



# **MARRI LAXMAN REDDY** **INSTITUTE OF TECHNOLOGY AND MANAGEMENT**

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NBA and NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

## **DEPARTMENT OF CIVIL ENGINEERING**

### **CENTRE OF EXCELLENCE**

#### **OBJECTIVES**

- Provide support and direction on approaches/processes, tools, methodologies and knowledge centers for the projects.
- Deliver shared services, policies, training, templates, communications, etc.
- Define marketing performance measurement approach, analyze marketing results.
- Provide skills assessments, e-learning curriculum, classroom training, certification programs, etc.
- Technology/systems standardization, integration standardization.
- Provide oversight on marketing technology access, usage, performance management, integration management, data management, utilization, etc.

#### **NECESSITY AND BENEFITS**

- Give visibility to department and its commitment towards innovation.
- Eliminates risks as it is free from the pressure of everyday's work.
- Provides flexibility to innovate fast and fail fast.
- Helps monitor costs easily.