

## School of Business SMVD University

School of Business under Faculty of Management at Shri Mata Vaishno Devi University (SMVDU) has established itself as one of India's leading center of excellence in management education and research. In a short span of existence the school has been contributing to the growth of management and administration field through its research, training and development programs as well as hosting of seminars and workshops. In previous years School of Business had organized different programs & workshops that have benefitted various organizations and its employees. Out of various training program, projects and consultancy many of them were related to organization's sustainability, employees' competence & capacity development and employees' motivation.

Shri Mata Vaishno Devi University (SMVDU) is a fully residential and technical University, under section 12 B of UGC, established through an Act of Jammu and Kashmir State Legislature 1999. The university is sprawled over a campus area of 474 acres in the scenic surrounding adjoining the Trikuta foothills, in the vicinity of Katra and about 38 Kms from Jammu city. The University follows the IIT academic pattern



### Invitation for Participation:

Participation is invited from the managers/ administrators at entry or middle level of management in private/ public sector/ profit/ not for profit organisations/ institutions / researchers/ faculty members (specifically in administrative roles etc. in the two days Management Development Program Designing Strategies for Sustainable Organisations. Interested candidates are required to submit the application through e-mail along with a registration form and registration fees. The details of registration are as follows:

Registration Fee: **Rs. 10,000/-**

Includes Seminar kit, one Seminar lunch and tea in between the sessions. Accommodation can be provided on request.\*

\* Please note that the accommodation on the University campus is limited and shall be offered on first come first basis on the basis of availability and payment at the existing rates

20% discount can be provided to the organisation for minimum registration of Five members

The payments for registration can be made through demand draft in favour of **Registrar, SMVDU payable at Katra, J&K**. The online transfer can also be made through RTGS/NEFT as per the details below:

**Account no. 0477010100000114**

**In favour of Head, School of Business, SMVDU**

**Bank The Jammu & Kashmir Bank Ltd.**

**Branch Kakryal (SMVDU), Katra, J&K**

**IFSC Code: JAKA0SMVDUN**

**MICR : 182051202**

**Last date for registration : 30th August 2019**

For any query contact:

**Dr. Saurabh,**

**Head, School of Business and Coordinator**

**Mobile: +91 9419216302**

**01991-285524, 09622885588 (Ext. 2422)**

**Email: saurabh.sri@smvdu.ac.in**

### Management Development Program

# Designing Strategies for Sustainable Organizations

**7th– 8th September 2019**



**Organized by**

**School of Business  
Faculty of Management  
Shri Mata Vaishno Devi University  
Katra, Jammu and Kashmir  
182320**

**01991- 285524/ +91-9419911696/+91-9622885588**

**Extn. 2405, (Head SoB), 2422,, 2420, 2413**

**www.smvdu.ac.in**



# About the Management Development Program

The theory of existence in the dynamic environment has posed challenge for survival and sustainability. The managers of the business and the social organizations are often confronted with the issues of crafting and executing the strategies that align the resources with the environment. They are confronted with the challenges of identifying and creating dynamic capabilities that may sustain the organization in a long term. The managers in the professional as well as administrative organizations are confronting the situations that demand for decisions that are strategic in nature. The strategic decisions often have tactical implementation challenges coupled with sustainability issues. In the dynamic environment it is required that the managers and the administrators are equipped with the designs, and techniques that enable them to be a good decision maker. The managers are required to be reinforced with the training of facing the contemporary challenges. They need to be equipped with the thought process which has a rich input of national and international happenings. This shall not only help in widening the horizon of lateral and vertical thinking as well as enable them in to relook into the strategic thinking. The strategic thinking in turn shall enable them to design the strategies which are suitable for sustaining the growth of the organization. The questions such as 'what', 'when', 'who', 'where', and 'how' are redefined in the context of survival and growth and dynamic abilities to sustain the changes in the world, will create a responsive manager and hence a responsive organization.

The two days MDP on **Designing Strategy for Sustainable Organizations** is to provide insight to the managers/ administrators of various private and public sector organizations. The MDP shall focus upon the entry and middle level managers/ administrators. It shall help them to understand the importance of strategy for creating a sustainable growth in the organization.

### The MDP shall cover topics such as:

- Significance of developing sustainable strategy,
- Understanding the factors that impact the business environment through use of structured tools,
- Using tools to analyze competition in a business, developing a basket of initiatives, and
- Developing a Sustainable Strategy Map.

### Pedagogy :

The pedagogy shall include discussion on the case studies, by the eminent scholars to provide real time input, simulation games and role plays. The focus shall be on the experiential learning and use of appreciative enquiry method.

### Who can participate:

- Managers and administrators (Entry level and middle level)
- Researchers and Faculty members

### Resource persons:

The list of resource persons shall include senior trainers from School of Business, SMVDU, DMS IIT Delhi, IIMs and Corporate trainers and facilitators.

<b>Registration Form for MDP on Designing Strategy for Sustainable Organizations 7th- 8th September 2019</b>				
Name :				
Designation :				
Organization:				
Age:		Gender		Total Experience
Email id:				
Contact Details: (Mobile no)				
Complete Address: _____ _____ _____ City _____ State _____ Pin _____				
Transaction Details:				
Amount :			Date:	
Demand Draft No./				
Transaction Id				
Bank with branch and IFSC Code:				
Signatures				