

Programme on

Financial Tools for Marketing Effectiveness

Thursday, January 3, 2019 • 9.30 a.m. to 5.00 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus, Ahmedabad 380 015

Background: Companies while making huge marketing investments should ensure that the investments are producing the returns. Cost benefit analysis of marketing programs are absolutely essential to achieve the financial objective for the marketing function.

Objectives of the programme: To explore the interrelationship and interdependence between the marketing and finance functions. To explore how financial and marketing cost analysis can support and assist the marketing operations

Methodology: Interactive lectures; Case studies; Examples and illustrations; Experience sharing

For Whom: The programme will be of immense value for marketing professionals including Product managers, Advertising managers, Distribution managers, Marketing coordinators, Owner managers, Profit centre managers and finance professionals responsible for assisting and supporting marketing operations

Course outline:

1. Financial objective for the marketing function
2. Strategic marketing planning
3. Developing marketing budgets
4. Product decisions-New product decisions, Product mix decisions and product Prunning decisions
5. Pricing decisions
6. DCF analysis in Marketing decisions
7. Valuation of brands
8. Evaluating the effectiveness of advertising
9. Evaluating the effectiveness of product managers
10. Marketing Control-Reporting of profitability product wise, division wise and territory wise
11. Working capital control in marketing operations
12. Variance analysis in marketing operations
13. Marketing Audit
14. Conclusions

Faculty: The programme will be conducted by **Mr. A. R. Parasuraman**

M.Com., FCMA, ACS, DMS, MFM(JBIMS). He has presented management seminars for over 1000 multinational, national, and public and private sector companies in India. Mr. Parasuraman has 20 years of industrial experience in Electronics, Power, Textiles, Pharmaceuticals and TATAS.

Fee: Rs. 1600/- per participant inclusive of GST. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

Programme on Financial Tools for Marketing Effectiveness

January 3, 2019

REGISTRATION FORM: Please fill-in and return this form along with participation fee to:

Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

Mobile: 9537407187, 7069940917, 7203030990 • Phone: 079-26308601-2-3-4-5 • Fax: 079-26305692

E-mail: ama@amaindia.org • Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org

Cheque should be drawn in favour of "Ahmedabad Management Association".

Name(s)	Position
1. _____	_____
2. _____	_____
Organization: _____	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
Address: _____	
Pincode No.	
Telephone(s):	Mobile:
E-mail: <input type="text"/>	



Programme on
Contracts Management

Thursday & Friday, January 24 & 25, 2019 • 9.30 am to 5.00 pm

Venue: Torrent-AMA Management Centre, Core-AMA Management House,
AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad-380015.

Background: Contracting professionals skills and knowledge directly contribute to success and the growth of the organization and their career. All contemporary issues in which contracts management operate and the practical techniques are presented and applied during the course to ensure that the participants gain a better understanding of their own real contracts and to achieve the required outcomes

Objectives:

- Explain the way contracts planning, tendering, execution and monitoring is done
- Identify the legal issues
- Devise strategies for managing contract risks
- Prepare participants for negotiating business contracts
- Explain the way commercial contracts are drafted and structured
- Discuss the financial issues in contracts management
- Discuss Contract disputes and resolution

For Whom: Senior and middle management executives involved in contract management, sub contracting, procurement management, financial management of contracts and engineers wanting to make a career in contracts management.

Course outline

- **Fundamentals of contract management:** Projects and contracts; Time, Cost, Quality and Profit objectives in contracts; Efficient and Effective contracts management
- **Contract Planning:** Types of Contracts; Role of Client, Consultant and Contractor; Turnkey Contracts
- **Estimation and Tendering:** Estimating techniques; Contract documentation; Tendering Process
- **Contract execution:** Monitoring; Reports and meetings; Corrective action; Modifying plans; Variation orders; Programme extension and commissioning; Change management
- **Contract monitoring and control:** Status of contracts; Reasons for slippages; MIS for contracts; Contracts manual, performance and progress report
- **Contract Negotiations:** Why Negotiate; Negotiation principles; Negotiating tools and techniques; Negotiating with sole/single source; Using Negotiation for resolution of disputes