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(Approved by AICTE,New Delhi,Affiliated to

JNTUK, Accredited by NAAC 'A' Grade &

NBA Accrediation for all UG Departments)



NATIONAL LEVEL 5 DAY ONLINE FACULTY DEVELOPMENT PROGRAM

INNOVATIVE BUSINESS STRATEGIES FOR POST COVID-19 PANDEMIC

8th - 12th
JUNE
2020

ORGANIZED BY

**KITS MANAGEMENT STUDENTS'
ASSOCIATION**
(DEPARTMENT OF MBA)

About Institution:

KKR & KSR Institute of Technology & Sciences, popularly known as KITS was established in the year 2008, by GSR & KKR Educational Society in Vinjanampadu village, Vatticherukuru Mandal of Guntur district. KITS has set for itself the mission to churn out professional deft, academically-bright and socially responsible individuals to contribute its wee bit to the knowledge society. The college is situated in a spacious 11 acres of land in an idyllic rural setting. Despite being a college with 12 years of academic standing, the college is making rapid strides in establishing good practices in teaching-learning processes. It's a pleasure to disclose the achievements made by the students of KITS in all spheres, of participation at the university level. It's proud moment for our institution and students who have topped the university in various faculties of Engineering. The college has good infrastructure and is making concrete efforts in building an industry-institute beneficial corridor through addressing both the potential resources of the region and also meeting the transnational technical requirements. Though main impetus of our college is technology it also supports and encourages students to involve in various social service activities like Blood Donation, Donations to orphanages, old age homes, and poor feeding. As on the date, college enjoys NAAC accreditation of "A" Grade for 5 years, NBA accreditation for 3 years since 2018 and permanent affiliation of JNTUK Kakinada. The institution has received funding amount worth of Rs1.65cr from various funding organizations; there is 170 qualified teaching staff which is more than the stipulated number by AICTE/affiliating University.

About Department:

The Management course at KITS was established in the year 2009 with the intake of 120 students. It offers the two year Master of Business Administration (MBA) Programme. The MBA Department at KITS is renowned for its pioneering ideas and efforts to impart latest knowledge to its students and creating ethical environment in its surroundings. This is intended to bring about the balance between employment opportunities and the employability of management students. The department is being run by a professor having 3 decades of experience with innovative ideas. The department holds highly qualified, rich experienced and dedicated faculty members. The colleges have a great record with providing best placements to its students in all the reputed organizations.

About the Faculty Development Program:

Welcome to the new changed world of Post Covid-19 Pandemic. Its panic everywhere and chaos world across which is followed by new norms of social distancing, lockdowns, element of fear in the minds of consumers, etc. There is a great amount of uncertainty and volatility world across, especially the business environment. Most businesses are having major impacts, without any discrimination, on who they are, when they are established, how they are, where they are, etc. With this impact the survival itself has become the question, therefore, they need to re-look, re-think and re-work on the business strategies and come out with innovative business strategies, which will help the businesses to steer across this CORONA storm. The market conditions have become very dynamic and so much uncertain. It is therefore, need of the hour to reconsider the business models, evaluate existing models, re-think on the business stands, work on the new revenue and cost models, learn to operate smoothly in these tough times.

This Faculty Development Programme has been well thought and experts identified, who can give the business a new direction, where there is a win-win situation for the businesses as well as the customers. The model of the FDP itself is in tune with the changed environment, instead of regular physical mode; this is being offered online, so as to ensure that the new norms of the post COVID-19 environment are adhered to and still do something of value creation, sharing and exchange.

Looking forward to you all to join us and listen to the experts online.....



**JOIN US BY
GO TO MEETING**

- REGISTRATION FEE : 100 INR
- WHO CAN ATTEND : ACADEMICIANS & PROFESSIONALS (Interdisciplinary)
- ATTENDANCE FOR ALL FIVE DAYS IS MANDATORY
- E-CERTIFICATES WILL BE PROVIDED TO THOSE WHO SUBMIT ONLINE FEEDBACK

REGISTER THROUGH THIS LINK:

 WWW.kitsmba\5dayonlinefdp

Resource Persons:

Day-1

Dr.Pradeep Kumar Dadabada
Assistant Professor
IIM Shillong

Topic:

FINANCIAL TIME SERIES PREDICTION IN TIMES OF COVID-19

Day-2

Dr.A.Chandra Mohan
Professor of Management
SRM University-Chennai
(Formerly Register Of RAJIV GANDHI NATIONAL INSTITUTE OF YOUTH DEVELOPMENT,GOI CHENNAI)

Topic:

INNOVATIVE BUSINESS STRATEGIES AND SKILLS

Day-3

Dr.Sonia Chawla
Associate Professor
Department of Humanities & Management
Dr.B.R.Ambedkar National Institute of Technology
Jalandhar

Topic:

MITIGATION STRATEGIES FOR POST COVID-19 CHALLENGES FOR HIGHER EDUCATIONAL INSTITUTES IN INDIA.

Day-4

Dr. Chetan Srivastava
Associate Professor
School of Management Studies
University of Hyderabad

Topic:

REVISITING MARKETING IN POST COVID-19 ENVIRONMENT

Day-5

Dr.Kunal Gaurav
Area Chair Research & Counsultancy
Siva Sivani Institute Of Management, Hyderabad

Topic:

POST COVID-19 TEACHING STRATEGIES FOR MANAGEMENT TEACHERS