



Bombay Chamber  
of Commerce & Industry



# Management Development Programmes

**Economics for Engineers & Technical Personnel - May 6, 2011**

**Raising and Managing Private Equity - May 20-21, 2011**

**Effective Communication and Presentation Skills - June 3, 2011**

**Build your Brand. Live your Brand - June 17, 2011**

**Marketing & Marketing Strategies - July 1, 2011**

**Product and Service Innovation- July 15, 2011**

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## TIME

9.00 a.m. to 5.30 p.m.

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## VENUE

Management Development Centre, 1st Floor  
Prin. L.N. Welingkar Institute of Management  
& Research (We School)  
Matunga, Mumbai 400 019

The Bombay Chamber of Commerce and Industry and We School have launched this educational initiative to bring the best in management development programs to their members, alumni and the general public.

Through unfolding of appropriate professional education programs that are need based and very purposefully current, it is envisaged that this initiative will suitably satisfy the demands of the industry. The calendar will enable the member units, alumni of Welingkar and other interested institutions to plan ahead their training schedules.

The number of participants for each module will be restricted to provide close attention.

Concessional charges will be available for batches of more than three for a specific program or for the entire series. The registration will be valid by institution name, with facility to nominate different attendees.

## Contact

Ms. Chetna Surti, Officer in Charge

### **Bombay Chamber of Commerce and Industry**

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Mr. C.S.Seshadri, Manager, Management Development Center

### **Prin. L.N.Welingkar Institute of Management & Research (We School)**

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## Overview

An understanding of fundamental concepts of economics is essential to superior decision making by managers - particularly, engineers and technical personnel. Corporates have observed a knowledge gap in this vital area. Towards this end, we have designed this program which aims at providing participants with the essentials of economic theory and practice.

## Objective

- Understand key concepts of economics.
- Appreciate the role of economics in business and thereby help improve their decision-making skills.
- Stimulate interest in the subject and keep them interested in continuous learning.

## For Whom

Managers and executives at all levels with engineering, science or non-finance qualifications will benefit from this program.

## Faculty

Prof. Manoj P. Rege (*Profile given overleaf*)

## Participation Fees

**Rs. 3,000/- plus Service Tax @ 10.3%** for **members** of the Bombay Chamber & **alumni** of We School

**Rs. 5,000/- plus Service Tax @ 10.3%** for **non-members**

(The fee includes tuition, business lunch and refreshments)

Participants will be issued a certificate of participation after the programme

## Coverage

09.00 a.m. Registration

- Session - I** - Basic micro economic concepts - scarcity, choice, optimization, demand, supply and equilibrium
  - Forms of Markets - competition and monopoly - the nature of competition in the real world
- Session - II** - National income - different concepts - inclusive growth and productivity factors
  - Money - nature and function, near money and liquidity, demand for money and money supply
- Session - III** - Commercial banking - credit multiplier and the spreads of a banker
  - Central banking -RBI functions and role, instruments of credit control, credit and monetary policy

01.15 p.m. Lunch

- Session - IV** - Government budgets and fiscal deficits
  - Macroeconomic policies and their implications for businesses and decision-making
- Session -V** - Globalization - its nature and role

05.15 p.m. Summing up

### Prof. Manoj P. Rege

Prof. Manoj Rege graduated with Economics Hon. from the Elphinstone College, Mumbai and later read Development Economics for his Masters at the University of Sussex, UK.

Joining the Indian Economic Service (IES) in 1973, Prof. Rege has worked in different advisory and administrative capacities with the Govt. of India. He was the Regional Evaluation Officer of the Planning Commission, and also Secretary, Planning Commission's Advisory Group on Consumer Industries, Dy. Director General of Commercial Intelligence and Director Member, Forward Markets Commission. Later he was Additional Economic Advisor, Ministry of Food & Civil Supplies.

Prof. Rege topped the IES Examination conducted by the UPSC in 1973 and was awarded a Technical Cooperation Study Fellowship of the Govt. of UK in 1984-85. He is also an Independent Director of Companies in the Industrial Finance Corporation of India (IFCI) group viz. I-FIN Ltd. and I-Fin Commodities Ltd. and is the non-executive Chairman of the latter. He is an authority in his subject and an accomplished trainer.

## Overview & Objectives

This program has been designed to provide the participants with an overview of the private equity industry and its working. The objective of the program is to help participants gain knowledge and proficiency to raise private equity capital through the understanding of the role and operations of a private equity fund, and the complex financial engineering methods it uses.

The participants could expect to learn about how to tap private equity capital to finance a company, investment process of a fund, due diligence and documentation, and choice and management of exit route.

The course will emphasise the practical aspects through case based analysis, workshop sessions and negotiation simulations.

## For Whom

- Start-up and SME entrepreneurs seeking knowledge on private equity or venture capital funding.
- CFOs, strategic management personnel of companies looking at raising growth capital.
- Professionals engaged in private equity funding, venture capital funding, banks, investment banks, merchant banks, corporate finance, debt finance, consulting, financial advisory services, etc.
- Professionals working in law and accounting firms.
- Management and Accountancy students looking to take up a career in the venture capital & private equity profession.

## Faculty

Mr. Sanjay Kumar Sinha (*Profile given overleaf*)

## Participation Fees

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**Rs. 8,000/- plus Service Tax @ Rs.10.3% for non-members**

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## Coverage

### MAY 20, 2011

- 09.00 a.m.      *Registration*
- Session - I**                      Introduction to private equity industry
- Session - II**                      Making the right move
- Session - III**                     Review of valuation fundamentals
- Session - IV**                     PE investment process
- 01.15 p.m.      *Lunch*
- Case study on valuation**
- Session - V**                      Role of Professional Advisors
- Session - VI**                     Due diligence and documentation
- 05.15 p.m.      *Summing up of day's proceedings*

### MAY 21, 2011

- 09.30 a.m.      **Session - VII**                    Exit Routes and Exit Management
- Role playing
- Program feedback & Summing up
- 1.00 p.m.      *Lunch*

#### Mr. Sanjay Kumar Sinha

Mr. Sanjay K. Sinha, an engineering graduate from IIT Kharagpur and a MBA from IIM Ahmedabad, has over 23 years of experience in Project Finance, Infrastructure Privatisation, Term Lending, Private Equity, Investment Banking and Management Consulting. In various capacities with CRISIL, L&T Finance, IDBI and New Vernon Capital, he has been actively engaged with financing and advising private sector and Government / PSUs.

Mr. Sinha was a Director on the Board of Andhra Pradesh Infrastructure and Investment Corporation and a member of an apex twelve member National Resources Group set up by the Government of India to augment capacity on PPP in the country. He has been a part of many policy consultation groups and has presented a number of papers on issues relating to infrastructure financing, project structures, risk analysis, risk mitigation, etc.

## Overview

Management is communication and communication is indeed management. Effective communication can result in improved interpersonal communication, win-win negotiations, successful selling and overall improvement in customer/stake-holder relationships and networking at all levels. This workshop can help participants to hone their skills and give them the confidence needed for successful presentations and negotiations.

## Objective

The objective of this programme is to help participants improve their communication and presentation skills and to develop insights for making communication effective, persuasive and powerful.

## For Whom

Junior and middle-level managers from small and medium enterprises (SMEs), private and public sector organisations and anyone else who wishes to improve his/her effectiveness in managing others at the workplace would find this programme beneficial.

## Faculty

Prof. V.H. Iyer, Dean-Management Development Center, We School. *(Profile given overleaf)*

## Participation Fees

**Rs. 3,000/- plus Service Tax @ 10.3%** for **members** of the Bombay Chamber & **alumni** of We School

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## Coverage

09.00 a.m. Registration

**Session - I** Importance of communication in daily life

**Sessions - II, III & IV** Key aspects of successful communication

Workshop on presentation including :

- Strategy
- Outline
- Preparation
- Delivery
- Getting what is needed
- Handling objections / problem situations

01.15 p.m. Lunch

**Session - V** Practice sessions for application of learning

05.15 p.m. Summing up of day's proceedings

### **Prof. V. H. Iyer**

Prof. V.H. Iyer is a core faculty for Total Quality Management and Dean of the Management Development Center, We School. He has trained over 600 trainers of Larsen & Toubro Ltd. all over the country.

In 1996 he was selected as the 'Best National Faculty' of IIMM. He is also a well accepted writer in business journals and newspapers. Many of his past students are great trainers themselves and this is his success.

Past Chairman of IIMM, he is presently Director of Omnitech InfoSolutions Ltd. He has been a corporate trainer for over 1500 programmes.

### Overview

Brands matter, and branding matters more than ever. With the rising cacophony of choices and competition all around, brands are the most effective way of cutting through the noise to reach people's hearts and minds. Branding is fast becoming the most effective way of bringing in focus, synergy, loyalty and overall business success. Branding is a big buzzword in marketing today. Brands pave the way for marketing success. This workshop will help participants in building a better, stronger brand so that they can compete successfully with companies across the globe.

### Objective

This workshop is specially designed for owner-managed companies and top management of small and medium enterprises across sectors to understand the concept of branding and how to apply it to their businesses. A step by step approach to building the corporate brand identity will be presented along with a detailed roadmap of how the identity can be transferred into business processes at every level to gain maximum synergy. The course will be in a workshop format. Participants will have the opportunity to work on their own company brands throughout the program. At the end of the workshop, participants will have a brand strategy plan that they can implement in their organisation.

### For Whom

Owners and managers of small and medium enterprises in any industry sector, corporate communication managers of organisations, marketing and sales executives of organisations would find this workshop beneficial.

### Faculty

Dr. Rutu Mody-Kamdar. *(Profile given overleaf)*

### Participation Fees

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Participants will be issued a certificate of participation after the programme

## Coverage

09.00 a.m. Registration

### Session-I & II

- [1] Introduction to integrated Branding : The Branding ABC's  
(a) What is Branding? (b) Why Branding matters?  
(c) To brand or not to brand (d) Branding Myths and  
(e) Advantages of Branding
- [2] Building your Brand, step by step
- [3] Stage 1 : Researching the Company within, Competitors and Customers  
(a) Research within the Company : Values, Vision, Goals, Current Brand Equity (b) Research on Competitors : Gaps in the Market (c) Research with Customers : Needs, Wants, Perceptions

01.15 p.m. Lunch

### Session-III & IV

- [4] Stage 2 : Building your Brand Strategy  
(a) Crafting the Positioning : the Unique Positioning of your Brand (b) Structuring your company according to the Brand Architecture (c) Building your Brand's Identity and (d) Building your Brand's Personality
- [5] State 3 : Communicating your Brand  
(a) Creating a year long Communication plan  
(b) Articulating your identity into logos, taglines, characters (c) Planning for Communication Collaterals: Brochures, Website, Flyers, Exhibitions etc.
- [6] State 4 : Integrating your brand into your organisation  
(a) Internal Training for your Team to live the brand identity (b) Planning for the future: New Products, New Markets.

05.15 p.m. Summing up of day's proceedings

### Dr. Ms. Rutu Mody-Kamdar

Ms. Rutu Mody-Kamdar is an expert in the area of branding and consumer behaviour. She works as an independent brand consultant and also teaches integrated brand management and marketing. A prolific presenter of research papers in symposiums both in India and abroad, she has worked on several consultancy projects involving feasibility studies, entry plans, marketing and brand building strategies. She is an experienced trainer and her programmes are known for their content, inspiration and creativity. She is the recipient of the prestigious C.K. Prahalad Award for Best PhD thesis in 2009.

## Overview

Marketing and related strategies play a critical role in any business for achieving its organizational goals. This is done by determining the needs and wants of target markets and delivering a bundle of product and services more effectively and efficiently than its competitors.

This program aim to explain the key concepts of marketing and marketing strategies and how they are to be applied using real life examples and case studies.

## Objective

- Understand key concepts of marketing.
- Understand strategies and its importance in marketing.
- Understand how strategies are to be applied in marketing of products and services

## For Whom

Managers and executives in large companies, senior managements of small and medium enterprises (SMEs) in any industry or anyone else interested in understanding the concepts of marketing and marketing strategies and how these are actually deployed will benefit from this program.

## Faculty

Prof. R. Venkatesh, Associate Dean - Marketing, We School. *(Profile given overleaf)*

## Participation Fees

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**Rs. 5,000/- plus Service Tax @ 10.3%** for **non-members**

(The fee includes tuition, business lunch and refreshments)

Participants will be issued a certificate of participation after the programme

## Coverage

09. 00 a.m. *Registration*

**Session - I** Overview of key concepts in marketing - segmentation, targeting etc.

**Session - II** What is a strategy and how it impacts decision making

**Session - III** Product marketing strategies - How to carry out segmentation, targeting, differentiation and positioning strategies for a product

01.15 p.m. *Lunch*

**Session - IV** Service marketing strategies and the difficulties in marketing services

**Session- V** Product life cycle strategies and marketing strategy models

05.15 p.m. *Summing up of day's proceedings*

### **Prof. R. Venkatesh**

Prof. R. Venkatesh is a graduate mechanical engineer with an MBA from JBIMS, Mumbai specialised in marketing management.

He has a rich corporate experience in the international marketing and exports with companies like Advani Oerlikon, Thyssen Stahl Union GmbH, Mannesman Handel, AG and is a Director and founder owner of a few companies.

He is an experienced trainer in marketing management and has also authored a book on international marketing, business and sales management.

### Overview

In today's intensely competitive marketplace, the ability of any business to constantly innovate its products and services has become one of the most important criteria for survival and growth.

This program will aim to explain how one can apply the principles of creative thinking and simple tools for innovating their product and services.

### Objective

- Create an inquisitive mindset and,
- Provide them with simple yet powerful tools for executing a product / service innovation in their workplaces or business.

### For Whom

Managers and executives from large companies, senior managements or owners of SMEs or businessmen who are, or in future will be responsible for, product, service or process upgradation or, anyone else keenly interested in knowing how innovation is applied, would find the workshop useful.

### Faculty

Prof. Kaustubh Dhargalkar, Faculty-Business Design, We School. (*Profile given overleaf*)

### Participation Fees

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## Coverage

09.00 a.m. *Registration*

**Session - I** What is innovation and creativity

**Session - II** Principles of Creative thinking

01.15 p.m. *Lunch*

**Session - III** Tools for product / service upgradation

**Session - IV** Real life examples of innovative products and services

05.15 p.m. *Summing up of day's proceedings*

### **Prof. Kaustubh Dhargalkar**

Prof. Kaustubh Dhargalkar is an entrepreneur-turned-academician. He is a graduate in electrical engineering from BHU-IT, Varanasi and MBA from JBIMS, Mumbai.

He founded and successfully managed three companies in machine tools and related business for 15 years before moving to academics and training in 2006.

In 2008, he set up Innowe-Centre for Innovation & Memetics, a pioneering idea on a B-School campus. At Innowe, he along with students explore unconventional tools of Consumer Research to discover latent needs and new opportunities.

He is a jury & mentor for the "Economic Times - Power of Ideas" competition, India's premier idea contest. He is also a Mentor for the Center for Innovation, Incubation & Enterprise (CIIE) at IIM-Ahmedabad.

Has spent time at IDEO, Palo Alto and Continuum, Boston USA - some of the best innovation organisations, to understand their methods & techniques.

**REGISTRATION FORM**  
**(Pl. check attachment)**

# **BOMBAY CHAMBER OF COMMERCE AND INDUSTRY**

The Bombay Chamber of Commerce & Industry is India's premier Chamber of Commerce & Industry situated in Mumbai, the industrial, financial and commercial capital of India. Established in 1836, it is one of the oldest Chambers in the country and has a long and illustrious history of continuous service to Trade and Industry.

The Chamber can boast not only of its longevity but also of its impeccable lineage. With more than 4000 prime companies as its members, the Chamber represents the cream of Indian Industry, Commerce and Services. While the name 'Bombay Chamber' conjures images of an organization representing exclusively a city-based membership, in reality it represents a wide spectrum of highly reputed and professionally run companies which are based in the city of Mumbai, but whose manufacturing facilities and commercial influence spread not only all over India but also internationally.

The Bombay Chamber's membership represents as much as a third of the country's GDP in the manufacturing and services sectors. The Chamber uniquely represents large and medium sized corporations, banking and financial institutions, professional consulting companies and a large number of multinationals.

## **WE SCHOOL**

Prin. L. N. Welingkar Institute of Management Development & Research (We School), Mumbai is a part of the S.P. Mandali, Pune which manages a large number of educational institutions in Maharashtra, prominent among them being, the Ruia and Podar Colleges, Mumbai and the S.P. College, Pune.

We School, Mumbai is consistently ranked among the top management Schools in the country. The School is recipient of 'Outstanding Institute of Management of the Year Award' by Bombay Management Association in 2010. The School is well known for its magnificent infrastructure, academic excellence and industry interface.

We School - Management Development Center is renowned for providing customised executive education and learning to a large base of corporates in Manufacturing, IT, Infrastructure, Telecom, Banking, Healthcare, Agribusiness, Travel & hospitality and other sectors.