

Management practices of creative organisations

The MBA department of the Vignana Bharathi Institute of Technology (VBIT) hosted a guest lecture on 'management practices of most creative and innovative organisations' by P.V. Ramana, deputy general manager, FDC Pharmaceuticals.

Innovative practices

Mr. Ramana gave an overview of the various management practices currently followed across the globe, and then

touched on the innovative practices of select companies like Amazon and Infosys.

He used a case study of an Indian pharma company to get his point across, while ensuring that the audience stayed engaged.

S.V. Ramana, head of department, department of business management, chairman N. Goutham Rao, secretary G. Manohar Reddy, principal G. Amarender Rao, and vice-principal Jayanth Kulkarni were also present.