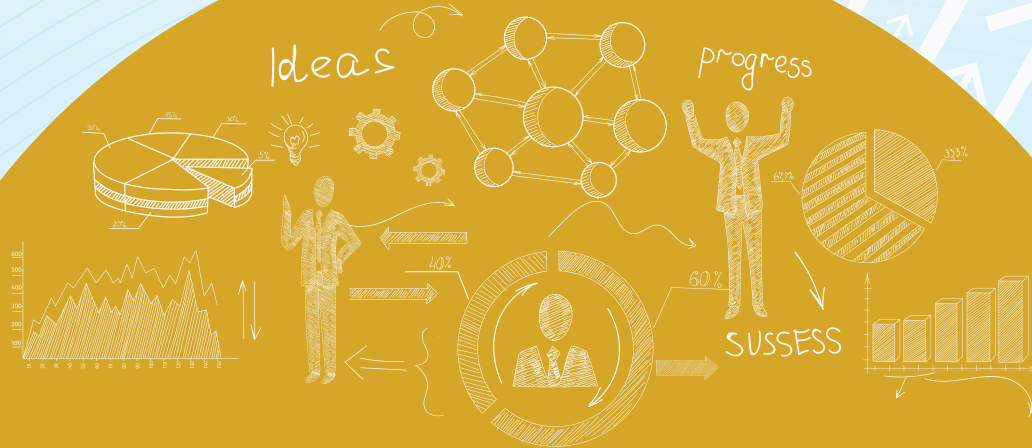




Institute of
Management Technology
Centre for Distance Learning, Ghaziabad



Two days' workshop on
MANAGING BUSINESS GROWTH
(Domestic and International)



Micro, Small, and
Medium Enterprises (MSME)

Venue: IMT CDL Campus



17 and 18, December 2022



Time: 9:00 am to 6:00 pm

Who should Attend:
Business Owners/ Senior Business Executives



About the workshop

IMT, a visionary education organization, fully understands that the MSME sector is very important for India's social and economic stability. Large-scale employment and economic growth can come to India only if the MSME sector grows and stabilizes. Indian entrepreneurs face a difficult terrain to navigate in their entrepreneurial journey. The challenges come from different quarters and there cannot be a standard way of handling them. These challenges can be classified further as intrinsic which means the entrepreneur faces dilemmas from within himself like not being able to take decisions and failing to do a SWOT for himself. Then there are extrinsic challenges that the environment throws onto him. The entrepreneur has to rise to the occasion and come out winning.



Through this workshop, we wish to provide a platform for MSME entrepreneurs to discuss their challenges and get guided by Industry Experts with international exposure.

Major benefits of the Workshop for the participants:

- ✓ Strategically analyze the business.

- ✓ Chalk out a growth plan.

- ✓ Manage the crisis in a better way.

- ✓ Planning for setting up businesses abroad.

- ✓ Holistic approach to nurture entrepreneur as a person and business for growth.

Key Takeaways

- Earn Certificate from IMT CDL, Ghaziabad
- Industry Oriented Curriculum
- A Perfect Blend of hands-on experience with tools
- Learn from Highly Experienced Industry Experts and Faculty

Topics Covered

- Latest methods/techniques to manage business.
- How to upgrade/diversify products to meet changing demand.
- Why, how, and when to set up business outside India (including migration of key stakeholders to countries like Canada, UK, etc.).
- Overview of financial transactions across borders (funds transfer, business acquisition, etc.).
- How to improve the perception and financial valuation of a business.
- Options for managing funds for business.
- Manage complex family structures without impacting business existence and growth.



Programme Fee*: INR 20,000/- (inclusive of GST)

Payment Schedule:

- At the time of Registration: INR 5,000/-
- At the time of Enrolment: Balance INR 15,000/-

**(Fee is non refundable. Fee includes GST.)*

Enroll Now

Link to Enroll: www.sis.imtcdl.ac.in/cdl/RegistrationCertiCoursew.aspx

Faculty



Prof. S R Musanna, Professor & Director
Ph.D. in OB, MBA

Prof. Musanna has academic experience of more than 30 years and has industrial experience with RPG enterprises of more than a decade. He held the position of Director at Jaipuria Institute of Management, Lucknow. He has been associated with SGT University Gurgaon as Chief Executive Officer. He specializes in the area of Corporate Law & Industrial Relations. He is a member on the board of many prestigious Business Schools. He is a member of Technical Expert Committee of State Planning Commission, UP. He is an International Broadcaster in sports having covered Test Matches and ODIs in Cricket and World Cup Hockey. Professor Musanna is also a trainer to Academies for Judges Training as well as Research Institutes, besides hosts of Indian Industries.



Dr. Ashok Sharma,
Dean IMT CDL
Ph.D. in Marketing

Dr. Ashok Sharma has twenty-five years of experience in industry and academia. He is a certified Case study teacher from Harvard Business School Publishing and a Microsoft trained faculty. He has served as Director with Jagannath International Management School Kalkaji.



Mr. Ashish Dua
Fellow Chartered Accountant
(1991), B. Com, SRCC
Nationality: Canadian (Person of
Indian Origin); Director: Ashish
Dua Consulting Corporation

Mr. Ashish Dua is a senior finance/commercial professional with over 30 years of rich experience in Business Strategy, Projects, International Settlement and Systems implementation with global organizations like KPMG, Oracle, Microsoft, and General Electric.



Dr. Bharti Singh,
Ph.D. (Lucknow University)

Dr. Bharti Singh has teaching and research experience of over two and a half decade. She specializes in the areas of microeconomics, business environment and international business. She has worked with some premier institutes of the country.



Dr. Nidhi Mathur,
Ph.D. (JNV University, Jodhpur)

Dr. Nidhi Mathur is a Ph.D in Governance and has done her Post Graduation in Public Administration from Jai Narain University, Jodhpur. She is UGC NET Certified and has academic experience in the area of Organisational Behaviour and Public Administration.



Dr. Priti Sharma
Ph.D. (Aligarh Muslim University)

Dr. Priti Sharma is a Doctorate from Aligarh Muslim University in the area of Finance (Research Topic: Mergers & Acquisitions) Academic & Research interest: Investments & Valuation, Financial Statement Analysis, Mergers & Acquisitions and Mutual Funds.



Dr. Vivek Singh Tomar
Ph.D. in Marketing

Dr. Vivek Singh Tomar has 20 years of professional experience with 3 years in industry followed by 17 years of teaching full time and part time MBA students. His subject area interest includes Marketing Management, Consumer Behaviour, Marketing Research, Data Analysis for Marketing Decisions, Strategic Management and Retail Management.



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