



CORPORATE PROFILE, COURSE  
CATALOGUE AND FACULTY PROFILES  
AUGUST 2020

## SKILL-DEVELOPMENT COURSES

Nonlinear Insights empowers talent for business excellence. It is in the business of online executive education. It offers short-term skill-development courses. Each course is of around 15-hour duration. Executive students can learn in synchronous and asynchronous mode at their own convenience and pace.



**Nonlinear Insights**

## ABOUT US

**Nonlinear Insights (OPC) Private Limited** is engaged in online executive education. It primarily operates in the B2B market.

It is promoted in May 2020 by Dr. Asish K Bhattacharyya, who has earned his reputation as an academician. He has doctoral degree from the Allahabad University. He is a Fellow of the Institute of Chartered Accountants of India and the Fellow of the Institute of Cost Accountants of India. He is an Associate member of the Chartered Institute of Management Accountants (London). He shifted to academia after working in leadership positions in public sector and multinational companies for twenty years. He retired as the Director of the Institute of Management Technology Ghaziabad (IMTG) in March 2020. Earlier he worked as a professor in IIM Calcutta, SPJIMR (Mumbai), IICA (Manesar, Gurugram). He also held the position of the Technical Director of the Institute of Chartered Accountants of India. He has 27 years of experience in academia.

He was a regular columnist of the Business Standard from 2008 to 2020. He writes primarily on corporate governance. He has more than 27 years of experience in designing and delivering executive education as a part of top B-schools in India.

## THE PURPOSE

In a business environment where internal and external contexts change frequently and disruption is the norm, business firms create and sustain competitive advantage by managing institutional knowledge and relationships with stakeholders. In this scenario, firms' success depends on its ability to attract the right talent, and groom and retain them. Knowledge obsolescence is fast. Consequently, the cycle of 'unlearning, learning and relearning' has become shorter. Firms and executives continuously upgrade skills and acquire new skills, which can be applied immediately. Nonlinear Insights aims to fulfil that need.

The purpose of Nonlinear Insights is to 'empower talent for business excellence'. It is committed to empowering talent through executive training and consultancy in the Business Management domain. It aims to deliver high quality education at reasonable cost. In the process, it will generate surplus that is adequate for sustainability and growth. It does not use Return on Investment (ROI) to measure its performance. The only criterion that it uses to measure performance is 'clients' satisfaction index'

## ACTIVITIES

- Delivering executive education programmes in both on-line and blended modes.
- Collaborating with internationally reputed organizations to deliver executive education.
- Developing self-learning material on business management for practitioners.
- Bringing together experts to develop policy documents for corporations.

## FACULTY

We draw faculty from both academia and industry. We do not have permanent faculty positions. We select/invite experts to design and deliver courses as guest faculty. This does not constrain us, like many B-schools, to give preference to our in-house faculty for managing faculty workload. We follow stringent faculty selection criteria. We follow the golden rule 'when in doubt, reject the candidate'. We have faculty with varied experience. One thing is common among them – excellent track record. In inviting/ selecting faculty, we evaluate the candidate's academic credentials, track

record as a practitioner and/or as a teacher, passion for delivering executive education in online mode, commitment for long-term association with us and ethical standard. Most of our faculty members have industry experience.

## COURSE STRUCTURE

We believe that in executive education, the principle of 'one size fits all' does not work. The education needs of every firm are different. Only a tailor-made course is effective in fulfilling those needs.

We design a basic course structure and modify the same to suit the needs of a particular client in consultation with it. We believe that short-term skill-development courses are most effective for learning or upgrading skills, as executive students are not required to commit large investment of money, efforts and attention at the commencement of the course. Moreover, this helps in applying the learnings immediately on completion of the course. Most of our courses are of 15-hour duration.

## LEARNING MANAGEMENT SYSTEM

We use '**Moodle**', which is the world's most popular learning management system (LMS) for delivering courses. It is an open source LMS. It has features for interactive and collaborative learning. Executive students can learn in both synchronous and asynchronous modes, access course ware, submit assignments and interact with other students in the batch. Instructors can evaluate students continuously and provide feedback. Sponsors can get the attendance and feedback on student's performance.

## SKILL DEVELOPMENT COURSES

*Course structure and session-wise details of courses are available on corporate training section of the website.*

*Website link: <https://www.nonlinear-insights.com>*

### **Accounting and Finance**

- Finance for Non-Finance Executives
- Strategic Cost and Performance Management

### **Communication and Human Resource Management**

- Building Competencies for Personal Excellence
- Effective and Honest Communication
- Interpersonal and Cross-cultural Communication
- Leadership Development and Competency Building

### **Corporate Governance and Corporate Social Responsibility**

- Corporate Social Responsibility and Sustainability

### **Information Technology Management**

- Agile IT Project Management
- Block Chain Application for Managers
- Code-free Analytics for Non-IT Professionals and Managers

- Digital Marketing
- Foundation of R and Python
- Managing Digital Transformation
- Software Pre-sales and Sales
- Software Product Manager
- Understanding Consumer Behaviour Through Digital Marketing Analytics

#### **Marketing Management**

- Augmenting Sales Force Performance
- Customer Relationship Management
- Digital Marketing (listed under IT management also)
- Marketing Communication and
- Rural Marketing
- Understanding Consumer Behaviour Through Digital Marketing Analytics (listed under IT management also)

## **GENERAL MANAGEMENT COURSES**

- Accelerated Development Programme for Young Leaders and Entrepreneurs
- Managing Responsibility Centres (Strategic Business Units)

## **FACULTY PROFILES**

### **Asish K Bhattacharyya**

Dr. Asish K Bhattacharyya is a Former Professor of IIM Calcutta and Ex-Director of IMT Ghaziabad. He also held the position of the Technical Director in the Institute of Chartered Accountants of India. He holds a doctoral degree from the Allahabad University. He is a Fellow of the Institute of Chartered Accountants of India. He is a Fellow of the Institute of Cost Accountants of India. He is an Associate of the Chartered Institute of Management Accountants (London). His focus areas are Corporate Financial Reporting, Management Accounting and Corporate Governance.

### **Atanu Ghosh**

Atanu Ghosh is an Electrical Engineer from Jadavpur University and obtained Post Graduate Diploma in Management from the Indian Institute of Management Bangalore. He is a Visiting Faculty in several leading academic institutions like XLRI, IIM Calcutta, IIM Udaipur, etc. Atanu is the Founder and CEO of Bluebeaks Solutions, which is engaged in education, research, consulting and training in the digital transformation domain; and Salt n Soap, an ecommerce technology and analytics platform. Before his entrepreneurial stint he was a Director with IBM and, prior to that, a Principal with PwC Consulting. Atanu has consulted various Fortune 100 companies in India, USA, UK, Singapore and China.

### **Gayatri Subramaniam**

Gayatri Subramaniam is one of the leading experts in CSR in the country. She earned awards and recognition for contribution in the field of CSR, including Exceptional Women of Excellence Award by World Economic Forum (2019). Gayatri has 32 years of work experience to her credit. Currently she is a director in the Association of Women in Business. Before starting her own initiative in July 2019, she worked as Associate Vice President in HDFC Life Insurance Company for a year. From 2009 to 2018 she worked in

the Indian Institute of Corporate Affairs (IICA), during which she was an integral part of the process of drafting the new legislation on CSR, which is a part of the Companies Act 2013. She is a member of the CSR advisory committees of industry associations like CII and Delhi Management Association. She conducts regular workshops and training programmes on CSR and sustainability for companies, academia and NGOs.

### **Monishita Hazra Pande**

Dr. Monishita Hazra Pande teaches at Ambedkar University Delhi (AUD). She has a PhD in English Language Education and has a lot of experience in teaching adults. She offers courses in linguistics, language education, English proficiency and academic writing. She innovated a low-cost peer learning model at AUD called the Language Buddy Scheme which promotes cultural and linguistic exchange among students from diverse socio-economic backgrounds. She has contributed to a number of projects in materials development, teacher training and course development in various government funded initiatives.

### **Pinaki Ghosh**

Dr. Pinaki Ghosh is an Associate Professor in Marketing Management at XISS (Ranchi) with a demonstrated history of working in the education management industry for the last 16 years. He is holding a PhD degree in Marketing. He obtained dual qualification in Management – a PG Diploma in Management and a PG Degree in Marketing Management from Pondicherry University. He joined XISS after working for two years in the corporate sector in the sales and distribution function. His teaching and research interests are in brand and marketing communication, rural marketing and consumer behaviour. He published papers in national and international peer-reviewed journals.

### **Purushottam Sen**

Dr. Purushottam Sen is Former Professor of IIM Calcutta. He worked for seventeen years in large companies in leadership positions before joining IIM Calcutta as a full-time faculty. He has a B.S. from Birla Institute of Technology & Sciences, Pilani (India), an MBA (specialization in Financial Management) and a PhD (Fellow of IIM Calcutta) from Indian Institute of Management Calcutta (India). He is also a Chartered Management Accountant from the Chartered Institute of Management Accountants, London – of which he is a member. His focus areas are Corporate Finance, Management Accounting, and Management Control Systems.

### **Sandeep Puri**

Sandeep Puri is an Associate Professor of Marketing at the Asian Institute of Management, Philippines. With around 26 years of work experience in Industry and teaching, he specializes in Sales and Marketing. He has worked with Novartis and Trident before shifting to academia. He has significant publications, including two publications in Harvard Business Review. He has more than 75 case study publications with Ivey Publishing, IMD, Lausanne, and WDI Publishing (University of Michigan). He has a book on Sales and Distribution Management co-authored with Still, Cundiff and Govoni (published with Pearson). He has also co-authored a textbook on Global Marketing

Management with Keegan (8th edition, published with Pearson). In addition, he also has 10 edited books to his credit. He is an alumni of IMT Ghaziabad and worked at IMT Ghaziabad for 9 years.

**Shoba K.N.**

Dr. Shoba K. N. is an Assistant Professor of English at Anna University, Chennai. She has a PhD in English and is a gold medallist in Masters in Education. She teaches English for Engineers and Technologists, Business Communication for Management Graduates and Research Methodology for Doctoral Scholars of various disciplines. She leads various projects related to Language Research and Development in the Educational Sector for various State Governments, the British Council, the American Consulate and Reputed Training Organisations.

**Tuhina Mukherjee**

Prof. Tuheena Mukherjee obtained her Ph.D. from the Indian Institute of Technology Delhi (IIT Delhi) in Management Studies. She has 10 years of teaching experience in the post-graduate level. Prof. Mukherjee is currently the Assistant Professor in the Indian Institute of Foreign Trade (IIFT) New Delhi in the Area of Organisation Behaviour/ Human Resource Management. Earlier she worked in the Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur, School of Business, Public Policy and Social Entrepreneurship, Ambedkar University Delhi, and School of Behavioural Sciences, Central University Karnataka, Gulbarga. She has published large number of articles in national and international journals. Her teaching and research interest is in the areas of Cognitive Psychology and Leadership.

## **CONTACT FOR ENQUIRY**

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