage emotion to create memorable learning experiences.
- Design and deliver training sessions using dramatic methods.

## Programme Name: Predictive Modelling

**Programme Facilitator: Dr. Shuvendu Chakraborty**

### Programme Objective:

- Provide an understanding of predictive modelling concepts and applications.
- Enhance decision-making using data-driven insights.
- Introduce statistical techniques for predictive analytics.
- Enable hands-on experience with predictive modelling tools and frameworks.

**Programme Coverage:** Predictive modelling has become a crucial tool for organizations aiming to leverage data for strategic decision-making.

**Takeaways:** This Management Development Program (MDP) on Predictive Modelling is designed to equip executives and managers with the necessary knowledge and skills to apply statistical techniques for forecasting and data-driven decision-making.



## Programme Name: Finvision 360: Mastering Corporate Finance for Strategic Growth

**Programme Facilitator: Dr. Tutun Mukherjee**

### **Programme Objective:**

- Provide a holistic understanding of corporate finance and its strategic implications.
- Equip the participants with advanced valuation techniques, risk management strategies, and financial modelling skills.
- Enhance decision-making capabilities in capital structure, investment appraisal, and mergers & acquisitions.
- Foster understanding of the impact of corporate governance, ESG factors, & financial distress management.
- Enable participants to apply contemporary financial tools and models to real-world business scenarios

### **Takeaways**

#### ***Participants:***

- Enhanced financial acumen for making informed strategic decisions.
- Practical exposure to advanced corporate finance tools.
- A competitive edge in handling financial challenges.
- Hands-on experience in financial modelling, enabling better decision-making.
- Networking opportunities with finance professionals and industry leaders.

#### ***Organizations:***

- Stronger financial decision-making and risk management strategies.
- Improved financial performance and resource optimization.
- Better alignment of financial strategies with business objectives.
- Increased resilience to financial volatility and economic uncertainties.





## Programme Name: Supply Chain Management and Information System Integration

Programme Facilitator: Dr. Avijit Bhattacharyya

### Programme Objective:

- **Cost reduction:** Minimizing operational costs across the entire supply chain through efficient inventory management, optimized transportation routes, and reduced waste.
- **Improved efficiency:** Streamlining processes and eliminating bottlenecks to enhance productivity and delivery speed.
- **Customer satisfaction:** Meeting customer needs by delivering the right products, in the right quantity, at the right time.
- **Enhanced visibility:** Gaining real-time insights into inventory levels, order status, and potential disruptions throughout the supply chain.
- **Collaboration & communication:** Fostering strong relationships and open communication between all supply chain partners.
- **Quality Control:** Ensuring product quality standards are met throughout the production & distribution process.
- **Risk management:** Identifying & mitigating potential disruptions to the supply chain, such as natural disasters or supplier issues.
- **Sustainability practices:** Incorporating environmentally friendly methods and materials into the supply chain.

### Takeaways:

- Implementing systems that provide real-time data and analytics on inventory levels, production status, and shipment tracking.
- Enhanced visibility enables businesses to monitor performance, predict potential issues, and make proactive adjustments to avoid disruptions and ensure optimization.





## Programme Name: AI & Machine Learning in Finance: Transforming Decision Making & Strategy

**Programme Facilitator: Dr. Banhi Guha**

### Programme Objective:

- Develop Foundational and Advanced Knowledge of AI/ML in Finance.
- Enhance Practical Skills in AI/ML Applications.
- Foster Strategic Decision-Making Using AI/ML.
- Address Ethical, Regulatory, and Compliance Challenges.
- Build Leadership Capabilities for AI/ML-Driven Transformation.

### Programme Coverage:

- Module 1: Introduction to AI and ML in Finance
- Module 2: Data Preprocessing and Feature Engineering
- Module 3: Predictive Analytics in Finance
- Module 4: AI in Risk Management
- Module 5: Machine Learning for Investment Strategies
- Module 6: Natural Language Processing (NLP) in Finance
- Module 7: AI in Financial Planning and Analysis (FP&A)
- Module 8: AI in Financial Inclusion
- Module 9: AI in Insurance (Insurtech)
- Module 10: AI in Regulatory Compliance (Regtech)

### Takeaways:

- Comprehensive understanding of AI/ML concepts and their applications in finance.
- Ability to preprocess financial data and build predictive models.
- Skills to apply AI/ML in risk management, investment strategies, and customer insights.
- Awareness of ethical and regulatory considerations in AI/ML.
- Leadership capabilities to drive AI/ML initiatives in financial organizations





## Programme Name: Managerial Effectiveness

**Programme Facilitator: Dr. Manodip Ray Chaudhuri & Dr. Mourlin K, S.J.**

### Programme Objective:

- The primary objective is to inculcate knowledge, skills, abilities and attitude among junior and middle level managers and executives so that they can efficaciously and fruitfully perform, within the scope of their job, in the organization.
- This MDP is intended to develop the skills, capabilities and potentials of the junior and middle level managers and executives.
- It will help in building the effectiveness of these managers and executives so that they can be successful, effective and thriving in their profession.
- The program starts with understanding of self and eventually equipping the participants to hold the reins of their jobs and responsibilities in a social setting within an organization. This will help them to correctly understand their roles and to do the right things, thus improving the overall effectiveness of the organization.
- The participants will develop their self-analysis, communication, leadership and team building skills.

### Takeaways:

- Understanding of Self vis-à-vis the Social Setting at Work.
- Leadership Deliverables for Workplace Effectiveness, Efficacy and Efficiency.
- Art of Forming Effective Groups and Cohesive Teamwork.





## Programme Name: Personality Development

**Programme Facilitator: Dr. Ruchita Burman**

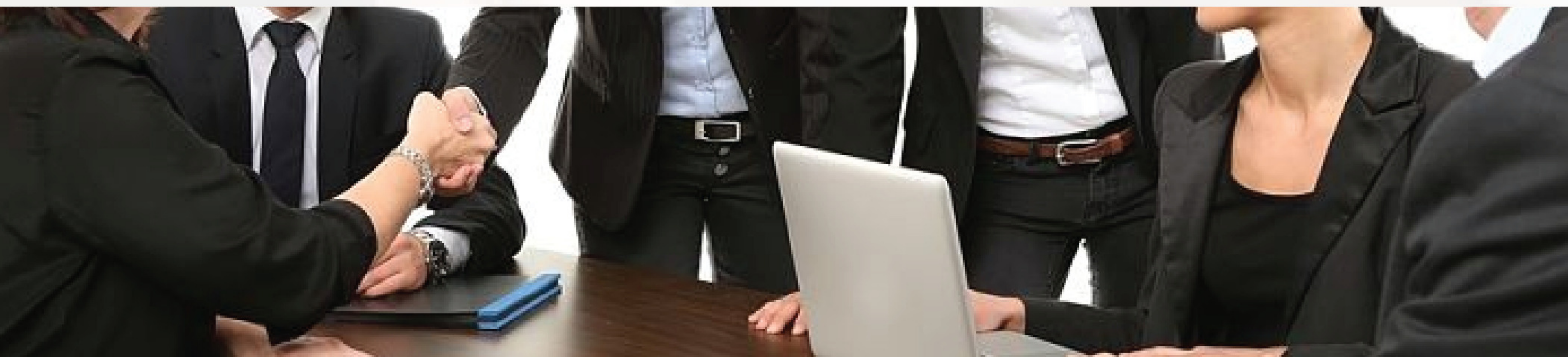
**Programme Objective:** This program is designed to help participants identify and understand the personal values that influence their professional behavior and decision-making. By enhancing self-awareness, it enables more effective leadership and strategic thinking. Participants will develop strategies to align their values with organizational goals, strengthening their communication and interpersonal skills for greater leadership impact. The program also focuses on fostering emotional intelligence and resilience, equipping managers to navigate challenges with confidence. Ultimately, it cultivates a growth mindset, promoting continuous personal and professional development.

### Programme Coverage:

- The Role of Personal Values in Leadership.
- Self-Discovery and Personality Insights.
- Aligning Personal Values with Organizational Culture.
- Effective Leadership Communication.
- Emotional Intelligence for Professional Excellence.
- Building Resilience and Overcoming Challenges.

### Takeaways:

- The ability to understand, nurture, and align personal values with professional aspirations is crucial for sustained success.
- In-depth exploration of personality development, equipping managers with the knowledge, skills, and strategies to enhance self-awareness, leadership effectiveness, and interpersonal communication.
- Deeper understanding of personal and professional values, participants will develop the mindset and capabilities needed to thrive in leadership roles, navigate challenges, and drive organizational success.





## Programme Name: Brand Analytics

**Programme Facilitator: Dr. Saugat Ghosh**

### Programme Objective:

- To provide an in-depth understanding of brand-related constructs and their significance in business strategy.
- To familiarize participants with theoretical models of Brand Equity, Identity, Personality, and Love.
- To equip participants with statistical techniques to analyze brand data effectively.
- To enable professionals to derive actionable insights from brand analytics for strategic decision-making.

### Programme Coverage:

- Module 1: Introduction to Brand Analytics.
- Module 2: Data Collection and Preparation.
- Module 3: Statistical Techniques for Brand Analysis.
- Module 4: Application of Brand Analytics in Business Strategy.

### Takeaways:

- Gain a comprehensive understanding of brand analytics and its strategic importance.
- Learn to apply statistical techniques to analyze and interpret brand-related data.
- Develop skills to test and validate theoretical brand models using empirical data.
- Be able to make informed, data-driven decisions to enhance brand performance.
- This training will be highly interactive, combining theoretical concepts with hands-on statistical analysis to ensure practical applicability for brand managers, marketing professionals, and business strategists.





## Programme Name: Analytics for Strategic Business Decisions

**Programme Facilitator: Dr. Soma Sur**

**Programme Objective:** The program aims to empower participants to use data analytics to make strategic business decisions that lead to better outcomes. The major objectives are:

- Use data for enhanced and effective decision and improve accuracy, efficiency.
- Understand customers better, drive performance and revenue, and improve operational efficiency and manage human resource.
- To find meaningful trends, patterns, relationships and other useful information from data.
- To learn a variety of methods, from simple to complex and to analyze data sets helping uncover important information for enhanced strategic decision making.

## Programme Name: E-commerce & Digital Marketing: Strategies for Growth

**Programme Facilitator: Dr. Souren Koner**

**Programme Objective:**

- **Understand E-commerce Fundamentals:** Provide participants with a strong foundation in e-commerce models, platforms, and market trends.
- **Explore Digital Marketing Strategies:** Equip with knowledge of key digital marketing techniques, including SEO, social media marketing, content marketing, and paid advertising.
- **Enhance Online Customer Engagement:** Strategies for improving customer experience, personalization, and engagement through digital platforms.
- **Optimize Conversion & Sales Growth:** Explain best practices for optimizing e-commerce websites, increasing conversions, and maximizing Return on Investment (ROI).
- **Understand the Role of Emerging Technologies:** Explore the impact of AI, blockchain, and AR/VR on e-commerce and digital marketing strategies.
- **Address Cybersecurity & Legal Aspects:** Highlight key legal, ethical, and cybersecurity concerns in digital commerce and online marketing.
- **Develop Practical Implementation Skills:** Enable to develop or compare different website performance.



# REGISTRATION & PAYMENT PROCESS FOR MDPs

## Type of Participation:



- **Institute Sponsored:** Institution submits filled-in Nomination Form(s).
  - **Self Sponsored:** Individual participant submits the Filled-in Form along with payment.
- Forms must be submitted at least 7 working days before the commencement of the programme.

## Make Payment:



### 1. Payment Options:

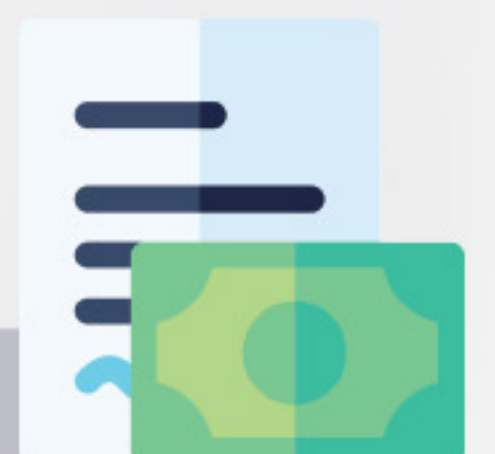
- o Demand Draft in favour of 'St. Xavier's University Kolkata Alumni Association'
- o Online Transfer via RTGS/NEFT:
  - Bank Name: Canara Bank
  - Account Name: St. Xavier's University Kolkata Alumni Association
  - Account Number: 97212010001155
  - IFSC Code: CNRB0019721
  - Branch: St. Xavier's University Kolkata Rajarhat Campus Branch
- o UPI Payment: Scan the QR Code ----->



### 2. After Payment:

Email payment details/screenshot/UTR number to the below mentioned email address. If payment is not received by the deadline, the nomination will be **cancelled**.

## Programme Fee Structure:



- 1. Open MDP at XBS Campus:** ₹ 5,000/- + GST per participant per day.  
Group Discounts available for Institute-Sponsored groups (minimum 5 participants)
- 2. Institute-Specific MDP:** Fee based on: Programme Duration, Module Structure, Number of Participants.
- 3. In-Company MDPs:** ₹ 25,000/- + GST per day (for up to 20 participants). Additional cost for travel and stay of resource persons to be borne by the company if outside Kolkata.

## Await Confirmation:



A formal acceptance email with programme details will be shared upon receipt of form and payment. Participation is confirmed subject to approval by the Programme Director.



# GLIMPSES FROM OUR RECENT MDPs

## OPEN MDPs



*1-Day MDP on ESG & Risk Management*

*1-Day MDP on Learning How to Learn:  
Accelerators and Blockers*

## ORGANISATION SPECIFIC MDPs



*5-Day MDP on Leading & Managing in 21st Century  
for GRSE Mid Level Executives*

*10-Day MDP titled Campus to Corporate for  
newly joined GRSE Executives*

## CONTACT US

### Email Address

deanxbsoffice@sxuk.edu.in  
programme.officer@sxuk.edu.in

### Address

Action Area IIIB, New Town,  
Kolkata - 700160

### Website

[www.sxuk.edu.in/xbs](http://www.sxuk.edu.in/xbs)

### Contact

033 6624 9897  
033 6624 9872

### Follow Us

