

Program Details

Duration and Design

The program duration and the design will be customised following a two level process

- Discussion with the participants
- Discussion with their superiors
- Joint Certificate from **PHI Consulting Services and SIMSR**

Target Audience

Family businesses, SMEs from Automotive Industry, MSME's from automotive industry, entrepreneurs, consultants, professional involved in the Automotive Industry,

Selection Criteria

All those who apply will go through the institute screening and selection process. Only those shortlisted can participate

Occupancy

Minimum of 25 pax per batch

Faculty / Trainers

Faculty members who conduct this program are from K.J. Somaiya Management Institute of Studies & Research. They hold doctoral degrees from their respective domains of marketing, finance, economics, operations and HRM. They also have vast industrial, research as well as academic exposure.

Venue

The venue will be decided as per the convenience of the participants



Content and Pedagogy



Probable Topics of the Program

- Strategic Marketing
- Creativity and innovation
- Leadership Lab
- Legal Aspects of Business
- Financial Analysis
- Economics and Finance
- Marketing and Operations
- Branding your Organization Vs Branding Yourself
- Understanding Economic Environment
- Competency Mapping & Assessment Centers
- Understanding Global business environment
- Corporate Strategy Vs Competitive Strategy
- Customer Relationship Management
- Corporate Governance and Ethics
- Advanced Supply Chain Management
- Quality Management
- Capital Structure & Investment Decisions
- Capital Structure & Financing Decisions
- People Management

Methodology

- Mix of lecture method, case study discussions, and activities.
- Participants will be evaluated based on **examinations**.
- **Psychometric Tests, Harvard business School case studies, Guest lectures, E-Learning**
- Participants submit assignments, projects as per the requirement of each course
- Faculty members use various **multi-media tools to conduct the sessions** depending on the topic.
- Participants will be provided with pre reading material; HBR cases and also excel based work sheets.

