



## **MEASI INSTITUTE OF MANAGEMENT**

Approved by AICTE, Affiliated to the  
University of Madras, ISO 9001-2008  
Certified Institution.

No. 87, Peters Road, Royapettah,  
Chennai- 600014 (T.N)

[www.measimba.ac.in](http://www.measimba.ac.in)

Phone: 044—28351050, 28352982.

## **MANAGEMENT DEVELOPMENT PROGRAMME ON “CREATING A CULTURE OF EXCELLENCE”**

**On 30<sup>th</sup> April 2016 (Saturday)**  
**10.00 AM – 1.30 PM**

### **Director**

**Dr. D. Nisar Ahmed**

M.A., M.Com., M.Sc., M.Ed., M.S., M.L.M., M.B.A., M.Phil., Ph.D.

### **Programme Coordinator**

**Ms. MI. Anees Fathima**

M.B.A., M.Phil., NET, SET.

Assistant Professor

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## **ABOUT THE INSTITUTION**

The MEASI Institute of Management was established in the year 1987, by the Muslim Educational Association of Southern India (MEASI).

The MEASI Association, established 114 years ago, was registered under the Act XXVI of 1860. It is one of the oldest minority educational institutions, and is having a multi-level educational system ranging from school to Post Graduate and Research level, covering several fields of studies, with vast physical, infrastructural facilities with a sound management system. It is under the leadership of enlightened and eminent individuals drawn from Educational, Industrial and other walks of life.

The MEASI Institute of Management has been established with the objective of imparting training in different disciplines of Management with emphasis on practical application suited to Indian Environment and manages intellectual needs. With the fast pace of the current technological revolution, the need for training managers, who can meet the new challenges, which is growing. The Institution is being developed to meet all the requirements of modern Management by constant interaction with industry. It will be the endeavor of the Management to adopt the methodology of imparting training by coordination of its efforts with the developments taking place the world over.

The MEASI Institute of Management is managed by a Board of Trustees, with duly elected

members. The Board is assisted by an Academic Council consisting of professionals drawn from different disciplines with vast experience and expertise.

## **MANAGEMENT DEVELOPMENT PROGRAMMES AT MIM**

MEASI Institute of Management has been at the forefront of imparting quality management education not only to its students, but also to the corporate world. This is reflected in the number of management development programs that MIM has conducted for executives in the recent years. The programmes are carefully designed on topical themes to create value for participants from diverse backgrounds. MIM realizes this vital need of the economy and accordingly designs and offers a wide array of training programmes on contemporary themes belonging to different functional areas of management. Each programme is carefully structured to ensure that it incorporates high quality training to the participants by equipping them with the evolving management concepts, practices, perspectives and approaches. The training pedagogies in these programmes are aptly aligned through participative learning.

## **ABOUT THE MDP ON CREATING A CULTURE OF EXCELLENCE**

Within every organization there exists a culture, within which sub-cultures exist. However, when asked to describe the culture that does exist,

most employees are unclear or have personal views that will vary widely. Without a defined and well-understood set of cultural expectations it is difficult for any organization to achieve a high level of operational performance.

While most organizations create vision and mission statements, establishing clear cultural expectations related to business, operations and people are essential for creating a high-performing work environment.

Establishing effective cultural expectations requires that each independently stated expectation is clear. And when it is achieved, it contributes to attaining a high level of performance. The entire set of established expectations will ensure a high-performing organization. Additionally, a positive work environment can more easily exist as each member of the organization has a clear understanding of the organizational expectations. Finally, accountability is increased and conflict avoidance is reduced through the existence of well-established cultural excellence that can be observed and measured.

### OBJECTIVES OF THIS MDP

- ❖ “Creating a Culture of Excellence” is the need of the hour for any corporate to evaluate their operational characteristics and establish meaningful and performance-based cultural expectations.
- ❖ To make the participants realize the importance of Excellence as an organization culture.

- ❖ To make participant to be aware of various techniques and tools to enhance cultural excellence.
- ❖ To reinforce each individual employee’s role in delivering cultural Excellence.
- ❖ To identify and overcome the barriers in the process of Creating a Cultural Excellence.

### RESOURCE PERSON

**Dr. S. VASUDEVAN**

B.Sc, M.A, FCMA, CMA (USA), PGDYN, Ph.D

**Head-Internal Quality Audit  
Vinayaka Missions University.**

### PROGRAMME PATRONS

Janab. U. Mohamed Khalilullah Sahib,  
Chairman, MEASI

Janab. A. Mohamed Ashraf Sahib,  
Executive Director, MEASI

Janab. C. Abdul Malick Sahib,  
Finance Director, MEASI.

### REGISTRATION FEE

Delegates from Corporate Rs. 500

Research Scholars Rs. 250.

All payments shall be made in cash or DD in favour of “MEASI Institute of Management” payable at Chennai.

### VENUE

**Mohamed Sathak Auditorium**  
MEASI Institute of Management  
“Association Gardens” No. 87, Peters Road  
Royapettah, Chennai– 600 014.

## **MANAGEMENT DEVELOPMENT PROGRAMME ON “CREATING A CULTURE OF EXCELLENCE”**

**Saturday - 30<sup>th</sup> April 2016.**

### PARTICIPATION / REGISTRATION FORM

**Name :** .....

**Gender:** .....

**Designation:**.....

**Organization:**.....

**Address:**.....

.....

**Contact No.:** .....

**Email ID :** .....

### **Payment details**

**Demand draft No.**.....

**Amount & Date:** .....

**Name of the Bank & Branch:** .....

.....

The duly filled in form along with the DD should reach on or before 28/4/2016.

### ADDRESS FOR CORRESPONDENCE

**Mr. R. Akbar Ansari**

B.Sc, PGDFM, DCPA, MBA,

**Administrative officer**

**Ph: 044 - 28351050**

**Email: measimim@yahoo.in**

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