



**Vinod Gupta School of Management
Indian Institute of Technology Kharagpur**
in collaboration with
Ministry of Micro, Small, & Medium Enterprises



Dedicated to the Service of the Nation
राष्ट्रीय सेवार्थ समर्पित

Invites you to

Advanced Management Development Program
On
Business Excellence for Competitive Advantage

From
6th to 10th February, 2023

at

**Vinod Gupta School of Management
Indian Institute of Technology Kharagpur**

For details, please contact:

Prof. Anupam Ghosh: anupam@vgsom.iitkgp.ac.in; +91 6290567272

Prof. Sanjib Chowdhury: sanjib@iitkgp.ac.in; +91 9073385951

Details:

1. There is no program fee, and boarding and lodging (on twin-sharing basis) for the duration of each program will be arranged by the organizers.
2. Participants will be selected from a pool of Entrepreneurs registered on the Udyam portal. Nominations may be submitted via <https://forms.gle/JT8f4piLChdKgJHk9> by Friday, the 6th of January, 2023.
3. Seats in these programs are limited, and applicants will be selected in consultation with officials from the Ministry of Micro, Small, and Medium Enterprises, and informed promptly.
4. The selected participants will be required to submit an Application Fee of Rs. 2000/- via a crossed cheque drawn in favour of **CEP-STC, IIT Kharagpur**, along with a hard/ printed copy of their application form, as per the deadline intimated to them, preferably by Speedpost, to the following address:

Nodal Officer for Ministry of MSME sponsored MDP
Vinod Gupta School of Management,
Indian Institute of Technology Kharagpur
Kharagpur – 721302
West Bengal
Phone: +91-9647182743

5. A confirmation note will be sent to each participant upon receipt of the cheque.
6. Cheques will be returned to participants when their Certificates of Participation are awarded at the end of the program.

Name of the Implementing Agency	Vinod Gupta School of Management IIT Kharagpur
Background of the Institute	Vinod Gupta School of Management started in 1993 as a unique initiative among the Indian Institutes of Technology. A management school within IIT Kharagpur, VGSoM imbibed the parent Institute's culture of research and quality teaching. More than 25 years since its inception, the school has grown holistically, winning several accolades and setting new benchmarks of excellence. Today, VGSoM plays a pioneering role in nurturing leaders of tomorrow by blending management philosophy along with technological advancement to develop managers, who appreciate both critical technological issues and their business implications. IIT Kharagpur, as an established world class institute, helps VGSoM leverage its strength in terms of infrastructure, intellectual resources, illustrious alumni and its "will to be the best" Business School in India.
Organization	Vinod Gupta School of Management regularly organizes Management Development Programmes (MDPs) and training programs for educators in India and abroad. Highly qualified faculty with outstanding academic credentials and diverse industrial/consultancy experience associate with colleagues in India and abroad to provide the best possible learning environment to the students. Faculty also contribute to the knowledge base through their research and consultancy projects with their partners in the industry and academics. Now, more than two decades after its inception, the school has grown holistically, winning several accolades and setting up new benchmarks for excellence. As a part of the world renowned IIT Kharagpur system, the school enjoys access to state-of-the-art infrastructure, one of the most well-equipped libraries in the country, and a very large, well-established network of alumni.

Business Excellence for Competitive Advantage

Need of training	<p>India's outward foreign direct investment stands at US\$ 2.05 billion. India stands 63rd in world business rankings. The country is set to be the third largest consumer market within the next ten years. Rural market in the country is poised for a significant growth.</p> <p>For a business to first excel and then grow, a series of initiatives are to be taken. The foremost is concentrating on quality followed by speed, dependability, flexibility and cost. Once the product is accepted, growth strategies are to be framed for the domestic and global market. Activities like global tender, developing global suppliers base, product advertisements and product and company branding – all contribute to business growth. Indian companies have gone global but have not been able to make a significant mark. Organisations that have made significant inroads in the global market are the Tatas, Infosys, L&T, ITC Ltd., to name a few.</p> <p>The domestic market is ripe with factors like increased income, more product choice and improved product quality. Purchasing power of rural India is also on the rise.</p> <p>An integrated business strategy is needed to address the dimensions leading to domestic and global success. This MDP addresses the the above-mentioned issues.</p>
Brief description of the topic/ Objectives	<ol style="list-style-type: none"> 1. Understand the dynamics of competition in domestic and global market 2. Understand aspects of new product development and to achieve business excellence 3. Understand tendering, sourcing and product availability for global markets 4. Understand product-market dimensions for domestic and rural markets
Possible outputs/outcomes of the ESOP programme	<p>At the end of the workshop, the participants will be able to:</p> <ol style="list-style-type: none"> a. Understand the dynamics of competition in a domestic and global environment b. Appreciate the concept of quality as a means to business excellence c. Understand the dimensions of global tendering and developing supplier base d. Able to identify target market and position products in domestic and global markets

Program Schedule

Day	Session-1	Session-2	Session-3	Session-4
1	Business Excellence – An Overview	Operational excellence through TQM, Lean, BPR	Total Quality Management	Quality through Lean Six Sigma
2	Domestic Market: Identifying Target Market	Product Positioning	Product Branding and Advertising	Exploring Rural Markets
3	Competing in Domestic Market: Countering MNCs	Competing in the Foreign Land: Dimensions of Global Competition	Entry Mode and Strategic Approaches to Competing in Global Market	Competing for Global Tender
4	Global Sourcing Strategies	Global Production and Distribution	Building Global Brands	Case Studies on Business Excellence
5	International Financial Institutions	Legal Issues	New Product Development	Business Models for E-Markets