

## ABOUT THE COLLEGE

Vardhaman College of Engineering was established in 1999. It is affiliated with Jawaharlal Nehru Technological University, Hyderabad, and was approved by AICTE, New Delhi. It is accredited by National Board of Accreditation and also by National Assessment and Accreditation Council with A++. Vision of VCE is to be a pioneer institute and leader in engineering education to address societal needs through education and practice. VCE has the required infrastructure for the curriculum and also extended facilities of research centres giving enhanced opportunity to the students. Library facilities include digital subscription of IEEE publications, National and International Journals. Sports, NSS, hostel facility and transportation to all parts of the city available.

## ABOUT THE DEPARTMENT

VCE Established the Department of MBA in 2006 with an intake of 60, with different electives to meet market demand. Our vision is to be an outstanding source that serves as vital platform to foster a student competent and dynamic to industrial needs. The department strives to formulate a tenacious research and teaching atmosphere that responds dynamically to contemporary issues and obtain managerial solutions.

The department has well experienced faculty including regular professors who give their valuable inputs for the development of the department. A conducive environment prevails in the department where faculty & students develop their career and overall personality to be on par with changing landscape of external world. It has strong industry interaction and has been involved in conducting industry visits and providing internships for the students.

## CHIEF PATRONS

Dr. T. Vijender Reddy	Chairman
Sri. T. Upender Reddy	Secretary
Sri. M. Rajasekhar Reddy	Vice chairman
Sri. E. Prabhakar Reddy	Treasurer

## PATRONS

Dr. J.V.R. Ravindra	Principal
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## CONVENOR

Dr. V Sreehari	Head & Professor Dept. of MBA
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## COORDINATOR

Dr. S. Suneetha (9866098127)	Professor Dept. of MBA
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## CO-COORDINATOR

Y. Prakash (8712744837)	Asst. Professor Dept. of MBA
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## FACULTY COORDINATORS:

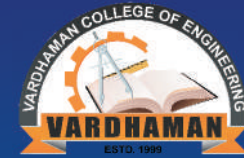
1. Dr. N Ramakrishnudu -9652503724
2. Mr. G Ramesh - 9701731555
3. Mr. K Santosh Kumar - 9030028787
4. Mr. C Ganesh - 9030773407
5. Mr. G Vinesh Kumar - 9948227154
6. Mr. G Suresh Kumar – 9032948630

## REGISTRATION LINK

<https://forms.gle/uaTGmgMLfSYGgDR66>



**Note:** E-Certificate will be issued to all the participants having 80% of attendance with feedback is mandatory.



**One Week Faculty Development Programme**

on

**COVID 19 – BUSINESS DYNAMICS IN NEW NORMAL**

**26th April 2021 to 1st May, 2021**



Organized by

**Department of MBA**  
**VARDHAMAN COLLEGE OF ENGINEERING**

(Autonomous)

Shamshabad – 501 218, Hyderabad, T. S., India  
[www.vardhaman.org](http://www.vardhaman.org)

## ABOUT THE PROGRAMME

COVID-19 has changed the way business functions today and challenged the existing processes, approaches and business practices. There are new challenges, issues and opportunities for business organizations because of COVID-19. The present FDP concentrates on how the roles of various functionalities of organizations' witnessed the business aligning with the so called 'new norm', Practices that were forced to modify, and few others which were inevitable so as to keep the business ON and people / operational issues in this path can be highlighted.

### Objectives of the Programme:

1. To infer the impact of Covid on various business functionalities such as HR, Marketing, Finance, Operations etc.,
2. To Illustrate & integrate New normal in Business scenario
3. Understanding the Business dynamics in the phase of New Normal
4. Future perspectives & impact of New Normal on individuals, organizations & Society



**THE NEW  
COVID - 19 PANDEMIC  
NORMAL**

## RESOURCE PERSONS



**Dr. Anitha**  
HOD & Professor  
S.K. Institute of Management  
Sri Krishnadevaraya University



**Dr. Irala Lokanandha Reddy**  
Associate Professor  
School of Management studies  
University of Hyderabad



**Mr Chandra Sekhar**  
Director, Founder & COO  
Kamadhenu Telefilms PVT Ltd.,



**Ramakrishna Pothula**  
AVP- Finance  
(Govt. & Public Sector Consulting)  
Deloitte India (Offices of the US)



**Vannala Chakrapani,**  
General Manager  
Kainos Curatives Pvt., Ltd



**Dr. Rajasekhar**  
Professor  
Pro vice chancellor II  
School of Management studies  
University of Hyderabad



**Dr. B.R. Megharaj,**  
Professor  
S.K. Institute of Management  
Sri Krishnadevaraya University



**Siva Prasad Sake**  
Director – Operations  
A.O. Smith India Water Products Pvt. Ltd.



**Prabhakara Durgam Reddy**  
Director  
Capgemini Ttechnology services India Limited



**Dr. A V Ramana**  
Professor  
Dept., of Commerce  
Sri Krishnadevaraya University



**Sibgatullah Hussain**  
Senior Project Manager  
Zensar Technologies



**Mr. A. Sandeep**  
Senior Project Manager  
Infosys