



SSN School of Management

Rajiv Gandhi Salai, Kalavakkam, Chennai- 603110

Faculty Development Program on Managing Strategic Opportunities and Challenges in the New Normal

Date: 13-17 February 2023

Venue: Seminar Hall, SSN SoM



Coordinators

Dr. Vani Haridasan

Associate Professor

Dr. Kavitha Muthukumaran

Assistant Professor

About the Institution

SSN School of Management (SoM) is a new generation B-School established with a vision of imparting high-quality education and build aspirational careers for management students. The Institution has been founded by Dr. Shiv Nadar, Founder and Chairman Emeritus - HCL Technologies Ltd., a pioneer in the field of Information Technology in India. The school was born out of Dr. Shiv Nadar's ardent desire to give back something significant to the society that nurtured him. The Institution reflects the ideals of its founder and seeks to achieve excellence in education. Located in a 250-acre idyllic campus on the Old Mahabalipuram Road, the IT Corridor of Chennai, SSN SoM is a constituent of the SSN College of Engineering (SSNCE) an Autonomous Institution, affiliated to Anna University, Chennai, and has the approval of All India Council for Technical Education (AICTE), New Delhi. The MBA program offered by the school is accredited by NAAC and the School is ISO certified. Within a short span of time, the Institution has made rapid strides in establishing its MBA program that gained wide acceptance from industry. As an Institution committed to excellence, School focuses on research, consulting, and industry sponsored trainings.

About the Program

From time to time, business environment of an organization undergoes cataclysmic disruptions, the changes are so abrupt and might bring new norms to the industry.

These changes are very often difficult for organizations to adapt and are beyond the grasp of seasoned managers. One such new norm is set by Covid 19. The pandemic has put businesses through rigorous strategic resilience. For many, it was a rude awakening. Companies now need to restructure their strategic planning and change the way they have to make decisions. Even if this crisis is unusual and unpredictable, it has given many the chance to change course and speed up the decision-making to thrive as we pass through its various stages of pandemic. Some companies have proven to be more resilient than others, rapidly adapting their strategies to address both the challenges and the opportunities created by the crisis.

The context of FDP is set in this background and the participants will gain a deeper understanding about:

- The need to relook at Strategy in the changing times.
- To appreciate digitization bringing a paradigm shift in strategic thinking.
- Strategic Thinking Process - A cultural adaptability.
- The trade-offs in navigating the VUCA world.

The program will be led by the faculty of School of Management and associate industry partners. This program is intended to highlight the changes in the environment, and the need for a new look at strategic management. The pedagogical mix gives the audience an industry touch and sets the benchmark for academic and industry integrative learning.

Session Schedule	
Day & Time	Session Details
DAY 1 – 13 February 2023	
9.00 to 9.30 am	Registration
9.30 to 10.00 am	Inauguration
10.00 to 12.00 pm	Keynote Address Managing Strategic Opportunities and Challenges in the New Normal Mr. Harsha Ramaiah , Global Business Leader, Microsoft
1.00 to 3.00 pm	The Balancing Ballerina, Dr. Vidya Hari Iyer , Dentist, Psychotherapist & Counsellor
DAY 2 – 14 February 2023	
10.00 to 12.00 pm	Strategic Management in Crisis Situations – Reflections from lives of great leaders Prof. Dr. Ushaa Eswaran , Entrepreneur, Career Analyst
1.00 to 3.00 pm	Strategic Management in the VUCA world – Simulation Game Mr. Ilango Vasudevan , Founder, SARAS Analytics
DAY 3 – 15 February 2023	
10.00 to 12.00 pm	Systems Thinking in Strategic Management Mr. G. Srinivasan , Consultant
1.00 to 3.00 pm	HRM and firm's performance linkages Dr. T. Thiruvankadam , SSN SoM
DAY 4 – 16 February 2023	
10.00 to 12.00 pm	Strategic Thinking Process – A Cultural Adaptability Dr. Srinivas Gumparathi , SSN SoM
1.00 to 3.00 pm	Investment Strategies in the New Normal Mr. Sivaramakrishnan R , Co-Founder, Sincere Syndication
DAY 5 – 17 February 2023	
10.00 to 12.00 pm	Digital Transformation and Cyber Security Challenges Mr. Vaidyanathan Chandramouli , Partner, Cybersecurity & Risk Service, Wipro Ltd.
1.00 to 3.00 pm	Strategy for the Success of Start-ups Mr. George Christopher , CEO, MacApp Studio

Target Audience: Faculty Members and Research Scholars from Engineering and Management Institutions and managers from the companies.

Registration Fee:
Rs.1000

Registration link
<https://forms.gle/K8H5Jn2etwU5wR1r6>

Chief Patron
Dr. Shiv Nadar,
Founder and Chairman Emeritus,
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Patron
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