



**Bombay Chartered
Accountants' Society**



Human Resource Development Committee

Chairman - CA Mihir Sheth | Co-Chairman - CA Anand Kothari
Convenors - CA Dnyanesh Patade, CA Jigar Shah, CA Utsav Shah

Presents

CAMBA



Certified Management Programme for CAs

A Youth Refresher Certified Course (YRCC)

(for professionals below 35 years)

**Empowering Chartered Accountants in
Mastering Management Excellence**



12th - 13th - 14th April 2024

8:30 am to 5:30 pm

*A 360 Degree Course
on Self-Management,
People Management &
Relationship Management*



ATLAS SkillTech University Campus, Mumbai



Scan to see the
campus

www.bcasonline.org



ABOUT THE COURSE

Overview:

This course aims to equip participants with essential skills in effective communication, negotiation, and client relationship strategies. Additionally, it will empower participants with critical thinking abilities, ethical frameworks, and diverse methodologies to enhance innovation, strategic decision-making, risk management, and the interpretation of industry-specific data for informed business practices.

ABOUT ATLAS

ATLAS SkillTech University is India's first new-age urban multidisciplinary university. We believe in breaking paths and conventions. We are constantly defining, shaping, and redefining the future of education in India right here in the heart of an ever-booming, cosmopolitan, and enterprising Mumbai. ATLAS endeavors to deliver a multidisciplinary education across 3 new-age streams: Design & Innovation, Management & Entrepreneurship and Digital Technology. It has adopted a futuristic model co-created with an international community of scholars, academicians, industry experts, and world leaders in education. Our undivided focus on academic excellence, world-class faculty, state-of-the-art infrastructure, global institutional collaborations and unique corporate connect empower students to succeed in Industry 4.0 and become socially-responsible global leaders. The University's interdisciplinary approach, industry-integrated experiential learning, global exposure and emphasis on 21st Century Skills ensures that the ATLAS students are future-ready to continue to drive global impact in the VUCA world we live in today.

ABOUT BCAS

The Bombay Chartered Accountants' Society ('BCAS') is India's largest and oldest voluntary organization of Chartered Accountants established on 6th July 1949. BCAS endeavors to be a principle-centred, learning-oriented organization promoting quality professional development, networking and excellence in the profession of Chartered Accountancy, and acts as a catalyst for better and more effective regulatory policies for cleaner and more efficient administration and governance. With more than 10,000 members, BCAS is represented across 350+ cities\towns of India.

BCAS is celebrating 75 years in professional and public service during 2023-24



MODULE 1

COMMUNICATION & RELATIONSHIP MANAGEMENT

SPEAKER



DR. MALCOLM HOMAVAZIR

Director - Academic Excellence,
ATLAS SkillTech University

IMPACTFUL COMMUNICATION

- Visual Aids and Presentation Tools
- Storytelling in Professional Settings: Crafting Compelling Narratives
- Etiquettes of Virtual Communication
- Overcoming Stage Fright

HIGHLIGHT

Slide Sprint Activity

SPEAKER



DR. KARISHMA DESAI

Associate Professor and Associate Program Director at
ATLAS SkillTech University
Ph.D. Supervisor | Peer reviewer | POSH Enabler | Soft Skills
trainer | Researcher | AI Enthusiast | Senior IEE Member

CONFLICT RESOLUTION, NEGOTIATION AND ESG ALIGNMENT

- Crisis Negotiation and Decision-Making
- Types of Conflict and How to Address Them
- Cross-Cultural Negotiation Excellence
- Negotiation Strategies for Client & Vendor Management
- Crafting and Communicating ESG-Centric Solutions

HIGHLIGHT

Simulated Negotiation Scenario

SPEAKER



PROF. DAVID WITTENBERG

Professor of Entrepreneurial Innovation,
ATLAS SkillTech University
Corporate Consultant | Author | Speaker

NETWORKING AND STAKEHOLDER ENGAGEMENT

- Networking for Career Development
- Leveraging Technology: Networking in the Digital Age
- Building Global Networks and Partnerships
- Rapport with Industry Bodies
- Building Harmonious Client Relationships
- Strategic Client Acquisition Planning
- Digital Marketing Integration for Client Acquisition

HIGHLIGHT:

Practice Concise Self-introductions

Day 2

MODULE 2

PEOPLE MANAGEMENT

SPEAKER



DR. SIMARJEET MAKKAR

Associate Professor, ATLAS SkillTech University
Emotional Intelligence Coach | EQ Assessor and Trainer | Life & Transition coach | Master Neuro Linguistic Practitioner | Therapist | Associate Editor, South Asian Survey-SAGE Publications

LEADERSHIP ASCENDANCY

- Building and Leading High-performing Teams
- Encouraging a Culture of Creativity and Innovation
- Diversity and Inclusion Initiatives
- Navigating Ethical Challenges in Decision-making
- Leveraging Emotional Intelligence for Effective Leadership
- Career and Goal Planning for Subordinates

HIGHLIGHT

Scenario-based Simulation of Leading a Team through a Challenging Problem

SPEAKER



DR. MEHRUNISA ANSARI

Associate Professor-Finance, ATLAS SkillTech University
Improv Trainer | Facilitator of Workshops on Communication Skills

BEHAVIORAL COMPETENCY & COLLABORATION

- Developing Empathy in Professional Settings
- Non-Verbal Communication, Body Language & Active Listening Techniques
- Procrastination Management
- Inclusive Work Environment and Breaking Down Silos in Organizations
- Cultural Intelligence for Global Collaboration

HIGHLIGHT

Discussion on Reading Non-verbal Communication

SPEAKER



PROF. OMKAR PANDHARKAME

Area Chair Entrepreneurship,
ATLAS SkillTech University
Angel Investor | Cross-cultural Psychologist | B2B SaaS Marketeer

PITCHCRAFT

- Pitch Deck Design: Structure and Content
- Psychology of Persuasion in Pitching
- Pitching to Investors
- Pitching for Sales and Business Development

HIGHLIGHT:

Develop a Compelling Pitch Deck for a Fictional Business Idea

MODULE 3

SELF MANAGEMENT

SPEAKERS



PROF. AMEYA AMBULKAR

Faculty, ATLAS SkillTech University
Co-Founder Fab Box, Growth Consulting

AI-ENHANCED PERSONAL BRANDING

- Personal Branding Blueprint
- Understanding the Internet Ecosystem
- Art & Science of LinkedIn, YouTube, Podcasting, Blogging for personal branding
- Growth Hacks for Personal Branding
- Master the Art of AI Prompting

HIGHLIGHT

Learn from Best Practices and Optimize LinkedIn Profiles

SPEAKERS



DR. TAPISH PANWAR, PH.D., MBA, B.E.

Area Chair and Faculty (Marketing),
ATLAS SkillTech University | Ph. D. Mentor | Researcher

DESIGN THINKING FOR GOAL SETTING

- Introduction to Design Thinking
- Design Thinking Tools and Techniques
- Design Thinking for Personal and Professional Goals
- Problem Definition, Ideation, Prototyping Goals, Iterative Testing and Feedback

HIGHLIGHT

Scrum Activity of Goal Setting using Design Thinking

SPEAKERS



DR. ASHWINI MALVIYA, PH.D., M.E., B.E.

Associate Professor, ATLAS SkillTech University
Researcher | Ph. D. Mentor | IEEE senior member

AI FOR NON-TECHNICAL PROFESSIONALS

- AI Tools and Platforms
- Data Literacy for AI
- AI in Business Strategy
- Future Trends in AI

HIGHLIGHT

Hands on Session on AI Tools

SPEAKERS



PROF. AMEYA AMBULKAR

Faculty, ATLAS SkillTech University
Co-Founder Fab Box, Growth Consulting

STRESS MANAGEMENT & HOLISTIC WELL-BEING

- Overcoming Unwanted behaviors of the Mind
- Decoding Negative Thinking
- Science behind - Stress & it's Working
- Art & Science of Meditation
- Mindfulness in Practice

HIGHLIGHT

Mindful Movement: Meditation and Light Exercise

HEAR IT OUT FROM THE STALWART

DR. RADHAKRISHNAN PILLAI

Teacher of Chanakya Neeti | Best Selling Author |
TedX and Josh Talks Speaker | Corporate Trainer |
Chief Leadership Coach at Chanakya Aanvikshiki Pvt. Ltd



WHY SHOULD YOU JOIN THIS COURSE?

- » Strengthen your CA profile with a comprehensive management course
- » Gain a competitive edge by mastering negotiation, leadership, & strategic skills
- » Obtain a prestigious certificate from ATLAS SkillTech University upon completion
- » Experience the vibrant campus environment of ATLAS SkillTech University
- » Establish yourself as a versatile and influential professional in today's dynamic business world



FEES

(Excl GST)

Early Bird Members

₹ 1,999/-

Post 17th Mar'24 for Members

₹ 2,499/-

Early Bird Non-Members

₹ 2,499/-

Post 17th Mar'24 for Non-Members

₹ 2,999/-

The fees mentioned includes breakfast, lunch and high-tea

The fees mentioned doesn't include any stay cost

Accommodation tie-ups available. Reach out to Shraddha Dedhia or Virag Shah for the same

We have an exciting inter-city contest so bring in your city-mates

CURRICULUM ARCHITECT

Dr. Chetana Asbe

MENTORSHIP MAVEN

CA Naushad Panjwani

PROGRAM PRODIGY

CA Shraddha Dedhia: +91 9769556625 | CA Virag Shah: +91 7043154500



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TO REGISTER

www.bcasonline.org

