

Activity: Seminar On Business Policy and Strategic Management in Research

Date: 25th May 2019

Time: 10.00 am to 3.30 pm

Location: ISME, 2nd Floor Classroom 5

Resource Person(s): Dr. S Shyam Prasad

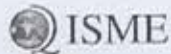
Faculty In-charge: Dr. Anju

Student In-charge:

No of students/Participants present: 8

URL if applicable:

Poster / Flyer / Notice



**INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE
BANGALORE**

**SEMINAR
ON
BUSINESS POLICY AND STRATEGIC
MANAGEMENT IN RESEARCH**

ABOUT ISME

ISME is a leading business school offering excellent education through a student-focused culture of excellence, international outlook, entrepreneurial thinking and industry alignment. It was founded in 2006 by alumni from Carnegie Mellon University, Purdue, and Wharton, USA. ISME has always been at the forefront of quality education, with the vision of nurturing holistic, socially responsible and competent professionals. ISME has been ranked as one of the top B-Schools in Bangalore and top 1% B-Schools in India. At present ISME offers undergraduate, postgraduate and Doctoral programs in Management. ISME Bangalore is the recognized Research Centre of University of Mysore, and it also offers Fellow Program in Management recognized by AICTE. Our lush green campus at Sarjapur Main Road is an ideal ambience for study and research. The Institute constantly endeavours to expose its students to various methods of learning, like industry visits, interaction with industry experts, participation in seminars, case study etc. so that they become successful in their journey as they move from campus to the next phase of their career.

Resource Person

Dr. Shyam S Prasad

Dr. Shyam is a professor and controller of examinations at ISME. He has 24 years of industry experience and has taught in reputed B-schools since 2004. He has published numerous papers, presented at conferences, and won various awards. Prof. Shyam is well-versed in R and Python, and has worked in marketing and sales for over two decades. His courses include Marketing Management, Consumer Behaviour, Services Marketing, Marketing Analytics, Advertising, Brand Management, Retail Management, and Strategic Management.



25th May 2019

Program co-ordinator - Dr. Anju

FOR MORE DETAILS CALL AT tel:-91 88806 12345 OR MAIL AT research@isme.in

Event Report

Dr Shyam Prasad enlightened the faculties on the topic entitled “Business Policy and Strategic Management” and the key aspects are summarized below:

Business policy and strategic management play pivotal roles in shaping an organization’s success.

Business Policy:

- Business policy refers to the guidelines, principles, and rules that guide decision-making within an organization.
- It encompasses various areas, including organizational structure, resource allocation, and ethical standards.
- Effective business policies ensure consistency, alignment, and efficient operations.

Strategic Management:

Strategic management involves formulating and executing long-term plans to achieve organizational goals.

Key components include:

- **Environmental Analysis:** Understanding external factors (such as market trends, competition, and regulatory changes).
- **Internal Assessment:** Evaluating an organization’s strengths, weaknesses, opportunities, and threats (SWOT analysis).
- **Strategy Formulation:** Developing strategies based on the SWOT analysis.
- **Strategy Implementation:** Executing the chosen strategies.
- **Strategy Evaluation:** Regularly assessing performance and adjusting strategies as needed.
- **Importance:**
- Strategic management ensures alignment between an organization’s vision, mission, and objectives.
- It fosters adaptability in a dynamic business environment.
- Effective policies and strategic decisions drive growth, innovation, and competitive advantage.

Challenges:

- Balancing short-term goals with long-term vision.
- Navigating uncertainty and rapid changes.
- Ensuring stakeholder buy-in and commitment.

In summary, business policy and strategic management are essential for organizational sustainability, growth, and achieving strategic objectives.

Geotagged Photographs with Caption



Dr. Shyam Prasad- Seminar on Business Policy and Strategic Management in Research - May 25th, 2019

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List of Participants

Sl No	Name of the Participant
1.	Shurllly Tiwari
2.	Dr. S Shyam Prasad
3.	Sudindra VR
4.	Kiran Kumar K V
5.	Anshu Sharma
6.	Dr. Anju
7.	Dr. Shampa Nandi
8.	Nitin Garg

Authorized Signatory (Dean/Principal/Head/Coordinator)

Name:

Date:



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Seminar On Business Policy and
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Certificate of Participation

Ms. Shurllly Tiwari

For Participating in the Seminar on
**Business Policy and Strategic
Management In Research**

conducted on 25th May 2019.

MR. KIRAN KUMAR

PRINCIPAL



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Certificate of Participation

Mr. Sudindra VR

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MR. KIRAN KUMAR

PRINCIPAL