



Vidyarjan Academy

An Edutech Venture of Vidyarjan Consulting Pvt Ltd

Two-month Live Online Course

Micro-MBA

Commercial Awareness for Everyone

Attend 30 Half-hour Live Sessions at 8 pm on Weekdays over Two Months

Get answers to following 30 questions to develop your commercial awareness!

Which are key business organizational forms?	What are key business functions and processes?	What do managers do?	What does HR function do?	What happens in the recruitment process?
How do companies select candidates for the job?	How Performance Appraisal is conducted?	How training is conducted?	What is involved in marketing management?	What is Market Research?
How products are positioned in target market segments?	What is marketing mix?	What is branding?	Which factors affect the price determination?	What is price discrimination?
Which factors affect the choice of distribution channels?	How does advertising perform as a promotion tool?	How does Personal Selling process work?	What is accounting and what are its branches?	How to read Profit & Loss (P&L) Statement?
How to read Balance Sheet?	How to read a cash flow statement?	How does financial ratio analysis help?	What is involved in financial management?	Which factors affect the Capital Structure of a Company?
What is involved in Capital Budgeting?	Which factors affect the working capital requirements?	What kind of information systems are used in companies?	What constitutes the business environment?	How business strategy is formulated and executed?

Course Fee: Rs. 4500/- (group discounts are available)

Note: All participants will receive the E-Certificate issued by Vidyarjan Academy.

Faculty Profile:

Dr Shrikant Mulik has 24+ years of industry experience out of which he worked at L&T Infotech (LTI) for 18 years. He has also worked at NMIMS University for 1.5 years and at IIT Bombay for one year. He currently serves as CEO at Vidyarjan Consulting Private Limited. Shrikant has done his PhD at NMIMS University, MBA at IIT Bombay and B.E. (Computer) from Mumbai University.

About Vidyarjan Academy:

Vidyarjan Academy offers Mentored Online Courses (MOC) and Live Online Courses (LOC) to help graduate professionals and college students for their career development. For more details, please visit <https://www.vidyarjan.academy>.