

## **VISITING PROFESSOR LECTURE SESSION – 12<sup>TH</sup> & 13<sup>TH</sup> SEPTEMBER, 2019**

### **Report**

Dr. Lalaitha Ramakrishnan is Professor from Pondicherry University, Puducherry. She has lecture on Skills of creativity for innovation, Diversification and Turnaround strategies and case study analysis.

First day she lecture to all I MBA,II MBA & II M.Com students, she brief on successful firms, they value the slogan innovative or perish, they design open learning Organizations, they bristle with creative ideas and cutting edge innovations. She explained many of the companies now a days interesting on creativity and innovative ideas to face the high competition in market, so she suggest the students develop creative and innovative ideas from the student stage.

She give more and more live examples and real successful stories to the students, and also she talk on generally highly achieved people, creative people and innovative people make simple, flexible, honesty.

She build up enthusiasm in students with implementations of different puzzles and mind making exercises and also discussed different live cases. By end of the first day she interact with faculty members and provide some suggestion on creative and innovative teaching methods.



**LECTURE BY Dr. LALITHA RAMAKRISHNAN**



**STUDENTS INVOLVED IN GUEST FACULTY SESSION**



**GUEST FACULTY INTERACTION WITH FACULTY MEMBERS**

Second day she continue the session on Diversification and Turnaround strategies with live case studies, brief on different types of strategies, how to facing the competitiveness in market by developing different strategies for business success.

Guest provides different live case studies on strategies and analysing the case studies with suitable live examples.



**LECTURE BY Dr.LALITHA RAMAKRISHNAN**



**GUEST FALICITATION BY PRINCIPAL,PG DIRECTOR,MBA HOD& FACULTY MEMBERS**