PSG

PSG Institute of Management
PSG College of Technology

PSGIM

EDGE

EMPOWERING DEVELOPMENT, GROWTH, & EXCELLENCE

EDGE - Empowering Development, Growth, and Excellence is a distinctive industry engagement initiative by PSGIM that connects academic insights with real-world business challenges. By focusing on empowering development, driving growth, and ensuring excellence, EDGE offers a unique platform for organizations to enhance their leadership capabilities, foster innovation, and optimize performance. This collaboration enables businesses to stay competitive by aligning industry trends with cutting-edge management practices, creating a sustainable impact on both individuals and organizations. With EDGE, PSGIM provides industry partners with tailored solutions to navigate today's dynamic business environment.

PSGIM offers a comprehensive bouquet of Management Development Programmes (MDPs) designed to equip professionals across key business functions with the skills needed to thrive in today's dynamic environment. Our programs cover critical domains such as Human Resources, Operations, Decision Sciences, Marketing, and Finance, offering tailored solutions that address industry-specific challenges. With a focus on practical learning, strategic insights, and leadership development, PSGIM's MDPs are crafted to empower organizations and individuals to drive growth, optimize performance, and achieve sustained excellence in their respective fields.

EDGE Programmes – 2025

HUMAN RESOURCE

Program #1: Empower Yourself: Mastering Personal Effectiveness for Success

- **Duration: 2 Days**
- **Focus Areas:**
  - Communication Mastery: Enhancing verbal and non-verbal communication
  - Critical Thinking & Problem-Solving: Techniques for analyzing situations and developing effective solutions
  - Adaptability: Navigating change with resilience and flexibility
  - Empathy: Cultivating emotional intelligence to connect with others effectively
  - Time Management: Prioritizing tasks to enhance personal productivity

Program #2: Unite & Conquer: Building High-Performing Teams

- **Duration: 2 Days**
- **Focus Areas:**

  - Group Dynamics: Understanding team roles and enhancing collaboration
  - Conflict Resolution: Strategies for managing and resolving team conflicts
  - Motivation & Empathy: Inspiring team members and building mutual understanding
  - Creativity and Innovation: Leveraging team synergy to foster creative problem-solving
  - Networking Skills: Building connections within and outside the team
  - Team Building: Nuances of working in teams

Program #3: Driving Excellence: The Soft Skills Blueprint for Organizational Success

- **Duration: 2 Days**
- **Focus Areas:**

  - Leadership: Leading with vision and influencing others effectively
  - Perception and Personality: Managing diverse personalities in the workplace
  - Negotiation and Decision-Making: Driving win-win outcomes for the organization
  - Resilience and Adaptability: Thriving amidst organizational change and challenges
  - Interpersonal Skills: Strengthening collaboration across departments

Program #4: Management Mastery: Bridging the Gap Between Technical Expertise and Managerial Excellence

- Duration: 2 Days
- Focus Areas:
  - Understanding Management Fundamentals, Role of a Manager
  - Planning for Success
  - Organizing Resources
  - Managing People and Relationships
  - Applying Management in Practice - leadership and motivation, decision making, managing performance and change

Program #5: Emotional Intelligence for Personal and Professional Success

- Duration: 2 Days
- Focus Areas:
  - Understanding EI and its components
  - Recognising and managing emotions
  - Understanding and responding to others' emotions
  - Applying EI to lead effectively
  - Tools for improving EI in daily interactions

Program #6: Corporate Launch Pad - Bridging College and Corporate

- Duration: 2 Days
- Focus Areas:
  - Understanding the Corporate World
    - Decoding the workplace culture
    - Communication Skills
    - Time and Task Management
  - Thriving in the corporate ecosystem
    - Interpersonal skills
    - Problem-solving and Decision Making
    - Building a personal brand
    - Emotional Intelligence

BUSINESS ANALYTICS

Program #1: Breaking Barriers: Leveraging Data Analytics Without IT Expertise

- Duration: 2 Days
- Focus Areas:
  - Fundamentals of Predictive Analytics
  - Transforming Data into Decisions
  - Hands-On Learning with Open-Source Tools
  - Interactive Learning: Case studies and exercises

Program #2: Harnessing Analytics and Machine Learning for Smarter Business Outcomes

- **Duration: 2 Days**
- **Focus Areas:**
  - Data Analytics and Data Mining Techniques
  - CRISP-DM Framework
  - Descriptive Analytics
  - Machine Learning Models for Customer Churn Prediction and Market Basket Analysis

Program #3: Transforming Business with AI: A Deep Dive into Customer Analytics

- **Duration: 2 Days**
- **Focus Areas:**
  - Descriptive and Predictive Analytics
  - Unsupervised Learning for Customer Segmentation
  - Data Analytics Tools
  - CRISP-DM Framework

Program #4: Empowering Growth: Harnessing Data Analytics for Business Success

- **Duration: 2 Days**
- **Focus Areas:**
  - Data Analytics Lifecycle
  - Predictive and Prescriptive Analytics
  - Data Visualization Tools
  - Business Optimization
  - New Market Opportunities
    *No Code, Menu-Driven interface

Program #5: Excel (Basics and Advanced)

- **Duration: 2 Days**
- **Focus Areas:**
  - Core Excel Functions
  - Data Visualization and Advanced Charting
  - VBA and Macro
  - Pivot Tables and Power Pivot
  - Advanced Data Analysis
  - Time-Saving Excel Tips and Tricks
  - Integration with Other Tools

Program #6: SQL for Data Retrieval

- **Duration: 2 Days**
- **Focus Areas:**
  - Introduction to SQL
  - SQL Syntax and Queries
  - Data Manipulation
  - Advanced Query Techniques
  - Subqueries and Nested Queries
  - Query Optimization
  - Database Normalization

Program #7: Introduction to Industry 4.0

- **Duration: 2 Days**
- **Focus Areas:**
  - AI, IoT, Blockchain, and Cloud Applications
  - Big Data Analytics
  - Cloud Computing
  - Digital Twins
  - Cybersecurity in Industry 4.0
  - Industry 4.0 Implementation Stratergies

FINANCE

Program #1: Finance for Non-Finance Professionals

- **Duration: 2 Days**
- **Focus Areas:**
  - Fundamentals of Accounting and its impact on business
  - Understanding and Analyzing Financial Statements
  - Finance concepts and Time Value of Money
  - Investment Decisions using discounted and non-discounted cash flows
  - Working Capital Management and decision-making

Program #2: Data Visualization with Power BI

- **Duration: 2 Days**
- **Focus Areas:**
  - Creating dynamic, user-friendly dashboards
  - Techniques for preparing data for analysis
  - Structuring data for efficient reporting and analysis
  - Overview of key features like DAX and Power Query
  - Best practices for presenting complex data clearly
  - Sharing reports with stakeholders and embedding them into other platforms

Program #3: Financial Modelling

- **Duration: 2 Days**
- **Focus Areas:**
  - Key Concepts and applications
  - Building income statements, balance sheets, and cash flow statements
  - Essential functions for financial modelling
  - Step-by-step process to create a model
  - Sensitivity analysis, scenario modelling, forecasting
  - Using ratios to analyse business performance

Program #4: Advanced Excel for Finance

- **Duration: 2 Days**
- **Focus Areas:**
  - Advanced Formulas and Functions
  - Financial Analysis Tools
  - What-If Analysis
  - Dashboard Creation
  - Data Validation and Error Checking

Program #5: Equity Trading Techniques Made Easy: Exploring Online Tools and Platforms

- **Duration: 2 Days**
- **Focus Areas:**
  - Overview of stock market and trading
  - Evaluating stocks based on financial statements, ratios, and economic indicators
  - Chart patterns, trendlines, candlestick analysis, and key indicators like RSI and MACD
  - Momentum, swing trading, scalping, and arbitrage techniques
  - Hedging strategies, stop-loss orders, and position sizing
  - Understanding behavioural biases and their impact on trading decisions
  - Introduction to algo trading and automated systems
  - Familiarization with trading software and real-time data analysis tools

OPERATIONS

Program #1: Theory of Constraints and Organizational Goals

- **Duration: 2 Days**
- **Focus Areas:**
    - Understanding Organisational Goals
    - Introduction to Theory of Constraints
    - Throughput Accounting
    - Conflict Resolution
    - Key performance Indicators
    - Goal Setting Frameworks
    - Continuous Improvement
    - Data-Driven Decision Making
    - Case Studies and Practical Application

Program #2: Managing Production Flow- TOC Way

- **Duration: 2 Days**
- **Focus Areas:**
    - Introduction to Production Flow Management
    - Make-to-Order Systems
    - Prioritization Techniques
    - Capacity Planning
    - Bottleneck Identification and Management
    - Lean Manufacturing Principles
    - Inventory Management
    - Production Metrics and KPIs

Program #3: Statistical Simulation for Operations

- **Duration: 2 Days**
- **Focus Areas:**
    - Inventory Management
    - Quality Control
    - Demand Forecasting
    - Process Optimization
    - Risk Analysis

Program #4: Quality Control Techniques

- **Duration: 2 Days**
- **Focus Areas:**
  - Introduction to Quality Control
  - Control Chart Techniques
  - Inventory Management for Quality
  - Statistical Process Control (SPC)
  - Root Cause Analysis
  - Defect Reduction Strategies

MARKETING

Program #1: Social Media Marketing/ Digital Marketing/ Digital Advertising

- **Duration: 2 Days**
- **Focus Areas:**
  - Understanding Digital Marketing Fundamentals
  - Social Media Marketing Strategies
  - Search Engine Optimization (SEO) & Search Engine Marketing (SEM)
  - Content Marketing & Personalization
  - Digital Advertising & Paid Media Campaigns using Meta and Google ads
  - Analytics, Metrics, and Performance Tracking

Program #2: AR/ VR Marketing

- **Duration: 2 Days**
- **Focus Areas:**
  - Understanding Augmented Reality (AR) and Virtual Reality (VR) technologies.
  - Immersive storytelling through AR/VR
  - AR/VR Campaign Design and Execution
  - Customer Insights through AR/VR
  - Impact Measurement and ROI of AR/VR in Marketing
 - Future Trends and Innovations in AR/VR Marketing

Program #3: Sales Excellence Blueprint: A Finishing School for Aspiring Sales Professionals

- **Duration: 2 Days**
- **Focus Areas:**
  - Fundamentals of Sales
  - Communication and rapport-building
  - Sales Techniques and Negotiation
  - Technology and CRM Tools
  - Personal Development and Role Plays

Program #4: From Ideas to Impact: Leveraging Design Thinking for Business Innovation

- **Duration: 2 Days**
- **Focus Areas:**
  - Empathy and User-Centered Design
  - Ideation and Creative Problem-Solving
  - Prototyping and Testing
  - Implementation and Impact
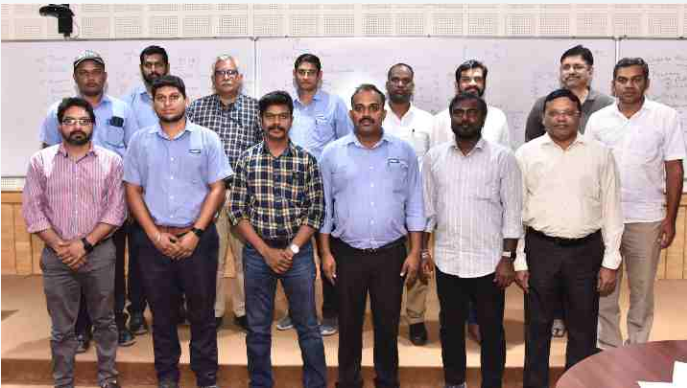
Program #5: Mastering the Art of Brand Building: A Holistic Approach to Product Plans and Customer and Supplier Relations

- **Duration: 2 Days**
- **Focus Areas:**
  - Strategic Brand Building
  - Business model canvas (BMC) for product
  - Customer Relationship Management (CRM)
  - Integrated Marketing and Communication
  - Data-Driven Decision Making - Power BI

Program #6: Gen AI for Marketing

- **Duration: 2 Days**
- **Focus Areas:**
  - Introduction to Gen AI
  - Prompt Engineering
  - New product/Service creation through Gen AI
  - Content creation, Optimization through Gen AI
  - Market Research and Trend Analysis
  - Customer Experience enhancement through Gen AI

EDGE's thoughtfully curated bouquet of transformative programs is designed to equip teams with cutting-edge skills and practical insights. We invite businesses, corporates and trade bodies to partner with us in empowering their workforce, fostering innovation, and driving sustainable growth.

All EDGE programs are designed to be interactive and immersive, offering a dynamic learning experience. Through live, hands-on training sessions and real-world case studies, participants can actively engage with the content and apply their knowledge in practical scenarios. Our approach ensures that learning is not theoretical, but experiential, empowering participants with skills to implement in their professional roles.

About PSG Institute of Management

PSG Institute of Management (PSGIM) is a premier institution committed to shaping the future of management education and practice. PSGIM is known for its academic excellence, state-of-the-art infrastructure, and a focus on holistic development.

With a rich legacy of producing work-ready professionals, PSGIM offers cutting-edge programs that combine rigorous academics with practical insights. The institution's emphasis on research, innovation, and experiential learning equips participants with the skills and perspectives needed to excel in today's dynamic business environment.

Choose from our diverse offerings and take the next step toward excellence and success in a rapidly evolving world.

For Engagements:

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