



# BUSINESS MANAGEMENT SYMPOSIUM 2014

*Learning With Passion, Leading To Excellence*

7<sup>th</sup> & 8<sup>th</sup> NOVEMBER, 2014



# PDPU

PANDIT DEENDAYAL PETROLEUM UNIVERSITY

# SPM

SCHOOL OF  
PETROLEUM  
MANAGEMENT

## INVITATION

School of Petroleum Management, Pandit Deendayal Petroleum University, Gandhinagar has taken up the initiative to invite delegates from the corporate world for discussions and deliberation on issues that are of vital importance to comprehend the Industry milieu in India.

Business Management Symposium 2013, which involved esteemed speakers from the industry, has established a benchmark for future conclaves. Continuing with this tradition, Business Management Symposium 2014 is all set to raise this benchmark.

The aim of Business Management Symposium 2014 is to set a stage for delegates to engage in deliberations addressing the managerial and techno-commercial practices currently prevalent among the Corporate Giants.

“The School of Petroleum Management hereby cordially invites you to the Business Management Symposium 2014 on 7th & 8th November 2014.”

**Dr. Tanushri Banerjee**  
Chairperson, BMS 2014

## Additional Knowledge Initiatives by the School of Petroleum Management

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| International Conference on Energy & Infrastructure, 2014 |
| Financial Services Roundtable, 2013                       |
| Oil & Gas Conclave, 2013                                  |
| Infrastructure Conclave, 2013                             |
| Power Sector India Roundtable, 2013                       |

### Speakers' Profile

CEO / Business Heads / Top decision makers from leading Upstream and Downstream organizations from Indian Public / Private Sector. Top officials from Political Regulatory Authority Bodies such as PNGRB, MoPNG and other value chain partners



## Who should attend?

- Industry Leaders
- International and domestic institutional investors
- Government Regulators and policy makers
- Entrepreneurs
- Consultants and analysts
- Future Leaders: Students



## From the Business Management Symposium Team

“School of Petroleum Management has always encouraged synergistic approach to classroom learning. In Business Management Symposium 2014 we have taken this doctrine to a higher level by inviting industry stalwarts who have made it big- by learning and gradually leading their organizations to the pinnacle of success. The know-how of various aspects of the industry at present is what constitutes a dynamic manager. This along with passionate perseverance, diligence, personal insights and reflections is what constitutes a leader. Hence, Business Management Symposium 2014 aspires to be a grand exhibit of management, administrative and leadership excellence.”

## Key Sessions

### Day 1

*Session 1: Presentations and Panel Discussion*  
**INDIA REGAINING THE MANUFACTURING EDGE**

In this session, learn how an idea comes into being till it is molded into a product and introduced in the market; from the procurement of raw materials to the actual sale of the product in the market; all this in the most cost effective way.

*Session 2: Presentations and Panel Discussion*  
**THE SERVICES ECONOMY: EMPOWERING BUSINESSES, EMPOWERING CUSTOMERS**

This session will provide an overview of service industry in India and how it has gained popularity and importance in current times. The session is focused more on “how to” than a “why to” perspective to access markets and understanding customer needs and fulfilling them at the right time. The attendee will leave with an understanding of the industry and its corporate strategies.

### Day 2

*Session 3: Presentations and Panel Discussion*  
**FINANCIAL SERVICES: PROSPECTS & CHALLENGES**

Maintaining credence among the customers in the era of staunch competition in a volatile economy will be elucidated in this session. The takeaway from this session would be an all-embracing knowledge of the commerce sector in Indian economy on a global scale.

*Session 4: Workshop*  
**BEING A LEADER**

The workshop on “Being a Leader” by *LifeWorks Unlimited* will aim at linking crucial findings from their competency study to participants’ career opportunities. The participants will learn to distinguish the language of competency based on their predictive model, experience the impact of some of these competencies in a business situation, learn how the 5 cornerstones of the “Being a Leader” curriculum define the ability to lead and produce results, identify ‘shifts’ that will have the maximum value to their career.

## KEY HIGHLIGHTS - Business Management Symposium 2013



**Prof. G. Raghuram**  
Dean (Faculty), IIM-Ahmedabad

Prof. Raghuram graced the event as the Chief Guest and spoke at length on the importance for B-schools to structure the course curriculum in such a manner that they remain in sync with the ever-changing market, both domestically and globally. He highlighted on the participation of professional managers in national governance and policy making.



**Mr. Niteen Bhagwat**  
Executive Director & CEO, Asteri Analytics

Mr. Bhagwat delivered a talk on ‘New Connect: Expectations from MBAs in a VUCA world’. He spoke about developing a roadmap for MBA students to better reflect upon their skill set requirements and areas they need to groom for becoming Industry ready.



**Mr. Sanjay Chakraborty**  
Associate Vice President, Triton Communications

Mr. Sanjay spoke at length on being unique and having a discernible edge over competitors which will prove to be a robust pillar of one’s career. His ‘Be “You” nique’ talk stressed on developing key distinctions among the budding managers and subsequent leaders which will sustain them in days to come.

## Objectives

- To elucidate the myriad concerns in services management industry
- To explicate manufacturing and production scenario in a vulnerable market like India
- To get an understanding of the day to day functioning of a finance entity amidst economic vagaries on a global scale
- To get a clear picture of recent trends, market dynamics and issues & challenges faced by the industry across varied sectors.
- To gain reflections on managing Competition and Internal Analysis of an organization



## About SPM

SPM is preparing managerial manpower for the Industry in General Management and Energy and Infrastructure sectors. To meet this challenge, SPM aims to become a premier institution with state-of-the art facilities, providing world class education, training and research, consultancy and outreach services in all the areas of functional management. SPM has evolved and introduced a new MBA program in General Management starting July 2013 that offers functional specializations in Marketing, Finance, Operations and Human Resource management. The serene environment of SPM blended with modern learning technologies enhances the spirit and energy level of all learners and inspires them to optimize their learning efforts. SPM campus provides impressive and aesthetically built academic areas, IT systems with latest hardware & software and seamless internet connectivity, automated library and latest communication facilities.



## About PDPU

Pandit Deendayal Petroleum University, Gandhinagar promoted by Gujarat State Petroleum Corporation (GSPC) was started as a domain specific university in the field of Energy education & research and has evolved as world class institution in Technical, Liberal, and Management Education. The University that has been constituted by the legislative act of the state Government of Gujarat is recognized by UGC, Government of India, New Delhi. PDPU currently addresses the need for trained and specialized human resource in General Management and for Oil & Gas Industry worldwide through its MBA programmes, it offers specialization options to students in all important functional management areas viz. Marketing, Finance, Operations and Human Resource Management. It helps to expand the opportunities for students and professionals to develop intellectual knowledge base with leadership skills to compete in the global arena. All these are accomplished through a number of specialized and well planned undergraduate and post graduate education programs and intensive research initiatives.

Located in Gandhinagar, the capital of Gujarat, PDPU is spread over an impressive campus of approximately 50 acres and offers necessary world class infrastructure.



## PARTICIPANTS - Business Management Symposium, 2013



## Organizing Committee

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