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About University

Jawaharlal Nehru Technological University Kakinada is established by the Government of Andhra Pradesh by AP Government Act of 30, 2008. This University has three constituent colleges at Kakinada, Vizianagaram and other at Narasaraopeta. The other constituent units in the campus are conducting UG, PG and research programmes in various disciplines of Engineering, Technology, Sciences, and management. Besides, this University is having as many as 267 affiliated institutions spread over coastal districts of Andhra Pradesh, viz., Srikakulam, Vizianagaram, Visakhapatnam, East Godavari, West Godavari, Krishna, Guntur and Prakasam. Out of these affiliated institutions, M.B.A programme is offered in 136 affiliated institutions.

**VISION:**

To be a value driven global-level university and model of excellence leading our peers in technical education. We also envision and endeavour to produce integrity-driven individuals who benefit humanity/society in the long run.

JNTUK's perspective is to focus on Education, Research, Recognition, Transformation and Innovation.

**MISSION:**

To provide the benefits of a world - class university system to the people of Andhra Pradesh, India, and the world. We fulfil this mission by:

* Providing innovative, global-standard education
* Conducting world-class research leading to significant discovery, and innovation
* Conducting significant applied and practical research leading to field implementation tangible benefits to the common person
* Educating the whole person in all the elements of a successful and contributing future life

About the Theme of Workshop

**“CHANGING PARADIGM**

**OF MANAGEMENT EDUCATION”**

The Management Education is undergoing a radical shift in pedagogical priorities away from teaching and analytical problem – solving skills to cultivating a ‘paradigm-shifting’ mentality. This, in turn, requires that management academicians themselves engage in the practice of ‘intellectual entrepreneurship’.

Current MBA education focused overwhelmingly on Business functional knowledge, Human aspects and Environment parts. A cursory touch delivered in a conventional manner is not effective. A paradigm shift from the existing dimension to a new broader perspective is essential. Hence Management education needs to integrate people and environment factors with business knowledge in a Holistic way.

**Objectives of work shop**

* To study the macroeconomic issues shaping economic events, and requirements for global competitive advantage.
* To discuss about the key business decision making with confidence and analyzing the situations
* To discuss about the current investment strategies being adopted to satisfy the stakeholders.
* To discuss about how organization seamlessly adapt to cultural change, economic conditions, growing competition and rapid market shifts.
* To discuss the best practices in the development of new marketing business models by using modern technology.

***About School of Management studies (SMS)***

The School of Management Sudies is established in January, 2009 in this University. This school is designing the curriculum and syllabi of MBA programs offered by 136 affiliated institutes offering MBA program. In addition, the curriculum is revised, restructured, reoriented by the Board of studies of this school from time to time, to suit the requirements of present industrial scenario. Presently, this school is offering the following courses.

* 2- year regular MBA programme
* 2 years CMU – MBA programme
* Research programme in Management in the areas of Human Resources, Finance Marketing, and systems

SMS follows activity – based – experiential – learning system and consists more of exercises for the students than mere class room discussions. Rich and varied experience of our faculty members and their industry enables their teaching to be highly effective in citing real life examples while handling the theory which helps to transform the ordinary students to extra ordinary professionals and making them employable product to suit the corporate needs.

**VISION**

To be a world class business school and change agent through excellence in learning process and quality research with character, competency and collaborative orientation to serve the local, national and the global community.

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**MISSION**

To advance the knowledge and practice of the business by establishing synergistic linkage with industry and prepare students to successfully prepare and lead in the global market.

***CHIEF PATRON***

*Dr.G.Tulasi Ram Das*

***R***

*Dr. B.Charwak*

*SMS, JNTUK, Kakinada*

***ORGANIZING COMMITTEE***

*Smt. N. M. Jyothirmai*

*Smt. A. Devi*

*Sri. S. V. N. Kumar*

*Sri. C. Suresh Babu*

***REGISTRATION DETAILS***

*No Registration Fee*

***Address for Correspondence***

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