

THE UNIVERSITY

Established in 1920, Jamia Millia Islamia (JMI) was declared as an institution deemed to be a University in 1962 under the UGC Act of 1956, and recognizing its contribution in the field of teaching, research and extension, it was elevated to the status of a Central University vide Jamia Millia Islamia Act 1988 (No. 59 of 1988).

Our objectives are to disseminate advanced knowledge and provide instructional, research and extension facilities in various branches of learning. The University endeavours to provide the students and teachers with the necessary atmosphere and facilities for the promotion of studies in various disciplines. At the university, immense focus is laid on innovations in education leading to restructuring of personality and is consistently upholding its principles of national integration, secularism and international understanding.

CENTRE FOR MANAGEMENT STUDIES

Centre for Management Studies is a specialised institution of JMI that currently offers MBA (Full-Time) Program aimed at preparing management professionals for the growing business needs. The course contents, duration and methodology of the programme are largely based on latest UGC Model curriculum for MBA. Besides, the program is designed to be unique in the sense that it seeks to emphasize on global business perspectives.

The centre for management studies has a host of qualified full-time faculty supported by strong network of in-house multidisciplinary support in allied areas. The programme focuses on strong university industry interface to facilitate industry interaction and hands on training. The philosophy of the centre is to inculcate interactive learning process among students and extensive use of Information Technology. The centre aims at building managers with affirmative attitude, cultural values and sophisticated technical and interpersonal skills.



**Centre for Management Studies
Jamia Millia Islamia
New Delhi -110025**



CENTRE FOR MANAGEMENT STUDIES JAMIA MILLIA ISLAMIA, DELHI

Presents

ONE-DAY SEMINAR

On

Marketing Of Services— *Strategies for Success*



13TH OCTOBER 2004

Venue

M. A. Ansari Auditorium, Jamia Millia Islamia

WHY?

Indian markets are witnessing an era of innovations. Since the liberalisation of the economy there has been a tremendous growth in the variety of services and also in their form and content in which they are offered to Indian consumers. This growth is backed by huge volumes mainly due to sudden boost in the quantum of business activities, internet penetration and aggressive marketing strategies of the marketers of services. E-services have changed the entire spectrum of services sector. But services have certain crucial concerns particularly the security, legal and operational issues. The growing sophistication in the offering systems and varying consumer needs has urged the service providers and intermediaries to redefine their products and strategies. The Centre for Management Studies has taken the initiative to unveil the opportunities in the services sector and educate the managers to make them aware of the recent trends and enhance their capability in the marketing of services in the current and emerging scenario.

THE COVERAGE

The programme has been capsulated into following modules:

- ☞ Services Marketing – Changing Customer's Expectations
- ☞ Effective Marketing of Services– Survival and Growth Strategies
- ☞ Financial Services– Innovations and customisation
- ☞ E-services and M-services – Opportunities and Challenges
- ☞ Distribution Strategies in Banking and Insurance
- ☞ Telecom services– Pricing and Technological Issues
- ☞ Health, Hospitality and BPOs – Major concerns
- ☞ Taxation of Services – Emerging issues

PANEL

Experts from academics and industry especially the financial services, health and hospitality sector, researchers on the subject and the software companies including those in the business will guide, train and share experiences with the participants throughout the programme.

FOR WHOM

- ☞ Executives responsible for taking initiatives to lead their company successfully in the new economy. Entrepreneurs and investors seeking new business opportunities that need to understand the need to update the latest laws and security issues.

- ☞ Executives in various functional areas of management who are keen on learning the latest on services.
- ☞ Academicians, Researchers and management students on the subject.

PARTICIPATION FEE

The participation fee is Rs. 750 per participant all inclusive of the seminar kit, tea & lunch and other administrative expenses.

DATE, DURATION & VENUE

13th October 2004, 9.30 AM to 5.30 PM at Centre for Management Studies, JMI.

ORGANISING COMMITTEE

Chief Mentor: Professor Prahlad K. Basu, Former Chairman, IIM-Calcutta, Professor Furqan Qamar, Hony. Director and faculty members of CMS, JMI.

SEMINAR COORDINATOR

Dr. P. K. Gupta, e-mail: pkg123@eth.net, Mobile: 9811681138.

NOMINATION

Delegate's Name (in Full) _____

Designation _____

Correspondence Address _____

Phone (Off) _____ Fax _____

Phone (Res) _____ e-mail _____

Payment Details

Draft/Cheque No. _____ dated _____ for Rs. _____

Drawn on (Bank's Name & Place) _____

[All Drafts/Cheques should be **CROSSED A/C PAYEE ONLY** drawn in favour of **Jamia Millia Islamia, New Delhi.**]

The Seminar Coordinator

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