

Management Development Program (MDP)

“Measuring with Metrics for Maximising Profitability”

Today’s Competitive scenario is changing very fast. Rather it can be characterised as highly volatile and with several upheavals. Businesses are getting stalled by eroding profits and margins.

Are you ready to face this turbulent time and come out as a winner? How are you responding to these unpredictable changes? Are you compromising on your profitability and struggling for sustenance?

Forget about your business worries and beat the profitability heat!

Come! Enroll for a day long management development program (MDP) specially designed for understanding how to maximise profitability.



ABOUT THE PROGRAM

This programme will give an overview of various macro-environmental factors which are adding to the dynamism of current business environment. It will also sensitise the participants about identifying the real challenges which businesses are facing today. There are various metrics both financial and non financial in nature which helps in measuring the business performance and thereby indicating the scope of improvement. Another aspect is of the expenditures which are made with a viewpoint of getting returns in future. These expenditures also need to be justified beforehand. The program will elaborate major metrics for measuring the efficiency and effectiveness of various business processes. Today we all talk about customer relationship management but more important is to identify profitable customers. The program will also throw light on metrics which can be used for measuring customer lifetime value and customer profitability. This program will also equip the participants with techniques of how to align the corporate strategies with business and functional strategies so that the organisational objectives can percolate down and result in increased profitability.

Date: Friday, 12th February 2016

Organised by



Centre for Management Development

PILLAI INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Dr. K.M. Vasudevan Pillai Campus, Sector 16, New Panvel 410206
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OBJECTIVES

This program aims at delivering practical insights to the participants in the following areas:

- Understanding the importance of measurement of various business processes and its role in improving profitability.
- Getting insights into usage of various financial and nonfinancial metrics for business process measurement.
- Linking the corporate strategies with business and functional strategies
- Understanding the metrics for measuring customer lifetime value
- Understanding avenues for maximising profitability by identifying cost centres and reducing them.

CONTENTS

- a. Challenge of eroding profits and sustainability
- b. Financial and non financial metrics applicable for various business operations
- c. Cross industry examples on how to use these metrics
- d. Measurement and improvement of business operations
- e. Revenue opportunities by reducing cost
- f. Identifying profitable customers by measuring customer lifetime value
- g. Path ahead for your business

COURSE SUMMARY

- I. Understanding the challenge of maintaining profitability
 - a. Changing trends in the industry
 - b. Major challenges businesses are facing
 - c. Need for focussing on profitability
 - d. Description of various avenues for profitability

- II. Need of Strategy alignment
 - a. Setting realistic strategies
 - b. Need for linking the corporate strategies with functional strategies
 - c. Integration of strategies at different levels
 - d. Benefits of integration
 - e. Cases across different industries

- III. Metrics for measuring profitability
 - a. Opportunities for increasing profitability
 - b. Metrics and models applicable for measuring business performance
 - c. Identifying scope of improvement
 - d. Increasing profitability through cost reduction and improved performance
 - e. Maintaining profitable customers
 - f. Using metrics to calculate customer lifetime value

- IV. Conclusion
 - a. Recap of the important points
 - b. Feedback and closure

PEDAGOGY

The course is developed based on needs of SMEs and organizations who wish to take proactive measures for improving their business profitability. The program will be delivered through power point presentation and knowledge sharing discussions and cases.

WHO SHOULD ATTEND?

The program would be very useful for mid-level executives from any industry, interested in the field of strategy formulation, business process improvement, field level supervision and customer relationship management.

PARTICIPATION DETAILS

Program

This management development program is non-residential. The program timings are from 10.00 a.m. to 05.00 p.m.

Fees

The fees for the program is Rs. 2000/- (two thousand only) per participant. The non-refundable fee includes morning/evening tea/coffee, lunch as well as training material and folder.

Certificate

All participants shall receive certificate of participation issued by Pillai Institute of Management Studies and Research.

Venue

Pillai Institute of Management Studies and Research, Dr. K.M. Vasudevan Pillai Campus, Sector 16, New Panvel 410206

Director PIMSR:

Dr. G. Vijayaragavan

Program Coordinator:

Ms. Maumita Roy

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TRAINER

Ms. Maumita Roy, B.E, MBA, PGDBM

Assistant Professor, PIMSR

Ms. Maumita Roy has over 11 years work experience in academics and corporate sector. She possesses industry experience in the areas of marketing, sales and channel management in the IT industry. She has worked with companies like Redington India Ltd and Precision Infomatic Pvt.Ltd. She has been in the academic domain for the last 7 years teaching various marketing subjects to MMS and PGDM students. Ms. Maumita has been credited with many research paper presentations and publications of papers in various intellectual forums like Mumbai University.



About the Institute

Established in 1998, Pillai Institute of Management Studies and Research (PIMSR) trains students for Master of Management Studies under the aegis of the prestigious University of Mumbai. **PIMSR is accredited by NBA for MMS program.** With approval from the All India Council of Technical Education (AICTE), PIMSR also offers MBA equivalent post graduate diploma programs (PGDM) and MBA (Executive) programs. The Directorate of Technical Education, Government of Maharashtra has awarded the institute an 'A' grade.

The institute is a part of the Mahatma Education Society (MES) run by Dr. K. M. Vasudevan Pillai, a renowned academician (Founder and CEO), supported by Dr. Daphne Pillai (Rector), Dr. Priam Pillai (COO) and Mr. Franav Pillai (Dy. CEO), is a large society in education field running 48 institutions in Mumbai and Navi Mumbai in diverse areas including schools, global academies, engineering colleges, sports academies, education colleges and management institutes. PIMSR has been ranked among the top private B-Schools by various business magazines consistently.

The large faculty pool of PIMSR, comprising of very senior professionals and highly recognized academicians, has created an exciting learning environment for the students and participants. Currently PIMSR has several international partners such as St. Mary's School of Economics and Business, University of California Berkeley, Moraga, California, Hebei University of Economics and Business, Shijiazhuang, China and Kaplan, Singapore. To know more about PIMSR, please visit www.pimsr.ac.in

