

IN DEMAND

Most popular programmes in 2008-09 on the basis of the number of applications received by B-schools. Mint polls MDP* programme officers in six B-schools.

IIM Lucknow

Most popular programmes	Duration	Fee
Management effectiveness programme	5 days	Rs35,000
Finance for non-finance executives	5 days	Rs35,000
Effective communication for managerial success	3 days	Rs25,000

IIM Calcutta

Most popular programmes	Duration	Fee
Leadership excellence	4 days	Rs28,000
Managerial leadership and team effectiveness	5 days	Rs30,000

IIM Kozhikode

Most popular programmes	Duration	Fee
Software project management	3 days	Rs15,000
Management of technological innovation	3 days	Rs15,000

IMT Ghaziabad

Most popular programmes	Duration	Fee
Project management	6 months	Rs50,000
Finance management	15 days	Rs30,000

IIM Ahmedabad

Most popular programmes	Duration	Fee
General management programmes	15 days**	Rs1.5-2.5 lakh

ISB Hyderabad

Most popular programmes	Duration	Fee
Leadership skills for top management	5 days	Rs1.5 lakh
Perpetuating the family enterprise	5 days	Rs1.5 lakh

*MDP: Management development programme

**15 days to 1 month on average

Data compiled by Megha Chhabra