

Business Acumen Unravalled

Ignite and rejuvenate your thoughts to Scale your business big

Saturday, June 11, 2022 - 09:30 am to 06:30 pm

About the Programme:

Management Development Program (MDP) on Business Acumen Unravalled is a capsulated Course which will Ignite and Rejuvenate Thoughts & Actions of participants, resulting in Growth of their Businesses.

Entrepreneurs come with various backgrounds, almost all of them will perform well when they are enabled and empowered with knowledge and skill on how to handle business better.

This is the context for developing a course jointly by RightEdge Learning Solutions and Faculty of Management & Commerce, MS Ramaiah University of Applied Sciences. This Program will be delivered by 4 eminent Industry & Academia experts who have a collective experience of 140+ years.

MDP on Business Acumen unravalled is designed to kindle thoughts of participants to provide a deeper understanding of nuances of running business effectively.

Who should attend :-

1. Budding Entrepreneur/Start ups
2. Wannabe Entrepreneur
3. Entrepreneurs not by choice but by force
4. Second Generation Entrepreneur
5. Entrepreneurs - Subject matter expert needing help in other areas

**Venue: G01, Faculty of Management and Commerce,
M. S. Ramaiah University of Applied Sciences,
New BEL Road, Bangalore.**

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Contact Us: Email: contact@RightEdge.in | Mob.: 6364345984 | www.RightEdge.in

Course Content & Program Schedule - Saturday, 11th June 09:30 am to 06:30 PM (9 Hours)

Inaugural Address

	Meet and Greet the Participants	09:30 am to 09:45 am	MSRU-(FMC Division) & RightEdge Team
	Inaugural Address – Leadership Team of MS Ramaiah University of Applied Sciences (MSRUAS)	09:45 am to 10:00 am	Prof. Kuldeep Kumar Raina Vice Chancellor _MSRUAS & Prof. M. Sai Baba Registrar - MSRUAS

Technical Sessions

	Session	Timing	Resource Person
Session 1	Enterprise value creation & Harness Resources	10:00 am to 11:15 am	Sri Ramkumar Seshu

Tea Break (15 mts)

Session 2	Understanding & Managing Financial Goals/Plan	11:30 am to 12:45 pm	Sri CMA Shankar A
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Networking Lunch Break (45 mts)

Session 3	Smarketing, Improved Sales Performance, Value Perception, Customer Experience & Retention	01:30 pm to 02:45 pm	Sri Coach Murali
Session 4	Finance Acumen for Business Owners	02:45 pm to 04:00 pm	Dr Ganesaraman K

Tea Break (15 mts)

Session 5	Panel Discussion – Academia & Industry Experts Moderated - Ramesh Kauta Co-Founder & CTO-RightEdge	04:15 pm to 05:15 pm	Panel Members :- 1) Prof. Anindya Sen Pro Vice Chancellor-MSRUAS 2) Prof. Sharath Kumar K.R. Dean - MSRUAS 3) Sri Gopala Ramanan VP & JAPAC Controller, Oracle Established Entrepreneur (TBD) 4) Smt Hema Malini K.R. Head-Operations Wipro Automation
Valedictory Session	Distribution of Participation Certificates	05:15 pm to 05:30 pm	
	High Tea & Networking with Faculties and FMC Leadership Team	05:30 pm to 06:30 pm	

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Value Added Offers

Sr No	Additional Bonus	Description
1	Group Coaching (90 Minutes) on how to Capitalise on the Future Opportunities of \$ 5 Trillion Indian Economy	By Sri Ramkumarr Seshu (schedule shall be announced)
2	One on One Session on Marketing Strategy (Max 45 Mts)	By Sri Coach Murali (subject to appointment)
3	Pricing Template (Optional One on One for 30 Minutes)	Guidance for Product Pricing by Sri CMA Shankar A
4	Option to apply for MS Ramaiah Technical Business Incubator space	At MSRUAS-Penniya, Bengaluru Campus
5	Program Certificate	Issued by MSRUAS & RightEdge

Benefits of the Session

1. Better clarity on how to run Business
2. Learn to critically analyse Product, Solution & Customers
3. Handle Business Finance prudently
4. Ignited and changed mindset
5. Understand how to create Enterprise Value.

About the Industry Experts

Sr No	Resource Person	Brief Profile
1	Sri Ramkumarr Seshu	Business Mentor and Author of Born to Win helps people to discover their greatness within.
2	Sri CMA Shankar	Sr. Finance Professional with 30+ years of Corporate & Business Experience Specialist in Business Strategy & Supply Chain
3	Sri Coach Murali	Serial Entrepreneur with 40+ years of Exp. Hybrid Business Coach - Specialised in Building Debt Free Business & in Smarketing
4	Dr Ganesaraman K	Highly accredited Sr. Finance Professional with 25+ years of exp. in Corporate & Academics

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Program Delivery

Venue & Mode of Delivery
(Hybrid)

G01, Faculty of Management and Commerce,
M.S. Ramaiah University of Applied Sciences,
Gnanangothri Campus, New BEL Road, MSR Nagar,
Bangalore - 560054

AND

Broadcast through Zoom Meeting (for those who can't
attend in person)

Registration Fee:

₹2999+GST 18% *

Last Date of Registration:

Sunday, 05 June 2022

(* Special Discount for Group Enrolment can be considered)

For Registration



Registration Process:

Contact Mobile: +91-7829482000/+91-6364345984
contact@rightedge.in

Bank Account details for Payment :-

Account holder Name: **RIGHTEDGE LEARNING SOLUTIONS PVT LTD**

Account Number:185005001103

IFSC code: ICICI00018

QR Code :



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About MSRUAS

Ramaiah University of Applied Sciences (RUAS), sponsored by Gokula Education Foundation (Medical), was established as a private University under Section 2(f) of UGC and an act of Government of Karnataka vide notification dated 30 December 2013. The University's Vision is to be a premier Institution of Higher Learning with a focus on Research and Innovation to help and support the Global Community in fostering new ideas and technologies.

As a Comprehensive & Multidisciplinary University, RUAS embraces Innovation ecosystem through four verticals, namely: Academics, Research, Training & Lifelong Learning and Consultancy. RUAS is one among the few Universities in India to adopt an outcome based curriculum from its inception, focused on imparting students:

1. Knowledge and Understanding
2. Cognitive Abilities
3. Practical Skills Relevant to Professional and Societal Needs

Faculty of Management and Commerce (FMC) under RUAS aims to deliver Competency and Outcome-Based Management education with inter and multi-disciplinary approach adopting global educational practices. The course delivery at FMC emphasizes on development of critical, analytical and problem solving abilities through Case-Study based approach enabling Students for independent as well as lateral thinking with a passion for lifelong learning.

The salient achievements of FMC include:

- Initiated RUAS-TEDx License where Doyen's Speak
- Special emphasis to identify and empower Students for setting up Startups through Ramaiah Technology Business Incubator funded by K-Tech, GoK
- Industry Experts as Adjunct Faculty for Course delivery
- Industry Oriented Specializations like Business Analytics, BFSI in tune with market requirements
- Appreciation from Industry Clusters and Associations for Consulting as well as Research
- Pathway Partner for MIT Micro Masters Programme in Supply Chain Management (First Private University in India)
- Recognition to Faculty Members as well as Students in Competitions and Research Events in India and Abroad

In parallel, FMC equally focuses on disseminating research through Doctoral Programme and Sponsored Research & Consulting in various Management disciplines.

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About RightEdge Learning Solutions (Pvt) Ltd

RightEdge Learning Solutions (Pvt) Ltd is a start-up born in 2021 with a Vision to address the need of enhancing Employability of youth in India to bridge the gap of skilled resources in various industry verticals which are having a hard time to find employable skilled workforce. It aims to provide support to grow or transform career by right skill assessment, counselling, mentorship, professional guidance, technical and soft skill training and guide in identifying suitable career opportunities including exploring Entrepreneurship at early stage as career option for all prospective candidates.

RightEdge is focussed on preparing individuals in the early, mid & senior stages of career in various verticals of businesses, including MSMEs to adopt rapidly growing technological advancement and dynamic business environment where jobs will become knowledge oriented going forward. RightEdge realises that the scenario is going to be the same across industries as digital technology is slowly becoming the new norm and hence associate with various stakeholders to reverse this situation to upskill our workforce/youth.

RightEdge Learning Solutions (Pvt) Ltd is the company that wants to take the plunge in upskilling or guiding the youth to help increase their employability. For achieving this, it is working in association with several educational institutions, job consultancies, industry experts with 30+ years of experience and corporates.

RightEdge team believes that knowledge gets one the license to enter the door of employment or entrepreneurship but skills will decide their future. Skills aligned to the needs of the job determine the choice of talent that is hired. Hence an individual or organisation evaluated on Knowledge Skills and Attitude and provide necessary training/coaching. Knowledge is given and skills differentiate the one who makes it vs the one who loses out.

In a short time RightEdge learning solutions have completed several training programs namely, Seven Secrets of Success, Financial Business Acumen, SMarketing, Antar- Prerana, Lean Digital Transformation, Presentation and business communication skill in the following categories:

- Individual Development Plan
- Technology Development Plan
- Leadership Development Plan
- Management Development Plan
- Organisational Development Plan

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