





# **HUMAN RESOURCE DEVELOPMENT COMMITTEE**

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

**PRESENTS** 

**Certified Management Programme for CAs** 

**BATCH 3 - FOR PROFESSIONALS ABOVE 35 YEARS - LEVEL 1** 

Empowering Chartered Accountants in Mastering Management Excellence



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

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

bcasonline.org

## **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 FOUNDATIONS



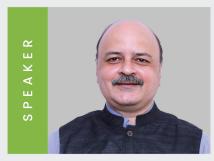
**PROF. DAVID WITTENBERG** 

Professor of Entrepreneurial Innovation, ATLAS SkillTech University

Corporate Consultant | Author | Speaker

# PROFESSIONAL COMMUNICATION: HIGH-LEVEL NEGOTIATION & STAKEHOLDER ENGAGEMENT

- Persuasive Communication for Executive-level Negotiations
- Influence Strategies for High-Stake Discussions
- Advanced Stakeholder Engagement Techniques
- Managing Crisis Communication Effectively
- Cross-Cultural Business Communication



**DR. PARAG AMIN** 

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

# NETWORKING WITH PURPOSE: BUILDING MUTUALLY BENEFICIAL PROFESSIONAL RELATIONSHIPS

- Strategic Relationship-Building Frameworks
- High-Value Professional Networking Strategies
- Digital Networking & Personal Brand Management
- Ethical Considerations in Business Relationships
- Maintaining Long-Term Professional Connections



DR. JYOTI KAPPAL

Professor of Practice, ATLAS Skilltech University

# CONFLICT RESOLUTION FOR LEADERS: MANAGING CROSS-FUNCTIONAL & HIERARCHICAL CONFLICTS

- Conflict Resolution Frameworks for Senior Leaders
- Managing Power Dynamics in High-Pressure Situations
- Conflict De-escalation Strategies
- Collaborative Problem-Solving Approaches
- Legal and Ethical Aspects of Dispute Resolution

# **MODULE 2**

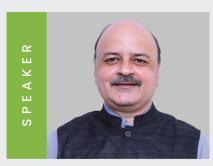
# STRATEGIC GROWTH



PROF. MOHIT BHARDWAJ
HOD UI/UX, ATLAS Skilltech University

# DESIGN THINKING FOR BUSINESS SCALABILITY: PRACTICAL APPLICATIONS FOR TEAM AND ORGANIZATIONAL GROWTH

- Design Thinking Methodologies for Leadership
- Business Model Innovation using Design Principles
- Leveraging Creativity for Organizational Growth
- Rapid Prototyping for Decision-Making
- Case Studies on Design-Led Transformations



**DR. PARAG AMIN** 

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

# PERSONAL BRANDING FOR SENIOR PROFESSIONALS: ESTABLISHING THOUGHT LEADERSHIP & CREDIBILITY

- Establishing a Leadership Presence in the Digital Era
- Thought Leadership Strategies for Global Impact
- Personal Branding for Corporate Executives
- Leveraging Media and PR for Influence
- Building a Legacy as a Senior Professional"

# S P E A K E R

DR. VINIMA GAMBHIR

IQAC Co-ordinator at ATLAS Skilltech University, Professor for Environment Sustainability, ResearchMethodolgy & Leadership

# WORK-LIFE INTEGRATION: BALANCING RESPONSIBILITIES AND WELL-BEING

- Executive Well-Being &d Performance Optimization
- Work-Life Balance in High-Pressure Roles
- Managing Executive Burnout and Resilience Strategies
- Mindfulness & Productivity Enhancement Techniques
- Psychological Well-Being in Leadership

# MODULE 3

# **EXECUTION & LEADERSHIP**



**DR. AMEYA AMBULKAR** 

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

# LEADERSHIP AND LEGACY: COACHING, MENTORING, & SUCCESSION PLANNING

- Coaching Methodologies for Corporate Leaders
- Leadership Succession Planning Best Practices
- Creating High-Impact Mentoring Programs
- Legacy-Building through Leadership Development
- Case Studies on Leadership Transition Success



**PROF. ANEESH KHANNA** 

Faculty, Fundamentals of Entrepreneurial Mindset, ATLAS Skilltech University

# ADVANCED PITCHING AND NEGOTIATION: PRESENTING BUSINESS CASES TO DIVERSE STAKEHOLDERS

- Advanced Storytelling for Persuasive Pitching
- Negotiation Psychology in High-Stake Deals
- Structuring Complex Business Cases Effectively
- Overcoming Investor Objections with Confidence
- Winning Strategies for Boardroom Presentations

# 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.



## **MEMBERS**

Early Bird (upto March 10, 2025)

₹ 4,500/-

## **NON-MEMBERS**

Early Bird (upto March 10, 2025)

₹ 5,600/-

# **MEMBERS**

Regular

₹ 5,100/-

## **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 PRODICY**

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