



**PRESIDENCY
UNIVERSITY**



Campus to Corporate
Excellence Program for
MBA Students

**P
S
O
M**



About Berger Paints

Berger Paints India Ltd is one of India's leading paint companies with a strong legacy of innovation, quality, and customer-centric solutions. With a wide portfolio spanning decorative and industrial coatings, Berger Paints has established a significant presence across domestic and international markets. The company is known for its cutting-edge products, robust distribution network, and commitment to sustainability and excellence in the paint industry.



Program Title

**Campus to Corporate Excellence Program for
MBA Students**

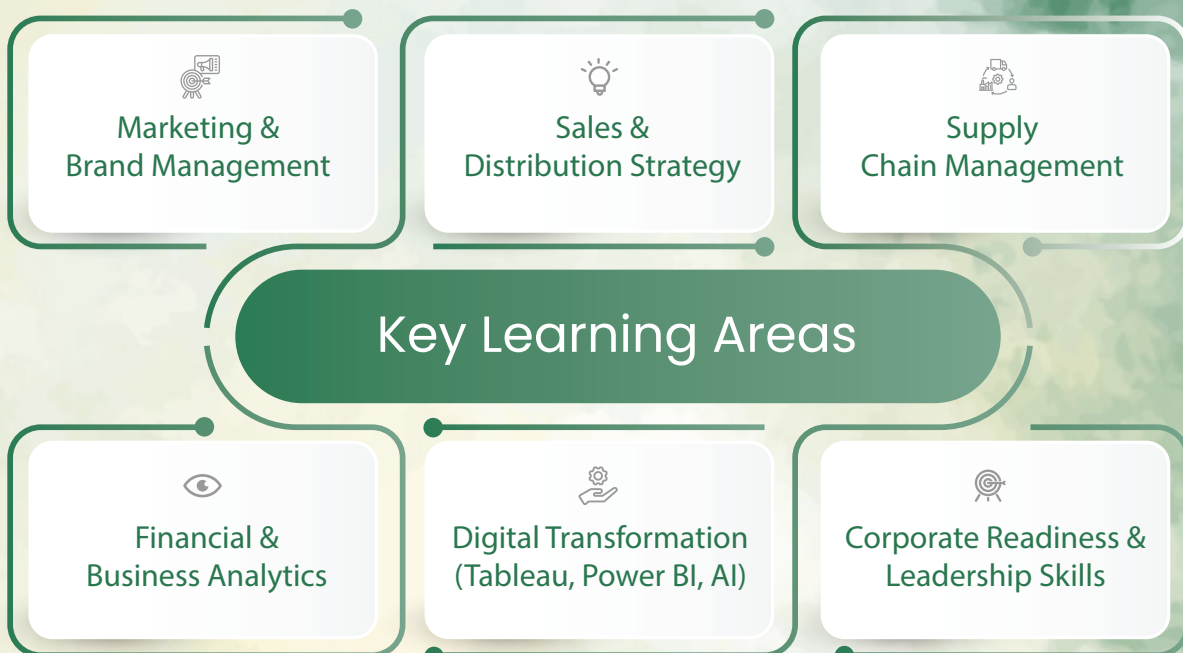
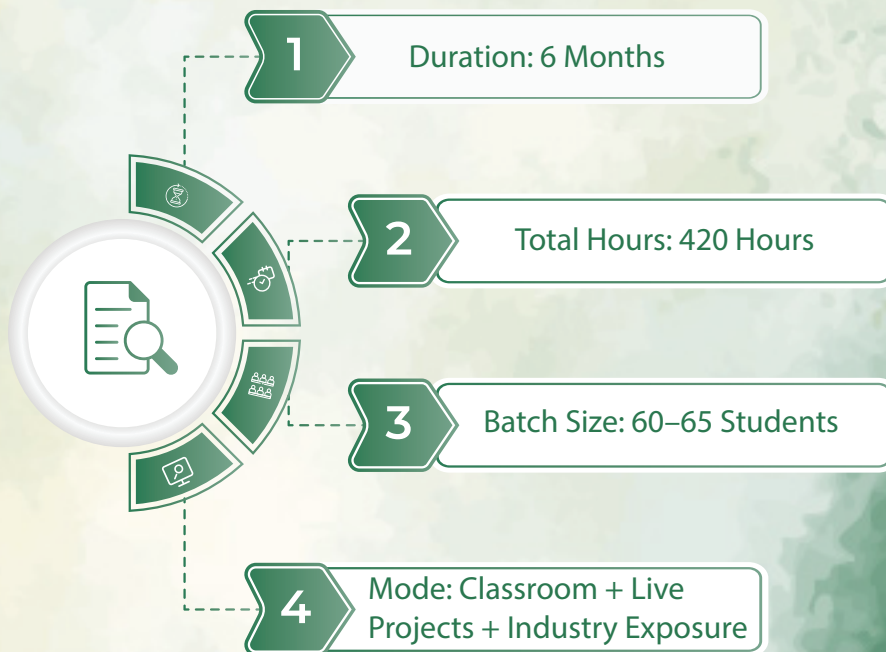
Who can attend?

MBA (Sales & Marketing)



Program Overview

A 6-month intensive training program designed to equip MBA students with **industry-relevant skills, practical exposure, and corporate readiness.**



Program Highlights



What Students Gain

- Strong business acumen & analytical skills
- Enhanced communication & leadership abilities
- Practical understanding of industry operations
- Improved placement readiness

Career Outcomes



Training Course Content

Basic Information

Duration	6 months - spread over classroom sessions, real time practical training, Group Projects, Group Presentations, Quiz and Evaluation.
Total Hours	420 hours
No. of students	60 -65
Pedagogy	Classroom lectures, case study analysis and discussion, simulation, role play, dissertation.
Evaluation	Assignments, Real time Projects, Quiz etc.; End-term examination to be held at the end of six months.

Learning Objectives

- Learning to transform seamlessly from Campus to Corporate through upskilling.
- Learning to navigate challenging opportunities where the candidates can fully use their skills for the success of the organization.
- Able to understand dynamics and succeed in stimulating challenging environment that will provide the candidates to leverage opportunities.
- A highly rewarding career where one can use the skills and knowledge acquired for organizational and personal growth.
- Use the experience and education to help the company to progress as per the Organizational vision and attain its goals.

ANNEXURE

Course	Topics
Marketing Management	<ul style="list-style-type: none"> • Marketing Management
	• Introduction to Marketing
	• Marketing orientation and philosophies
	• Marketing environment scanning and analysis
	• Consumer vs Business markets
	• Segmentation in Paint industry
	• Competitive targeting and positioning in Paint industry
	• Marketing mix (4Ps) for Paint industry
	• Sustainable Marketing
	• Ethics and Social responsibility Marketing
	• Aligning Marketing strategy and competitive sales
	<ul style="list-style-type: none"> • Customer Relationship Management
	• CRM concepts
	• Relationship Marketing
	• Customer Centricity tenets
	• CRM types
	• Customer Acquisition
	• Customer Retention
	• Customer Portfolio Management
	• Managing Customer lifetime value
	• Key Account Management
	• Managing Customer Experience
	• CRM strategy
	<ul style="list-style-type: none"> • Product & Brand Management
	• Managing Products and Product types
	• Product life cycle
	• Product portfolio
	• New product development
	• Brand identity and resonance
	• Brand architecture
	• Managing Brand equity

ANNEXURE

Course	Topics
	<ul style="list-style-type: none"> • B2B Marketing
	• Organizational buying behavior
	• Estimating Business market segments
	• Business market planning
	• Managing products and services for Business markets
	• Managing promotions for Business markets
	• Pricing strategy for Business markets
	• Managing communication in Business markets
	<ul style="list-style-type: none"> • Integrated Marketing Communication
	• Role and importance of IMC
	• IMC process
	• Message, Advertisement & Media strategy
	• Promotions - Types, ATL/BTL support, POSM usage Promotion settlements
	• Direct marketing, Sponsorship and Product placement, Promotion settlement
	• PR and publicity
	• Paint Industry - Outlook, Growth Potential, Prospects, Market Scenario etc.
	• Channel Opening & Nurturing-Pitch for Opening dealers, distributors, nurturing the channel members, establishing relationship,communications
Marketing Management	<ul style="list-style-type: none"> • Strategic Sales
	• The psychology of selling
	• Selling concept and characteristics
	• Sell sequence development
	• Buyer-Seller dyads and theories of selling
	• Art of prospecting
	• Handling prospect objections

ANNEXURE

Course	Topics
Marketing Management	<ul style="list-style-type: none"> • Sales planning and pipeline creation
	<ul style="list-style-type: none"> • Sales presentation strategy
	<ul style="list-style-type: none"> • Handling prospect objections
	<ul style="list-style-type: none"> • Essentials of closing sales and managing sales cycle
	<ul style="list-style-type: none"> • Service and follow-up for customer retention: long-term business friendships
	<ul style="list-style-type: none"> • Sales Promotions and Discounting strategies
	<ul style="list-style-type: none"> • Distribution & Channel Management
	<ul style="list-style-type: none"> • Sales organization and trade marketing
	<ul style="list-style-type: none"> • Sales force management for effective distribution
	<ul style="list-style-type: none"> • Managing sales territory
	<ul style="list-style-type: none"> • Role of Distribution- wholesaling to retailing
	<ul style="list-style-type: none"> • Types of Marketing channels
	<ul style="list-style-type: none"> • Channel management and strategy
	<ul style="list-style-type: none"> • Channel control
	<ul style="list-style-type: none"> • Channel conflict
	<ul style="list-style-type: none"> • Designing and Developing channel network
	<ul style="list-style-type: none"> • Measuring Distribution and distributors effectiveness
	<ul style="list-style-type: none"> • Establishing reach to Consumer Groups by Circumventing Distribution and other Related Costs
	<ul style="list-style-type: none"> • BD Operations - Entire Gamut of BD Activities.. Painters, Contractors, Engagement, XP Operations, IDEA, E Sambandh, DOCO Stores etc
Supply Chain Management	<ul style="list-style-type: none"> • Introduction to Supply Chain Management, achieving strategic fit, drivers of supply chain
	<ul style="list-style-type: none"> • Master Production Schedule in Paint Industry
	<ul style="list-style-type: none"> • Material Requirement Planning
	<ul style="list-style-type: none"> • Deterministic and Probabilistic Inventory Management with MRP – Case Study
	<ul style="list-style-type: none"> • Transportation and Distribution/Global Network Design

ANNEXURE

Course	Topics
	<ul style="list-style-type: none"> • Supplier Selection and Vendor Negotiation in Paint Industry
	<ul style="list-style-type: none"> • Supply Chain Risk and Resilience- Case Study
	<ul style="list-style-type: none"> • Demand Management and Forecasting (Latest forecasting techniques)
	<ul style="list-style-type: none"> • Assignment & Group Project
Accounting & Financial Management	<ul style="list-style-type: none"> • Fundamentals of Financial Accounting & Reporting: Understanding the flow of preparation of financial statements of companies.
	<ul style="list-style-type: none"> • Fundamentals of Financial Statements: Understanding Income Statement, Balance Sheet and Cash Flow Statement
	<ul style="list-style-type: none"> • Understanding various assets and liabilities of companies: Current & Non-current assets component wise and their importance in functioning of companies.
	<ul style="list-style-type: none"> • Understanding Equity & liabilities of companies: Current & non-current liabilities component wise and their importance in functioning of companies
	<ul style="list-style-type: none"> • Understanding revenues & expenses of companies: Top line / Revenue growth, depreciation, inventory accounting, various provisions and expenses.
	<ul style="list-style-type: none"> • Analyzing Profitability of companies: ROI, ROE and other profitability measures calculation and their significance for companies.
	<ul style="list-style-type: none"> • Account Reconciliation for companies' accounts

ANNEXURE

Course	Topics
Campus to Corporate	• Communication Sensitivity
	• Managing conflicts and negotiations
	• Organization culture & acceptance to change
	• Handling Power & Politics in organizations
	• Team Building
	• Leadership & Effective Decision making
	• Time Management
	• Stress management
	• Emotional Intelligence
	• Business Communication Skills (Presentation, Written, Oral)
• Perception and Positive attitude at the workplace	
Digital	• Data Visualization with Tableau
Transformation & Analytics	• Introduction to Business Intelligence
	• Introduction to Artificial Intelligence
	• Future Trends in Digital Transformation and Analytics
	• Understanding Digital Transformation
	• Digital Business Models
	• Data and Analytics Fundamentals
	• Implementing Digital Transformation using Tableau, Power BI, Salesforce
Recent Economic Developments for Business Application	• Fundamentals of production economics, and quantifying different aspects of productivity returns, its scale and scope
	• Types of market, pricing strategies, mark-up pricing, idea of consumer surplus and why market regulator exists? role of Competition Commission of India to regulate competition

ANNEXURE

Course	Topics
	<ul style="list-style-type: none"> <li data-bbox="520 443 1374 667">• Understanding Macroeconomic policy: What is fiscal policy/fiscal stimulus? How is size of economy measured? during crisis why fiscal stimulus and pump-priming is provided by the government? does it work – how? <li data-bbox="520 678 1374 902">• Global value chain, Indian policies having relevance with paint industry, the emergence of natural paints market (eco-friendly), the economics of using automation (AI) in paint industry Assignment & Group Presentation
<p style="text-align: center;">Long term Planning & Goal Attainment</p>	<ul style="list-style-type: none"> <li data-bbox="520 969 1374 1059">• Introduction to Strategy and Competitive Advantage - Why strategy is important for business <li data-bbox="520 1070 1374 1249">• Analyze the External Environment: Environmental Scanning & Industry Analysis in the Paints Industry - PESTEL, 5 forces analysis and Strategic Group Mapping (case study) - 2 sessions <li data-bbox="520 1261 1374 1350">• Analyze the Internal Organization: Evaluating and improving the value chain - Mapping the value chain <li data-bbox="520 1361 1374 1496">• Understanding Generic Competitive Strategies - Understanding the five generic strategies and how to compete (case study) <li data-bbox="520 1507 1374 1597">• Managing diverse stakeholders - stakeholder mapping techniques <li data-bbox="520 1608 1374 1697">• Developing a high level Strategic Plan, action plans and resource allocation <li data-bbox="520 1709 1374 1787">• Framework for strategy execution: Alignment and the McKinsey 7s Model <li data-bbox="520 1798 1374 1921">• Evaluating and Monitoring Goal Attainment - developing the strategy map and Balanced Scorecard (case study)

ANNEXURE

Course	Topics
	<ul style="list-style-type: none">• Assignment & Group Presentation
Berger Specific Content	<ul style="list-style-type: none">• Product Training - Details about all types of decorative products emulsions, enamels, primers, putty, textures, wood finishes, construction chemicals etc. Variants in each category, USP, Defects, Competition brands of same products etc. Concepts of tinting systems
	<ul style="list-style-type: none">• Policies & Procedures - Internal systems related to their domain
	<ul style="list-style-type: none">• KRAs, Incentives, Career path etc