

KIBGD
KnowledgeFountain Institute
of Business Growth & Development

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Admission Notice

Certificate Course in Business Growth & Development Strategies (CBGDS)

- An autonomous Distance Education Program

Introduction

The fiercely competitive business environment makes incessant demands for connecting with new sources of value. This is to compete as well as to collaborate and involves exposure to arenas of action beyond national borders. By studying how companies succeed and why they fail can very instructive.

The CBGDS Program

In today's cut-throat competitive business environment, continual business growth needs to go beyond conventional, traditional strategies. To survive and thrive organisations need to develop new competitive advantages, continually sharpen and enhance them, embrace new strategies such as Knowledge Management, Innovation, Change Management, Cost-cutting and of course, ensure Leadership Development. It is rightly said, tomorrow belongs to those who prepare for it today. Continual management development ensures overall competitiveness and alignment to the organisational vision and mission. This program equips participants with vital strategies to survive and thrive in today's ever increasingly VUCA (Volatile, Uncertain, Complex and Ambiguous) world. The programme is designed on the basis of knowledge available from research and best practices.

About KIBGD

KnowledgeFountain Institute of Business Growth and Development (KIBGD) is born to the vision of training business leaders and entrepreneurs especially from SMEs and MSEM's to adapt vital business growth and development strategies. The new start-ups can benefit immensely and strategically through its services. The studies have found that over 85% start-ups are closed in the first three to five years of their operations. This could be changed by adopting creative business growth and development strategies which lead to sustainable competitive advantages.

KIBGD aims at equipping entrepreneurs and business leaders with knowledge, skills and attitudes with practical strategies to survive and thrive in increasingly competitive business environment.

A team of highly qualified professionals and experienced entrepreneurs are associated with KIBGD.

How the Participants will benefit?

The participants will gain incisive insightful understanding of the changing business contexts and will get solid grounding in vital business growth strategies. They can directly implement these strategies in their businesses. They will be able to review their present business growth and development strategies and incorporate the strategies acquired in this program to drive their businesses to new heights. They will develop strategies to be ready for the change and seize opportunities by identifying them earlier.

A certificate of participation is awarded to the participants who will complete the program successfully meeting all the standards.

Duration: one Year

How the Program is delivered?

This is an autonomous distance education program. Lucidly written self learning study material (printed and digital) is couriered to the participant with print and digital assignments. Necessary E-learning support is provided. Six contact sessions of half-day duration conducted in Mumbai.

Program Fee: Rs. 40,000

Program Contents:

CBGDS program is designed keeping in view the evolving competitive, volatile, uncertain, complex and ambiguous business environment in today's globalised world.

1. Changing Business Context- the VUCA world, the technologically disruptive business environment and some key concerns
2. Defining some core factors critical to your business (such as understanding the WHY and HOW of your business, the vision and mission, etc)
3. Cultivating the Growth Mindset and Growth Leadership for Business Growth
4. Knowledge Management for Business Growth (Leveraging organizational knowledge for sustainable competitive advantage to drive growth)
5. Innovation for Business Growth
6. High Performance Organisational Work Culture
7. Understanding Competitive Advantages and Creating New Competitive Advantages to stay ahead of the growth curve
8. Knowledge Management for competitive advantages and Innovation
9. Innovation for Competitive Advantages, Growth and Development
10. High Performance Organisation Culture – deep listening, etc
11. Quality Engineering
12. Employee Engagement and Experience, Employee career management

13. Customer Journey and Better Customer Experience
14. Scenario Planning (Understanding change)
15. Cognitive Communication Strategy
16. Change management
17. Restructuring
18. Business Sustainability
19. Evolving a right Digital Business Strategy for the business
20. Creative Destruction
21. Key Concerns
22. Project
23. Examination
(Important: Given the dynamic nature of business and constantly evolving, fluid business environment and need to come up with right strategic responses the program contents are constantly revised and updated.)

➤ **The core faculty :**

Prakash Almeida

Founder and Director, KnowledgeFountain

Mr. Prakash Almeida holds multiple masters degrees in over 16 disciplines such as linguistics, literature, economics, management, defence and strategic studies, environment and ecology, knowledge management, sociology, political science, philosophy and religion, Psychology amongst others. With his ground in diverse disciplines he brings a holistic perspective to human life and knowledge. He has completed many diploma and certificate programs. He is a two-times gold medallist of Indira Gandhi National Open University and received many other awards and honours. He studied knowledge management at IIM-Ahmadabad, IIM-Calcutta, and IIT Mumbai. He holds certifications in Innovation & Entrepreneurship Development, Change Management, Intellectual Property Management from IIT Madras and Kharagpur. He is associated with many institutions. He has been delivering workshops and other training sessions on a variety of subjects. As a senior instruction designer he has designed many instructor-led and distance education programs. He has presented research papers in various national and international conferences. He is an author, editor and translator of many books, articles, and special issues. He is a senior instruction designer and knowledge management specialist. He is a well known speaker on various subjects. Mr. Almeida is specialised in Knowledge Management. He is founder-director of KnowledgeFountain group of institutes.

For more details contact:

The Coordinator –Workshops

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How to enroll?

To receive a detailed program brochure please call CBGDS coordinator on 8600178825 or email with your details to : kfibgd@gmail.com