



5-DAY MANAGEMENT DEVELOPMENT PROGRAMME (MDP)

on

THE HR-MARKETING POWER DUO: DRIVING BUSINESS IMPACT TOGETHER

21st - 25th April 2025

Organized by

Teaching Learning Centre of Excellence (TLCE)

in association with

Department of Commerce

School of Social Sciences and languages (SSL)

and

VIT Business School (VITBS)

Vellore Institute of Technology (VIT)

Vellore-632014

Aim of the program

The objective of the MDP is to align HR and marketing strategies to drive innovation and business growth in a tech environment. The program aims to empower employees as brand advocates, and bridge the gap between employee experience (EX)

and customer experience (CX). It also focuses on leveraging data and technology for cross-functional collaboration, fostering a digital-first culture, and designing integrated people-centric campaigns that support the organization's technological innovations.

Who Can Attend?

- Middle Level Managers of BM Technovations, Erode

Course Content:

Outline of the content to be covered in the program:

- Aligning Purpose, Innovation & Digital Culture
- Talent Acquisition in the IT Landscape
- Employee Advocacy in the Tech World
- Bridging Employee Experience (EX) and Customer Experience (CX) in Tech
- Data, Analytics & Collaboration for IT-Driven Impact

Programme Mode: **Offline – Industry Premises**

Registration fee:

Rs. 40,000 + 18% GST = Rs. 47200/-

Last date for Registration:

on or before: 20th April 2025

Registration Link:

Visit: <https://events.vit.ac.in/>



Conveners:

Dr. Selvam.V

Professor and Dean

School of Social Sciences and languages
VIT Vellore

Dr. Venugopal.P

Professor and Dean i/c

VIT Business School, VIT, Vellore

Coordinators:

Dr. R.Indradevi

Professor Grade II

Department of Commerce
SSL, VIT Vellore,
Mail: rindradevi@vit.ac.in

Dr. Sathish A.S.

Professor Grade II

VIT Business School, VIT Vellore,
Mail: sathish.as@vit.ac.in

Note: 80% attendance is mandatory for online quiz.

Certificates will be provided on completion of online quiz with more than 60% marks.

R.Indradevi
Director-i/c, TLCE