



# Calcutta Business School

## MANAGEMENT DEVELOPMENT PROGRAMME

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### Turn Around Management

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*Programme Director*

Dr. Goutam Sengupta

Adjunct Professor, Calcutta Business School

Date: 19 – 20 March, 2010

Venue: Management Development Centre  
Calcutta Business School, Bishnupur, West Bengal

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## Programme Coverage

Industries are the growth fuellers of the economy. GDP growth can be sustained only if this sector grows in a consistent manner. However, our experience is that, many of the industries are reaching to a plateau and not able to grow further and some may eventually become sick. The global economic meltdown has added to the miseries further. These two days workshop shall attempt to ascertain the reasons and the remedies thereof and the process of turning around the industries from a non profitable entity to a possible vibrant, profitable and growth oriented one. When many of us say that the industries are making loss and only solution is to close them down, there are yet many examples where the industry leaders have chosen a different path and have done things differently to dramatically turn around the industries.

## Programme Content

This two day MDP shall provide all the requisite tools and techniques to the participants for management of turn around process. The programme would evolve around a framework to provide a deep insight into the subject.

Following topics shall be addressed:

- # Organisational scanning
- # Diagnostic Journey
- # Strategy for Turn Around
- # Implementing an emergency action plan
- # Turn Around Framework
- # Management of Innovation
- # People and Process Approach
- # Managing the Supply Chain Challenges
- # Change Management Transition Curve
- # HR and OD Interventions in Turn Around Process
- # Leadership of Turn Around Process
- # Maintaining the Quality through out the Turn Around Process
- # Enhancing the Organisational morale
- # Safety of the Turn Around Project

## Pedagogy

The workshop shall be addressed by eminent academicians, researchers and industry leaders. Several case studies will be undertaken followed by interactive discussions. Participants will break into groups to conduct background research, discussions and make presentations of their group work on assigned topics. Experience sharing will be another major ingredient of the programme.

## Programme Director

### Goutam Sengupta

BE, PGDBM (XLRI), Ph.D in Management having industrial exposure spanning more than three decades in organizations such as, Tata Motors, Philips and currently Vice President and COO of KAIL Limited (Videocon Group). He has got the distinction of turning around non performing industries to vibrant entities by application of principles of Turn Around Management.



### Who should attend

Senior and Middle level executives of organizations involved in the management of business processes in manufacturing and service industries.

### Participation Fee & Payment:

Rs.15,000/- (Rupees fifteen thousand only) per participant, which includes pick-up and drop-off at airport/railway station for out station participants (if necessary), fully air conditioned boarding and lodging, necessary course material. Participation fees to be paid by DD/ Cheque drawn in favour of 'Calcutta Business School' and payable on any Bank in Kolkata and sent to the address mentioned in the back page.

**Discount on Programme Fees:** A 10% Corporate Discount will be given to two or more participants nominated from the same organization.

Participants are requested to arrive on 18th JMarch evening and depart on 20th March, after lunch.

## About Calcutta Business School (CBS)

Promoted by a group of Industrialists and Academicians, CBS, an autonomous Institution, commenced its journey in July 2008, offering an innovative and futuristic fully residential 2-Year PGDM Programme, approved by AICTE. It is located on a sprawling 15 acre campus, about 7 kms. south of IIM Calcutta. In addition to world class full-time Faculty, outstanding Distinguished Professors and Visiting Professors from all over the world (24 from leading business schools in America and Australasia) provide the academic inputs. In the state-of-the-art 'intelligent' campus, all students are provided with powerful wireless laptops with 24 hours connectivity to internet and the server. The pedagogy includes individual and team based projects and case studies with frequent power point presentations.

The Management Development Centre (MDC) is a fully air conditioned 3-star residential (50 single and 10 double rooms) facility within the campus with its exclusive academic complex, lounge and dining hall.

Please visit [www.calcuttabusinessschool.org](http://www.calcuttabusinessschool.org) for further details.



### Reaching CBS Campus

The Campus is approximately 50 kms. from Netaji Subhash Chandra Bose International Airport and about 40 kms. from Sealdah or Howrah Railway station.

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