

**ICSSR SPONSORED
TWO WEEKS CAPACITY BUILDING PROGRAMME (CBP)
ON
DIGITAL AND SOCIAL MEDIA MARKETING**

2nd – 14th DEC, 2024



COURSE DIRECTOR:

Dr. Sarath Simha Bhattaru
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Department of Management Studies

CO-COURSE DIRECTOR:

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Professor
Department of Management Studies

ORGANIZING COMMITTEE

Dr.K. Narendra Kumar | Dr.Lakshmi Brinda | Dr.Ramya Sree.M | Ms.Vidhi Vats | Ms.G.Vandana | Ms. B.Sushmitha

Organized by : Department of Management Studies

**KLH Global Business School, Plot No: 52 & 53, Jubilee Gardens Road No. 2
Near Harsha Toyota Show Room, Kothaguda, Kondapur, Hyderabad Telangana - 500084**



SCAN FOR REGISTRATION

CONTACT US

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Dear Sir/Madam,

We are organizing A Two-week Capacity Building Programme on Digital and Social Media Marketing for Early Career Teachers in our Department during 2nd December to 14th December 2024. We are inviting the applications from Lecturers / Assistant Professors from Social Science disciplines (As per the subject list given on the ICSSR website) in a UGC recognized Indian University/deemed university/College/institutes of national importance and ICSSR Research Institutes and their application should be duly forwarded by the parent institution.

About GBS

KL Hyderabad Global Business School (KLH GBS) has evolved from the need for a world-class business school with state-of-the-art facilities in India. GBS is a center of learning where one can witness the diversity, inclusiveness, unique culture, and distinctive path approach in Management education. The school provides humongous opportunities for students to connect with the global universities, learn from internationally renowned faculty, and interact with a diverse student community.

A gamut of exciting PG programs like MBA (Finance, HR, Marketing, Logistics and Supply Chain Management, Business Analytics) - 2yrs- Full-Time courses, BBA-IT, BBA-ACCA, B.Sc. Animation & Gaming program are offered at the School. Through stipend assisted internships in top corporate companies, the students can avail great insights about the global work culture and grab a premium job opportunity.

About University

We have come a long way since 1980 when Koneru Lakshmaiah Education Foundation (KLEF) forayed its journey in Vaddeswaram. Then it was KL College of Engineering. From there, in 2017, we voyaged to Hyderabad—an important place of happening in the world of economics and business. KLH-GBS is a part of this journey, and a flagship program of KLEF. Thus, KLH-GBS inherits the rich heritage and culture that is more than four decades old in creating educational excellence to many sections of society and to many parts of the world. KLH-GBS is a part of KL Deemed to be University (KLU) that has been continuously improving its ranking on National Institutional Ranking Framework (NIRF). In 2022, KLU has bagged the 22th rank on NIRF. The visionary and his vision, the university and its track-record can act as the guiding light for KLH-GBS as truly a global school in a few years from now. The uniqueness and exclusivity of KLH-GBS lies within those farsighted words of our founder: To provide students with opportunities so that they will be able to prove their mettle. KLH-GBS quests to build on the rich heritage that we have inherited by doing things differently.

ABOUT ICSSR Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country. ICSSR provide grants for projects, fellowships, international collaboration, capacity building, survey, publications etc. to promote research in social sciences in India. Documentation centre of ICSSR - National Social Science Documentation Centre (NASSDOC) - provides library and information support services to researchers in social sciences.

About the Capacity Building Programme (CBP)

In the quickly expanding digital era, marketing has transcended traditional boundaries to become a dynamic and important aspect of the landscape. Digital marketing refers to a wide range of actions used to promote products and services using various online channels such as search engines, social media, email, and websites. The Capacity Building Programme (CBP) in Digital Marketing seeks to provide educators with the information and skills they need to effectively teach this important subject to their students.

Objectives

- Enhance faculty grasp of digital marketing concepts, including ideas, strategies, tools, and procedures.
- Skill Development: Participants will gain practical skills in digital marketing tools and platforms, allowing for effective implementation and teaching.
- Curriculum Integration: Helping instructors integrate digital marketing concepts and techniques to prepare students for today's business climate.
- Encourage and guide faculty to perform research in digital marketing, foster innovation, and contribute to academic knowledge.
- Collaborate with industry specialists to ensure curriculum content is relevant to current practices and trends.
- Professional Development: Provide faculty members with up-to-date information and skills to improve their teaching and research capacities.

Registration Fee :

There is no registration fees for the selected participants

Number of Seats

The number of seats is limited to a maximum of 30 (10 from outside the Telangana, 10 from within Telangana, and 10 from Hyderabad). • The travel tickets by the shortest route will be reimbursed for outstation participants only as per the guidelines of ICSSR and availability of funds. • Free boarding and lodging facilities will be provided to outstation participants for the duration of the programme along with the course material. • Lunch and tea/snacks will be provided to all participants.

Note : Selection of the participants will be made as per the ICSSR guidelines. No leave of any kind is permissible during the course. Attendance in all the sessions is compulsory. Personal laptop to be carried during the CBP

Use the following link to apply: Interested faculty members can register for this capacity building programme by submitting the scanned copy of filled-in registration form duly signed by the head of the institution on or before 15th November, 2024 using the **given link:**

<https://docs.google.com/forms/d/1CS4VB-BSgQDdU-wR8eSmw1nff4fsyzj66uyBxyu7g20/edit>



SCAN FOR REGISTRATION

Important Dates :

Date of starting registration: 25th -October-2024
Last date to submit the registration: 15th November, 2024, 5:00 pm
Intimation to Selected Candidates: 20th November, 2024, 5:00 pm
Capacity Building Programme Dates: 2nd December to 14th December

CHIEF PATRONS

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President,KLEF

Smt.K.Siva Kanchana Latha
Secretary,KLEF

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KLH-GBS, KLEF, Hyderabad

Dr.A.Ramakrishna Principal
KLH, KLEF, Hyderabad



APPLICATION FORM

Two Weeks Capacity Building Programme on Digital and Social Media Marketing

Organised by

Department of Management Studies, KLH-Global Business School

Sponsored by ICSSR, New Delhi

2-14 DECEMBER 2024

Participant Name (in capital letters): Mr/Ms/Dr _____

Mobile No: _____ Email id: _____

Designation: _____ Department: _____

Field of Specialization: _____

Name of the Institute / College/ University: _____

_____ District: _____ State: _____

Age: _____ (Years) _____ Years of Teaching Experience: _____

Gender: (Tick relevant): Male () Female () Educational Qualifications: _____

Lectureship Exam Qualified: NET () SET/SLET () Not Cleared ()

Nature of Employment: Regular/Permanent () Temporary/Guest Faculty

Ph. D Programme: Completed () Ongoing () Not yet Registered ()

Major area of Doctoral Research (Area of Research Interest) _____

Have you attended any similar course/Research Methodology during the last one year? Yes () No ()

If yes, please provide details _____

Number of Research Article(s) and Case Study Published during the last two years: _____ / _____

(Attach the photocopy of first page of the article with journal details, along with this application)

Accommodation Required: Yes () No ()

Date: _____

Signature of the Applicant

Recommendation of the Forwarding Authority

I recommend Dr/Mr./Ms _____ working as _____

(Designation) _____ (Department) _____

_____ (Institute/University/College) to attend the "Capacity Building Programme on Digital and Social Media Marketing" being organised by Department of Management Studies, KLH-Global Business School. In case of selection, he/ she will be relieved on time to participate in the above programme.

Date: _____

Signature of the Head of the Institution with office seal