

Transforming Small And **Medium** Enterprises

October 01-14, 2017



EXECUTIVE EDUCATION
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Transforming **Small And Medium** Enterprises

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In order to survive and prosper in a competitive environment, small and medium enterprises need to strive for constant change and transformation processes. The Transforming of Small and Medium Enterprises (TSME) programme is created keeping this broad objective in mind. First, it builds a perspective of economic environment, and then focuses on decision making across key steps of transformation through effectively managing market opportunities, finances, people, operational procedures, and information and technology. Inter-relationships among business functions and the manner in which these influence managerial decisions are specifically highlighted. Strategic issues are examined to evolve suitable long-run growth objectives. The programme also highlights understanding of relevant aspects of national and international economic environment.

Objectives

- To build overall capabilities of leadership, finance, accounts, marketing, human resources and operations in owners/managers of small and medium enterprises (SMEs).
- To develop new strategies for expansion and diversification of SMEs.
- To interact and learn from the experiences of several fellow entrepreneurs both among the co-participants as well as other guest speakers.
- To enhance managerial efficiency.

Programme Highlights

The overall course is divided into six modules. Titles of each module and some key concepts within the modules are captured below:

1. Entrepreneurial thinking:

- Opportunity recognition
- Mindset
- Skills and attributes

2. Transformation through identifying market opportunities:

- Understanding the economic environment
- Formulating and implementing strategy
- Legal aspects
- Managing innovation
- Key concepts in marketing

3. Managing people:

- Human resource concerns in SMEs
- Strategic leadership
- Organisational dynamics
- Effective managerial communication
- Cross-functional teams

4. Managing operations and processes

- Ensuring quality
- Designing optimal process
- Supply chain and logistics

5. Managing Finance

- Basic accounting
- Cost accounting and control
- Corporate finance

6. Managing Information and Technology

- Collecting and storing information
- Data visualization

Pedagogy

The educational methods used in the programme will include discussion of typical real-life situations faced by SMEs in various basic and functional areas of management. The case method of study will be primary educational method. Other methods like audio-visual aid, presentations, and lecture-cum-discussions will be used appropriately.

For group discussions, participants are expected to come up with their own problems and solutions to these problems: i.e. learning by themselves with limited support from faculty. Participants are requested to bring along with them necessary data and documents for presenting their problems for group discussions. The programme signs off with a group exercise that is meant to highlight key learnings from the course, and integrating it with everyday problems you face in your current work life.

Participants' Profile

- Entrepreneurs, owner-managers, and top executives of SMEs who are concurrently responsible for major decisions in several basic and functional areas.
- Executives of industrial and regional development agencies including banks and financial institutions which assist small and medium enterprises.

Faculty

Some of the IIMA faculty involved in the delivery of the programme are:

- Desai, Naman (Faculty Co-Chair)
Email: namand@iima.ac.in
- Gupta, Vishal
- Jacob, Joshy
- Karna, Amit
- Kulkarni, Vaibhavi
- Roy, Debjit
- Sharma, Sunil
- Singla, Chitra
- Sud, Mukesh (Faculty Co-Chair)
Email: mukeshs@iima.ac.in
- Verma, Sanjay
- Vohra, Neharika



Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **September 18, 2017**. The last date for early bird discount is **September 11, 2017**.

Organisational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.
Phone: +91-79-6632 4461 to 69 and 4472 to 77
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)
Email: exed@iima.ac.in
Website: www.iima.ac.in/exed

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

Programme Fee and Payment

INR 2,00,000 plus applicable taxes per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.



The programme fee should be received by the Executive Education Office latest by **September 18, 2017**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:
Indian Institute of Management Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance:
Transforming Small and Medium Enterprises
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA Service Tax Registration Number:
AAATI1247FST001

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information, please visit respective programmes in our website (www.iima.ac.in/exed).

Discount

Early Bird Discount: Nominations received with payments on or before **September 11, 2017** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

Group Discount: Any organisation sponsoring 4 or more participants will be entitled to a discount of 7% on total fee payable provided that at least 4 participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post-Graduate Programme in Management (ePGP)

The Institute has about 95 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation



Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद

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