

Our other
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Building Business Intelligence from Social Media	April 24, 2017
2.	Strategic Sourcing	May 1-2, 2017
3.	Online Payment Systems and Data Security	May 5, 2017
4.	Google: Search Engine Optimization and Search Engine Marketing (SEO and SEM)	May 18-19, 2017
5.	Training of Trainers	May 22-24, 2017
6.	How to Summarize and Present your Business Data	May 29, 2017
7.	Effective Purchasing Skills	June 5-6, 2017
8.	A Consultants' Tool-Kit for Solving Strategic Problems & Enhancing Business Performance	June 29-30, 2017
9.	Enhancing Managerial Effectiveness	July 3-5, 2017
10.	Finance for Non-Finance Executives	July 10-12, 2017
11.	Quality Analytics	July 17-18, 2017
12.	Applied Marketing Research Techniques	July 20-21, 2017
13.	Developing an Intrapreneurial Mindset for Effective Leadership	July 24-25, 2017
14.	Advanced Excel Training	July 27-28, 2017
15.	Problem Solving and Decision Making	August 3-4, 2017
16.	Effective Communication for Women in the Workplace	August 9-10, 2017
17.	Advanced Microsoft Excel for HR Managers	August 22-23, 2017
18.	Product Management	August 28-29, 2017
19.	Decision Making Techniques for Managers	August 30-31, 2017
20.	Project Management	September 5-6, 2017
21.	Spreadsheet Modeling for Financial Analysis	September 7-8, 2017
22.	HR Analytics and Social Media	September 11-12, 2017
23.	Effective Negotiation Skills	September 13-15, 2017
24.	Digital Marketing: Winning Concepts and Practices	September 18-19, 2017
25.	Effective Communication and Presentation Skills	September 21-22, 2017
26.	Coaching & Mentoring for Personal and Professional Success	October 9-10, 2017
27.	Written Business Communication	October 26-27, 2017
28.	Assessing Geopolitical Risks for Doing Business in Asia-Pacific Region	November 9-10, 2017
29.	Advanced Microsoft Excel for Managers	November 15-16, 2017
30.	Restructuring and Business Valuations	November 20-21, 2017
31.	Making the Supply Chain Responsive	November 23-24, 2017
32.	Nurturing the 5th Dimension of Leadership	November 27-28, 2017
33.	Superannuation Planning	December 4-5, 2017
34.	Customer Management in a Digital Marketing Space	December 7-8, 2017
35.	Enhancing Assertiveness & Positive Attitude	December 11-12, 2017
36.	Strategic CSR: From Agenda Building to Impact Measurement	December 14-15, 2017
37.	Creating Winning Sales Teams	December 18-19, 2017
38.	Foreign Exchange Risk Management	December 21-22, 2017
39.	Managerial Leadership and Team Building	January 11-12, 2018
40.	Social Media Marketing and Social Listening	January 15-16, 2018
41.	Crisis Communication	January 18-19, 2018
42.	Data Analytics: Introduction to R Software	January 24, 2018
43.	Enterprise Risk Management for Creating Risk Intelligent Organisation	February 5-6, 2018
44.	Marketing Strategies for Winning in India and Emerging Markets	February 8-9, 2018
45.	Enhancing Personal Branding - Building Your Pathway to Professional Success	February 15-16, 2018
46.	Financial Reporting as per Converged Indian Accounting Standard	March 8, 2018

ABOUT THE INSTITUTE

Foundation for Organisational Research and Education (FORE), a non-profit autonomous organisation, was established in 1981 as a Center for Excellence for research, consultancy, training and management education by renowned professionals of global acclaim from Government and corporate sectors. With a view to meeting the needs of professional education of excellence in Management, FORE School of Management, New Delhi under the aegis of FORE was established in 1992. FORE has been working closely with industry and academia for developing contemporary new domains of managerial thought and education and contributing to the process of building leaders in today's global business environment. FORE has been setting benchmarks in management education for the last over 25 years. This is aptly reflected in the Top rankings by leading B-Schools surveys of the country and in a recent survey conducted by **CRISIL - a leading Ratings, Research, Risk and Policy Advisory Company in India - has rated FORE with A*** (the highest rating level) for the Delhi-NCR and A** for the National level for both the two-year PGDM and PGDM (IBM) Programs.** Located in the heart of South Delhi, FORE provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the upcoming challenges for tomorrow's corporate leaders. The Programs offered at FORE aim at developing multiple skills including managerial decision-making, problem-solving, analytical reasoning, communications, creativity and innovation. The Institute has a Board of Directors with representatives from Government, academic institutions and industry. The Institute has also an Academic Council consisting of eminent professionals from industry, government and other academic institutions. FORE takes pride in its professional and high-quality faculty in the fields of Communications, Economics, Finance, Human Resource Management, Information Technology, International Business, Marketing, Operations and Strategy. The faculty are drawn from leading national and international institutions and industries who are engaged in extensive research and consultancy, and possess a myriad of management skills. Eminent personalities and senior corporate professionals are invited from time to time to share their experiences and discuss real world managerial practices and market opportunities and challenges.

With a sharp focus on Management Education, Management Development Programs, Consulting and Research, and with 38 full time well qualified faculty 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 programs, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programs (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:

MDP Office

FORE School of Management

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Management Development Programme
on
**Building Business Intelligence
from Social Media**

April 24, 2017

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 areas such 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.

COURSE CONTENT

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

SPECIAL FEATURES

- No special programming skills required
- Ample case studies will be discussed
- 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 24, 2017

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

1. There 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 Service Tax @ 15%) covering professional fee, programme kit and tea/lunch.

Residential: Rs. 15,000 per participant (plus Service Tax @ 15%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Qutub Residency & M/S Residency Resort (P) Ltd., New Delhi or equivalent from **noon of April 23, 2017 till noon of April 25, 2017.**

Discounts

- Early bird discount of Rs. 800 per participant for nominations received on or before April 17, 2017.
- 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.

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. 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 more than 16 years of work experience Prof. Shilpi Jain began her academics career with Georgian college, Canada and University of Sudbury, Canada where she taught in Engineering and Management programs. Prior to joining FORE, she has served as a Senior Researcher at Software Engineering Labs, Infosys Limited, where she focused on developing various tools and processes to enhance the productivity of virtual teams. She has steered several research studies in innovation management, digital technologies, e-commerce, and enterprise systems on cloud (i.e. SaaS). She has been publishing industry case studies (with organizations like Birla soft, ICICI Bank, and Sona Koyo) in reputed journals such as ACRJ, ACRC, & AJMC, and research articles in International Conferences like AMCIS, PACIS, IGCSE, SRII, ISDSI etc. She can be reached at <shilpijain@fsm.ac.in>.

FORE School of Management Management Development Programme Building Business Intelligence from Social Media

April 24, 2017

Registration Form

Name: _____

Designation: _____

Organization: _____

Office Address: _____

Phone: Office _____

Residence _____

Mobile: _____

Email: _____

Fax: _____

Your expectations from the programme: _____

Residential/ Non Residential _____

Payment Details:(Please tick appropriate and fill)

- Payment enclosed (Local cheque/DD No: _____)

Date: _____ Amount: _____)

- Payment is under process and will reach you before the programme

Signature

(Please return the completed form by post, or fax (011 2652 0509) or email: mdp@fsm.ac.in, to:

MDP Office

FORE School of Management

"Adhitam Kendra"

B-18, Qutub Institutional Area
New Delhi 110 016

Note: As needed please feel free to make duplicate copies of this form for additional registration.