

## AICTE Training and Learning (ATAL) Academy



Online Five Days Faculty Development  
Programme (FDP)

On

**Strategic Management in New  
Economic Environment  
(22<sup>nd</sup> – 26<sup>th</sup> September, 2021)**

Patron

**Prof. V. K. Jain**  
Vice Chancellor, Tezpur University

Coordinator

Dr. Biswajit Ghose  
Assistant Professor  
Department of Commerce  
Tezpur University



Organized by  
Department of Commerce  
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Napaam, Assam – 784028  
Website: [www.tezu.ernet.in](http://www.tezu.ernet.in)

## ABOUT THE FDP

The global economic environment has seen tremendous changes in the first two decades of this century. The most significant is the rise of emerging countries. Emerging countries such as China, India, and Brazil have substantially increased their market presence in recent past. It is becoming increasingly important for global companies to either redesign or develop their business strategies to prosper in this neck-to-neck competition. To impart up-to-date education in universities and colleges, and conduct innovative research, academicians and scholars from the disciplines of management, commerce, and economics should stay abreast of the contemporary developments in the area of strategic management along with its implications and significance for emerging economies. Keeping this in view, Department of Commerce, Tezpur University in collaboration with AICTE Training And Learning (ATAL) Academy is organizing a five day Faculty Development Programme on “Strategic Management in New Economic Environment”.

## OBJECTIVES OF THE PROGRAM

To acquaint the participants with:

- the concept of strategic management, strategy formulation, strategy implementation and control.
- the importance and implications of strategic management in the context of new economic environment.
- strategic issues related to large and small business organizations and start-up ventures.
- contemporary issues like corporate governance, corporate social responsibility, innovation, knowledge management etc. and their strategic implications.
- important cases related to strategic business decisions.

## DISCUSSION HIGHLIGHTS

- Business Strategy and Strategic Management
- Strategy Formulation
- Strategy Implementation and Control
- Strategies for Large Business Organizations
- Strategies for Small Business Organizations and Start-Ups
- Corporate Governance
- Corporate Social Responsibility
- Sustainability
- Innovation
- Knowledge Management
- Strategies During Disaster Situation
- Case Studies
- Bhagavad Gita and Strategy
- Happiness

## TARGETED PARTICIPANTS

As per the directives of the AICTE Training And Learning (ATAL) Academy, the target audience includes faculty members of AICTE approved institutions, research scholars, PG Scholars, participants from Government, Industry (Bureaucrats/Technicians/Participants from Industry etc.) and staff of host institutions (subject to not more than 30% from Host Institution). Maximum two hundred participants will be selected for the training program.

## CERTIFICATION

The Certificates shall be issued by AICTE Training and Learning (ATAL) academy to those participants who have attended the program with minimum 80% attendance and scored minimum 60% marks in the test conducted at the end of the online FDP.

## ABOUT TEZPUR UNIVERSITY

Tezpur University was established on January 21, 1994 by an Act of Parliament of India, The Tezpur University Act, 1993 (Act No. 45 of 1993), as a non-affiliating and residential Central University. The University is located at Napaam, about 15 km east of Tezpur town in the Sonitpur District of Assam. The serene and green University Campus of about 262 acres provides an excellent ambience including modern infrastructure conducive for learning and dedicated research. The academic programmes, offered in the University, have a distinct focus on Science, Technology, Management, Humanities, and Social Sciences, reflecting the objectives of the University. At present, the University offers a number of Programmes of Under-Graduate Degree/Diploma/Certificate, Integrated Programmes, Post-Graduate Degree/Diploma and Doctor of Philosophy Degree in various Disciplines. The University offers Add-on courses on Yoga and Violin too. During the last 27 years of its existence, the University has engaged itself in the process of capacity building, both in terms of infrastructure and human resource development. The University has mounted tremendous efforts in developing it into a modern University incorporating all elements from the contemporary scientific and socio-cultural milieu. The University was awarded the Best Central University in 2016 by the visitor, the Hon'ble President of India.

## REGISTRATION

- Participants need to register themselves by visiting the following link:  
<https://atalacademy.aicte-india.org/signup>
- There is no registration fee

## ABOUT DEPARTMENT OF COMMERCE

Department of Commerce is the second department established under the "School of Management Sciences". It came into existence in the year 2013. The department offers 5 years Integrated Master of Commerce (M. Com.) programme since 2014. The department is also offering Doctor of Philosophy (Ph.D.) in Commerce from the academic session 2020-2021. The Integrated M. Com programme is offered with the option of lateral exit on successful completion of six semesters with B. Com (Hons) degree and lateral entry in the Seventh Semester (subject to fulfilment of eligibility criteria) for the M. Com. Degree. The aim of the Department is to impart quality education to all the students pursuing the programme. Apart from providing quality education, this department ensures that the youths can face the various competitive examinations and pursue various other courses. This department also has some provisions for students who wants to pursue their C.A., C.S, I.C.W.A and other relevant degrees.

## COORDINATOR

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**The program will be conducted in online mode**

## ABOUT ATAL ACADEMY

AICTE Training and Learning (ATAL) Academy is established with the vision “To empower faculty to achieve goals of Higher Education such as access, equity and quality”. AICTE is committed for development of quality technical education in the country by initiating various schemes launched by Govt. of India, Ministry of Human Resource Development. Council understands that there is a need of the day to train the young generation in skill sector and having faculty & technicians to be trained in their respective disciplines. Training is required for increasing the knowledge and skills of faculties and students to make them more employable to acquire global competencies.

## ORGANIZING COMMITTEE

- Dr. Santi G. Maji, Department of Commerce, Tezpur University
- Dr. Reshma K. Tiwari, Department of Commerce, Tezpur University
- Dr. Farah Hussain, Department of Commerce, Tezpur University
- Dr. Manish Kumar, Department of Commerce, Tezpur University
- Mr. Dhritabrata J. Bharadwaz, Department of Commerce, Tezpur University