

# VIDYA PRASARAK MANDAL, THANE (VPM) MANAGEMENT DEVELOPMENT PROGRAMS, 2008 ANNOUNCES

COURSE CODE	NAME OF THE COURSE	DURATION
MDP/001/FBM	Finance for Business Managers	Two Days
MDP/002/FBM	Finance for Business Managers for Airlines	Two Days
MDP/003/CB	Corporate Budgeting	One Day
MDP/004/SCM	Strategic Cost Management	Two Days
MDP/005/ABC	Activity Based Costing	Two Days
MDP/006/M&A	Mergers and Acquisitions	Two Days
MDP/007 / TWM	Tax and Wealth Management	One Day
MDP/008 / CLC	Cyber Laws and Compliance	Half-a-Day
MDP/009 / BV	Brand Valuation	Half-a-Day
MDP/010 / IFRS	International Financial Reporting Standards	Half-a-Day
MDP/011 / FOO	Forms of Organization	Half-a-Day
MDP/012 / TB	Team Building	One Day
MDP/013/HPL	High Performance Leadership	One Day
MDP/014/F	Finance and International Finance for Non-Finance Managers	Two Days

**N.B:-**

- 1.The venue for the course will be VPM's Dr. V. N. Bedekar Institute of Management Studies, Thane (Dr. V.N.BRIMS). However, the venue can be customised to suit the client.
- 2.The teaching pedagogy for all courses will be an admixture of lectures, presentations, case studies and group work. The pedagogy will be driven by the needs of the course and the client.
- 3.For further details contact:-



# **VIDYA PRASARAK MANDAL, THANE (VPM)**

# **MANAGEMENT DEVELOPMENT PROGRAMS 2008**

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**MDP/001/FBM**

**FINANCE FOR BUSINESS MANAGERS**

**Objectives**

- ☞ *To acquaint the participants with the basic concepts in accounting and finance.*
- ☞ *To enable the participants to improve their analytical and conceptual skills in certain key areas in finance viz. budgeting, cost management, decision making , preparation of business cases for important decisions like manpower decisions, capital expenditure decisions, pricing and other decisions.*

**For Whom**

*Middle / Senior Level Managers*

**Duration**

*Two Days*

<b>Day One</b>	
<b>SESSIO N</b>	<b>TOPIC</b>
<b>1</b>	<b><i>Introduction to Accounting and Finance</i></b>
<b>2</b>	<b><i>Understanding Financial Statements – The Balance Sheet and Income Statement.</i></b>
<b>3</b>	<b><i>Cost Management</i></b>
<b>4</b>	<b><i>Case Studies</i></b>
<b>Day Two</b>	
<b>1</b>	<b><i>Budgeting</i></b>
<b>2</b>	<b><i>Profit Planning and Control</i></b>
<b>3</b>	<b><i>Decision Making including Capital Investment Decisions</i></b>
<b>4</b>	<b><i>Decision Making including Capital Investment Decisions</i></b>

MDP/002/FBM

**FINANCE FOR BUSINESS MANAGERS FOR AIRLINES**

**Objectives**

- ◆ *The Course aims at acquainting the participants with various concepts relating to Management Finance and Accounting.*
  - ◆ *The focus of the course is on Cost Management, Corporate Budgeting and Decision Making.*
  - ◆ *The course should be an useful guide to line managers in maintaining a proactive participation in Budget and finance related process.*
  - ◆ *It will focus attention on broadening knowledge and honing decision making skills and motivating themselves and others towards organizational goals. Further, the participants will be encouraged to generate ideas and prepare Action Plans that can help the business to attain and maintain a winning edge.*
  - ◆ *Specifically the course will focus on:-*
    - ✓ *Yield Management*
    - ✓ *Unit Cost Productivity*
    - ✓ *Formatting information to guide management decision making*
    - ✓ *Role of Available Tonne Kilometer and Revenue Tonne Kilometer in influencing Unit Cost Productivity.*
    - ◆ *Implications of Load Factors, Labour Productivity, Assets Utilization and Unit Cost Productivity on the bottom line of the business ✓ (Break even load factors in terms of Revenue Tonne Kilometer (RTKM) as % of Available Tonne Kilometer (ATKM), Margin of Safety, Unit cost per ATKM, profit per employee, employees per aircraft).*
  - ◆ *Evaluation of Manpower Additions and Capital items and developing business case for such proposals.*
  - ◆ *How to maintain a winning edge through appropriate Product Differentiation, Cost Leadership and Sharp Focus.*
- Case Studies to explore certain themes and role models viz.*
- ⊗ *More revenue or aircrafts do not mean more profits. Profits depend upon revenue and cost*
  - ⊗ *Singapore airlines, Southwest airlines and British Airways.*

**For Whom**

*Middle / Senior Level Managers*

**Duration**

*Two Days*

<b>Day One</b>	
<b>SESSIO N</b>	<b>TOPIC</b>
<b>1</b>	<b><i>Introduction to Accounting and Finance</i></b>
<b>2</b>	<b><i>Understanding Financial Statements – The Balance Sheet and Income Statement of Airlines</i></b>
<b>3</b>	<b><i>Cost Management in an Airline Environment</i></b>
<b>4</b>	<b><i>Live Case Studies (Airline Specific)</i></b>
<b>Day Two</b>	
<b>1</b>	<b><i>Budgeting in the Airlines</i></b>
<b>2</b>	<b><i>Profit Planning in the Airlines Environment</i></b>
<b>3</b>	<b><i>Decision Making - Capital Investment Decisions (Preparing Business Case)</i></b>
<b>4</b>	<b><i>Decision Making - Capital Investment Decisions (Preparing Business Case)</i></b>

**MDP/003/CB**

**CORPORATE BUDEGTING**

**Objectives** *Corporate Budgeting is a very important management control tool. The Course aims to highlight how budgeting can be used as a powerful weapon to improve corporate performance. In the fast changing business landscape Corporate Budgeting has to be integrated with the strategic management process of companies. Discussions will focus on developing budgeting as a corporate capability to achieve sustainable competitive advantage and organizational excellence in the technology driven turbulent environment.*

**For Whom** *Middle / Senior Level Managers*

**Duration** *One Day*

<b>SESSION</b>	<b>TOPIC</b>
<b>1</b>	<b><i>Corporate Budgeting and Strategic Planning</i></b>
<b>2</b>	<b><i>How to develop budgets?</i></b>
<b>3</b>	<b><i>Zero Base Budgeting</i></b>
<b>4</b>	<b><i>Budgeting for Continuous Improvement</i></b>

MDP/004/SCM

**STRATEGIC COST MANAGEMENT**

<b>Objectives</b>	<i>Does your costing methods–distort product costs- lead to wrong buying decisions-result in poor investment analysis-plus too much emphasis on direct labor-concentrates on short term results at the expense of long term profitability-does not integrate cost and manufacturing systems. Strategic cost management is the need-strategic cost management can revolutionize accounting and overall business practices and provide a sustainable competitive advantage through value chain analysis, cost driver analysis, activity based costing, quality costing, technology costing etc. Traditional cost analysis is limited to assessing the financial impact of managerial decisions alternatives with no consideration for strategic business objectives. Strategic Cost Management shows how to develop and implement a costing system that will provide with information need to run a company in an efficient and profitable manner. It works exceptionally well in conjunction with JIT, TQM, supply based management, agile manufacturing etc.</i>
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<b>For Whom</b>	<i>Middle / Senior Level Managers</i>
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<b>Duration</b>	<i>Two Days</i>
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<b>Day One</b>	
<b>SESSIO N</b>	<b>TOPIC</b>
<b>1</b>	<i>Strategic Cost Management – What is it?</i>
<b>2</b>	<i>Cost Analysis of Value Chain</i>
<b>3</b>	<i>Cost Management System based on Strategic Positioning</i>
<b>4</b>	<i>Cost Driver Analysis</i>
<b>Day Two</b>	
<b>1</b>	<i>Quality Costing</i>
<b>2</b>	<i>Cost Accounting for Technology Changes</i>
<b>3</b>	<i>Cost Management for continuous improvement</i>
<b>4</b>	<i>Life Cycle Costing</i>

MDP/005/ABC

**ACTIVITY BASED COSTING**

<b>Objectives</b>	<i>Activity Based Costing analysis the activities of all departments within the organization in order to provide focused information for the purpose of management decision making. The programme will explore ways and means of assessing why costs are incurred rather than how much is incurred. The participants will also learn how to control costs by monitoring the underlying causes and a basis for aligning costs with activities as a means of focusing attention on value based management.</i>
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<b>For Whom</b>	<i>Middle / Senior Level Managers</i>
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<b>Duration</b>	<i>Two Days</i>
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<i>Day One</i>	
<i>SESSION</i>	<i>TOPIC</i>
<i>1</i>	<i>Why Activity Based Costing?</i>
<i>2</i>	<i>Mechanics of Activity Based Costing</i>
<i>3</i>	<i>Cost Drivers</i>
<i>4</i>	<i>Activity Measures, Cost and Revenues</i>
<i>Day Two</i>	
<i>1</i>	<i>Case Study</i>
<i>2</i>	<i>Case Study</i>
<i>3</i>	<i>Using Activity Based Costing for value management, product costing, customer profitability analysis</i>
<i>4</i>	<i>Activity based costing and activity based management.</i>



MDP/006/M&A

**MERGERS AND ACQUISITIONS**

**Objectives**

- ✓ To provide an exposure of the basic concepts concerning mergers and acquisitions.
- ✓ To explore different perspectives of mergers and acquisitions-valuation, taxation, legal and management control.

**For Whom**

Middle / Senior Level Managers

**Duration**

Two Days

<b>Day One</b>	
<b>SESSION</b>	<b>TOPIC</b>
<b>1</b>	(a) Introduction (b) Types of Mergers (c) Rationale / Motives for Mergers
<b>2 and 3</b>	(a) Valuation Concepts:- Discounted cashflow technique (b) Other bases for determining exchange ratio (c) Boot strapping (d) Market reaction to announcement of mergers
<b>4</b>	Take over / acquisitions – Indian Issues
<b>Day Two</b>	
<b>1</b>	Case Presentation
<b>2</b>	An approach to Identification of target company
<b>3 and 4</b>	Legal Issues in Mergers and Acquisitions (a) Sec. 72 A of IT Act (b) Reverse Merger (c) Transfer of Shares – Companies Act / Depositories (d) Protection of minority shareholders - Clause 40 A & 40 B of Listing Agreement - Take Over code
<b>1 and 2</b>	Case Studies
<b>3</b>	(a) Do mergers succeed? (b) LBO's
<b>4</b>	Post-merger issues

MDP/007 / TWM

**TAX AND WEALTH MANAGEMENT**

**Objectives**

- *To acquaint the participants with the basic concepts of Tax Planning, Tax Management and Wealth Maximization.*
- *To provide a framework and introduce perspective of medium and long term tax planning through form of organization, residential status and sources of income.*
- *To enable participants to understand and implement tax management in day to day, immediate compliances of tax laws taking advantage of beneficial tax provisions and save on interest, penalties and taxes.*
- *Introduction to concept of personal wealth maximization through financial leverage, tax leverage and planning of portfolios, investment basket, succession and retirement planning.*

**For Whom**

*High Net Worth Individuals and Senior/Middle Level Managers*

**Duration**

*One Day*

<b>Morning</b>	
<b>SESSION</b>	<b>TOPIC</b>
<b>1</b>	<i>Introduction to Tax Planning and Tax Management Concepts</i>
<b>2</b>	<i>Planning organization structure, residential status and sources of income</i>
<b>3</b>	<i>Day to Day tax planning and beneficial provisions of tax laws.</i>
<b>4</b>	<i>Case studies</i>
<b>Afternoon</b>	
<b>1</b>	<i>Basic concept of wealth maximization – Financial leverage, tax leverage, portfolio planning.</i>
<b>2</b>	<i>Basket of investment – fixed deposits, mutual funds, shares, insurance plans, gold, jewellery and silverware, art, antiques, land and property</i>
<b>3</b>	<i>Planning for a fulfilling life – succession and retirement planning</i>
<b>4</b>	<i>Case studies</i>

MDP/008 / CLC

**CYBER LAWS AND COMPLIANCE**

**Objectives**

- **Cyber Laws and Compliance**
- **To acquaint the participants to the basic concept of cyber laws**
- **To make participants aware of responsibilities liabilities, penalties, obligations and compliance requirements under cyber laws**
- **To enable the participants to identify understand and deal with various cyber crimes and cyber – frauds and cyber terrorism**
- **To enable participants to understand and put in place a framework for compliance with cyber law to protect organization and individuals from cyber risks and legal liability**

**For Whom**

**Senior and Middle level Managers and lay persons**

**Duration**

**Half-a-day**

<b>SESSION</b>	<b>TOPIC</b>
<b>1</b>	<b>Basics of cyber laws – Information Technology Act 2000</b>
<b>2</b>	<b>Responsibilities, objectives, compliance requests and liability under Information Technology Act 2000 and other laws.</b>
<b>3</b>	<b>Cyber crime, cyber fraud and dos and don'ts</b>
<b>4</b>	<b>Managing compliance with cyber laws – dos and don'ts including case studies</b>

MDP/009 / BV

**BRAND VALUATION**

**Objectives**

- ◆ *Brand Valuation has a significant role to play in a knowledge society where intangibles are the key assets of emerging business organizations.*
- ◆ *Objective of the program is to introduce the need, relevance and scope of brand valuation*
- ◆ *To discuss concept of brands and the different methods of brand valuation.*
- ◆ *To understand how value of brands can be promoted, protected, preserved, projected and monetized and fully realized*

**For Whom**

*Senior and Middle level managers*

**Duration**

*Half-a-day*

<b>SESSION</b>	<b>TOPIC</b>
<b>1</b>	<i>Introduction to need, role relevance and scope of brand valuation</i>
<b>2</b>	<i>Brand Concepts and methods of brand valuation</i>
<b>3</b>	<i>Managing Brands</i>
<b>4</b>	<i>Case studies</i>

**MDP/010 / IFRS**

**INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS)**

**Objectives**

- ☞ *To introduce participants to International Financial Reporting Standards (IFRS)*
- ☞ *To bring out need, role and relevance of IFRS*
- ☞ *To bring out and analyse Indian GAAP, USGAAP and IFRS*
- ☞ *Adopting IFRS – implications for business*
- ☞ *Road map for complying with IFRS*

**For Whom**

*Senior and Middle level managers in the area of Finance and Accounting.*

**Duration**

*Half-a-day*

<b>SESSION</b>	<b>TOPIC</b>
<b>1</b>	<b><i>Introduction to IFRS</i></b>
<b>2</b>	<b><i>IFRS – Indian GAAP and US GAAP</i></b>
<b>3</b>	<b><i>Implementing IFRS – Road Map</i></b>
<b>4</b>	<b><i>Implications and Case studies</i></b>

**LEGEND:- GAAP means Generally Accepted Accounting Principles**

MDP/o11 / FOO

**FORMS OF ORGANIZATION**

**Objectives**

- To introduce participants to the various forms of organization and their characteristics, advantages and disadvantages*
- Choosing the appropriate form of organization*
- Management and compliance issues – dealing with different forms of organization.*

**For Whom**

*Senior and Middle level Managers*

**Duration**

*Half-a-day*

<b>SESSION</b>	<b>TOPIC</b>
<b>1</b>	<i>Different forms of organization</i>
<b>2</b>	<i>Making the right choice for your business needs</i>
<b>3</b>	<i>Management and compliance issues</i>
<b>4</b>	<i>Planning for the business group/house and case studies</i>

MDP/012 / TB

**TEAM BUILDING**

**Objectives**

- \* *To understand and appreciate the importance of working in teams*
- \* *Explain them the group dynamics operational in a team*
- \* *To help them to be at their best while working in teams*

**For Whom**

*Entry Level and Middle Level Managers*

**Duration**

*One Day*

<b>SESSION</b>	<b>TOPIC</b>
<b>1</b>	<i>Nature of Teams - Team Dynamics</i>
<b>2</b>	<i>Group Development</i>
<b>3</b>	<i>Synergies</i>
<b>4</b>	<i>Problem solving and creativity</i>
<b>5</b>	<i>Empowerment</i>
<b>6</b>	<i>Team Leadership</i>

MDP/013/HPL

**HIGH PERFORMANCE LEADERSHIP**

**Objectives**

- ❖ *To understand the emergence of a leader*
- ❖ *To develop and enhance the leadership qualities in a person*
- ❖ *To learn to get the best out of the followers*

**For Whom**

*Middle Level And Senior Level Managers*

**Duration**

*One Day*

<b>SESSION</b>	<b>TOPIC</b>
<b>1</b>	<i>Difference between a leader and a manager</i>
<b>2</b>	<i>Formal and Informal Leadership</i>
<b>3</b>	<i>Leadership Styles</i>
<b>4</b>	<i>Transformational Leadership</i>
<b>5</b>	<i>High Performance Profile</i>



MDP/014/F

**FINANCE AND INTERNATIONAL FINANCE FOR NON-FINANCE MANAGERS**

<b>Objectives</b>	<ul style="list-style-type: none"> <li>☆ <i>To acquaint the participants with the basic concepts in accounting and finance</i></li> <li>☆ <i>To understand the functioning and dynamics of foreign exchange markets and its implications at corporate level.</i></li> <li>☆ <i>To understand the impact of various developments at international financial level on India INC .</i></li> </ul>
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<b>For Whom</b>	<b>Senior and Middle Level Managers</b>
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<b>Duration</b>	<b>Two Days</b>
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<b>1 Day Program</b>	
<b>SESSION</b>	<b>TOPIC</b>
<b>1</b>	<b>Fundamentals of Finance</b>
<b>2</b>	<b>Interpretation of Financial Statements</b>
<b>3</b>	<b>Working Capital Management</b>
<b>4 and 5</b>	<b>Capital Investment Decisions</b>

<b>2 Day Program</b>	
<b>SESSION</b>	<b>TOPIC</b>
<b>6</b>	<b>International Financial Scenario</b>
<b>7</b>	<b>Fundamentals of Forex Markets</b>
<b>8</b>	<b>Forex Matters – Impact of Exchange Rate Variation on Financial Statements of India INC</b>
<b>9</b>	<b>Impact of Rising / Falling Rupee on Financial Performance of India INC</b>
<b>10</b>	<b>Issues in International Finance at Corporate Level for India INC</b>