

Key Take Away

- Business Transformation.
- Root cause analysis for corporate failures.
- New and unique concepts with trademark registry in class 41, under no. 2479404 dated 15th February 2013 by Shri. Abhijit Ananta Nag.
- Class Room training through methodology adopted by Harvard Business School - Chalk & Talk.
- Live examples from listed companies.

Why to implement “Business Graphics”

The companies will derive limitless benefits by educating their managers through BG training, to begin with, so that the business will have only capital accretion.

Who should attend?

- Executives with decision making powers.
- Professionally qualified, viz. B.Tech/B.E./MBA/MMS/CA/CS/ICMA.



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Management Development Program

BUSINESS GRAPHICS[®]

a roadmap to the Organization's capital accretion.



“Business Graphics transforms Business through result oriented strategies & implementation.”

In Association

Abhijit Nag Consulting

&

Kohinoor Business School

“**Business Graphics**” equip the companies to the front league and enable and prepare them to face competition head-on. We help them by bringing the right mix of strategy; optimize the usage of resources to serve the customers better. We have developed the methodology using which the companies can improve their bottom lines which will help them in securing more business and market share. Hence it will result in real quantitative impact on their performance and leadership.

Corporate failures have become more frequent due to which the Banks' NPAs have sky-rocketed. “Business Graphics” aims to understand the root causes so as to initiate the proactive management actions. Therefore it will help both the lending and borrowing companies.

About Abhijit Nag Consulting

Abhijit Nag Consulting (ANC) is engaged in training and consulting to corporate for a decade and half. Shri. Abhijit Ananta Nag, a mechanical engineer from IIT Kharagpur, an Industrial Engineer from Indian Institution of Industrial Engineering, NITIE campus, Mumbai, Masters in Management Science from SIBM, Pune and a Cost and management accountant from ICMA, India. He has more than 25 years of corporate experience in leading companies, viz Tata, Kalyani groups etc. Among the different management innovations, “**Business Graphics**” is one which is unique and intended to have extended applications in corporate.

About Kohinoor Business School

Kohinoor Group: A pioneer in the field of education since 1961, the Kohinoor Group has built a formidable reputation for itself in two niche educational segments: Technical and Vocational Education. Over the last five decades, besides education, the Kohinoor Group has established itself as a front runner in the area of hospitality, real estate and the power sector as well.

Kohinoor Education Trust (KET): The KET is synonymous with world class education. Constant innovation ensures that teaching methods are a step ahead of the rest. The syllabus is also continuously updated to stay relevant to changing trends. All this, to ensure that students get the best education - one that will help them get the edge in this fiercely competitive world.

The Kohinoor Education Trust (KET) consists of the following:

- Kohinoor Business School (KBS)
- Kohinoor International School (KIS)
- Kohinoor Blossoms (KB)
- Kohinoor American School (KAS)

Kohinoor Business School (KBS): The philosophy of Kohinoor Business School is “Bridging the Gap between Classroom Wisdom & Business Realities” and to make KBS students industry oriented. Kohinoor Business School (KBS) situated at its integrated campus

- Master of Management Studies (MMS) - Affiliated to Mumbai University approved by DTE and AICTE
- Post Graduate Diploma in Management (PGDM) approved by AICTE

The Institute is located 10 minutes drive from Mumbai's main corporate hub Bandra-Kurla Complex (BKC). Kohinoor Business School has state-of-the-art infrastructure and instructional facilities for Post Graduate students in various functional areas of specialization.

Modules

- Generic Business Model: It describes the company's business model-Technical SIPOC and Business SIPOC.
- Analysis of Business Model: It identifies five components and twelve attributes of a business.
- Product portfolio structure: It describes the different products in their bag to sell to their customers.
- Product structure and analysis: It takes each of the products from the portfolio and clinically examines its structure.
- The business life cycle and market life cycle: It examines the vulnerability of business at a given time in the market.
- The customer base and price pyramid: It analyses vital parameters of company: customer segment, price, customer base, profit margins, product structure, process structure, asset structure and capital structure
- Drawing the company's BMCCR Matrix: It describes the type of business the company is engaged in, the markets they are serving, their target customers, their competitor analysis and the posture of the market regulator.
- Process structure and analysis: It identifies the type of process both in manufacturing and in business, the effectiveness of the process and the process operational efficiency.
- Costing model and structural analysis: It aligns the costing model with the company's product and process structure.
- Pricing model and structural analysis: It links the value and cost like a Jigsaw puzzle.
- Supply chain model: It links the competitive advantage strategy of the company, business strategy, developing appropriate Supply chain strategy and accordingly making company specific supply chain design and logistical operations.
- Revenue model and structural analysis: It identifies the strengths and weakness of company's revenue model, the actions to be taken to overcome the vulnerabilities by creating parallel revenue streams.
- Asset structure and analysis: It identifies the short term and long term perspective of asset structure.
- Capital structure and analysis: it identifies the profitability of the company through p-g-r analysis and accordingly set the short term and long term perspective of capital structure.
- Organisational structure and governance: It identifies the transparency through data sharing to balance the different stakeholders' interest.

(All the above modules will be covered in 9 weeks with 2 days per week)

Duration

- Duration: 3 Months (Weekend Program)