



Visvesvaraya Technological University
"Jnana Sangama", Belagavi - 590 018.

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REGISTRAR

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Date: 16 DEC 2019

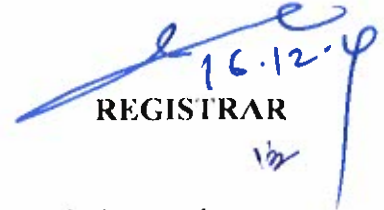
CIRCULAR

Sub: One day Faculty Development Program --reg
Ref: Email dated 13-12-2019 from Cambridge Institute of Technology,
Bengaluru

We are pleased to inform you that Cambridge Institute of Technology, K. R. Puram, Bengaluru is conducting One day Faculty Development Program on "Simulation in Management Education on 18th December 2019 at 9.00 A.M. in association with VTU.

Principals of all the affiliated and constituent colleges of VTU are requested to bring the contents of this circular to their faculty members.

Please refer to the enclosed brochure for more details.

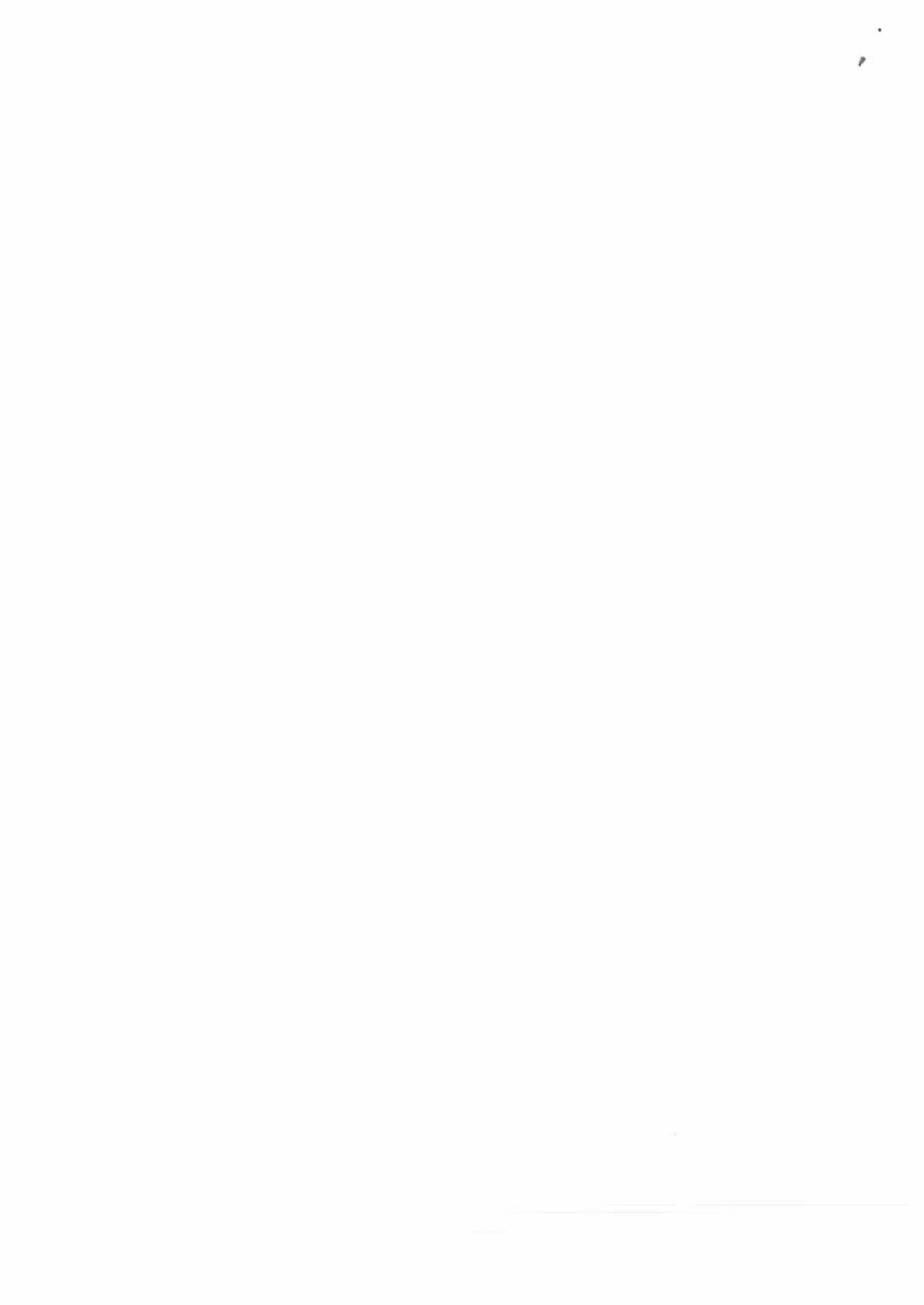

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To,

The Principals of all the affiliated and constituent colleges of VTU, Belagavi

Copy to:

The Special Officer, CNC, VTU, Belagavi for uploading in VTU website.



PROGRAMME SCHEDULE

9.30 AM to 10.15 AM	Inauguration
10.15 AM to 10.30 AM	Tea Break
10.30 AM to 1.00 PM	FDP Session - 1
1.00 PM to 1.45 PM	Lunch Break
1.45 PM to 3.30 PM	FDP Session - 2
3.30 PM to 3.45 PM	Tea Break
3.45 PM to 5.00 PM	FDP Session - 3 & Wrap up

CHIEF PATRONS

Dr. Karisiddappa
Vice Chancellor,

Visvesvaraya Technological University, Belagavi

Sri. D.K. Mohan
Chairman,

Cambridge Group of Institutions, Bengaluru

Mr. Nithin Mohan
Managing Director,

Cambridge Group of Institutions, Bengaluru

PATRONS

Dr. D.H. Rao
Director,
CiTech, Bengaluru

Dr. Suresh L.
Principal,
CiTech, Bengaluru

Dr. Gayatri Reddy K.
Regional Director,
VTU-Regional Office, Bengaluru

FACULTY COORDINATORS

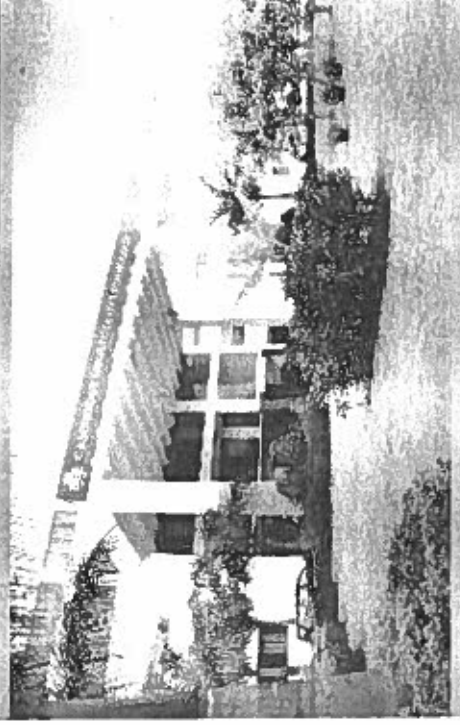
Mr. Chikkegowda K.G.
Assistant Professor,
Department of MBA

Mr. Basavaraj M. Girmallanavar
Assistant Professor,
Department of MBA

Ms. Varsha P.S.
Assistant Professor,
Department of MBA



CAMBRIDGE
INSTITUTE OF TECHNOLOGY



In association with

Visvesvaraya
Technological University
Belagavi

Faculty Development Programme on

Simulation in Management Education

18th DECEMBER 2019

Venue : Cambridge Institute of Technology, Bengaluru

Department of MBA

www.cambridge.edu.in



CAMBRIDGE
INSTITUTE OF TECHNOLOGY

Permanently Affiliated to VTU Belagavi | Approved by AICTE, New Delhi
NAAC & NBA Accredited | Recognized by Govt. of Karnataka
An ISO 9001 : 2015 Certified Institute

📍 KR Puram, Bengaluru - 560 036

✉ principal@cambridge.edu.in

☎ 080-25618798 / 080-25618799

www.cambridge.edu.in

Cambridge Institute of Technology Overview

Cambridge Institute of Technology (CiTech), is in the forefront among providers of quality education in the State of Karnataka. The college imparts technical education to more than 3000 students in UG and PG programs with an emphasis on Outcome Based Education (OBE).

The CiTech has exemplary faculty to meet the global challenges in higher education. As a testimony to the quality of education being imparted, the CiTech has been awarded accreditation by NBA, NAAC and certified by ISO. Further, the college is awarded a global ranking by QS international.

In resonating with the societal issues, the CiTech has adopted zero - waste management system and has undertaken cause based and social entrepreneurship initiatives under Community Social Impact (CSI).

About Simulation in Management Education

Management education is considered to be effective when students have experiential learning. This requires a novel and innovative learning culture which is driven through participative processes and emerging pedagogical tools. Simulation is one such tool which provides experiential learning to students and reinforces their learning.

Simulation is one of the most effective tools for inspiring and engaging students through practical exposure. Technology driven simulation helps the students to get hands on experience on decision making and problem solving skills and enhance leadership competencies. Further, students evolve the capacity to make quick and effective cross functional decisions, even to predict future business events and their possible outcomes. Hence, simulation is one of the significant teaching approaches in management education.

The FDP aims at providing hands on experience to the faculty members on using marketplace simulation as an innovative pedagogical tool.



Dr. Uday Tate

Professor of Marketing, Lewis College of Business,
Marshall University, West Virginia, USA

Over thirty years of experience in teaching marketing courses at MBA, Executive MBA, Doctoral, and undergraduate levels at AACSB accredited universities in the United States.

Five years of experience in successfully leading an Executive MBA program. He is dedicated to teaching, research, and service at Marshall University. Also, an administrator who possesses a valuable blending of leadership, creativity, and analytical abilities that combines vision, compassion, and ability to motivate others at work that produce bottom-line results. Expertised in subjects, Strategic Marketing, International Marketing, Services Marketing, Internet Marketing, Consumer Behavior, Marketing Research, Marketing Models, Health Care Marketing, and Business Strategy Application of Non-Parametric Statistics, Multivariate Statistics, Structural Equations Methodology, and Hierarchical Linear Modeling. He is a certified 'Train the Trainer' of Marketplace Simulation.



Dr. Basanna Patagundi

Professor and HoD - MBA,
Cambridge Institute of Technology, Bengaluru.

Over fourteen years of Industry, Academic and Global teaching diversified experience in management and analytics domain.

His interest areas are Business Analytics, Artificial Intelligence, Digital Marketing, Technology Management, Marketing, Operations Management, Research Methodology, Management and Information System and Accounting and Financial Information Systems. He was visiting Professor at Lewis College of Business, Marshall University, USA and Mzumbe University, Dar-es-salaam, Tanzania. He is a certified 'Train the Trainer' of Marketplace Simulation.

Registration Fee Details

- Registration Fees: Rs. 600/-.
- Last date for registration and payment is 17th Dec 2019.
- No Refunds for cancellation is entertained.
- Fee includes FDP reference materials, lunch and refreshment for the day.
- For Online Registrations, Visit : <http://bit.ly/FDPMBA>
- Seats are limited to 24.
- Registration confirmation on first come first serve basis.
- A certificate of participation will be issued who attends the complete duration of FDP.

Who can attend?

All faculty members of Management discipline.

Bank Account Details for Registration :

Name of Bank - Federal Bank
Account No. - 15610100042471
IFSC - FDRL0001561
Branch - K.R.Puram, Bengaluru

For Registrations, Contact :

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chikkegowda.mba@cambridge.edu.in

Prof. Basavaraj M. Girmalanavar
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basavaraj.mba@cambridge.edu.in

Prof. Varsha P.S.
+91-9663300348
varsha.mba@cambridge.edu.in

Register Online

