

Report on the Two-Day Management Development Program on “Strategic Management Skills for Executives”, Organized by CET School of Management, College of Engineering Trivandrum during 7th-8th November 2024



CET SCHOOL OF MANAGEMENT
College of Engineering Trivandrum



Management Development Programme on “STRATEGIC MANAGEMENT SKILLS FOR EXECUTIVES”
On 7th & 8th November 2024 at SP Grand Days, Trivandrum, Organized by CET School of Management, College of Engineering Trivandrum.

The CET School of Management, College of Engineering Trivandrum, organized a two-day Management Development Program (MDP) on “Strategic Management Skills for Executives” at SP Grand Days, Trivandrum, on 7th and 8th November 2024. The program was designed to enhance strategic thinking skills among executives, helping them navigate complex organizational challenges and foster long-term growth. Executives from renowned organizations, including VSSC, LPSC, KSIDC, HLL Lifecare, Kerala Financial Corporation, KSEB, IT Mission, Keltron, KSPACE, KIIFB, Oil Palm Limited, Khadi and Village industries commission, Eco White AETS Pvt. Ltd. and more attended the sessions.

The program began with registration at 8:30 AM on 7th November, followed by the inaugural ceremony at 9:00 AM. Dr. Vijaya S Uthaman, Assistant Professor and Programme Co-Coordinator presented an overview about the MDP. Dr Suresh Subramoniam, Director, CET School of Management delivered the welcome address followed by inauguration by Dr. Suresh K., Principal of the College of Engineering Trivandrum. Principal in his inaugural address emphasized the importance of strategic management in ensuring organizational growth and sustainability in today’s competitive landscape. Dr. Jnaneswar K., Associate Professor and Program Coordinator proposed vote of thanks.

The first session of the program, conducted by Dr. Suresh Subramoniam, Director of CET School of Management, focused on strategies for creating and sustaining competitive advantage. He provided participants with frameworks and insights to achieve long-term success through differentiation and operational effectiveness. This was followed by a session by Dr. Jnaneswar K., who explored business-level strategies for strengthening competitive positions, emphasizing the alignment of strategies with organizational goals to address dynamic market conditions. After a lunch break, Dr. Suresh Subramoniam led a session on Blue Ocean and Red Ocean strategies, introducing innovative approaches to create uncontested market spaces and minimize competition. The day concluded with a session by Dr. Vijaya S. Uthaman, Assistant Professor, who detailed the role of external environmental analysis in strategic decision-making.

On the second day, the sessions began at 9:30 AM with a discussion by Dr. Jnaneswar K. on the resource-based model and internal factors that contribute to organizational success. He highlighted how organizations can leverage unique resources and capabilities to gain a competitive edge. This was followed by an engaging session on SWOT and TOWS analysis by Dr. Suresh Subramoniam, where participants were guided through practical case studies to develop strategies based on these tools. After the lunch break, Dr. Jnaneswar K. demystified corporate-level and functional-level strategies, explaining their interconnected roles in achieving organizational objectives. The final session of the program, conducted by Dr. Suresh Subramoniam, explained decision-making under conditions of certainty, risk, and uncertainty, equipping participants with techniques to make effective decisions in varied business environments.

The program concluded with a valedictory function at 5:00 PM, presided over by Dr. Suresh Subramoniam, Director, CETSOM. The Chief Guest, Dr. Suresh Kumar C., Outstanding Scientist and Former Deputy Director of LPSC/ISRO, delivered the valedictory address, emphasizing the role of strategic acumen in achieving organizational excellence. The vote of thanks was delivered by Dr. Vijaya S. Uthaman, Program Co-coordinator, who expressed gratitude to the speakers and participants for their active engagement.

The two-day program was highly appreciated by the participants for its comprehensive coverage of strategic management concepts and their practical applications. The interactive discussions, real-world case studies, and expert-led sessions ensured a valuable learning experience for all attendees. The CET School of Management reaffirmed its commitment to excellence in executive education, equipping leaders with the tools to drive innovation and sustainable success.