



ANDHRA LOYOLA INSTITUTE OF ENGINEERING AND TECHNOLOGY  
ISO 9001: 2015 CERTIFIED  
(NAAC Accredited, Approved by AICTE, New Delhi & Affiliated to JNTU, Kakinada)  
Vijayawada – 520 008  
Code: (0866) Contact: College: 2498978, Secretary: 2476161,  
Principal 2476945, Fax: 2498976  
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

03-06-2020

Vijayawada

To

The Co-ordinator  
IQAC Cell  
ALIET  
VIJAYAWADA

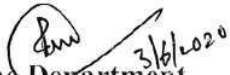
Respected sir


**Subject:** Organizing a three-day national level online FDP on “New Challenges in Business Management” A Strategic Approach (Pre and Post COVID Scenario).

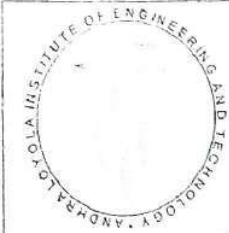
This is bring to the notice of IQAC that, we are planning to organize a three day national level online FDP on “New Challenges in Business Management” A Strategic Approach (Pre and Post COVID Scenario) by Mr.Mahesh Venkateswaran, Chief Growth Officer, Knack App. Dr. Sanjeev Varshney, Professor in Marketing, XLRI Jamshedpur, Dr. Vandana Zachariah, Professor in Finance LIBA --Chennai from 08<sup>th</sup> to 10<sup>th</sup> June 2020. This is very useful to the faculty toknow about:

- Day 1: 8/6/2020 @ 2.30 pm- 4.00 pm  
Digital Transformation in Recruitment and Hiring
- Day 2: 9/6/2020 @ 2.30 pm- 4.00 pm  
Marketing Strategies for Small Businesses
- Day 3: 10/6/2020 @ 2.30 pm- 4.00 pm  
Managing Business and Personal Financial Health Post Covid-19

Thanking you.

  
Head of the Department

  
IQAC Co-ordinator



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**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

03-06-2020

**NOTICE**

This is to inform that all MBA faculty members, there will be a **three day national level online FDP on "New Challenges in Business Management" A Strategic Approach (Pre and Post COVID Scenario)** by Mr. Mahesh Venkateswaran, Chief Growth Officer, Knack App, Dr. Sanjeev Varshney, Professor in Marketing, XLRI Jamshedpur, Dr. Vandana Zachariah, Professor in Finance LIBA -Chennai.

**Date:** 08<sup>th</sup> June, 2020

**Time:** 2.00 PM to 4.00 PM (Every Day)

  
Head of the Department

## REPORT ON THREE DAY NATIONAL LEVEL ONLINE FDP

Department of Business Administration of Andhra Loyola Institute of Engineering and Technology (ALIET), Vijayawada organized three-day national level online FDP on "New Challenges in Business Management" A Strategic Approach (Pre And Post COVID-19 Scenario) from 8<sup>th</sup> to 10<sup>th</sup> June, 2020 @ 2.30 pm – 4.00 pm (every day). On first day Mr. Mahesh Venkateswaran, Chief Growth Officer, Knack App taught about Digital transformation in recruitment and hiring, 2<sup>nd</sup> day Marketing Strategies for Small Businesses topic is covered by Dr. Sanjeev Varshney, Professor in Marketing XLRI Jamshedpur and 3<sup>rd</sup> day Dr. Vandana Zacharia, Professor in Finance, LIBA-Chennai taught about Managing Business and Personal Financial Health Post Covid-19. Head of the department Dr. T. Subba Rayudu and faculty of MBA Department Mr. N. Janardhana Rao, Mr. P. Rajesh, Mrs. Lavanya P.B., Mrs. V. Nagalakshmi and Mr. U. Gangadhara Rao were present.

HoD 

Online FDP @ ALIET



## ANDHRA LOYOLA INSTITUTE OF ENGINEERING AND TECHNOLOGY, VIJAYAWADA- 520 008

Recognized by Govt. of AP, Approved by AICTE New Delhi, Affiliated to JNTUK, Kakinada  
Andhra Pradesh, India



# Department of Business Administration Organizes

Three Day National Level Online FDP on  
**"New Challenges in Business Management"**  
A Strategic Approach (Pre and Post Covid Scenario)

From

8<sup>th</sup> to 10<sup>th</sup>

June, 2020

@ 2.30 pm – 4.00  
pm (every day)

**Free Registration**

## About ALIET

Andhra Loyola Institute of Engineering and Technology (ALIET)- a sister Institute of Loyola College Chennai, St. Xavier's Mumbai, St. Xavier's Calcutta, XLRI, St. Joseph's Bangalore- is one of the premier Institutions that sets high standards in Engineering and Management Education in and around the Capital Region of Amaravati, A.P, ALIET was established in the year 2008 by the Loyola College Society, Guntur-Vijayawada, to realize the Jesuit Vision and with an aim to take technical and management education to students, especially to the under privileged and the more deserving youth of the state.

## Vision

In accordance with the Jesuit vision of higher education, ALIET imparts technical education in the realm of higher education with integral formation which involves academic excellence, spiritual growth, social commitment and value-based leadership.

## Mission

The mission of Jesuit education at ALIET is to form 'men and women for others' and mould them as global citizens with competence, conscience and compassionate. Special concern is shown towards socially and economically marginalized students.

## About Department

The Department of Master of Business Administration at ALIET was established in 2009. Since its inception the department has made giant strides towards quality in management education. The MBA program at ALIET aims at Leadership Development, Experiential Learning and Academic Excellence. It is highly customer centric, customized and comprehensive and attracts the best of students and faculty.

## Vision of the Department

To produce high caliber management professionals with a passion for academic excellence, uncompromising human values and sensitive social conscience.

## Mission of the Department

M1 – To offer enriching learning experiences to aspiring to aspiring managers.

M2 – To enable them to realize their full potential.

M3 – To ensure that they serve as agents of continuous improvement and change.

M4 – To encourage entrepreneurship and service.

## About FDP

Covid-19 spread is emotionally challenging for many people, changing day-to-day life in unprecedented ways. It has become most critical for businesses to keep their financial wheels turning during these pandemic time period due to less revenue churn. When a threat becomes a reality, companies need to adapt to the crisis and adjust any strategy necessary to avoid more significant losses to the organization and its people. In this regard, there is a need to better understanding of the business strategies and economic implications coronavirus has on functioning of their activities like managing business and personal financial health, managing their human capital, trade promotions etc. Against this background, **A Three Day National Level FDP** is planned by the **Department of Business Administration, Andhra Loyola Institute of Engineering and Technology from 8<sup>th</sup>-10<sup>th</sup> June, 2020** with the title “**New Challenges in Business Management- A Strategic Approach (Pre and Post Covid Scenario)**”.

## Major Topics to be covered by the Speakers

1. Digital Transformation in Recruitment and Hiring
2. Marketing Strategies for Small Businesses
3. Managing Business and Personal Financial Health Post Covid-19

## Resource Persons

Day 1: 8/6/2020  
@ 2.30 pm- 4.00 pm



**Mr. Mahesh Venkateswaran**  
Chief Growth Officer  
Knack App

Day 2: 9/6/2020  
@ 2.30 pm- 4.00 pm



**Dr. Sanjeev Varshney**  
Professor in Marketing  
XLRI Jamshedpur

Day 3: 10/6/2020  
@ 2.30 pm- 4.00 pm



**Dr. Vandana Zachariah**  
Professor in Finance  
LIBA-Chennai

## Organizing Committees

### Chief Patron

**Rev. Fr. P. Bala Showry, S.J.**, Rector, Andhra Loyola Institutions

### Chief Convener

**Rev. Fr. Dr. A. Francis Xavier, S.J.**, Secretary & Director, ALIET

### Chairman

**Dr. O. Mahesh**, Principal, ALIET

### Patron

**Rev. Fr. J. Chiranjivi, S.J.**, Assistant Director

**Rev. Fr. M. Anand, S.J.**, Assistant Director

### Convener

**Dr. T. Subba Rayudu**, Associate Professor & HOD- Dept. of MBA

### Coordinator

**Mr. Rajesh Pasala**, Assistant Professor, Dept. of MBA

## Chief Advisor


**Dr. Agna Fernandez**, Associate Professor, LIBA, Chennai

## Advisory Committee/ Technical Support

1. **Mrs. P. M. Prasuna**, Associate Professor Dept. of CSE
2. **Mr. N. Janardana Rao**, Associate Professor, Dept. of MBA
3. **Mrs. V. Nagalakshmi**, Assistant Professor, Dept. of MBA
4. **Mrs. P.B. Lavanya**, Assistant Professor, Dept. of MBA
5. **Mr. U. Gangadhara Rao**, Assistant Professor, Dept. of MBA

## For any queries, you may contact

**Dr. T. Subba Rayudu** -  8639915696

**Mr. Rajesh Pasala** -  8639677534

E-Mail - [aliet.mbaudp2020@gmail.com](mailto:aliet.mbaudp2020@gmail.com)

## Registration Link



<https://bit.ly/MBA-FDP>

Kindly click on the link for submission of Registration form

## Meeting Platform



After registration, kindly join what's App group through one of the links below

 Link 1: <https://chat.whatsapp.com/FKYFNssMq0j0h65MhbKRA7>

 Link 2: <https://chat.whatsapp.com/LdtZnFmKnXsCdCYGqlexwy>

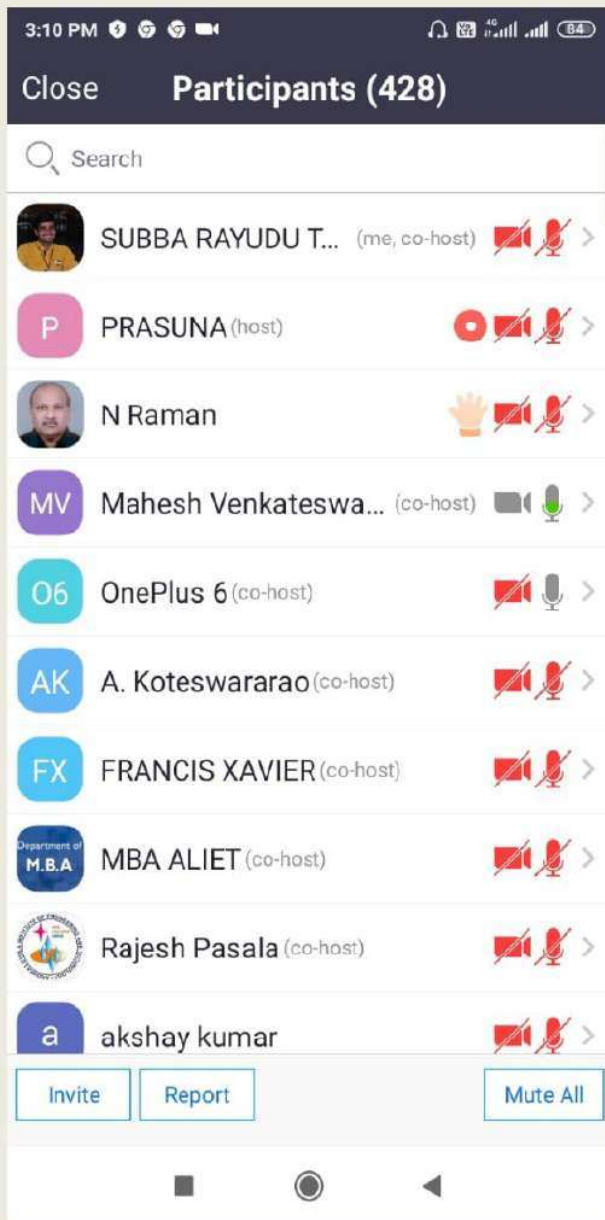
**Note:** E-Certificate will be provided to those who attend all the sessions



*Stay Home Stay Safe*

# Glimpse of the FDP

## Day 1




































# Day 2

3:21 PM



Close **Participants (428)**


Search

-  SUBBA RAYUDU T... (me, co-host)  
-  PRASUNA (host)   
-  Varshney (co-host)  
-  A. Koteswararao (co-host)  
-  Agna (co-host)  
-  FRANCIS XAVIER (co-host)  
-  MBA ALIET (co-host)  
-  ABDHUL Rahim  
-  ABDULSHAFFI.SHAIK  
-  abhinaya vemuri  

Invite Report Mute All


2:54 PM


 Zoom  Leave

 Recording

## GTM

S.No.	GTM Variable	Details	Strategy	Action plan
1	Right customers	Profile (demographic, Attitude, Lifestyle, behaviour etc.)	Clear targeting, focus on a small sample and look at innovators	
2	Right market	Which location, state, district, city etc.	Try to be regional	
3	Right Channel:	Channel of distribution Channel of communication	Get shelf space, retailer to sell, personal relationship Look at media habits of people. Do not waste money on mass media, more focus on BTL.	
4	Right product:	What consumer needs and fits his profile	3 R strategy	
5	Right value proposition	Value driver, competition, benchmark etc.	Generate trials, work on availability and visibility	

 (2)



Unmute Start Video Share Participants More

# Day 3

