

Management Development Programs

1. Business Administration

2. Product Management

3. Leadership Journeyman

Unlock the potential of your current and aspiring managers with structured learning programs that seamlessly combine theoretical knowledge with practical application. Our Management Development Programs offer professional guidance and actionable insights, empowering participants to enhance their skills and drive business success. Moreover, businesses can nurture a culture of continuous learning, fostering higher employee engagement and improving retention.

Key Features:

- **Expert-Led Training** – Sixty hours of live sessions conducted by experienced industry professionals and subject matter experts.
- **Support on WhatsApp**: Access curated learning content, seek clarifications, and engage with peers in batch-specific WhatsApp groups throughout the course.
- **Flexible Delivery**: Sessions are available in onsite, online, or blended mode, and the curriculum can be tailored to meet specific organizational requirements.

About Us

At Vidyarjan Academy (VidAc), we believe that the key to unlocking India's potential lies in equipping its workforce with the skills needed for the modern, dynamic economy. By focusing on practical, industry-aligned training, we aim to ensure that the corporate professionals are not only job-ready but future-ready.

In addition to Certificate Courses, we provide Skill Development Workshops tailored for corporate professionals. We also provide Individual Skill Development Programs and Academia Collaborations. We take pride in our faculty, which comprises highly experienced industry professionals.

Professional Fees

- Rs. 2,50,000/- per course per batch of up to 15 participants
 - plus travel cost at actual for locations outside Mumbai

Proposed Course Curriculum

1. Business Administration

1. Anatomy of Business Organization
2. Business Strategy and Competitive Advantage
3. Marketing Management and Consumer Behavior
4. Digital Marketing and Social Media Management
5. Financial Management and Accounting Basics
6. Human Resource Management and Organizational Behavior
7. Crisis Communication and Negotiation Skills
8. Entrepreneurship Mindset and Innovation Management
9. Digital Transformation and Technology in Business
10. Data-driven Decision Making and Data Storytelling

2. Product Management

1. Market Research and Customer Insights
2. Product Strategy and Vision
3. Roadmapping and Prioritization Techniques
4. Defining and Scoping a Minimum Viable Product (MVP)
5. Writing Product Requirement Documents (PRDs) and User Stories
6. Product Design and User Experience (UX)
7. Agile Product Development and Collaboration
8. Go-to-Market (GTM) and Product Launch
9. Product Metrics and Data-Driven Decision Making
10. Emerging Trends: AI in Products, Product-led Growth (PLG), Platform Thinking

3. Leadership Journeymen

1. Leadership Styles and Models
2. Emotional Intelligence and Self-Leadership
3. Vision, Values, and Strategic Thinking
4. Effective Communication and Storytelling
5. Decision-Making and Problem-Solving
6. Team Building and People Leadership
7. Leading Change and Innovation
8. Performance Management and Coaching Skills
9. Ethical Leadership and Influence Without Authority
10. Digital Leadership and Remote Team Management