

ANNAMALAI UNIVERSITY

FACULTY OF ARTS



DEPARTMENT OF BUSINESS ADMINISTRATION

Offers Free Online Course on

COMPETITIVE STRATEGIC ADVANTAGE IN MANAGEMENT

Date:	Time:
13.05.2020 to 19.05.2020 (7 days)	10.00am to 11.00am



This Course is open to all the Students

No Registration Fee

Course will be conducted through Google Meet

There will be an online assessment test at end of the course

E-Certificate will be issued to the successful Candidates

Course Co-ordinators:

Dr. C. SAMUDHRA RAJAKUMAR, Professor

Dr. K. TAMIZHJYOTHI, Associate Professor

Dr. M. KAMARAJ, Associate Professor

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For
Registration
Click here

COURSE OBJECTIVES:

1. To explain strategic planning in various small to large companies including multi product and multi-business firms.
2. To elucidate how SWOT analysis of an organizations to identify where they are doing well and where they can improve, both from an internal and external perspective.
3. To explain the *COVID-19* outbreak as a human tragedy and its *impact* on the global economy.

TOPICS TO BE COVERED:



Resource Persons

From the Department of Business Administration

Dr. A. RAJA MOHAN, Professor and Head

Dr. C. SAMUDHRA RAJAKUMAR, Professor

Dr. S.K. NAGARAJAN, Associate Professor

Dr. K. TAMIZHJYOTHI, Associate Professor

Dr. R. ANAND, Associate Professor

Dr. G. LATHA, Associate Professor

Dr. M. KAMARAJ, Associate Professor

External Resource Person

Dr. T. VIJAYARAGHAVAN, Head, Data Compliance and Quality Assurance, Royal Philips, **The Netherlands.**

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Professor and Head
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