

Prof. C Bhaktavatsala Rao, Ph.D.
Dr Ajit Singhvi Chair Professor
Department of Management Studies
and
Founder – LeaderCrest Academy

A Review of 2020-21

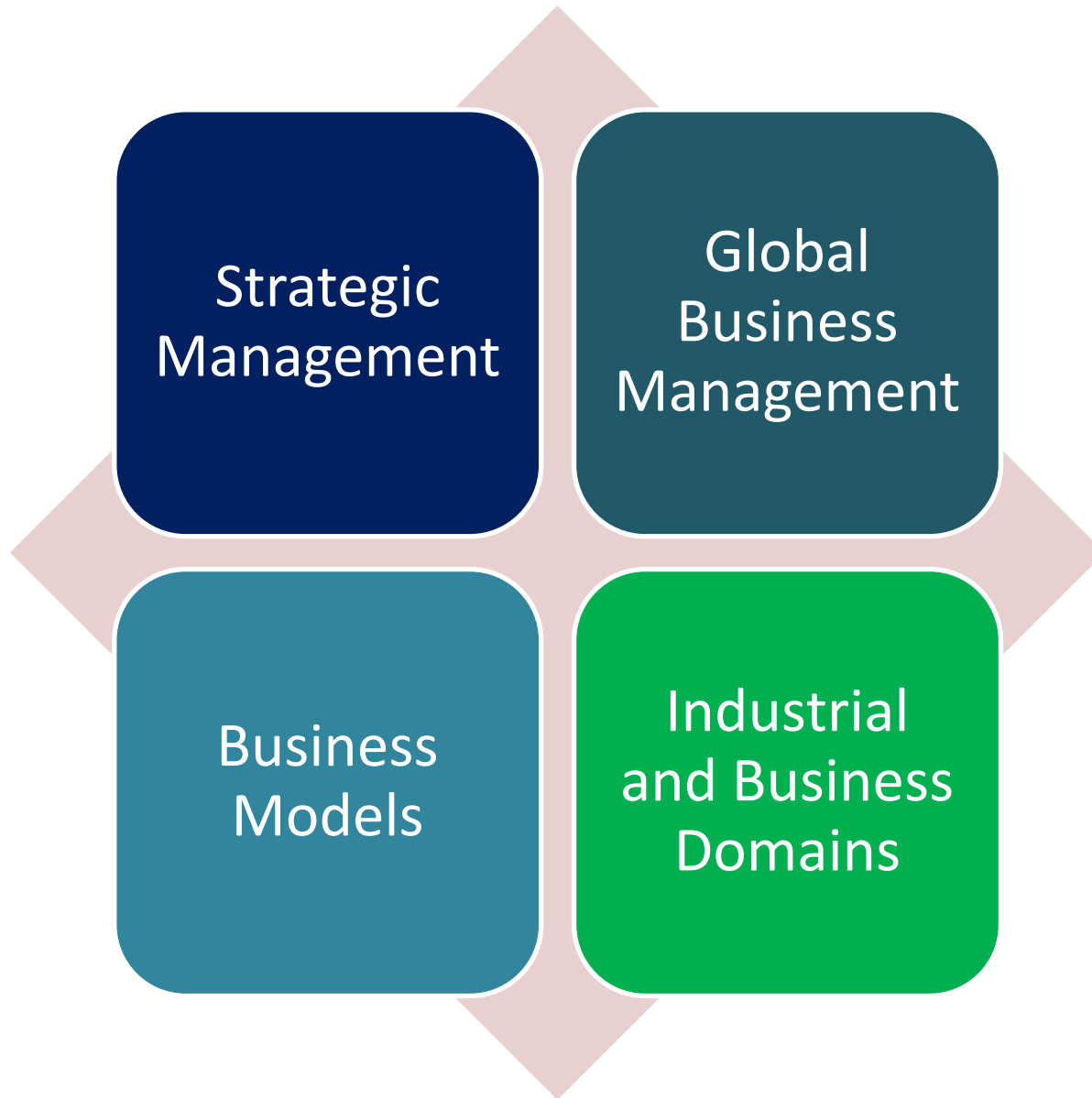
Indian Institute of Technology Madras
June 4, 2021

About Prof. C Bhaktavatsala Rao...

- Received my Ph.D. Degree in Industrial Management and M. Tech. Degree in Industrial Engineering from the Indian Institute of Technology Madras, Chennai. Received my B.E. Degree in Mechanical Engineering from Sri Venkateswara University, Tirupati.
- Have over forty-six years of diversified experience in strategic and operational leadership of large reputed companies, including global multi-national corporations, in India. My last formal assignment was as Managing Director and Executive Chairman of Hospira Healthcare India Private Limited, a Pfizer Company.
- Have been passionate about writing and publishing, with over one hundred and thirty publications in economic and business dailies and refereed journals.
- Have established LeaderCrest Academy for high quality academic publishing. Have authored and published nine books under LeaderCrest banner over the last 60 months.
- Currently serving as Dr. Ajit Singhvi Chair Professor in Management Studies at the Indian Institute of Technology Madras, Chennai.



DoMS Programmes and Course Support Provided: 2020-21



Supported MBA and EMBA programmes as required through lectures


Participated in MBA, EMBA and Research Scholar Admission Processes

Provided cases and acted as judge in MBA Events


Developed and delivered NPTEL Online Video courses

Launched New DoMS MBA Course: Introduction to Entrepreneurship


A course of blended theory and practice related to development of start-up and entrepreneurial projects.



In parallel with absorption of academic inputs, the students were required to take up nine start-up ideas and develop as projects.

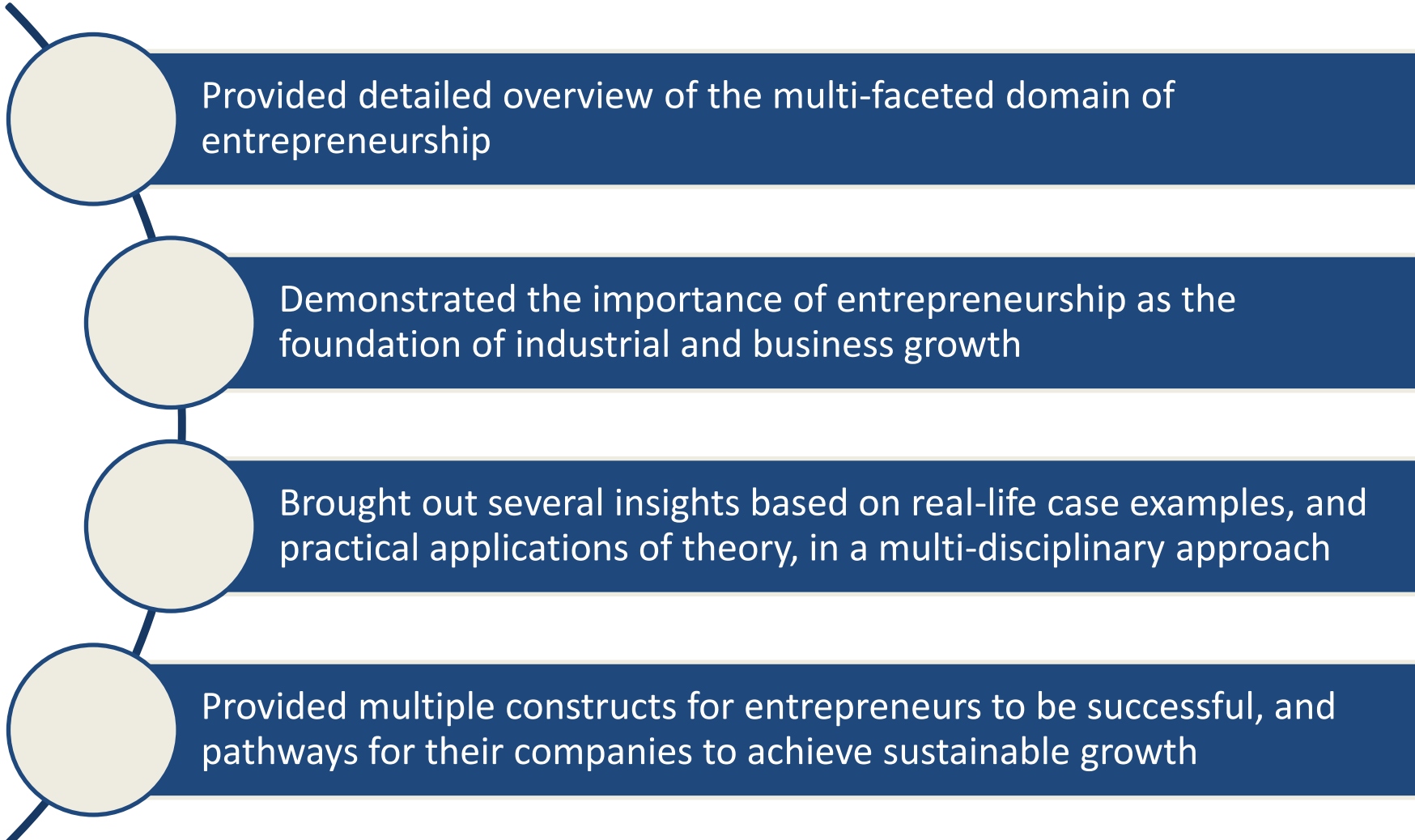


An environment of stage-wise collective learning and the challenge of final individual group development was provided to the students.



The projects enabled theoretical as well as experiential learning by the students; some projects were top-class.

NPTEL Course – Entrepreneurship: Perspectives of Economic Development and Business Strategy



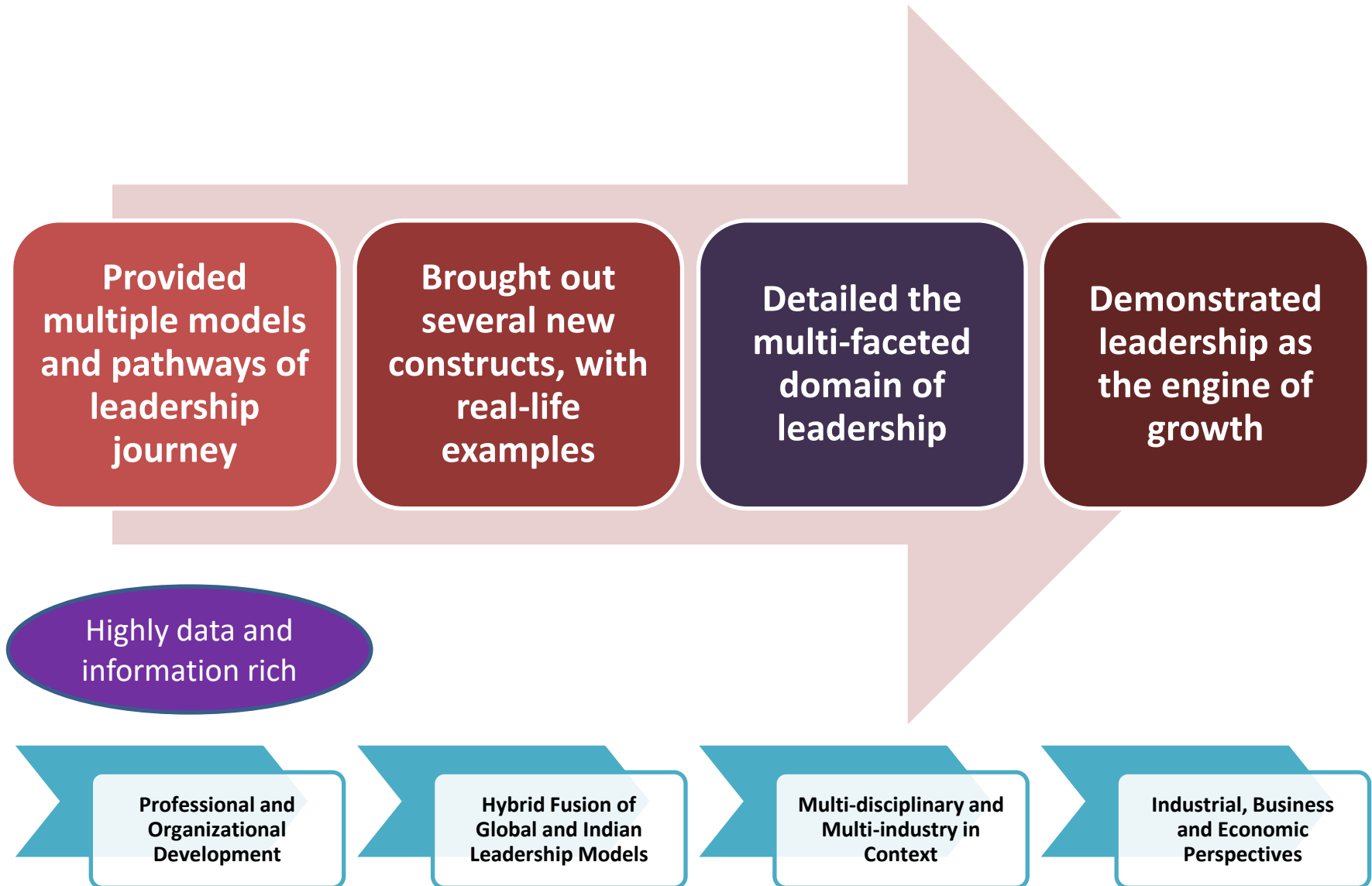
Provided detailed overview of the multi-faceted domain of entrepreneurship

Demonstrated the importance of entrepreneurship as the foundation of industrial and business growth

Brought out several insights based on real-life case examples, and practical applications of theory, in a multi-disciplinary approach

Provided multiple constructs for entrepreneurs to be successful, and pathways for their companies to achieve sustainable growth

NPTEL Course – Leadership: Practical Concepts and Constructs



Authored and published a new book "Strategic Management: Practice and Philosophy for India Inc"

STRATEGIC MANAGEMENT

Strategic management of companies and organisational entities is not merely about the long-term – it is also about having a holistic and end-to-end perspective. The practice of strategic management goes beyond conceptual and analytical development of strategies and execution thereof. It has deep behavioural and philosophical undertones as well.

This book, *Strategic Management: Practice and Philosophy for India Inc*, brings together multiple concepts of competitive strategy and strategic leadership of companies and organisational entities into one volume. It reflects the author's rich and diversified experience covering the last forty-six years of operational and strategic leadership roles in Indian and multi-national companies across multiple industries.

The book will be useful for executives, managers and leaders as well as management students. The book will provide several additional insights and constructs for academicians engaged in management teaching and research.



Dr. C. Bhaktavatsala Rao received his Ph.D. Degree in Industrial Management and M.Tech. Degree in Industrial Engineering from the Indian Institute of Technology Madras, Chennai. He received his B.E. Degree in Mechanical Engineering from Sri Venkateswara University, Tirupati.

Dr. C. B. Rao has over forty-six years of diversified experience in strategic and operational leadership of large, reputed companies, including global multi-national corporations, in India. Dr. C. B. Rao's last formal assignment was as Managing Director/Executive Chairman of Hospira Healthcare India Pvt Limited, a Pfizer Company. Dr. Rao is a prolific writer with over one hundred and thirty publications in economic and business dailies and refereed journals. This book is the ninth in the series of books authored and published by Dr. Rao under his LeaderCrest Banner over the last four years.

Dr. C. B. Rao currently serves as Ajit Singhvi Chair Professor in Management Studies at the Indian Institute of Technology Madras, Chennai. Dr. Rao also supports select global and Indian corporations as Senior Advisor and as Director on the Boards.



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Thank you!