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Hon'ble Executive Director, SRMCEM, Lucknow

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Ms. Inderjit Kaur

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Dr. Priyanka Srivastava

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Mr. S. Niyazi

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Dr. Vivek K Mishra	Dr. Salahuddin Ansari
Ms. Akanksha Mishra	Dr. Manisha Gupta
Ms. Aishwarya Gupta	Ms. Shilpi Bajpai
Ms. Archana Shukla	Ms. Jaya Jain
	Ms. Kanchan Agarwal
	Ms. Shivangi Sharma

Eminent Speakers

Dr. Amit Kumar Singh.
Professor
BBAU, Lucknow

Dr. Arvind Mohan
Professor
University of Lucknow

Dr. Hitesh Kesarwani
Associate Professor
Amity University,
Lucknow

Dr. M. K. Agarwal
Professor
University of Lucknow

Dr. Nimisha Kapoor
Associate Professor
University of Lucknow

Dr. Ajai Prakash
Professor
University of Lucknow

Dr. Neeraj Kumar
Professor
University of Lucknow

Dr. Himanshu Mishra
Associate Professor
Jaipuria Institute of
Management, Lucknow

Mr. Jatin Srivastava
Chartered Accountant
Seth and Associate

Mr. Asit Pathak
Director, Digipodium,
Lucknow

Location

E-302, E-Block, SRMCEM,
Tewariganj, Faizabad Road,
Lucknow

Contact Person for More Information

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ONE WEEK FACULTY DEVELOPMENT PROGRAMME

On

“Synergies of Business Management:
Challenges and Opportunities”

08th-12th August, 2023

Organized By:



Department of Management

SHRI RAMSWAROOP MEMORIAL COLLEGE OF
ENGINEERING & MANAGEMENT

AND

SHRI RAMSWAROOP MEMORIAL COLLEGE OF
MANAGEMENT

Tewariganj, Lucknow

In Association with:

Lucknow Management Association
ASSOCHAM, UP Chapter

Institutions' Innovation Council (IIC), MHRD

About the Institute

Shri Ramswaroop Memorial College of Engineering & Management (SRMCEM) and Shri Ramswaroop Memorial College of Management (SRMCM) are leading institutes of higher education in India. SRMCEM has been rated as one of most appreciated institutes of Dr. A. P. J. Abdul Kalam Technical University, Uttar Pradesh, which offers Undergraduate Programmes (Engineering) in various streams-Computer Science (CS), Electronics and Communication (EC), Information Technology (IT), Electrical and Electronics (EN), Mechanical Engineering (ME), Civil Engineering (CE) and Postgraduate Programs in Management and Computer Applications (MBA & MCA). SRMCM stands as one of the top-notch institutes and offers various Under Graduate programs (BBA, B.Com. (Hons.) & BCA) in Lucknow.

Our colleges strive to achieve excellence in various courses such as Engineering, Commerce & Management and Computer Applications. In order to achieve the superiority in education, SRMCEM & SRMCM are making efforts in variety of ways for improvement and broadening of its basic faculty system, educational environment, and other infrastructural facilities. We are committed in leveraging the facilities and the system to a world class standard. Our goal is to provide academic and professional resources to prepare our students to function as prominent and responsible members of cosmopolitan community.

About FDP

The Department of Management is pleased to announce five days FDP on the topic “Synergies of Business Management: Challenges and Opportunities” from **08th–12th August, 2023**.

Objectives of the FDP

- Participants will get in depth understanding of various dimensions of business management and its implications in decision making process.
- Participants will gain better understanding on how to achieve better results by successful implementation of different aspects of management.
- Participants will be able to develop their leadership and management skills.

Core Areas to be covered in the Program

- Business Analytics
- 5-Trillion Economy
- Bloom’s Taxonomy
- Finance
- Marketing
- Business Strategies

Who Can Apply?

1. The faculty members of the approved institutions by AICTE.
2. Research Scholars and PG Scholars.
3. Participants from Government, Industry (Bureaucrats/ Technicians/ Participants from Industry etc.)

Participation Process

Confirmation of Participation will on first-cum-first-serve basis and no. of seats are limited.

Registration (Registration Fee Rs.1000 Per Participant)

1. For registration of the programme:
<https://forms.gle/p1Bq39p55jEhciwk6>
Fill in all necessary details
2. After Registration, please join WhatsApp group for updates:
<https://chat.whatsapp.com/GR5ABXYBXDD8oldufEeKbH>

Mode of the FDP

All expert sessions will take place in Offline Mode.

Issuance of certificate

The certificates shall be issued to those participants who will attend the programme with 100% attendance.

SCHEDULE OF FDP
08th – 12th August, 2023.

Date	Topics	Sessions	Time
08-08-2023	5-Trillion Economy	Session-1	9:30 AM-12:00 PM
		Session-2	1:30 PM-4:00 PM
09-08-2023	Green Marketing	Session-1	9:30 AM-12:00 PM
	Finance	Session-2	1:30 PM-4:00 PM
10-08-2023	Bloom's Taxonomy	Session-1	9:30AM-12:00 PM
	Digital Marketing	Session-2	1:30 PM-4:00 PM
11-08-2023	Marketing	Session-1	9:30 AM-12:00 PM
	Business Analytics	Session-2	1:30 PM-4:00 PM
12-08-2023	Economic Development	Session-1	9:30AM-12:00 PM
	Behavioral Marketing	Session-2	1:30 PM-4:00 PM

Note: Each session will be followed by interaction session of half an hour with eminent speakers.

Date wise Schedule of Resource Persons
08th – 12th August, 2023.

Name	Designation	Organization	Date	Session
Dr. Arvind Mohan	Professor	University of Lucknow	08-08-2023	Session-1
Dr. M. K. Agarwal	Professor	University of Lucknow		Session-2
Prof. (Dr.) Amit Kumar Singh	Professor	BBAU, Lucknow	09-08-2023	Session-1
Dr. Nimisha Kapoor	Associate Professor	University of Lucknow		Session-2
Prof. (Dr.) Ajai Prakash	Professor	University of Lucknow	10-08-2023	Session-1
Mr. Asit Pathak	Director	Digipodium, Lucknow		Session-2
Dr. Himanshu Mishra	Associate Professor	Jaipuria Institute of Management, Lucknow	11-08-2023	Session-1
Dr. Hitesh Kesarwani	Associate Professor	Amity University, Lucknow		Session-2
Mr. Jatin Srivastava	C. A.	Seth and Associate	12-08-2023	Session-1
Prof. (Dr.) Niraj Kumar	Professor	University of Lucknow		Session-2