INDIAN INSTITUTE OF MANAGEMENT
CALCUTTA

CUSTOMER SERVICE STRATEGY
AND VALUE CREATION

PROGRAMME DETAILS

- **Duration:** February 19 - 23, 2024
- **Programme Commencement:** 9:00 AM on February 19, 2024
- **Programme Conclusion:**

HOW TO APPLY

- You can apply/nominate your personnel by clicking on the "Apply Now" link corresponding to the particular MDP, as appearing on our online calendar available at: **https://iimcal.ac.in/mdp/mdp-calendar**
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo. /relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA'S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and