



**Pacific Institute of Management, Udaipur**  
&



**Udaipur Chamber of Commerce & Industry**

With the Media Partner -



*offer*

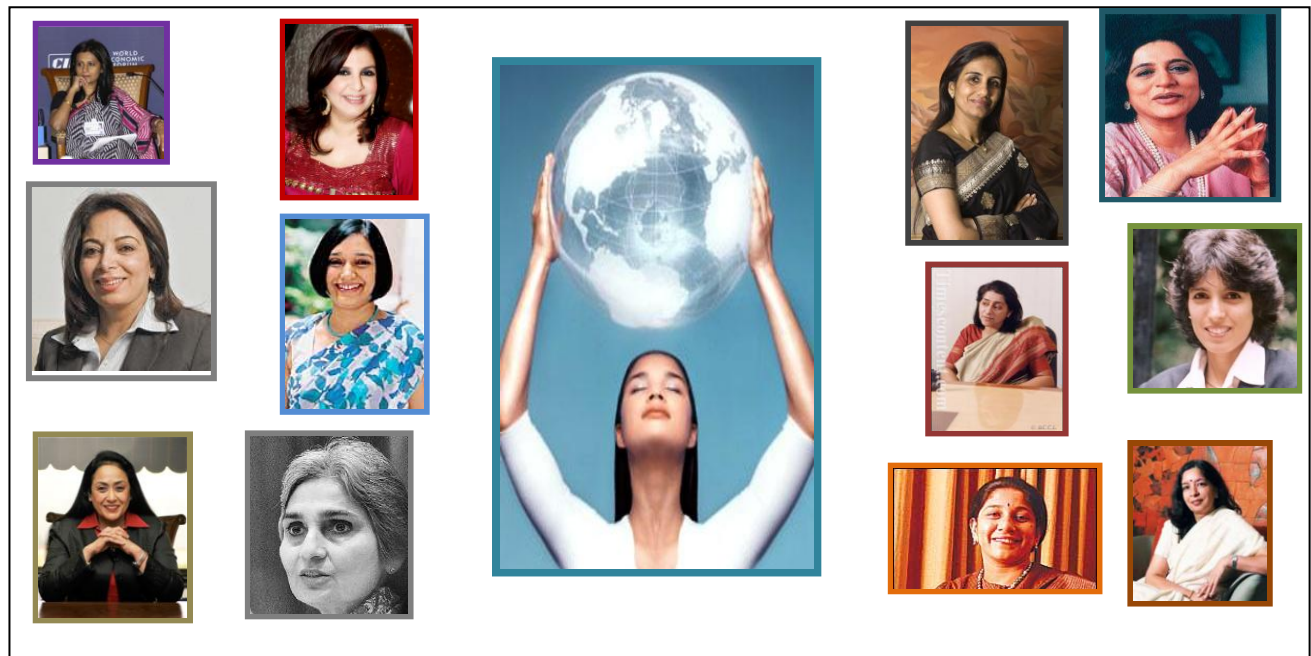
**15 days Certification Programme**

*on*

**BUSINESS MANAGEMENT FOR WOMEN**

21 Jan. - 4 Feb., 2010

Venue: Pacific Institute of Management, Udaipur



Programme Executed by

**Pacific Institute of Management**

Pacific Hills, Pratap Nagar Extn., Airport Road,  
Udaipur – 313003

Tel: +91-294-2494506 – 07

## **Introduction**

Defining powerful women is a big challenge. Women possess the ability to recognize new opportunities & trends in the environment and develop new strategic directions for any type of enterprise. The talent of women is the richest resource which, if fully utilized leads to growth & development of family, business and nation.

Indian women are becoming increasingly visible and successful in the professional and public spheres and when they become a part they amplify the power of the position, and have the ability to change the rules of the game.

Whether it is Chanda Kochhar or Naina Lal Kidwai or Barkha Dutt or Arundhati Roy or Kiran Mazumdar all listing the power of women in the country, they have all heralded the arrival of Indian women professionals, however the list is endless. Indian women professionals are definitely on the rise and are paving the way for future generations. There are women who influence business profoundly, even though they not in business.

In the recent years we have come to know how much women have influenced and inspired business in India. The lives of successful women in Indian business leads us to believe that women are better at maintaining a work life balance, blending Ambition with pragmatism and combining speed with stability.

In spite of an encouraging upturn in women running business in the past decade or so, there is a need to reinvent at a rapid pace. There is no doubt that much more needs to be done to overcome the specific factors which discourage women entrepreneurs from starting or taking over firms. There is a lack of good leadership, we need to encourage more women to reach leadership positions, remove hesitations and develop attributes which help them to reach at peak of success.

Therefore a short course of this kind would help all such enterprising women blessed with inherent zeal and immense potential to start their own ventures and manage their businesses.

This 54 hour module is aimed to give exposure of basic business function and impart entrepreneurial skills to the participants. The objective & coverage of module are stated hereunder:

## Objectives

- To enable women to start their own venture.
- To enable women to understand business processes, flow of activities in business functions and the underlying concepts.
- To groom women for managing family business through imparting/providing knowledge of business management.
- To impart necessary skills to improve their effectiveness.
- To develop the favorable attitudes towards business.
- To make them aware of the organizational dynamics.

## Coverage of the programme

This course covers the following basic areas of business management:

- Business Opportunities for Women
- Principles of General Management in Family Business, Business Communication and Correspondence
- Areas of Business Functions
- Basic Book-Keeping and Accounting
- Forms of Business Ownership and Related Regulatory Mechanism
- Relevant Government Authorities and Labor Related Provisions
- Banking Processes and Instruments
- Introductory Taxation-Direct and Indirect
- Project Planning and Outline for a Project Report
- Entrepreneur Exposure to Selected Vocations for own Business:-The programme is divided into two parts. During the first ten days classes related to various business functions would be conducted. In the last five days practical exposure would be given in the following areas\*:-

• Fashion Designing	• Radio Jockey	• Food Preservation
• Jewellery Designing	• Animation	• Cookery
• Textile Designing	• Web Designing	• Bakery
• Interior Decoration	• Public Relations	• Mass Communication

\*Every candidate shall have to opt any of these vocations. However only those vocations would be run, which would be opted by five or more candidates.

## **Registration Fee**

- Application form Rs. 100
- Course ware fee Rs. 900 (Rs. 750/- if enrolled before January 14, 2010 )

## **Last Date for Registration: January 14, 2010**

Time Schedule: 1:00 p.m. to 5:00 p.m.

## **Sponsoring Institute's Profile**

Pacific Institute of Management, an AICTE approved Institute, affiliated to the Rajasthan Technical University, Kota was established in 1997. The institute is offering full time MBA Programme and it has been the harbinger business school of excellence in management education in the state. It has a continuing journey of seven gold medals in ten batches and laurels in extra curricular turf too.

The Institute also undertakes contract research in the areas of marketing, human relations, general management including the assessment of corporate culture, conduct of the management audit and conducts a variety of management development programmes for corporate executives.

## **Programme Co-Promoter**

Udaipur Chamber of Commerce & Industry: The Apex Body of the Udaipur division for promoting trade and commerce in the region.

## **Media Partner:**

Daink Bhaskar: The Hindi Daily having largest circulation.

## **Organising Committee**

### **Prof. B.P. Sharma**

Director, PIM  
98294-43459

### **Dr. Harshita Shrimali**

Programme Convener  
93141-41052

### **Mr. Virendra Siroya**

President, UCCI  
94141-57915

### **Ms. Amitha Singhvi**

Co-Convener  
93523-92131