

Our other
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Leveraging Social Media for Business Intelligence	April 23, 2018
2.	Advanced Management Programme	May 7-9, 2018
3.	Geopolitical Risk and Business Preparedness	May 24, 25, 2018
4.	Data Summarization and Presentation for Non-Technical Executives	May 28-29, 2018
5.	Effective Purchasing Skills & Strategic Sourcing	June 4-5, 2018
6.	Training of Trainers	June 11-13, 2018
7.	Quality Analytics	June 16-17, 2018
8.	HR Analytics	July 23-24, 2018
9.	Advanced Excel Training	July 26-27, 2018
10.	Developing an Intrapreneurial Mindset for Effective Leadership	July 30-31, 2018
11.	Finance for Non-Finance Executives	August 6-7, 2018
12.	Data Analytics for Expanding Markets	August 9-10, 2018
13.	Effective Communication for Women in the Workplace	August 20-21, 2018
14.	Decision Making Techniques for Managers	August 30-31, 2018
15.	Effective Negotiation Skills	September 4-6, 2018
16.	Project Management	September 10-11, 2018
17.	Financial Management for Public Sector Enterprises	September 12-14, 2018
18.	Effective Communication and Presentation Skills	September 17-18, 2018
19.	Emerging Trends in Performance Management	October 10-12, 2018
20.	A Handshake with Disruptive Digital Technologies	October 15-16, 2018
21.	Crisis Communication	October 25-26, 2018
22.	Executing Strategies in World of Constant Disruptions	October 29-30, 2018
23.	Coaching & Mentoring for Personal and Professional Success	November 1-2, 2018
24.	Business Environment in the Middle East and Africa	November 15-16, 2018
25.	A Consultants Tool-Kit for Solving Strategic Problems & Enhancing Business Performance	November 19-20, 2018
26.	Making the Supply Chain Responsive	November 21-22, 2018
27.	Retirement Planning for Seeking Financial Freedom	November 26-27, 2018
28.	Nurturing the 5th Dimension of Leadership	November 29-30, 2018
29.	Managerial Leadership and Team Building	December 3-4, 2018
30.	Enhancing Assertiveness and Positive Attitude	December 10-11, 2018
31.	Creating Winning Sales Teams	December 17-18, 2018
32.	Digital Communication	January 10-11, 2019
33.	Enterprise Risk Management for Creating Risk Intelligent Organisation	January 14-15, 2019
34.	Strategic CSR: From Agenda Building to Impact Measurement	January 17-18, 2019
35.	Foreign Exchange Risk Management	February 4-5, 2019
36.	Enhancing Personal Branding-Building Your Pathway to Professional Success	February 11-12, 2019
37.	The New Indian Consumer: Winning Concepts and Practices	February 21-22, 2019
38.	Pricing and Application of Financial Derivatives	February 27-28, 2019

ABOUT THE INSTITUTE

FORE School of Management (FORE) has been established by the Foundation for Organisational Research and Education, a non-profit organization, with a mission "To achieve and sustain Leadership in Management Education, Research, Consultancy and Development". FORE conducts following long-duration educational programmes:

- The PGDM & PGDM (IB) courses at FORE are AICTE (All India Council for Technical Education) approved and accredited by National Board of Accreditation (NBA).
- The PGDM courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU).
- FORE is rated as A*** by CRISIL in Delhi-NCR region and A** on national level.
- FORE has been awarded "SAQS Accreditation" by Association of Management Development Institutions in South Asia (AMDISA).
- FORE has set up a state-of-the-art Studio at its Campus to conduct Online Executive Education Programmes for Working Professionals and has been successfully conducting variety of such online certification courses.

Eminent academicians with many years of experience and experts from industry, recognized nationally and internationally, constitute faculty at FORE. FORE has in-house training facilitators in the field of Communication, OB & HR, Finance, Operations, Marketing, IT, International Business and Strategic Decision Making.

With a sharp focus on Management Education, Executive Education Programmes/MDPs, Consulting and Research, FORE stands amongst the Top Business Schools in the country.

FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programmes, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programmes (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

For any other information, please contact:

Executive Education Office

FORE School of Management

Adhitam Kendra

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Management Development Programme
on
**Leveraging Social Media for
Business Intelligence**

April 23, 2018

FORE Campus, New Delhi

Programme Director:
Prof. Shilpi Jain



Imparting Knowledge for Exploring New Horizons



Introduction & Objectives

The proliferation and popularity of digital platforms have changed the ways of doing business and expression of thoughts. The present day customers are using open and easy to access social media platforms frequently for expressing their opinions, be it for appreciation or grievance. Social media platforms have become powerful tools that compel organizations to act fast and fulfill various promises made to customers. Conversely, businesses can access rich data from diverse stakeholders (e.g. customers, employees, retailers etc.) in the form of posts, likes, comments, trends, expert advice, and ratings, which further improve their strategic decision making ability in such areas as costs, product expansion, market expansion etc. Social media and business intelligence are inseparable, and their integration allows organization to have greater audience reach, effective segmentation, targeted and customized marketing. In addition, it probably enables the organizations to lower costs by having answers to questions like: when should the organization use a twitter handle? What is the best time to publish or broadcast their offers / freebies? What is trending?

This one day executive program draws together technology and business perspectives in order to understand the implications for social-media enabled businesses. The program is especially designed for managers, executives, sales & marketing personnel to understand business intelligence in theory and practice, and how to combine it with powerful social media tools for new business opportunities.

Content

1. Introduction to communication channels and the business implications of these new social media technologies.
2. Theoretical underpinnings of social organizations and structures.
3. Introduction to technologies associated with business intelligence, big data and data analytics
4. Analysis, interpretation and management of social media data for new business opportunities using industry application tools

Special Features

1. No special programming skills required
2. Ample case studies will be discussed
3. Practical exposure with industry specific tools like Orange, Tableau, Zoho Social¹

Methodology

Business Case Studies and hands-on data analysis with Industry specific tools

Who Should Attend

Working professionals from any industry domain.

Duration & Venue

Dates: April 23, 2018

Venue: FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

¹There is a possibility that during the workshop, one or two tools may be changed, added or dropped. The tool adoption is highly dependent on their license terms or the release phase.

Fee

Non-residential: Rs. 8,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.

Residential: Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd./Qutab Residency, New Delhi or equivalent from **noon of April 22, 2018 till noon of April 24, 2018.**

Discounts

- Early bird discount of Rs. 1,200 per participant for nominations received on or before April 15, 2018.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

Fee is payable in advance by way of Local Cheque / DD in favor of "FORE School of Management" payable at New Delhi. You can also make online payment of fees by logging on to FORE website http://www.fsm.ac.in/exe_openmdpcalendar20182019.html

Registration

The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You can also register & pay online by logging on to FORE website http://www.fsm.ac.in/exe_openmdpcalendar20182019.html. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

Certificate of Participation

The Institute issues a certificate of participation on conclusion of the programme.

Faculty

The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers.

Programme Director

Prof. Shilpi Jain, With close to 2 decades of experience in the Academia & IT industry, Prof. Jain has held research positions in a variety of functional areas. During her stint at Infosys Research Labs, she has designed prototypes for virtual teams enabling paired programming, country risk analysis framework, and a prototype for dynamic resource sharing across geographies. Her current research is in applied and empirical software engineering, user behavior on social media & e-commerce, digital inclusion at grassroots level, and adoption of disruptive technologies, which includes digital currency, gamification, and enterprise systems on cloud. At present, she is a co-chair of a funded longitudinal policy research project which aims to evaluate the impact of internet connectivity in rural India and its' influence on the regularization of Rural Telecom ISPs. She can be reached at <shilpijain@fsm.ac.in>.

FORE School of Management
Management Development Programme

Leveraging Social Media for Business Intelligence

April 23, 2018
Registration Form

Name: _____

Designation: _____

Organisation: _____

Office Address: _____

Phone: Office _____

Mobile: _____

Email: _____

Fax: _____

Your expectations from the Programme: _____

Residential / Non Residential _____

Payment Options

Online Payment

Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website http://www.fsm.ac.in/exe_openmdpcalendar20182019.html for online registration and payment.

Offline Payment

Programme fees can be paid through Local Cheque / DD
If attached please give details

Local cheque / DD No. _____ Date _____ Amount _____

Signature

(Please return the completed form by post
or email: exed@fsm.ac.in, to:

Executive Education Office
FORE School of Management
B-18, Qutub Institutional Area
New Delhi 110 016

Note: Please feel free to make copies of this form for additional registrations.