



announces  
Management Development Programme  
on

# GOOD ME, BAD ME A PERSONALITY DEVELOPMENT LAB

7th, 8th & 9th November, 2016

Venue : Hotel Chanakya BNR, Puri

*Programme Facilitator*  
**Dr. Biswajeet Pattanayak**



9th B-School in India with  
Double International  
Accreditation

एशियन बिजनेस प्रबंध संस्थान  
**Asian School of Business Management**  
Bhubaneswar  
[www.asbm.ac.in](http://www.asbm.ac.in)



## About the Programme

In an organisational setting, individuals try to become both successful and effective. In order to achieve personal effectiveness and career success what they need is an integrated holistic personality development. This requires a healthy interface between personal value systems, family values and organisational values. A healthy personality development requires a dynamic self-concept, sound cognitive consonance, developing perceptual and behavioural control and behavioural skills and competencies. This would lead to an understanding of the self and identify Good Me Bad Me in individual personality.

In this context, the programme, GOOD ME, BAD ME will provide inputs to get more from the existing trend. This programme will enable the participants to

- Identify the personality traits and behavioural skills of the executive
- Make a dynamic assessment of job content and job context aspects in relation to personality development
- Find out the perceptions and attitudes of executives towards organisational health and to develop intervention strategies for the best-fit model

- Personality attributes and interpersonal relations
- Self – disclosure
- Life positions and mental health
- Distress to de-stress
- Personality – job fit and job attitudes
- Managing intrapersonal and interpersonal conflicts and relationships
- Human values & organisational performance
- Developing a healthy personality and job-fit model

### Expected Profile of Participants

This programme will be beneficial to HR Executives of Middle Level, Senior Level and Line Managers of public & private sector organisations and multi-national corporations.

### Duration

The programme will commence on 7th, 8th, & 9th November, 2016 Participants may plan their return travel after 6 p.m. on 9th November, 2016. The programme will be conducted at Hotel Chanakya BNR, Puri.

### Pedagogy

Emphasis will be on bringing clarity of thought through Cases, Psychometric test, Games, Movies and Lectures.

### Registration

Participants should be nominated by their organisation. The last date for receiving nomination is 25<sup>th</sup> October, 2016. The course will have a maximum of 25 participants on first-come-first-serve basis. ASBM reserves the right for acceptance of a nomination.

### Fee

This programme is residential. The fee is Rs. 30,000/- per participant which includes charges for boarding, lodging, course material, training kit, certification and photograph. Snacks and Tea/Coffee will be served during the session break.

### Nomination

Please send the duly filled nomination form along with a demand draft drawn in favour of "Asian School of Business Management", payable at Bhubaneswar to The MDP & CONSULTING DIVISION, Asian School of Business Management, Corporate Office, 8, Sai Anandam Complex, Patia Square, Bhubaneswar – 751 024. The fee is non-refundable, but can be adjusted against another participant or any other Management Development Programme of the Institute, if the nominated participant is not able to attend this programme.



#### **Programme Facilitator**

#### **Dr. Biswajeet Pattanayak**

Ph. D., D. Litt., D.Sc. FIMA

Formerly Distinguished Professor, IIM Indore & Lucknow

Prof. Pattanayak is the Founder & Director of ASBM and Professor in the area of Organisational Behaviour & Human Resource Management. He is Ph.D. and D.Litt. in Organisational Behaviour, D.Sc. in Management Science and is a Fellow of All India Management Association (AIMA), New Delhi. He has received the prestigious International Teaching Excellence Award for 2016 instituted by the Accreditation Council for Business Schools and Programs (ACBSP), USA, as one among the top ten management educators of the world, and the only one from India.

His earlier assignments include Vice Chancellor of KIIT University, Director of Indian Institute of Bank Management, Guwahati (an RBI institution), Professor of IIM – Indore & Lucknow, and Group HR Head of the Essar Group. He had also worked for National Institute of Industrial Engineering (NITIE), Mumbai, and Steel Authority of India Limited. He has been appointed by the Hon'ble President of India as a member of the Courts (the highest bodies of Governance) of Central University of Rajasthan and Guru Ghasidas Central University, Chhattisgarh. He is an elected member to the Council of Management of All India Management Association (AIMA), New Delhi.

Prof. Pattanayak had earned the sobriquet of the 'Lagaan Professor' after his innovation in teaching by introducing the 'Lagaan' movie in the course curriculum of IIM, Indore in 2001. He had conducted a continuing workshop in the 62<sup>nd</sup> Annual Convention of the International Council of Psychologists at Jinan, China on Team building and Leadership based on that movie, which had earned him excellent rating by the American Psychological Association.

He has conducted a number of Management Development & in-company programmes for a large number of reputed organisations like NALCO, SAIL, Coal India, LIC of India, BPCL, Care India, ESSAR, Tata Teleservices, BHEL, RBI, IDBI, NTPC, State Bank of India, Indian Petro-Chemicals Ltd., Bank of India, Oxfam, Canara Bank, College of Naval Warfare, ECGC, GAIL, Grasim Industries, GRID Corporation of India, Hotel Corporation of India, CRPF, Ordnance Factories Staff College, Reliance, Shipping Corporation of India, Ruchi Group, Dena Bank, Central Bank, Rashtriya Chemicals & Fertilisers, Mukand Steel, New India Assurance Company, United India Insurance Company, National Handloom Development Corporation, Naval Dockyard, OMC, OPGC, Ortel, Maharashtra State Electricity Board, State Institute of Public Administration & Rural Development, Tripura etc.

Prof. Pattanayak has to his credit more than 84 research publications in national and international referred Journals and 23 books published by well-known publishers like Prentice Hall, Sage, Excel Books and Bloomsbury. His book "Creating Performing Organisations" has been a global best seller of amazon.com. His papers are published regularly in reputed international journals like Organisation Development Journal (USA), HRD International (UK), International Journal of Psychology (UK), International Journal of HRD & Management (UK), Pfeiffer Jones (UK) etc. He has presented a number of papers and also chaired sessions both in national and international conferences.

Six scholars have been awarded Ph. D. and five others are pursuing their doctoral work under his guidance and supervision. He has successfully completed eleven research projects funded by the Ministry of HRD, Govt. of India and various industries. Prof. Pattanayak's broad areas of interest are Organisational Citizenship Behaviour, Organisational Effectiveness, Personality Development, Learned Optimism, Stress Management, Corporate Excellence, Organisational Restructuring and Transformation, and Creating Performing Organisations.

# The Institute



Asian School of Business Management, located in the lap of nature on the outskirts of Bhubaneswar, the capital city of Odisha, is an autonomous business school. Established in 2006 by a team of dedicated educationists and management professionals led by Prof. Biswajeet Pattanayak, former Professor of IIM Lucknow & Indore, ASBM has been benchmarked with the IIMs for providing quality management education. It offers the PGDM programme approved by AICTE, Ministry of HRD, Govt. of India. The quality parameters of the school have earned it two international accreditations – ACBSP (USA) and SAQS. In fact ASBM is the 9<sup>th</sup> B School in the country to have been honoured with double international accreditation.

Besides playing a pivotal role in providing value based management education with an industry driven curriculum, ASBM is also committed to research and development. By dint of continuous innovation in its approach for excellence, the institute has been rated A++ by Business India, has bagged the Top B-School Award by Competition Success Review, and has figured in the Top B-Schools List in a survey conducted by Dainik Bhasker Lakshya B-School Survey. The Institute has also been rated highest on governance parameter, along with IIM Ahmadabad for three consecutive years by Indian Management best B-School Survey.

To realize its vision to set the best standards for management education and business leadership, ASBM has entered into coveted MoU with internationally reckoned centers of learning and excellence like St. Cloud State University, USA; California State University, San Bernardino (CSUSB), USA; North Carolina Central University (NCCU), USA; Westcliff University, California, USA; Universidad Argentina de la Empresa (UADE), Argentina; Management Development Institute of Singapore (MDIS), Singapore etc. The Department of MSME, Government of India has sponsored

establishment of a Business Incubation Centre in ASBM to give a fillip to entrepreneurship.

As a part of its Industry Connect initiatives, ASBM regularly conducts Management Development Programmes (MDP), In-company programmes and undertakes consultancy programmes for executives at all levels. The broad objectives of ASBM MDP are to enable the participants to:

- Keep themselves abreast of the new developments at the industry level;
- Identify the conditions — both individual and institutional — that provide opportunities for professional development and personal transformation;
- Understand their role in planning initiatives considering various ethical dimensions;
- Understand the nuances of effective leadership and thereby develop and lead high-functioning teams; and
- Function as effective change agent.

## The Venue



in Odisha. Also known as Jagannath Puri, it is endowed with one of the

best beaches, especially for its geographical positioning so that both sunset and sunrises can be viewed from the beach. It attracts many national and international tourists because of its beautiful long beach and world famous Jagannath Temple. It is also known for its annual Ratha Yatra or “Festival of Chariots”.



The Programme will be conducted  
at Hotel Chanakya BNR, Puri



For further details, please contact :

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