

# MMA - ISTD Certificate Course on Training & Development



Course Commences on  
**Saturday, 5 December 2009 (10 Saturdays)**

Timing  
**3.00 pm to 5.00 pm**

Venue  
**ISTD Chennai Chapter  
'Chateau D Ampa', 4th Floor'  
110 (New # 37) Nelson Manickam Road, Aminjikarai,  
Chennai - 600 029**

*“Training is the acquisition of knowledge, skills, and abilities through professional development.”*

## ■ Background

Training and development is one of the most important aspects to our lives and our work. In the field of human resource management, training and development is the field concerned with organizational activity aimed at bettering the performance of individuals and groups in organizational settings. It has been known by several names, including employee development, human resource development, and learning and development.

Training and Development helps in developing leadership skills, motivation, loyalty, better attitudes and other aspects that successful workers and managers usually display. It also helps in creating a healthy working environment, helps to build good employee relationship so that individual goals aligns with organizational goal.

## ■ Course Content

- ▲ Scope of Training & Development
- ▲ Competencies of a Professional Trainer
- ▲ Module Design
- ▲ Training Methods
- ▲ Technology in Training
- ▲ Training Administration
- ▲ Training Evaluation and Return On Investment of Training
- ▲ “In Vivo” Training Session
- ▲ Self Assessment

## ■ Key Takeaways

- Profiling data of each participant in a CD
- Individual feedback on training competency
- Certificate that is recognized in the market

## ■ For Whom

- Corporate Executives, across functions and sectors, interested in Training
- Freelance Trainers
- Students interested in Training and Development

## ■ Course Schedule

Classes will be held at

### **ISTD Chennai Chapter**

“Chateau D Ampa”

4th Floor, 110 (New # 37), Nelson Manickam Road  
Aminjikarai, Chennai-29

Classes will commence on Saturday 5 December '09  
(Spread over 10 Saturdays from 3.00 pm to 5.00pm)

## ■ Facilitators

- **Programme Director : Dr R Karthikeyan**  
Head, Gemba Management Consulting Pvt Ltd & Secretary,  
ISTD, Chennai Chapter.
- Senior Professionals from Industry.

## ■ Fee Details

Special discounted fee for MMA members **Rs,6,000/-**

The cheque/DD to be drawn in favour of “**Madras Management Association**” payable at Chennai.

Full payment in advance. Fees once paid will not be refunded.  
However changes in nomination before commencement of programme permitted.

## ■ Certificate

Certificates will be issued jointly by MMA and the ISTD Chennai Chapter. They will only be issued to program participants who have attended at least seven of the ten training sessions.

## ■ About MMA

Madras Management Association (MMA) was established in 1956 with the prime objective of promoting management education, training and development activities in this part of the country. The vision of MMA is "To be the Fountainhead of Worldclass Management Excellence in India".

Over the past 5 decades, MMA has striven for development and nurturing management expertise, combining Indian ethos with International Management thoughts and practices.

The Madras Management Association is the largest affiliate association of the All India Management Association in the country. MMA has been judged the best Local Management Association continuously for a period of five years in recognition of its excellent all round activities in propagating the message of professional management in all facets of business, commercial and industrial activities. The Association was also awarded the "National Excellence Award" for 2007-08.

Apart from corporate leaders, MMA has, in its Managing Committee, the Vice Chancellors of Madras University & Anna University, the Directors of IIT Madras and IFMR and the Chief Secretary, Government of Tamilnadu, as members.

## ■ About ISTD

The Indian Society for Training & Development (ISTD), established in April 1970, is a national level professional & non-profit society registered under the Societies Registration Act, 1860. It has a large membership of individuals and institutions involved in the area of training and HRD from Government, Public and Private Sector Organisations & Enterprises; Educational and Training Institutions and other Professional Bodies.

The society is affiliated to the International Federation of Training and Development Organisations (IFTDO), USA and Asian Regional Training and Development Organisations (ARTDO), Manila.

ISTD organises Training Programs, all over the country both at Chapter and National Levels. The programs cover selected areas of HRD with special emphasis on Training of Trainers, Training Goals & Objectives and Training Tools & Technologies. A very large number of Public and Private Sector Organisations, Training Institutions Central And State Government participate in these programs, some of which have been held in collaboration with Planning Commission, Bureau of Public Enterprises and the Training Division of Department of Personnel, Government Of India.

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**Kindly send your nomination to**



**Madras Management Association**

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