



UNDERSTANDING AND BRANDING SELF

INTRODUCTION

An innovative edge in profession is possible only when one is able to understand self and capable in managing emotions to brand well. It has been observed that many people in their profession are unable to make balance between what is required to be done and what inner self is forcing them to do in a given context. It has been found that some have skill to make a required balance between the two, few react to the demand of the situation and many come out openly that it should not be happening and therefore, cannot be done.

OBJECTIVES

Programme aims to address the following:

Understanding Self
Executive Presence
Branding Self

WHO WILL BENEFIT

Programme will be useful to the entrepreneurs, executives and managers working in any private, public, government and non-government/voluntary organizations or having their own family business.

TAKE-AWAY FROM THE PROGRAMME

Take away from the programme will be “**Introspect and Achieve What You Aspire**”. Participants should be able to understand self for fostering entrepreneurial mindset to excel.

PROGRAMME DURATION

It is a non-residential programme to be held on August 24, 2019 at IIT Bombay Campus.

PEDAGOGY

The programme pedagogy will revolve around psychometric analyses of participants, who will be treated as the real case for discussion.

FACULTY

Prof. S. Bhargava and Prof. Dinesh Sharma will be the main Programme Faculty.

PROGRAMME FEE

Programme fee is INR 11400 with 18% service-tax that is INR 2052. Total programme fee, payable online, is INR 13452 (thirteen thousand four hundred and fifty-two) per participant. Fee will cover refreshments, lunch and programme materials.

FOR ONLINE REGISTRATION AND PAYMENT, PLEASE VISIT BELOW LINK:

https://portal.iitb.ac.in/ceqipapp/courseDetails.jsp?c_id=2403

CONTACT

Prof. S. Bhargava/ Prof. Dinesh Sharma
Shailesh J. Mehta School of Management
IIT Bombay Powai, Mumbai 400076 (T): 2576 7781
Email: archana@som.iitb.ac.in/bhargava@som.iitb.ac.in/dineshsharma@som.iitb.ac.in
