

# Faculty Development Programme

- Effective Strategies for Teaching, Learning and Assessment
- Global Trends & Strategies in Leadership & Management

Resource Persons : **Professor Ashish Chopra**  
Professor of Healthcare Administration,  
School of Business at University of Houston -  
Clear Lake (UHCL), Houston, Texas, USA.

**Dr. D.N. Murthy**  
Director & Senior Professor,  
Kiloskar Institute of Advanced Management Studies, Harihar.

(September 23-24, 2016)



Organized by



Nurturing Knowledge. Empowering Minds.

**IMS Unison University**

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## About IMS Unison University

IMS Unison University (IUU), Dehradun, a constituent of Unison Group run under the aegis of IMS Society is a cluster of premier institutions that fosters excellence in academics from formative years' right up to the professional expertise. IMS Society established in the year 1996, is a brainchild of industry leaders and academicians and has been delivering excellence in the field of professional education since almost two decades and providing professional education to more than 10000 students. IMS Unison University, with above 2000 students today commands a reputation of being the oldest Institution of the state. It is situated at the foothills of the Himalayas and has sprawling campus at Makkawala Greens with state-of-the-art infrastructure. It focuses on developing value-centered industry leaders for contemporary business practices.

The University firmly believes that education is an investment that provides lifetime value for them as well as for the organizations with which they get associated.

### About the Programme

It is a practical, action-oriented two-day training programme that will introduce the participants to the tools for making a wide range of strategic, tactical and operations decisions with higher level of confidence. The training program is specifically designed to link conceptual tools with managerial processes.

### Programme Details

The programme aims to focus on the following areas:

- Effective Strategies for Teaching, Learning and Assessment
- Global Trends & Strategies in Leadership & Management

### Who May Participate

The programme has been specifically designed for faculty members and research scholars.

### Venue

The programme will be conducted in the Seminar Hall of Block V at the University campus.

### Programme Fee

Programme fee will be Rs. 2000/-per participant (inclusive of programme kit, lunch and refreshment). Participants will have to make their own arrangements for accommodation and travel to and from the University campus. Accommodation may be arranged for out stationed participants on payment basis.

### How to Enroll

Application or nomination for participation (as per attached form) along with programme fee by Demand Draft in favour of IMS Unison University, Dehradun payable at Dehradun.

### Address all Correspondence to:

Dr. Amit Adlakha  
Organizing Secretary  
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## **Resource Person : Professor Ashish Chandra**

**Professor of Healthcare Administration, School of Business  
at the University of Houston-Clear Lake (UHCL), Houston, Texas, USA.**

Professor Ashish Chandra is a Professor of Healthcare Administration, School of Business at the University of Houston-Clear Lake (UHCL), Houston, Texas, USA where he teaches healthcare ethics, healthcare marketing, and healthcare systems courses to graduate and undergraduate students. He also served as the Chair of the Healthcare Administration Department for over four years at UHCL. Prior to joining the University of Houston-Clear Lake in 2007 he was an associate professor and program coordinator of the graduate Healthcare Administration program in the School of Business at Marshall University, West Virginia, USA where he was a faculty from 2000-2007 and before that he was Assistant Professor of Social and Administrative Science in the School of Pharmacy, Xavier University of Louisiana in New Orleans, USA. All together Dr. Chandra has over 20 years of university level teaching experience in the U.S.

Professor Chandra is one of the foremost authorities in healthcare and medical ethics, healthcare marketing, and medical tourism. Dr. Chandra is a prolific researcher and has almost 70 publications in journals, six book chapters, and over 200 publications in conference proceedings. He has conducted research and published numerous articles related to healthcare ethics, healthcare

marketing and management issues. He actively serves or has served on the board of directors of several professional high profile professional and community organizations including: The American College of Healthcare executives-Southeast Texas Chapter, The Asian Healthcare Leaders Association, and the Community Health Charities of Texas. He has served as the President of four major international academic organizations in the United States - the Business and Health Administration Association; the Association of Collegiate Marketing Educators; the MBAA International; and the Federation of Business Disciplines. He has also served as the program chair of eight major conferences international conferences and has served on the conference planning committee for over a dozen conferences.

Professor Chandra has received numerous awards and recognition related to teaching, research, and service throughout his career, including the 2015 Outstanding Professor Award given by the University of Houston - Clear Lake Alumni Association, 2012 the American College of Healthcare Executives Service Award; the 2011 Outstanding Educator Award from the Association of Collegiate Marketing

Educators; Marshall University Distinguished Artists and Scholars Award - Senior Division (the highest research award at Marshall University); the Management Educator Medallion, awarded by the Charleston Area Medical Center (CAMC) School of Nurse Anesthesia and the CAMC Health Education and Research Institute; Lewis College of Business Alumni Outstanding Innovation in Teaching Award, Marshall University; Outstanding Researcher Award, Lewis College of Business, Marshall University; the Bright Idea Award sponsored by Stillman School of Business at Seton Hall University and the NJPRO Foundation; to name a few. He has also received over fifteen best paper awards at conferences or conference tracks, including three McGraw-Hill/Irwin Distinguished Paper Awards. He is an Executive Editor of the journal Hospital Topics and actively serves on the editorial board of several journals. Professor Chandra is a well-recognized healthcare administration academician internationally. He serves on the academic advisory board of several educational institutions in Turkey and India. He has also provided professional consulting services to several healthcare and business organizations as well as accreditation and program review related consulting services to several institutions in the United States.

Among the healthcare institutions he has provided professional consultancy include well recognized universities and programs, state public health departments, large hospital based educational programs, physician group practices, radiologic clinics, hospice care facilities, independent health professionals, to name a few. He has also provided training workshops related to several human resources management, marketing and marketing research, and business strategy development related topics at institutions in U.S. and India.

Professor Chandra holds a Bachelor of Science (Statistics), Master of Management Studies (Marketing), and a Post Graduate Diploma in Computer Science Applications from the often ranked as one India's top 10 universities, Banaras Hindu University, Varanasi (India), as well as an MBA (General Business/MIS), and Ph.D. (Majoring in Social and Administrative Sciences/Healthcare Administration) from the University of Louisiana-Monroe, USA. He also successfully completed 60-hour leadership training workshop entitled "Leaders in Action," has actively participated in several leadership training workshops offered by the American Council on Education, and has earned over 50 hours educational credit hours from the American College of Healthcare executives in the past seven years.

## **Dr. D. N. Murthy** **Director and Senior Professor**

**Kirloskar Institute of Advanced Management Studies, Harihar.**



Dr. D.N. Murthy, Professor in Marketing area, has more than 23 years' experience in the Teaching, consulting and research. He has also served as a Dean or in other leadership capacity of several institutions. After earning his Ph.D. in Strategic Marketing Management from Bangalore University, he pursued Post-Doctoral Research from Fosters Business School, University of Washington, Seattle, USA. He has years of experience in industry and academia, and has been a consultant for United Nations Industrial Development Organization (UNIDO) in implementing Business Clusters Project concept in India for machine tool SMEs. He has conducted several Management Development Programs for leading corporates like Rockwell Automation, Videocon, Emerson engineering among others. He is a regular faculty trainer in the areas of strategic marketing. He has conducted FDPs in Universities like Bangalore University, Christ University among others. He has been a co-investigator for the

University Grants Commission (India) funded major research project. He has visited and/or served as keynote speaker at several prestigious universities worldwide, like Ecole De Grenoble (France), University of Ohio (USA), Howard University (USA), etc. He has widely traveled to USA, Canada, Germany, France, Thailand, Sri Lanka, Bangladesh, Nepal and Malaysia.

Stillman School of Business at Seton Hall University and the NJPRO Foundation; to name a few. He has also received over fifteen best paper awards at conferences or conference tracks, including three McGraw-Hill/Irwin Distinguished Paper Awards. He is an Executive Editor of the

## Day 1 (Friday, September 23, 2016)

### Topic : Effective Strategies for Teaching, Learning, and Assessment

Time	Topic	Speaker(s)
10:00 a.m. – 10:30 a.m.	Introduction of speakers  Quick overview of the seminar  Exercise 1 → Know your audience.....	Prof. R.K. Pandey, M.Sc, Ph.D, FIETE Vice Chancellor IMS Unison University, Dehradun  Prof. Ashish Chandra, Professor, School of Business, University of Houston - Clear Lake, USA  Prof. D. N. Murthy, Director and Sr. Professor, Kirloskar Institute of Advanced Management Studies, Harihar
10:30 a.m. – Noon	Quick Overview of Teaching Strategies:  - Different Audiences - Different Strategies  Looking at Education as a "Business Model"  Competency Based Education  Designing and understanding appropriate Assessment and Assurance of Learning techniques	Prof. Ashish Chandra  Prof. D. N. Murthy
Noon – 1:00 p.m.	LUNCH break	
1:00 p.m. – 3:00 p.m.	Curriculum mapping  Syllabus design  F2F versus Online versus Hybrid courses  Creating meaningful learning experiences  Understanding your students and their learning processes  Empowering your students  Exam/project design and assessment  Closing remarks; comments; and Q&A	Prof. Ashish Chandra  Prof. D. N. Murthy

**DAY 2 (Saturday, September 24, 2016)**  
**TOPIC : Global Trends & Strategies in Leadership  
 & Management**

10:00 a.m. – Noon	Leadership versus Management  Talent Management  Latest Recruitment and Retention Strategies and Trends  Transparency in the Recruiting Process  Recruiting immobile and contingent workers  Happy versus Unhappy employees  Q&A  Closing remarks	Prof. Ashish Chandra  Prof. D. N. Murthy
Noon – 12:30 p.m.	Closing Remarks  Course wrap-up  Q&A and Networking	Prof. R.K. Pandey  Prof. Ashish Chandra  Prof. D. N. Murthy
12:30 – 1:30p.m.	LUNCH and Networking	