



Certificate in Business Administration (CBA)



Business Acumen for Everyone

Three-Month Part-time Mini-MBA Program

CBA Schedule for Oct-Dec 2023 Batch

#	Date	Topic & Faculty	Key Discussion Questions
1.	8 th Oct 2023	Communication Skills Mona Sudarshan	<ul style="list-style-type: none">• How does communication process work?• Why non-verbal communication skills are so important?• How to increase effectiveness of team communication?
2.	22 nd Oct 2023	Digital Skills Dr Shrikant Mulik	<ul style="list-style-type: none">• How data can be visualized using Excel & PowerPoint?• What kind of technologies are useful for business?• How to use ChatGPT to improve personal productivity?
3.	29 th Oct 2023	Business Ecosystem Pradeep Joshi	<ul style="list-style-type: none">• How a suitable organizational form should be selected?• What do employees in different functions do?• How do formal and informal organizational structures co-exist in business organizations?• How does business environment affect businesses?
4.	5 th Nov 2023	Human Resources Management (HRM) Mona Sudarshan	<ul style="list-style-type: none">• How do companies hire employees?• How do companies train and develop their employees?• How performance appraisals are done in companies?• What are the key skills of a HRM Professional?
5.	19 th Nov 2023	Strategic Marketing Dr Shrikant Mulik	<ul style="list-style-type: none">• How to use market research to make marketing strategy?• How to position products in target market segments?• How to formulate digital marketing strategy?
6.	26 th Nov 2023	Marketing Mix Dr Shrikant Mulik	<ul style="list-style-type: none">• How does branding help in marketing of products?• How product prices are determined and adapted?• Which factors affect the choice of distribution channels?• How does advertising perform as a promotion tool?• How does personal selling work?
7.	3 rd Dec 2023	Financial Statements Pradeep Joshi	<ul style="list-style-type: none">• What are important accounting concepts and conventions?• How to read an annual report of a company?• What is reported in balance sheet, profit & loss statement, and cash flow statement?
8.	10 th Dec 2023	Financial Management Pradeep Joshi	<ul style="list-style-type: none">• Which are the sources of finance for a business firm?• How capital budgeting is performed in companies?• How working capital is managed in companies?• Which are the key elements in Indian financial markets?
9.	17 th Dec 2023	Leadership Skills Mona Sudarshan	<ul style="list-style-type: none">• What are leadership styles?• How Hill's Model for Team Leadership can be applied?• How to lead a team effectively?



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