



CALCUTTA BUSINESS SCHOOL

**Executive Education Programmes
2015-16**

Introduction

Promoted by a group of eminent industrialists and academicians, Calcutta Business School is an autonomous institution offering an AICTE approved 2-year fully residential Post Graduate Diploma in Management Programmes (PGDM) and several Executive and Management Development Programmes. One of the largest dedicated Business School campuses in India, Calcutta Business School, modelled on some of the top ranking Business Schools in, the world, is located on a sprawling 15 acre fully residential, eco-friendly and 'intelligent' campus on the outskirts of Kolkata.

Since its inception in 2008, Calcutta Business School has set its goal to contribute significantly to various organizations' learning and developmental needs by need assessment, designing, developing and delivering various Management Programmes which are effective and value-for-money to the organizations. The effort has been fulfilled so far as Calcutta Business School has taken a selective approach to offering programmes to select corporate companies and public sector units like McLeod Russel India Ltd., Videocon, and Westinghouse Saxby Farmer Ltd to name a few.

This year, it is also our conscious endeavour in reaching out to the country's corporate capital, Mumbai to establish our footprints with a number of services. The major sections of Management development Programmes include:

The major sections of Management Programmes include:

- Management Development programmes (MDPs)
- In-Company Programmes (ICPs)
- Certificate Programmes (Cps)
- Consultancy Project Services (CPSs)



Management Development Programmes

The Management Development Programmes (MDPs) are aimed at enabling the working managers to effectively handle changes that the business world is constantly witnessing. The programmes also help Calcutta Business School learn about the problems faced by the industry, thereby empowering it with greater knowledge to share with the students.

At Calcutta Business School, our focus has been to keep pace with Change. Our thought process, curriculum and training methodologies are always evolving to be relevant to the Industry today. We have the framework to involve industry leaders and executives in guiding us with their inputs so that our content is focused to deliver cutting-edge knowledge and skills.

At the core of our thought process is corporate executives' career growth through improved performance at work and significant value addition to the bottom line of their organization. Our Management Programmes have a strong objective and focus on transfer of learning to workplace tasks accomplishment. We consciously develop programmes which are practice driven rather than theory driven.

Calcutta Business School partners with many reputed organizations to deliver quality programmes like Institution of Valuers (IOV) to develop programmes in asset valuation and related areas; with Bengal Chamber of Commerce and Industry to effectively utilize the competencies of both the organizations to facilitate skill development and economic progress of the eastern region; with Quality Circle Forum of India (QCFI) to propagate Quality Circle concepts under TQM umbrella.

In-Company Programmes (ICPs)

Programmes offered by Calcutta Business School for management and organization development spans over a wide spectrum in terms of programme content and delivery location. Programmes offered could be fully / partly customized in-company programmes, delivered at organization / city locations.

- **Corporate Partnership Programmes**
- **Customized Programmes**
 - Ø Leadership Performance Enhancement Programme
 - Ø Workers' Behaviour Enhancement Programme
 - Ø Organization Transformation Programme
- **Long Term Programmes**
 - Ø Plantation Management Programme
 - Ø SME Owners' and Presidents' Programme

Certificate Programmes

In today's information driven, hyper competitive and uncertain business environment, business success depends as much on leadership as on quick and effective decision making, innovative problem solving, task focus and process efficiency. A lot of value could be unlocked in an organization by making faster decisions, focused execution of tasks and by increasing productivity.

An organization gains manifold by developing its mid-level managers to take up senior leadership positions as the cost-benefit of internal development often far outweighs the cost-benefit of hiring outside experts. Much of the cost of recruitment, induction and cost due to delayed learning curves could be saved if internal managerial workforce is developed to take up senior leadership positions.

Who should be participating?

Mid-level managers without formal management education who are looking for career progression to senior leadership positions

Mid-level managers who are looking to upgrade or re-skill in order to be competent for taking up senior leadership position

Business owners who want to take their organisations to a higher growth path

Certificate programmes are institute programmes and the concerned functional area fully gets involved in developing, designing and implementing the programme with active participation of all the other functional areas. The six months to one year programme aim to develop professionals with work experience but due to some reason could not obtain a professional qualification.

We already have a few certificate programmes such as

- Ø Certificate in General Management
- Ø Certificate in Business Analytics in association with SAS Institute

Several programmes are offered under the following functional domains:

- Management Research
- Finance
- Real Estate Valuation
- General Management
- Supply Chain Management
- Quality Management

Consultancy Project Services (CPS)

Calcutta Business School, over the years, have developed core competency of turning around Organizations through application of Quality Management Techniques and Practices which results in transformation in the culture of the organization along with dramatic improvement in the bottom-line. This feat is achieved by a structured application of Japanese Quality management Tools and Techniques through phases of a diagnostic and a remedial journey to phenomenally improve the "Cost of Non-Quality" sitting in the organization's bottom line.

When an organization approaches the CBS with a problem to be solved, a system or practice to be implemented, a challenge needs to be identified/met, strategies needs to be drawn; consultancy services become relevant. The institute may appoint a faculty or a group of faculty members to look into the area that needs focus with the purpose of enhancing organizational performance.

We have been doing consultancy work with a large number of organizations and we would like to actively handhold and work together in this area for institute-industry-interface benefitting both the organization and CBS.

Upcoming Management Development Programmes

Sl No	Programme Name	Programme Director	No of Days	Duration	Location	Fees Residential	Fees Non Residential
	JULY						
1	"Getting More at Less"	Dr. Goutam Sengupta	3	17 - 19	Mumbai		18,000
2	Marketing Strategy for Customers	Dr. P. R. Bhattacharya	2	24 - 25	CBS	12,000	
3	Train the Trainer	Dr. K. Mukhopadhyay	3	23 - 25	CBS	10,000	
4	Orchestrating a winning team	Prof. S. Bhattacharya	2	31 - 01	CBS	8,000	
	AUGUST						
5	Business Analytics for Executives	Prof. Jaydip Sen	3	7 - 9	CBS	20,000	
6	Entrepreneurship & Innovation	Prof. S. N. Mukherjee	3	14 - 16	CBS	10,000	
7	Technical Analysis of Share Prices using Metastock	Dr. T. D. Chaudhuri	3	21 - 23	Mumbai		15,000
8	Passion for Excellence: Journey for Personal Effectiveness	Prof. S. Bhattacharya	3	21 - 23	CBS	10,000	
9	Project Management Principles, Techniques & Tools	Dr. Bani Sinha	5	26 - 30	CBS	12,000	
	SEPTEMBER						
10	Value Engineering & Value Stream Mapping	Dr. Goutam Sengupta	3	04 - 06	CBS	15,000	
11	IOT in Use of Smart City	Prof. Alope Mookherjee	3	11 - 13	CBS	15,000	
12	Macroeconomics of Finance	Dr. T. D. Chaudhuri	2	17 - 19	CBS	10,000	
13	Marketing Strategy for Customers	Dr. P. R. Bhattacharya	2	26 - 27	Mumbai		18,000
14	Building High Performance Organization	Prof. S. Bhattacharya	2	26 - 27	CBS	8,000	
	OCTOBER						
15	Competency Mapping	Dr. K. Mukhopadhyay	3	8 - 10	CBS	10,000	
16	Workshop on Selling Skills	Prof. S. Bhattacharya	2	16 - 17	CBS	8,000	
17	Strategic Manufacturing Management	Dr. Goutam Sengupta	3	16 - 18	Mumbai		20,000
	NOVEMBER						
18	Leadership Development Programme	Dr. K. Saha	2	20 - 21	CBS	5,000	
19	Project Management Principles, Techniques & Tools	Dr. Bani Sinha	5	25 - 29	CBS	12,000	
20	Adaptations & Mitigations - Climate Change	Prof. Alope Mookherjee	3	27 - 29	Mumbai		20,000
	DECEMBER						
21	Business Analytics for Executives	Prof. Jaydip Sen	3	04 - 06	Mumbai		30,000
22	Analytical Techniques in Business & Finance through Excel	Dr. Kunal Ghosh	4	10 - 13	CBS	15,000	
23	Strategic Supply Chain Management	Dr. Goutam Sengupta	3	17 - 19	CBS	15,000	
24	Passion for Excellence: Journey for Personal Effectiveness	Prof. S. Bhattacharya	3	18 - 20	Mumbai		18,000
	JANUARY						
25	Team Building & Conflict Management	Dr. K. Mukhopadhyay	4	7 - 10	CBS	10,000	
26	Financial Management	Dr. T. D. Chaudhuri	2	15 - 16	CBS	10,000	
27	Carbon Management in Industry	Prof. Alope Mookherjee	3	29 - 31	Mumbai		20,000
28	"Getting More at Less"	Dr. Goutam Sengupta	3	28 - 30	CBS	12,000	
29	Building High Performance Organization	Prof. S. Bhattacharya	2	16 - 17	CBS	8,000	
	FEBRUARY						
30	Orchestrating a winning team	Prof. S. Bhattacharya	2	6 - 7	CBS	8,000	
31	Cyber Security & Its Applications	Prof. Jaydip Sen	3	18 - 20	CBS	15,000	
32	Technical Analysis of Share Prices using Metastock	Dr. T. D. Chaudhuri	3	26 - 28	CBS	10,000	
	MARCH						
33	Retail Management	Dr. P. R. Bhattacharya	5	9 - 13	CBS	12,000	
34	Communication & Negotiation Skills	Dr. K. Mukhopadhyay	3	17 - 19	CBS	7,500	
35	Workshop on Coaching & Mentoring Skills	Prof. S. Bhattacharya	2	26 - 27	CBS	8,000	

Management Development & Research Centre

The Management Development & Research Centre (MDR&C) is a fully air-conditioned state-of-the-art facility which can accommodate 130 participants with an exclusive academic complex, lounge and dining hall. While in the campus participants will enjoy fine dining, multi-gym and indoor games facilities.

Companies may also opt for “in-company Training Programmes” which is an unique proposition which CBS offers where tailor-made programmes are designed keeping in mind the specific needs of industry.

An exclusive Management Development & Research Centre which has world class corporate training facilities with dedicated seminar halls, 3-star accommodation facilities, dining halls, gymnasium, exclusive lounge and recreational facilities. Participants in Management Development Programmes also get access to CBS's library and academic resources which include text books, reference books, international journals, online journals, online databases and academic software.



Training Hall - 1



Training Hall - 2



Research Lab



Library

Accommodation & Dining



Executive Lounge



Guest Rooms



Dining Hall

Conclusion

All the corporate programmes of Calcutta Business School mentioned above form a part of our integrated approach to handhold and work with organizations in creating value and business results. Our commitment to corporate is to build capacity at individual, team and organizational level.

We look forward to receiving nominations from your esteemed organization for the MDPs enclosed in this brochure. We look forward to your request and invitation for all the other services to partner with your organization in achieving business excellence for the coming years.



For details please contact:

Mr. Abhijan Ganguly
Head - Marketing & Corporate Relations
Mobile: +91 9830413327
Email: abhijang@calcuttabusinessschool.org

Mr. Partha Sen
Coordinator, Management Development Programme
Mobile: +91 9674794042
Email: parthas@calcuttabusinessschool.org



CALCUTTA BUSINESS SCHOOL

Campus: Diamond Harbour Road, Bishnupur, South 24 Parganas, Pin: 743 503, West Bengal
Phone No.: +91 33 2420 5200 / 2420 5256 | Telefax: +91 33 2480 9612
City Office: 11, Lord Sinha Road, Kolkata 700 017
www.calcuttabusinessschool.org