

MINI MBA - THE BUSINESS MANAGER PROGRAM

INTRODUCTION

This Program is for all Entrepreneurs and aspiring Business Managers, who want to understand the multifarious aspects of running a business or a Strategic Business Unit as part of an organization. In today's Global Business Environment, a Manager needs to have all-round knowledge rather than confine to his or her functional expertise alone.

OBJECTIVES

This Program prepares young professionals to take on higher responsibilities, and describes real life from the Manager's point of view. The Objective is to illustrate concepts of Management without complicated mathematical formulae or graphs.

- This Program will equip them with the insights and techniques necessary for creating business leaders of tomorrow.
- Through a blend of concepts and practice through Case Studies and Exercises, participants will assimilate the principles easily.

BENEFITS

Participants will gain confidence to tackle business issues in any discipline that crops up during their everyday worklife. Their decision-making ability will improve. Their focus on making profits and improving the bottom line will become sharper. They will manage their people better to get the best out of them. Their Organizations will grow, and they with them, their careers too.

PRESENTER

K. Rajaram

He worked for 10 years in the Cement Plants of The Associated Cement Companies Ltd. In Operations, Maintenance, Industrial Engineering and Project Management. Soon after this he worked as Head of Projects for the Water Treatment Division of Thermax Ltd. ; he led and nurtured Teams to complete Projects on Time, at cost and meeting the desired levels of performance. He then took charge as Profit Centre Head of the Surface Coating Systems Division of Thermax , another project business, and once again made it a success. He was later given charge of the equipment business also. His next assignment was in a Financial Services Organization, Pathfinder Investment Company Ltd. as Vice President to carry out due diligence for recommending good investment proposals. He then took charge of Shree Products, a pharmaceuticals related company as President.

He is now a Consultant and Trainer. He also teaches at leading Management Institutions in Pune. He is the Certified Instructor of The Lewis Institute, USA which specializes in Project Management Systems and Training.

PROGRAM

DAY ONE

- **Principles and Practices of Management**
Understanding of the five basic functions of management-planning, organizing, staffing, directing and controlling Case Studies / Exercises
- **HRM: Human Resources Management**
Understanding of organization behaviour, group dynamics, teams and team working, motivation, communication, conflict management, recruitment, selection, training and development.

DAY TWO

- **MM: Marketing Management**
Understanding of the concepts of marketing-customer value, product mix, buyer behaviour, direct and online marketing, distribution, promotion, pricing.
- **CRM: Customer Relationship Management**
Understanding the need to retain customers, enhance their contribution to your business, Customer Lifetime Value, the need to make CRM an enterprise-wide approach to business.

DAY THREE

- **BS: Business Strategy**
Understanding the definition of Strategy, views of various Management thinkers, strategies adopted in each functional discipline, and how these strategies determine the processes followed in an organization.

- **IBM: International Business Management**
Understanding the global business environment, entry strategies, global staffing, international finance.

DAY FOUR

- **AM: Accounting for Managers**
Understanding the 12 general accounting concepts that a manager should be aware, the accounting process, financial statements and their relationship.
- **FM: Financial Management**
Understanding the need to manage the flow of funds efficiently to achieve corporate objectives, provide a link between the financial functions and other entities in the environment, within and outside the company.

DAY FIVE

- **OM: Operations Management**
Understanding the need for efficient conversion of inputs to outputs-products or services to maximize profitability.
- **SCM: Supply Chain Management**
Understanding the Value Chain-how suppliers and customers need to work together for competitive advantage.
- **PM: Project Management**
Understanding how a Company's Strategic Objectives can be achieved through this disciplined approach for each of their initiatives.
In each area, participants will be provided with a Case Study or Exercise to apply the learning, soon after the theoretical inputs.