

Certificate Program in **Management Consulting**



*A Section 25
not-for-profit organization*

ITM Business School
CHENNAI



CONSULTANCY DEVELOPMENT CENTRE (CDC)

The Need

Consultants play an important role in the industry as well as in facilitating economic development of the country. There is a paradigm shift in the Consulting Profession in the last few decades in the country and Consulting Sector is positioning itself as one of the promising areas for Management Professionals.

The demand for Consulting in various sectors of economy as well as in emerging areas has increased tremendously in the last few years. This has created a huge demand for Consulting Professionals in the industry.

Consultant is an important functionary in development of products and projects, aiding in providing optimum solutions to achieve bottom-line requirements of client organisations. The Consultants, besides having domain expertise in their area

of operation, must be equipped with the knowledge of different dimensions of the job of a Management Consultant and the desirable skills to do that job with requisite perfection.

A good and sound knowledge of the requisite dimensions and skills helps not only in value addition in service delivery but also helps in brand building for the Management Consultant.

Realising this need, Consultancy Development Centre, an Autonomous Institution of Department of Scientific and Industrial Research (DSIR), Ministry of Science & Technology, Government of India, is offering the "Certificate Program in Management Consulting".

ITM Business School, Chennai

It has been 17 years since the founding of the Institute for Technology and Management in 1991. ITM has gained tremendously in recognition and size. Today, the ITM Group of Institutions has campuses in seven cities, home to 11 institutions and over 4500 students.

ITM Group is one of the first truly private, non-aided and not-for-profit management institutes in India. Starting with ITM Business School, Mumbai in 1991, the group quickly expanded its footprint, establishing its Bangalore

campus in 1992, Chennai in 1993 and Warangal in 1994. In the years to come, ITM Group established several postgraduate B-schools, including the ITM Global Leadership center (2002) and ITM Institute of Financial Markets (2003) among others.

ITM Business School, Chennai, over the last 16 years has been enjoying a unique canvas of management education. It is ranked among the top 5 business schools in the state of Tamil Nadu.

Consultancy Development Centre

Consultancy Development Centre (CDC) is an Autonomous Institution of the Department of Scientific and Industrial Research (DSIR) of Ministry of Science and Technology, Government of India, working towards promoting and strengthening Consultancy skills and capabilities including export of Consultancy Services. CDC is also

the nodal agency in the Asia Pacific region for the Technical Consultancy Development Program for Asia and the Pacific (TCDPAP), a Program promoted by the United Nation Economic and Social Commission for Asia and the Pacific (ESCAP).

Program Objectives

- To prepare professionals for a career in Management Consulting
- To impart basic understanding of the requirements of the profession
- To equip professionals with knowledge, skills and attitude desirable for a career in Management Consulting
- To prepare professionals working in industry, service sector, development sector and Not for Profit Organisations for Internal Consulting Roles within their present organizations/companies

Delivery : The course delivery model shall be through contact classes and online mentoring. The contact classes shall be held at **ITM Executive Center, “Ganesh Complex”** **First floor, 393, Annasalai Road , Teynampet, Chennai – 600018** on **alternate Sundays**.

Program Contents

- Management Consulting- Concepts and Services
- Marketing of Management Consulting Services
(Having decided to become a management consultant, How do I market my services? How do I determine my costs and fees?)
- The Process of Consulting and Client Management during various stages of Consulting Life Cycle
- Consulting Proposals and Reports
(Writing winning proposals and effective reports are prime factors in securing a consulting engagement and successful execution of the same)
- Presentation Skills for a Management Consultant
- Verbal, Non-verbal Communication for Management Consultants
(A Management Consultant’s job involves a great deal of interaction with client during marketing as well as delivery phase of the consulting engagement, requiring Presentations on many occasions. Mastering Verbal, Non verbal Communication and the art of making Presentations can go along way in ensuring your success as a Management Consultant)
- Practice Session on “Securing and delivering a Management Consulting Assignment”
(Faculty will facilitate the participants through a Consulting Case by making them practice various activities in groups and presenting the output)

Duration : 3 months (January-March, 2010)

Eligibility : M.Sc./ M.Com / M.B.A./ M.C.A./ A.C.A./ A.C.S./ I.C.W.A./ B.E./
B. Tech. or Equivalent (Final year students can also apply)

Faculty:

Practicing Consultants and Eminent professionals from reputed public and private sector organisations, academia deliver the inputs.

Key Features of the Program:

- Class room inputs by faculty having practical consulting experience
- Facility to seek clarifications / information through E-mentoring
- Certificate by CDC, Autonomous Institution of DSIR, Ministry of Science & Technology, Government of India on successful completion of program

Evaluation:

There will be internal Assessment as well as a three hour written test at the end of the course. Those securing at least 50% marks (C grade) in the overall evaluation would become eligible for award of certificate by CDC.

Program Fee:

Program fee is Rs.10,000/-(Ten thousand only). The fee is to be paid by cheque / demand draft drawn in favour of “*Institute for Technology & Management*” payable at *Chennai*.

Who should Attend the Program?

- The program would be ideal for professionals who:
- Are individuals inclined to have a career in Management Consulting after acquiring their educational qualifications (fresh as well as having non-consulting experience)
 - Are working in industry/service sector/development sector/not for Profit organisations with the job profile as Internal Consultant to their own organisation
 - Are working at entry levels in a consulting firm

Admission Procedure:

Application form can be downloaded from the CDC website

www.cdc.org.in and ITM website **www.itm.edu**

Completed application form must be submitted along with requisite fee and documents in support of eligibility as mentioned in the Application Form.

The Last Date for Submission of

Completed Application Form is ***January 5, 2010***

List of short listed candidates, would be available on the above websites.

For any further details contact:

Ms. Jancy Jacob

Faculty

Institute for Technology & Management

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Consultancy Development Centre (CDC)

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