

Certificate

At the end of the programme certificates will be awarded to all successful candidates who have attended atleast seven out of ten classes.

Faculty

Senior professionals from industry, leading management institutes and Institute of Internal Auditors, Madras Chapter.

About MMA

Madras Management Association (MMA) was established in 1956 with the prime objective of promoting management education, training and development activities in this part of the country. The vision of MMA is "To be the Fountainhead of Worldclass Management Excellence in India".

Over the past 5 decades, MMA has striven for development and nurturing management expertise, combining Indian ethos with International Management thoughts and practices.

The Madras Management Association is the largest affiliate association of the All India Management Association in the country. MMA has been judged the best Local Management Association continuously for a period of five years in recognition of its excellent all round activities in propagating the message of professional management in all facets of business, commercial and industrial activities. The Association was also awarded the "National Excellence Award" for 2007-08.

Apart from corporate leaders, MMA has, in its Managing Committee, the Vice Chancellors of Madras University & Anna University, the Directors of IIT Madras and IFMR and the Chief Secretary, Government of Tamilnadu, as members.

Kindly send your nomination to



Madras Management Association

"MMA House" | 148-K Old Mahabalipuram Road
Thoraiakkam, Chennai – 600 097 | P 2496 2766 | F 2496 2777
mma@vsnl.com | www.mmachennai.org



Certificate Course

in

Human Resource Management - Batch-IV
(Commencing on 18 April '09)

Finance Management - Batch-IV
(Commencing on 25 April '09)

Marketing & Sales Management
(Commencing on 09 May '09)

Venue

Madras Management Association
"MMA House", 148-K Old Mahabalipuram Road
Thoraiakkam, Chennai – 600 097

■ Background

MMA's vision is to provide managerial excellence in all managerial functions. As part of its noble objective of bringing management education within the reach of all MMA now offers three certificate courses in the most sought after functional areas

- ▲ Human Resource Management
- ▲ Finance Management
- ▲ Marketing & Sales Management

(These have been designed by experts keeping in mind the latest requirements of industry)

■ Course Content

Human Resource Management

- ▲ Overview
- ▲ Understanding Human Behaviour
- ▲ Managing Motivation
- ▲ Managing Performance Appraisal
- ▲ Managing Development
- ▲ Effective Leadership
- ▲ Managing Change
- ▲ IR & ID
- ▲ HRIS
- ▲ Competency Based Management

Finance Management

- ▲ Overview – Relationship to your function
- ▲ Understanding Financial Statements
- ▲ Budgeting - Revenue
- ▲ Budgeting - Capital
- ▲ Financial Analysis – Use of ratios
- ▲ Treasury, Forex & Finance risks
- ▲ Audit
- ▲ Working Capital Management
- ▲ MIS

Marketing & Sales Management

- ▲ Overview
- ▲ Integrated Marketing
- ▲ Consumer Behaviour
- ▲ Positioning
- ▲ Marketing Research
- ▲ Sales Management
- ▲ Sales Force and Territory Management
- ▲ MIS
- ▲ Advertising
- ▲ Marketing Strategies

The above are only broad indication of course contents. MMA reserves the right to modify the contents to suit industry needs.

■ For Whom

- ▲ Executives working in medium/large organizations who wish to go up in their organization by enhancing their knowledge
- ▲ Fresh graduates who wish to specialize in a particular area

■ Eligibility

Graduates in any discipline.

■ Fees (for each Course)

Participation fee **Rs.7,500/-**

Special discounted fee for MMA members **Rs.6,000/-**

The cheque/DD to be drawn in favour of "**Madras Management Association**" payable at Chennai. Full payment in advance.

■ Course Schedule

Classes will be held at **MMA House**, Thoraipakkam on ten Saturdays (from **3.00 pm to 5.00 pm**).

■ Commencement Dates

Human Resource Management	-	18 April 2009
Finance Management	-	25 April 2009
Marketing & Sales Management	-	09 May 2009