

## About the Institute

Parvathaneni Brahmayya Siddhartha College of Arts & Science is the first offspring of "Siddhartha Academy of General & Technical Education" in the year 1975. From this modest beginning, the college has emerged as one of the premiere institutions of higher learning in the State. The First Autonomous College in the jurisdiction of Acharya Nagarjuna University in 1988. First College accredited at the level 'A' by NAAC, Bangalore in the jurisdiction of Acharya Nagarjuna University in 2004. Recognized as "College with Potential for Excellence (CPE)-Phase-I" by UGC, New Delhi. Reaccredited at the level 'A' and 'A+' by the NAAC in second and third cycles consecutively. Recognized as "Centre of Potential Excellence" by Government of Andhra Pradesh. College affiliation was shifted to Krishna University, Machilipatnam in the academic year 2009. Krishna University accredited "Research Centre" status to the Departments of Mathematics, Chemistry, Physics and Business Administration of our college.

### About the Department

The Department is a premier Centre offering Business Administration programs and is approved by AICTE, New Delhi. The objective of the department is to produce trained Management graduates to meet the growing demands of the changing economic environment with the professional approach. We have well qualified and experienced faculty as per the UGC and AICTE norms. The department has been designated as Research Centre and faculty members are guiding research scholars leading to their Doctoral Degrees. We are offering good placement services to the outgoing students through a placement cell being organized by the faculty and student coordinators as members.



## ATAL Online 6 Day Faculty Development Programme on 'MANUFACTURING INNOVATION AND ORGANISATIONAL EXCELLENCE'

Organized by:

Department of Business Administration, P B Siddhartha College of Arts & Science, Vijayawada, 520010, AP

NAAC Accredited at A+ (Cycle-III)

Dates

02-07, December 2024

Organized by:

Department of Business Administration, P B Siddhartha College of Arts & Science, Vijayawada, 520010, AP

Sponsors:

AICTE Training And Learning (ATAL) Academy

## About the FDP

This FDP, "Harnessing Industry 4.0 for Manufacturing Innovation and Organizational Excellence," focuses on leveraging the transformative power of Industry 4.0 technologies to drive advancements in manufacturing and enhance organizational performance. As Industry 4.0 revolutionizes manufacturing with technologies like IoT, AI, and big data, this program will explore how these innovations can be strategically integrated into manufacturing processes. The theme emphasizes the dual goals of fostering innovation and achieving organizational excellence. Participants will gain insights into how to utilize Industry 4.0 tools to enhance operational efficiency, optimize production and spur product and process innovations. By combining theoretical knowledge with practical applications, the FDP aims to equip participants with the skills and strategies needed to lead successful digital transformations, ensuring their organizations remain competitive and excel in the evolving manufacturing landscape.

Target Participants:

Faculty members from AICTE approved institutions, Research Scholars, and Industry Personnel

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