



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

ACCREDITED WITH "A" BY NAAC | 12B STATUS BY UGC | APPROVED BY AICTE

 **MANAGEMENT
DEVELOPMENT
PROGRAMME**

on

"Crisis Management and Business Continuity"

From 15th Nov 2021 to 3rd Dec 2021

**VENUE: SATHYABAMA INSTITUTE OF
SCIENCE AND TECHNOLOGY**

MODE: OFFLINE – IN PERSON

**Level: Senior and middle
management professionals**





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ABOUT SATHYABAMA

Sathyabama is a prestigious institution which excels in the fields of Engineering, Science and Technology for more than three successful decades. It offers multi-disciplinary academic programme in various fields of Engineering, Science, Technology, law, Dental Science, Pharmacy, Nursing, Management, Arts and Science and Allied Health Sciences. It is established under Sec.3 of UGC Act, 1956 and is been Accredited with 'A' Grade by the National Accreditation and Assessment council. The Institution persistently seeks and adopts innovative methods to improve the quality of higher education and is responsive to the changes taking place in the field of education on a global scale. The Institution has a team of dynamic and outstanding faculty, innovative pedagogical practices, state of the art infrastructure and world class Research Facilities. This glorious Institution is functioning in Chennai under the dynamic leadership of Dr. Mariazeena Johnson, Chancellor, Dr. Marie Johnson, President.

Sathyabama has a good presence in rankings and ratings at National and International level. The Institution has been ranked in 51st position by the National Institutional Ranking Framework (NIRF), Government of India among the Universities in India for the year 2023 and ranked one among the top 100 Universities for eight consecutive years. Sathyabama is ranked among the Top 5 Institutions in the Country for Innovation by ATAL ranking of Institution for Innovation Achievements, Govt. of India. Times Higher Education and QS has ranked Sathyabama among the top Institutions worldwide. Sathyabama Institute of Science & Technology has alliances with leading Universities and research establishments at National and International Level. It is a research intensive University with world class laboratories and research facilities and is involved in research in the emerging areas of Science and Technology. Sathyabama has undertaken various sponsored and collaborative R&D projects funded by National and International Organizations. Sathyabama has written a special page in the history of space research on 22nd June 2016 with the launch of "SATHYABAMASAT" in association with ISRO.

Sathyabama has emerged as a leading Institution and achieved excellence in higher education to international standards owing to its research and academic excellence.

ABOUT SCHOOL OF MANAGEMENT STUDIES (ACCREDITED BY NBA)

The School of Management Studies established in 1993 is committed to outstanding value based quality education, research, executive education, consultancy and strong corporate as well as international linkages. Constituted with the vision of offering transformational education focussing on entrepreneurship and thought leadership, the school nurtures and develops the best of managerial talent who create sustainable value engaging in a variety of initiatives of social and economic benefit to this nation. The inspirational and applied learning environment educate, equip and inspire students to exhibit value based leadership, entrepreneurship and contemporary research.

School of Management Studies at Sathyabama Institute of Science and Technology is a distinguished leader in the field of management education and research. Our programs and curricula receive global recognition for their strength and continued contributions to the field of management. Our prime aim is to design practice-oriented learning and a contemporary industry-focused curriculum. Capacity building, Executive Education and imparting Consultancy to the Corporate, Government and other Organizations are the hallmark of our institute. Designed with a focus on practical skills for any business application, the Full-time MBA program offers a breadth of knowledge, tools and opportunities to apply what is learnt in a real-world setting to become a truly global business leader. Global exchange opportunities with our partnering institutes for internships and academic learning offers unparalleled access to several industry sectors impacting careers of our students. Opportunities for self-development through a wide range of electives, co-curricular activities, and regular industry networking events equip students with advanced business knowledge and skills.

About the MDP:

In an era marked by global disruptions, from pandemics to geopolitical tensions, crisis management and business continuity have become core competencies for organizational survival. This intensive 15-day MDP is designed to equip professionals and decision-makers with the strategic frameworks, tools, and leadership skills necessary to mitigate risk, respond effectively to crises, and ensure business resilience.

Delegates will recognise the elements where their organisations may have the skills and resources to manage a crisis, but the course will help identify where specialist external support may also be required. The course is designed to provide a balanced view between how best to manage specific crisis issues while simultaneously minimising any negative impact on ongoing business operations.

Programme Objectives:

- To equip participants with frameworks for identifying, assessing, and managing crises.
- To impart skills for developing and implementing Business Continuity Plans (BCPs).
- To enhance decision-making and leadership under pressure.
- To understand regulatory compliance and stakeholder communication in crisis situations.
- To apply technology-driven solutions for operational continuity and risk mitigation.

Learning Outcomes

- Critically evaluate theoretical approaches to the study of business continuity management in emergency management.
- Compare and contrast models and techniques of business continuity management applicable to planning for and recovery from emergencies.
- Critically analyse the interrelationship between business continuity and risk management and critically evaluate the potential impact of disruption/crises on organisations.
- Understand and analyse the role of organisational culture and causal factors in crisis generation.
- Design and defend appropriate business continuity/crisis management plans that mitigate the impact of disruption/crisis.

Key Themes and Modules:

- Crisis Typology and Lifecycle
- Organizational Risk Mapping and Preparedness
- Crisis Leadership and Decision-Making Models
- Legal and Regulatory Frameworks in Crisis Management
- Business Continuity Planning and ISO Standards
- Crisis Communication and Stakeholder Engagement
- Role of IT and Cybersecurity in Continuity Planning
- Case Studies: Global Best Practices
- Workshop: Developing a Crisis Response & BCP Toolkit
- Simulation Exercises and Group Presentations

Benefits to Participants:

- Enhanced strategic thinking in uncertain environments
- Practical tools for risk mitigation and operational resilience
- Exposure to real-world scenarios and industry insights
- Networking opportunities with peers and experts
- Preparedness to lead crisis response in your organization