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Department of Mining Engineering
Indian Institute of Technology, Kharagpur

Announces

The 4 day Short Term Course
(15th - 18th November, 2016)

On

“Strategic Business Planning for Core Industries : Growth, Value Chains and Measurement”

(Course Code: SBPCI'2016)
at
IIT, Kharagpur

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Strategy Execution and Management



Who should attend:

The course is designed for top and middle executives in the corporate business and public utility service. The course is targeted towards those who help make asset acquisition, sell, write-offs, customer acquisition and retention, assess value chain profitability, profit and loss. The course will be suitable for engineers, accountants, measurement specialists, business managers, negotiators, and new business developers in any organization

Fees paid on or before 15th October, 2016

- a) Individual : Rs.26,000=00 (Rs. Twenty six thousands only)
- b) Group (not less than 3 individuals) : Rs.23,000=00 per person (Rs. Twenty three thousands only)
- c) Group (not less than 5 individuals) : Rs. 21,000=00 per person (Rs. Twenty one thousands only)

Fees paid after 15th October, 2016

- a) Individual: Rs.29,000=00 (Rs. Twenty nine thousands only)
- b) Group (not less than 3 individuals) : Rs.26,000=00 per person (Rs. Twenty six thousands only)
- c) Group (not less than 5 individuals) : Rs. 24,000=00 per person (Rs. Twenty four thousands only)

Sponsorship and Tariff:

The course will have sponsorship opportunities. Sponsorships will be eligible for all IIT Kharagpur wide displays, all sessions' displays, venue display, and announcements * The course will be attended by a large number of delegates from across India. We are also open to different other sponsorship opportunities. Please contact us for details.

* Conditions apply as per category of sponsorships:

Sponsorship	Fee (Rs.)	Free Delegates
Principal Sponsor	5,00,000.00	10
Diamond Sponsor	4,00,000.00	07
Gold Sponsor	3,00,000.00	05
Silver Sponsor	2,00,000.00	03

Introduction:

Strategic planning is an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations, ensure that employees and other stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment. It is a disciplined effort that produces fundamental decisions and actions that shape and guide what an organization is, who it serves, what it does, and why it does it, with a focus on the future. Effective strategic planning articulates not only where an organization is going and the actions needed to make progress, but also how it will know if it is successful. In the difficult era of global economy, strategy and balanced performance measurement are the keys to success for any resources industry. The resources industry comprise of coal, oil and gas ,uranium, iron ore, bauxite, limestone, phosphates etc. along with other strategic minerals.

See what Sam Walsh of Chief Executive Rio Tinto has to say about their operational permanence this year (April, 2016), "These results demonstrate our commitment to operational excellence in 2016, with notable improvements in several important areas, including a strong performance However, we continue to experience volatility in commodity prices across all markets. In the face of a testing external environment, our focus remains on delivering further cost and productivity improvements, disciplined capital management and maximizing free cash flow, to ensure that Rio Tinto remains strong strategically."

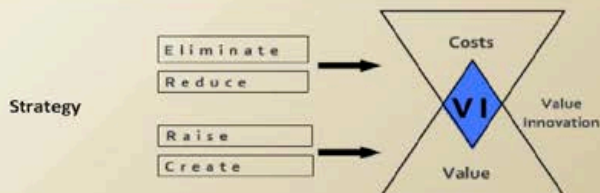


See also how BP ,the oil and gas major plans to survive falling oil prices with strategy." **The cash flow from our upstream operations were low , we worked on three strategies: Integrated business, balanced sheet flexibility and balanced portfolio; these helped us achieve record profits in downstream business in 2015"**

Sam Walsh, Chief Executive, Rio Tinto

Course Content :

1) Industry Competitiveness Assessment.	7) Disruption Strategy.
2) Generic Strategies: Cost ,Differentiation and Focus.	8) Balanced Scorecard.
3) Value Chain Assessment.	9) Strategic Moves by Balanced Scorecard Assessment.
4) Organizational Core Competence.	10) Balance Sheet Flexibility.
5) Competence-Product Portfolio Preparation.	11) Asset assessment, etc.
6) Blue Ocean Strategy.	12) Financial and Investment Strategy



Other Details:

The course is non-residential in nature. Guest House booking will be done by IIT, Kharagpur only on request. Failure to book any suitable accommodation at the late stages can not be purported to be the failure of the organizers. To avoid disappointment, please book early. The tariff will be provided on request.

Please note nominations would be considered as confirmed participation and would remain chargeable to the extent of a regular candidate as above, even if the candidate or his/her replacement fails to turn up. IIT, Kharagpur will not be in a position to negotiate on the above.

Payment Mode:

All the payments have to be made in bank draft in favour of "CEP-STC, IIT, Kharagpur", payable at Syndicate Bank, IIT, Campus, Kharagpur. All bank at par claques and bank drafts are acceptable. For electronic transfers please see below.

Bank Details and Electronics Transfer:

Mechanism	
Name of the Account:	CEP-STC, IIT Kharagpur
Banks Name:	Syndicate Bank
Branch Name:	IIT Kharagpur
Account No. (as appearing on the Cheque book):	95562200002955
IFSC Code (Indian Financial System code for RTGS):	SYNB0009556
PAN No:	AAAJ10323G

Strength:

Apart from world class faculty the department has state of the art laboratories for Environmental Pollution and Control, Clean technology lab, safety and human factors lab, rescue and disaster management, and ventilation labs. Other Institute laboratories will also be put to use.

Faculty:

The eminent resource persons and faculty of IIT, Kharagpur and other institutes, and personnel from the industry will conduct the lectures and demonstration.

About the convener:



Dr. Jayanta Bhattacharya, FNAE is a professor of standing in Mining and Environmental Engineering. He was member of EAC- 1 of MoEF and currently a member of SEAC, West Bengal Government. He has 8 books and more than 100 technical papers in many national and international journals. He works with many public and private agencies. This course is the fifth edition of similar such course.

Address for Communications:

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School of Environmental Sciences and Engineering
Indian Institute of Technology, Kharagpur-721302, INDIA
Phone: +3222 278159, +3222 283702, +3222 283703
Fax: +322255303/ +3222 282282. Secretary's Mobile: +9733721760
E-mail: jayantasm@gmail.com / jayantab@mining.iitkgp.ernet.in
Also copy the mails to: rnsamanta99@gmail.com

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Seats Booking

Course Fee:

Fees paid on or before 15th October,2016

- Individual: Rs.26, 000 .00 (Rs. Twenty six thousands only)
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Tarif

Sponsorship	Fee (Rs.)	Free Delegates
Principal Sponsor	5,00,000.00	10
Diamond Sponsor	4,00,000.00	7
Gold Sponsor	3,00,000.00	5
Silver Sponsor	2,00,000.00	3

Service Charges are applicable on the above Course fee.

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Please note nominations would be considered as confirmed participation and would remain chargeable to the extent of a regular candidate as above, even if the candidate or his/her replacement fails to turn up. IIT, Kharagpur will not be in position to negotiate on the above.

How to Register

Make a Demand Draft (DD) in favour of CEP-STC, IIT Kharagpur payable at Kharagpur. Send filled up Participation form and the Demand Draft (by)to :

Dr. Jayanta Bhattacharya
Department of Mining Engineering
Indian Institute of Technology Kharagpur
Kharagpur – 721302, West Bengal.

To confirm participation please send the scanned copy of the Demand Draft

To jayantab@mining.iitkgp.ernet.in, ransamant99@gmail.com by 1st November,2016 positively.

One week (4 day) short term Course

On

“Strategic Business Planning for core Industries: Growth, Value Chains and Measurements”,

(Course Code: “SBPCI”2016)

Registration Form

1. Name : _____
2. Designation : _____
3. Organization : _____
4. Sex(Male/Female): _____
5. Highest Academic Qualification: _____
6. Experience _____ Years(s) _____ Month(s)
7. Address for communication _____

8. Mobile: _____
9. Fax: _____
10. E-mail: _____
11. Bank Draft Details
Amount _____ Draft No: _____
Drawn on _____

Date:
Place:

Signature of Participant

Signature of the Sponsoring Signature

The applicant is a permanent faculty/employee of our organization. He/she is recommended for the Course and will be released upon selection.

The short term course organized by Dept. of Mining Engineering, IIT Kharagpur.

Course Co-ordinator
(Prof. Jayanta Bhattacharya)

Accommodation:

Shared accommodation in guest houses in the campus may be arranged.

Download the Accommodation Details

TECHNOLOGY GUEST HOUSE – All A/c					
Type of Accommodation		Cat A / B / C		Cat D	
Double Bedded Room on sharing Basis (Per Per)		600.00		1200.00	
Single Occupancy in a Double Bedded Room		800.00		1600.00	
Suite		1500.00		3000.00	
VISVESWARAYA GUEST HOUSE					
Type of Accommodation		Cat A	Cat B	Cat C	Cat D
Double Bedded Room on sharing Basis (Per Person) (A/c)		200.00	200.00	200.00	200.00
Single occupancy in a Double Bedded room (A/c)		300.00	300.00	300.00	300.00
Single Room (Non A/c)		100.00	100.00	100.00	100.00
Double Bedded Room on sharing Basis (Per Person) (Non A/c)		100.00	100.00	100.00	100.00
Single occupancy in a Double Bedded room (Non A/c)		150.00	150.00	150.00	150.00
Three Bedded / Four Bedded Room – Per Person (Non A/c)		100.00	100.00	100.00	100.00
Community Center 6 AM TO 6 AM next day		300.00	600.00	1200.00	2000.00
Partial – 8 Am to 4 Pm or 4 PM to 11 PM		200.00	400.00	800.00	1200.00
Class Room East & West (A/C)		400.00	400.00	600.00	800.00
KOLKATA GUEST HOUSE					
Type of Accommodation		Cat A / B / C		Cat D	
Double Bedded Room on sharing Basis (Per Per)		600.00		1200.00	
Single Occupancy in a Double Bedded Room		800.00		1600.00	
Double Bedded Cottage on sharing Basis (Per Per)		200.00		400.00	
Single Occupancy in a Cottage		200.00		400.00	
Meeting Room		450.00		900.00	

Categories of Guest			
Category	Eligibility	Authority	Payment Mode
Cat 'A'	Guest invited by the institute for academic, administrative work and for campus interview	Director/ Dy. Director / Registrar / All Deans / All HOD	Institute
Cat 'B'	Guest / Individual visiting institute in connection with scheme, project / Consultancy/ short term courses, seminars & conference etc.	Dean SRIC / PIC	By SRIC through project / respective coordinator.
Cat 'C'	Employee, Students parents/ Guardians and Alumni Guest from other academics institutes offered accommodation on reciprocal basis	Faculty / Officers	By the individual before checking out. If charges are not paid by the guest then person making the booking is required to clear the bill.
Cat 'D'	Guest not covered under above categories	For individual – Manager GH and for block booking through institute authority	By the individual – if charges are not paid by the guest then the person recommending is required to clear the bill.

Note:

1. Priority for accommodation will be accorded to guest covered Under Cat A and Cat B.
2. The Management of the guest house may at its discretion, Cancel a booking or offer alternate accommodation.
3. Normally a booking in the GH can be made for a period of 3 days this can be extended upto a maximum period of 7 Days and beyond that with the approval of the competent
4. In advance 50 % payment is to be made for bulk booking Against confirmation.
5. 100 % payment if cancellations are made 60 days prior to The Commencement of Conf /Course etc and 72 Hours in case

Payment Mode

All the payments have to be made in bank draft in favour of “CEP-STC, IIT, Kharagpur”, payable at Syndicate Bank, IIT, Campus, Kharagpur.

Electronic Transfer Details

Bank Detail and Electronics Transfer :

Name of the Account : CEP-STC, IIT Kharagpur

PARTICULAR S OF BANK ACCOUNT

Banks Name : Syndicate Bank

Branch Name : IIT Kharagpur

Account No. (as appearing on the Cheque book) : 95562200002955

IFSC Code (Indian Financial System code for RTGS) : SYNB0009556

PAN No : AAAJ10323G

Contact

Dr.Jayanta Bhattacharya
Department of Mining Engineering
Indian Institute of Technology Kharagpur
Kharagpur – 721302, West Bengal

For any queries please send E-mail to:

jayntab@mining.iitkgp.ernet.in, msamanta99@gmail.com, Phone: + 3222 283702, +3222 283703
Fax: + 322255303/+3222 282700/ +3222 277190.

How to reach Campus at IIT Kharagpur

Situated about 120 km west of Kolkata, Kharagpur can be reached in about 2 hours by train from the Howrah railway station of Kolkata or 3 hours by car from Kolkata Airport. Kharagpur is also connected by direct train services to most major cities of the country. The Institute is about 10 minutes drive (5 km) from the Kharagpur railway station. Private taxi, auto rickshaw or cycle rickshaw can be hired to reach the Institute.