



BOMBAY  
CHARTERED  
ACCOUNTANTS'  
SOCIETY



## HUMAN RESOURCE DEVELOPMENT COMMITTEE

Chairman - CA Mihir Sheth | Mentor - CA Naushad Panjwani  
Conveners - CA Dnyanesh Patade, CA Jigar Shah, CA Utsav Shah

PRESENTS

# CAMBA

Certified Management Programme for CAs

BATCH 2

ADVANCE COURSE FOR PROFESSIONALS WHO ATTENDED CAMBA 2024

*Empowering Chartered Accountants in Mastering Management Excellence*



11<sup>th</sup>, 12<sup>th</sup>, & 13<sup>th</sup> April 2025 | 8:30 am to 5:30 pm

A 360 DEGREE COURSE ON SELF-MANAGEMENT,  
PEOPLE MANAGEMENT AND RELATIONSHIP MANAGEMENT

[bcasonline.org](http://bcasonline.org)



ATLAS SkillTech University, Mumbai

## ABOUT THE COURSE

### Overview:

This course aims to equip participants with essential skills in effective communication, negotiation, and client relationship strategies. Additionally, it will empower participants with critical thinking abilities, ethical frameworks, and diverse methodologies to enhance innovation, strategic decision-making, risk management, and the interpretation of industry-specific data for informed business practices.

## ABOUT ATLAS

ATLAS SkillTech University is India's first new-age urban multidisciplinary university. We believe in breaking paths and conventions. We are constantly defining, shaping, and redefining the future of education in India right here in the heart of an ever-booming, cosmopolitan, and enterprising Mumbai. ATLAS endeavors to deliver a multidisciplinary education across 3 new-age streams: Design & Innovation, Management & Entrepreneurship and Digital Technology. It has adopted a futuristic model co-created with an international community of scholars, academicians, industry experts, and world leaders in education. Our undivided focus on academic excellence, world-class faculty, state-of-the-art infrastructure, global institutional collaborations and unique corporate connect empower students to succeed in Industry 4.0 and become socially-responsible global leaders. The University's interdisciplinary approach, industry-integrated experiential learning, global exposure and emphasis on 21st Century Skills ensures that the ATLAS students are future-ready to continue to drive global impact in the VUCA world we live in today.

## ABOUT BCAS

The Bombay Chartered Accountants' Society ('BCAS') is India's largest and oldest voluntary organization of Chartered Accountants established on 6th July 1949. BCAS endeavors to be a principle-centred, learning-oriented organization promoting quality professional development, networking and excellence in the profession of Chartered Accountancy, and acts as a catalyst for better and more effective regulatory policies for cleaner and more efficient administration and governance. With more than 10,000 members, BCAS is represented across 350+ cities \ towns of India.

**BCAS celebrated 75 years in professional and public service during 2023-24.**





# MODULE 1

## STRATEGIC LEADERSHIP & INNOVATION

SPEAKER



**DEEPAK BHATTACHARYA**

Adjunct Professor for Family Managed  
Business & Entrepreneurship

### SCALING BUSINESSES WITH LONGEVITY: CASE STUDIES ON BUILDING SUSTAINABLE ORGANIZATIONS

- Case Studies of Sustainable Business Growth
- Long-Term Vision vs. Short-Term Wins
- Financial Strategies for Scalability
- Leadership in Business Expansion
- Organizational Culture & Adaptability

SPEAKER



**DR. JYOTI KAPPAL**

Professor of Practice, ATLAS Skilltech University

### BLUE OCEAN STRATEGY IN PRACTICE: IDENTIFYING UNTAPPED OPPORTUNITIES AND DESIGNING MARKET STRATEGIES

- Identifying & Assessing Market Gaps
- Creating Unique Value Propositions
- Redefining Market Boundaries
- Strategic Positioning & Competitive Advantage
- Implementation Frameworks & Case Studies

SPEAKER



**DR. AMEYA AMBULKAR**

Faculty, ATLAS SkillTech University  
Co-Founder Fab Box, Growth Consulting

### THOUGHT LEADERSHIP IN ACTION: BECOMING A VOICE OF AUTHORITY IN YOUR FIELD

- Building a Personal Brand as an Industry Expert
- Content Strategies for Thought Leadership
- Leveraging Social Media & Public Speaking
- Establishing Authority through Insights
- Case Studies of Influential Thought Leaders

# MODULE 2

## ADVANCED BUSINESS ACUMEN

SPEAKER



### DR. JYOTI KAPPAL

Professor of Practice, ATLAS SkillTech University

#### BEHAVIOURAL BIAS AND DECISION-MAKING: UNDERSTANDING COGNITIVE PITFALLS & STRATEGIES TO OVERCOME THEM

- Identifying Cognitive Biases in Decision-Making (For Individuals - Teams - Leaders - Business)
- Strategies to Mitigate Risk of Bias
- Psychological Traps in Financial Analysis
- Behavioral Finance & Investor Psychology
- Practical Exercises on Overcoming Bias

SPEAKER



### DR. SIMAR MAKKAR

Associate Professor, ATLAS SkillTech University

Emotional Intelligence Coach | EQ Assessor and Trainer  
Life & Transition coach | Master Neuro Linguistic Practitioner | Therapist  
Associate Editor, South Asian Survey - SAGE Publications

#### ADVANCED EMOTIONAL INTELLIGENCE (EI) IN LEADERSHIP: NAVIGATING COMPLEX TEAM DYNAMICS

- Understanding Emotional Triggers & Response Mechanisms through Art
- Enhancing Team Collaboration through EI
- Leadership Decision-Making Under Stress
- Conflict Resolution using Emotional Awareness
- Coaching & Mentoring through EI

SPEAKER



### DR. PARAG AMIN

Professor and Registrar,  
ATLAS SkillTech University  
Certified NLP Practitioner, Corporate Trainer,  
Coach & GMI Mentor

#### STRATEGIC NEGOTIATION MASTERCLASS: HIGH-STAKES NEGOTIATIONS AND INFLUENCING STAKEHOLDERS

- High-Stakes Negotiation Frameworks
- Psychology of Influence in Deals
- Tactical Communication for Persuasion
- Handling Difficult Negotiations & Conflicts
- Real-World Case Studies & Simulations



# MODULE 3

## INTEGRATION & APPLICATION

SPEAKER



**PROF. MOHIT BHARDWAJ**

HOD UI/UX, ATLAS Skilltech University

### DESIGN THINKING FOR ORGANIZATIONAL INNOVATION: SOLVING MODERN BUSINESS PROBLEMS WITH CREATIVITY

- Systems Thinking Approach to Design Thinking
- Business Model Innovation through Design Thinking
- Applying Behavioral Economics for User-Centric Solutions
- Rapid Experimentation and Prototyping for Scalable Growth
- Building a Sustainable Innovation Culture

SPEAKER



**PROF. ANEESH KHANNA**

Faculty, Fundamentals of Entrepreneurial Mindset, ATLAS Skilltech University

### PITCHING FOR GROWTH: PREPARING AND DELIVERING INVESTOR DECKS WITH AN ADVANCED FOCUS

- Advanced Narrative Structuring for Persuasive Investor Decks
- Financial Storytelling: Communicating Complex Data with Impact
- Cognitive Psychology in Investor Decision-Making and Persuasion
- Data-Driven Pitch Customization for Different Stakeholder Profiles
- High-Stakes Pitching: Handling Tough Investor Questions with Confidence

### PANEL DISCUSSION BY EMINENT INDUSTRY STALWARTS





# WHY SHOULD YOU JOIN THIS COURSE?

- » Future-proof your CA career with cutting-edge management skills.
- » Gain a strategic advantage to lead and innovate.
- » Enhance your CA profile with a dynamic and industry-relevant management program.
- » Gain a competitive edge with expertise in negotiation, leadership, and strategic thinking.
- » Position yourself as a versatile and influential leader in today's evolving business landscape.
- » This course equips participants with essential skills in communication, negotiation, and client relationship management.
- » Participants will develop critical thinking skills, gain insights into innovation frameworks, strategic decision-making, and industry-specific data interpretation for informed business leadership.





# FEES

(EXCL GST)

## MEMBERS

Early Bird (upto March 10, 2025)

₹ 4,500/-

## MEMBERS

Regular

₹ 5,100/-

## NON-MEMBERS

Early Bird (upto March 10, 2025)

₹ 5,600/-

## NON-MEMBERS

Regular

₹ 6,400/-

The fees mentioned includes breakfast, lunch and high-tea  
The fees mentioned doesn't include any stay cost.

## MENTORSHIP MAVEN

CA Naushad Panjwani

## PROGRAM STRATEGIST (ATLAS SKILLTECH UNIVERSITY)

Dr. Mehrunnisa Ansari

## CURRICULUM ARCHITECT

CA Megha Dhanuka & CA Renu Shah

## FINANCE WIZARD

CA Mansi Nagda

## PROJECT MANAGER

CA Nilay Popat

## LOGISTICAL LOG

CA Richa Monani

## PROGRAM PRODIGY

CA Shraddha Dedhia: +91 9769556625 | CA Virag Shah: +91 7043154500

# LIMITED SEATS AVAILABLE

APPLY NOW TO BE A PART OF THIS EXCLUSIVE EXPERIENCE



Scan Here To Register