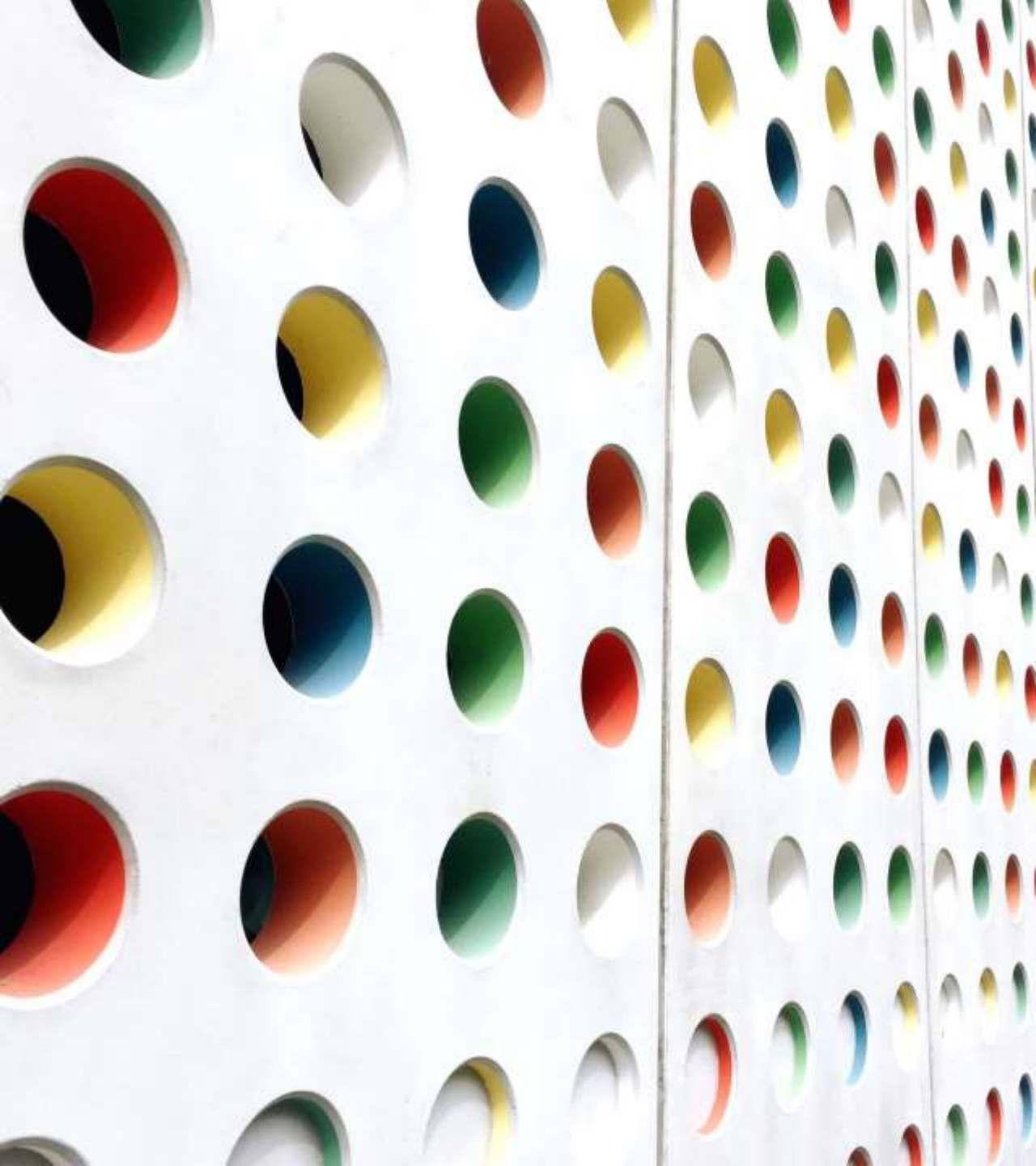




Bangalore Management Association (BMA)

**PROGRAMS &
ACTIVITIES**

**MANAGEMENT
DEVELOPMENT
CENTER (MDC)**

BMA MDC: Key Activities & Programs

— BMA MDC Key Activities & Programs —



Management Development Programs



Leadership & Competency Development



Technology & Digital Transformation



Entrepreneurship & MSME Support



Skill Development & Capacity Building



Industry-Academia Collaboration



Corporate Partnerships



Youth & Women Empowerment



Conferences & Networking



Policy & Advocacy



Certification Courses

Research & Publications

Management Development Programs Short-and long-term certifications in strategy, finance, HR, and marketing

Leadership Workshops and round-tables: focusing on competency building and succession planning, emerging trends

Technology & AI-Led Digital Transformation: GenAI, Agentic AI, automation, and digital transformation – workshops and enablement

Entrepreneurship Development & Support programs for MSMEs and startups

Skill Development & Capacity Building: for students, job seekers, and first-generation learners;; Capacity building for government & Public Sector

Industry-Academia Interaction through case studies, internships; Customized training and Consulting for Enterprises.

Corporate Partnerships & Consulting: in best practices and latest trends

Inclusive Programs tailored for youth, women professionals, and diverse communities.

Conferences, Seminars & Networking forums to connect professionals, corporates, and academia;

Policy & Advocacy for Government of Karnataka

Certification Courses || Research & Publications||

1. Management Development Programs (MDP)

BMA MDC Programs are structured learning interventions designed for professionals at different career stages — from emerging managers to senior leaders. They combine academic rigor with practical insights from industry, ensuring participants gain actionable skills and strategic perspectives.

Program Type	Target Audience	Focus Areas
Emerging Leaders Program	Early-career professionals	Communication, team management, problem-solving
Middle Management Accelerator	Mid-level managers	Strategic thinking, project leadership, stakeholder management
Executive Leadership Program	Senior leaders & CXOs	Visioning, transformation leadership, innovation strategy
Functional Excellence Tracks	Managers in specific domains	Finance, HR, Marketing, Operations, Technology
Digital & AI Leadership	Tech and business leaders	GenAI, automation, analytics, digital transformation
Entrepreneurship & MSME Growth	Entrepreneurs & founders	Business scaling, funding, innovation management

MDP: Learning Design

Each MDP integrates:

- **Experiential Learning** — Case studies, simulations, and role plays.
- **Industry Interaction** — Guest lectures and panel discussions with corporate leaders.
- **Capstone Projects** — Real-world problem-solving assignments.
- **Mentorship** — Guidance from senior professionals and faculty.
- **Certification** — Recognized credentials endorsed by BMA and partner institutions.

Delivery Model:

- **Hybrid Format:** Classroom + Online modules.
- **Duration:** 2 days to 6 months depending on program level.
- **Frequency:** Quarterly and annual cohorts.
- **Partnerships:** Co-delivered with corporates, universities, and global training bodies.

Impact Metrics: tracking of measurable outcomes such as:

- Increase in participant productivity and leadership effectiveness.
- Career progression and promotions post-program.
- Employer satisfaction and repeat corporate enrollments.
- Contribution to CSR and skill development goals.
- **Strategic Alignment:** to support Skill India, Digital India, and Atmanirbhar Bharat by creating a future-ready workforce equipped with leadership, innovation, and digital capabilities.

2. Leadership & Competency Development Workshops and Round-Tables

Aim to build visionary, ethical, and innovative leaders who can drive organizational transformation, inspire teams, and contribute to national development priorities.

Program	Target Audience	Focus Areas
Emerging Leaders	Young professionals, first-time managers	Self-awareness, communication, team building
Mid-Level Leadership	Supervisors, project managers	Strategic execution, stakeholder management, resilience
Executive Leadership	Senior leaders, CXOs	Visioning, transformation leadership, innovation strategy
Women in Leadership	Women professionals	Confidence building, networking, inclusive leadership
Entrepreneurial Leadership	MSMEs, startup founders	Scaling businesses, funding strategies, innovation
Digital Leadership	Tech & business leaders	AI, automation, analytics, digital transformation

Leadership & Competency Development Workshops and Round-Tables

Learning Design

- **Experiential Learning** — Case studies, simulations, and role plays.
- **Industry Interaction** — Guest lectures and panel discussions with corporate leaders.
- **Capstone Projects** — Real-world problem-solving assignments.
- **Mentorship** — Guidance from senior professionals and faculty.
- **Certification** — Recognized credentials endorsed by BMA and partner institutions.

Strategic Impact

- **Builds a pipeline of leaders** for corporates, MSMEs, and startups.
- **Promotes inclusive leadership** by focusing on youth and women.
- **Aligns with national priorities** like Skill India and Digital India.
- **Strengthens industry-academia collaboration** through leadership research and publications

3. Technology & AI – Led Digital Transformation

Workshop	Audience	Focus Areas
AI Fundamentals	Students, early-career professionals	Basics of ML, AI ethics, applications
Applied GenAI	Managers, tech leads	Generative AI use cases in business, automation
Agentic AI & Automation	Enterprises, startups	Intelligent agents, workflow automation
Data Analytics & Visualization	Analysts, managers	BI tools, dashboards, predictive analytics
Digital Transformation Leadership	CXOs, senior leaders	Strategy, change management, AI-driven innovation
Cybersecurity & Responsible AI	IT professionals	Data privacy, AI governance, compliance

Technology & AI-Led Digital Transformation

Learning Design

- **Hands-on Labs** with real-world datasets and tools.
- **Industry Case Studies** from BFSI, manufacturing, retail, and healthcare.
- **Capstone Projects** solving live business problems.
- **Mentorship** from AI/ML experts and corporate leaders.
- **Certification** endorsed by BMA and partner institutions

Strategic Impact

- **Builds future-ready digital talent** for corporates and startups.
- **Strengthens MSME competitiveness** through AI adoption.
- **Aligns** with Digital India and Atmanirbhar Bharat priorities.
- **Positions BMA MDC** as a thought leader in AI-driven management education

4. Entrepreneurial Development & Support

BMA MDC Entrepreneurship Development programs aim to nurture entrepreneurial talent, strengthen MSME competitiveness, and create a vibrant ecosystem for innovation and job creation.

Program	Audience	Focus Areas
Startup Bootcamp	Aspiring entrepreneurs	Business model design, lean startup methods
MSME Growth Accelerator	MSME owners	Productivity, digital adoption, scaling strategies
Innovation & Funding Lab	Founders & startups	Pitching, venture capital, angel networks
Social Entrepreneurship Track	Impact-driven entrepreneurs	Sustainability, inclusive business models
Women Entrepreneurship Program	Women founders	Confidence building, networking, mentorship
Digital Entrepreneurship	Tech entrepreneurs	AI, e-commerce, SaaS, digital platforms

Entrepreneurship Development & Support

Learning Design

- **Mentorship** — Guidance from successful entrepreneurs and investors.
- **Incubation Support** — Access to workspace, labs, and resources.
- **Industry-Academia Collaboration** — Joint projects with corporates and universities.
- **Funding Access** — Connect with venture capitalists, angel investors, and CSR-backed seed funding.
- **Networking Forums** — Events to build partnerships and market linkages.
- **Certification** — Recognized credentials for entrepreneurial capability.

Strategic Impact

- **Strengthens MSME competitiveness** and resilience.
- **Creates employment opportunities** through startup growth.
- **Promotes inclusive entrepreneurship** (youth, women, first-generation founders).
- **Aligns with Make in India, Digital India,** and Atmanirbhar Bharat.
- **Positions BMDC** as a hub for entrepreneurial innovation in Bengaluru.

5. Skill Development

Program	Audience	Focus Areas
Student Employability Program	Graduates, diploma holders	Communication, teamwork, workplace readiness
Job Seeker Upskilling	Freshers, unemployed youth	Resume building, interview skills, digital literacy
Vocational & Technical Training	First-generation learners	Practical skills in IT, manufacturing, services
Women Skill Development	Women professionals	Confidence building, digital skills, entrepreneurship
MSME Workforce Training	MSME employees	Productivity, process excellence, digital adoption
Digital Skills & AI Literacy	Students & professionals	AI basics, data analytics, cybersecurity awareness

Skill Development

Learning Design

- **Hands-on Workshops** with practical assignments.
- **Industry Internships** for real-world exposure.
- **Mentorship** from corporate leaders and faculty.
- **Certification** recognized by BMA and partner institutions.
- **Inclusive Access** for economically and socially diverse communities.

Strategic Impact

- Enhances employability for thousands of students annually.
- Bridges the industry-academia skill gap.
- Supports MSMEs and startups with trained manpower.
- Promotes inclusive growth by focusing on women and first-generation learners.
- Aligns with Skill India, Digital India, and Atmanirbhar Bharat.

6. Capacity Building for Government

Program	Audience	Focus Areas
Supervisory Excellence	Team leaders, supervisors	People management, conflict resolution, performance monitoring
Middle Management Development	Mid-level managers	Strategic execution, stakeholder engagement, resilience
Functional Skills Enhancement	Managers in HR, Finance, Operations	Domain-specific skills, compliance, process excellence
Change Management Workshops	Managers & leaders	Leading organizational change, adaptability, innovation
Inclusive Leadership Training	Diverse workforce managers	Gender sensitivity, cultural awareness, inclusive practices
Digital Readiness Programs	Supervisors & managers	Digital tools, AI literacy, automation adoption

Capacity Building for Government

Learning Design

- **Experiential Workshops** — role plays, simulations, and case studies.
- **Mentorship** — guidance from senior industry leaders and faculty.
- **Capstone Projects** — applied assignments solving organizational challenges.
- **Certification** — recognized credentials endorsed by BMA and partner institutions.
- **Hybrid Delivery** — classroom + online modules for flexibility

Strategic Impact

- Improves managerial efficiency and productivity.
- Builds a pipeline of capable mid-level leaders.
- Strengthens organizational resilience in dynamic markets.
- Supports inclusive and digital transformation goals.
- Aligns with Skill India and Atmanirbhar Bharat by creating a future-ready workforce

7. Industry Academia Interactions

- Designed to bridge the skill gap and foster collaboration between corporates and educational institutions.
- Aims to bridge the gap between academic learning and industry needs, ensuring students and professionals gain practical exposure, applied skills, and innovation opportunities.

Activities

- **Internship & Apprenticeship Programs** Structured pathways for students to gain real-world corporate experience.
- **Joint Curriculum Development** Collaborating with universities to embed industry-relevant modules into academic programs.
- **Faculty Development Workshops** Training educators on emerging technologies, management practices, and case-based teaching.
- **Industry Case Studies & Projects** Real-world problem-solving assignments co-designed with corporates.
- **Guest Lectures & Roundtables** Corporate leaders sharing insights on trends, challenges, and innovations.
- **Research Collaborations** Joint studies, whitepapers, and publications on management and technology innovation.
- **Hackathons & Innovation Challenges** Platforms for students and professionals to co-create solutions with industry mentors.

Impact

- **Bridges the skill gap** between academia and industry.
- **Enhances employability** for graduates and job seekers.
- Provides MSMEs and startups with **access to fresh talent** and ideas.
- **Strengthens faculty capability** in applied management and technology.
- Positions MDC as a **knowledge hub** for collaborative innovation in Karnataka

8. Corporate Partnership: Objectives

Skill Development Collaboration — Co-create programs that enhance workforce readiness.

Leadership Development — Jointly design executive education and leadership bootcamps.

Innovation & Research — Collaborate on applied research in AI, analytics, and management innovation.

CSR Alignment — Enable corporates to fulfill CSR mandates under Schedule VII (education, skill development, employability).

Talent Pipeline Creation — Build internship and placement pathways for students and professionals.

Corporate Partnership Models

Model	Description	Example Engagements
Strategic Partner	Long-term collaboration with co-branding and joint governance	Annual leadership summits, co-developed certification programs
Knowledge Partner	Academic or research-based collaboration	Whitepapers, case studies, faculty exchange
Training Partner	Corporates sponsor or deliver training modules	Skill bootcamps, technology workshops
CSR Partner	Funding and infrastructure support under CSR initiatives	Facility sponsorship, scholarships, equipment grants
Industry Partner	Sector-specific collaboration for workforce development	MSME mentoring, sectoral competency programs

9. Inclusion: Empowering Women and Youth

Program	Audience	Focus Areas
Youth Empowerment	Students, early-career professionals	Employability skills, digital literacy, career guidance
Women Leadership & Skill Development	Women professionals & entrepreneurs	Confidence building, networking, entrepreneurship, digital skills
First-Generation Learners Program	Economically & socially diverse communities	Foundational management skills, vocational training, mentorship
Inclusive Entrepreneurship	Women, youth, marginalized groups	Startup incubation, funding access, innovation labs
Community Development Workshops	Local communities	Financial literacy, sustainability, social entrepreneurship
Digital Inclusion Programs	Rural & underserved populations	AI literacy, digital tools, e-governance awareness

Inclusion: Empowering Women and Youth

Learning Design

- **Mentorship Networks** connecting participants with industry leaders.
- **Scholarships & CSR Support** to ensure affordability and access.
- **Hybrid Delivery** (online + offline) for wider reach.
- **Capstone Projects** addressing community and social challenges.
- **Certification** recognized by BMA and partner institutions.

Strategic Impact

- **Promotes inclusive growth** by empowering marginalized communities.
- **Enhances employability** for youth and women professionals.
- **Strengthens entrepreneurship** ecosystems with diverse participation.
- **Aligns with national priorities** like Skill India, Digital India, and Atmanirbhar Bharat.
- Positions MDC as a socially impactful **knowledge hub** in Karnataka.

10. Policy and Advocacy: Govt of Karnataka

Partner with the **Government of Karnataka** in **policy and advocacy work** will elevate positioning of BMA MDC from a training hub to a **knowledge institution** influencing state-level development priorities.

Activities

Skill Development Policy Advisory Support in designing and refining state-level skill development frameworks aligned with **Skill India** and **Digital Karnataka** initiatives.

Industry-Academia Alignment Provide research and recommendations to bridge the gap between universities and industry, ensuring employability-focused curricula.

Entrepreneurship & MSME Policy Support Develop policy inputs for MSME competitiveness, startup incubation, and innovation ecosystems.

Digital Transformation & AI Strategy Advise on adoption of AI, automation, and analytics in governance, public services, and industry.

Inclusive Workforce Development Recommend policies for youth, women, and first-generation learners to ensure equitable access to opportunities.

Leadership Development for Public Sector Design leadership programs for government officers, municipal leaders, and public sector managers.

Policy Research & Publications Publish whitepapers, policy briefs, and case studies on Karnataka's economic and workforce development.

Conferences & Roundtables Host forums where government, industry, and academia collaborate on policy innovation.

Impact

- Strengthens employability and workforce readiness across the state.
- Supports MSME growth and startup ecosystems.
- Positions Karnataka as a leader in AI-driven governance and industry transformation.
- Promotes inclusive development by focusing on women, youth, and marginalized communities.
- Creates a permanent knowledge infrastructure for policy innovation.

11. Conferences and Networking

- **Annual Management Conference** Flagship event bringing together corporates, policymakers, and academia to discuss emerging trends.
- **Sectoral Summits** Focused conferences on BFSI, manufacturing, IT, healthcare, and MSMEs.
- **Leadership Roundtables** Exclusive forums for CXOs and senior leaders to share insights on transformation and innovation.
- **Entrepreneurship & Startup Networking** Events connecting founders, investors, and mentors to accelerate entrepreneurial growth.
- **Youth & Women Forums** Inclusive networking platforms for young professionals and women leaders.
- **Academic-Industry Dialogues** Collaborative sessions to align curricula with industry needs and foster joint research.

Conferences and Networking

Value Proposition

- **Knowledge Sharing** — Access to thought leadership and best practices.
- **Networking Opportunities** — Build connections across industries and academia.
- **CSR Visibility** — Branding and recognition for corporate partners.
- **Innovation Ecosystem** — Exposure to startups, research, and new technologies.
- **Policy Influence** — Forums to engage with government and regulatory bodies.

Strategic Impact

- Positions BMDC as a hub for professional dialogue in Karnataka.
- Strengthens industry-academia collaboration.
- Promotes inclusive participation across youth, women, and diverse communities.
- Supports national priorities by fostering innovation and leadership.

11. Certification Courses | Research & Publications

To strengthen professional competencies and promote evidence-based management practices through structured learning and scholarly output.

Certification Courses

- **Professional Certifications:** Short-term and advanced programs in management, leadership, technology, and entrepreneurship.
- **Collaborative Credentials:** Joint certifications with universities, industry bodies, and global institutions.
- **Digital Learning:** Hybrid and online modules for flexible access.
- **Outcome:** Builds employability, leadership readiness, and domain expertise.

Research & Publications

- **Applied Research:** Studies on management innovation, MSME growth, and digital transformation.
- **Policy Papers:** Evidence-based recommendations for government and industry.
- **Case Studies & Journals:** Publication of real-world business cases and academic journals.
- **Knowledge Repository:** Creation of a digital library for MDC and partner institutions.