



**NEHRU GROUP
OF INSTITUTIONS**
TAMILNADU • KERALA
ISO 14001-2004 CERTIFIED INSTITUTIONS



**JAWAHARLAL COLLEGE
OF ENGINEERING & TECHNOLOGY**
JAWAHAR GARDENS, LAKKIDI MANGALAM, PALAKKAD

JAWAHARLAL BUSINESS SCHOOL

PROUDLY ORGANISE 5 DAY FDP ON

TRENDS AND CHALLENGES IN DIGITAL BUSINESS INNOVATION

26 July 2021 to 30 July 2021



**AICTE
Approved**



**ISO Certified
Institution**

Sponsored By



**Jawaharlal Business School
Jawaharlal College of Engineering & Technology
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About NGI

Nehru Group of Institutions (NGI), Tamil Nadu & Kerala was established in 1968 in Kuniamuthur, Coimbatore, Tamil Nadu. NGI was set up with the objective of providing higher education in the field of Aeronautical Engineering to the students of Tamil Nadu and Kerala. The prestigious large galaxy of educational institutions in South India, popularly christened as "The Nehru Group of Institutions" is a name synonym to a world-class education. It would be my special privilege and pleasure to welcome one and all to an enchanting world of exclusive higher education for a truly challenging and much rewarding academic career. The campuses serve as a temple of learning for students of various academic streams. The ISO 9001 & 2008 certified a large conglomeration of institutions have been founded by late P. K. Das an eminent academician and a Philanthropist. The institution offers undergraduate, postgraduate, and doctorate courses in the discipline of Management, Arts, Science, Paramedical Sciences, Engineering, and Hospitality. NGI has risen above every storm and challenge and has stood tall even while going through the fiery furnace of tests. 2021 marks 53 years of this unstoppable victory.

Jawaharlal Business School

Jawaharlal Business School @ JCEET is part of the Jawaharlal College of Engineering and Technology(JCEET), which is a constituent of the reputed Nehru Group of Institutions, (Tamil Nadu and Kerala). It offers a 2-year full-time MBA program (4 Semesters) Affiliated with APJ Abdul Kalam Technological University. It is located amidst the vibrant greenery of Lakkiidi near Ottapalam, Palakkad, away from the busy city bringing nature in its exotic form. It is quite self-contained within a sprawling campus with superior infrastructure for modern learning.

KTU sponsored FDP

The FDP has developed a strong reputation for excellence in the professional development of management educators. Due to the ongoing pandemic, we had to cancel the regular on-campus FDP in 2020 and 2021 and have been offering the Online Faculty Development Programme in "Trends And Challenges in Digital Business Innovation" instead. Our aim is to discuss and present the main trends and challenges in digital business innovation to a composite audience of practitioners and scholars. Accordingly, each considered topic will be analyzed in its technical and managerial aspects, also through the use of case studies and example

Learning Objectives

- To Understand Digital Systems & Trends of issues related to the growing relevance of Big Data, Cloud Computing, and Mobile Services for business
- To Identify, Digital Management Trends, focusing on work practices, identifying brand digital transformation, and governance.
- To effectively understand today's organizations and users' behavior and needs

Expected outcome from FDP

- To acquaint the participants with innovation-driven growth at the organizational level that requires a multidisciplinary approach
- Envision a portfolio of innovation strategies—from radical efficiency enhancements to new growth—that achieve tangible business value.
- Effectively apply, explain and discuss concepts and theories, and how they are interrelated, to solve complex current and future challenges of digital transformation.

For Whom

For the faculty members who teach in the colleges affiliated to KTU.

Session Arrangement

26-07-2021 MONDAY	SLOT 1 (9.00 AM-11.00 AM)	SLOT 2 (11.30 AM to 1.30PM)	SLOT 3 (2.00 AM to 4.00PM)
	DATA VISUALISATION FOR BUSINESS DECISION MAKING	SEO VS CRO	CRYPTOCURRENCY
27-07-2021 TUESDAY	SLOT 4 (9.00 AM-11.00 AM)	SLOT 5 (11.30 AM to 1.30PM)	SLOT 6 (2.00 AM to 4.00PM)
	E – COMMERCE MARKETING	BLOCK CHAIN	DATA ANALYTICS FOR BUSINESS
28-07-2021 WEDNESDAY	SLOT 7 (9.00 AM-11.00 AM)	SLOT 8 (11.30 AM to 1.30PM)	SLOT 9 (2.00 AM to 4.00PM)
	ARTIFICIAL INTELLIGENCE IN BUSINESS	FINTECH- THE FUTURE OF FINANCE	INNOVATIVE DIGITAL IDEAS
29-07-2021 THURSDAY	SLOT 10 (9.00 AM-11.00 AM)	SLOT 11 (11.30 AM to 1.30PM)	SLOT 12 (2.00 AM to 4.00PM)
	DIGITILISATION AND ITS IMPACT ON RURAL STUDENTS	BRANDING IN THE NEW NORMAL	ARTIFICIAL INTELLIGENCE IN DIGITAL HEALTH
30-07-2021 FRIDAY	SLOT 13 (9.00 AM-11.00 AM)	SLOT 14 (11.30 AM to 1.30PM)	SLOT 15 (2.00 AM to 4.00PM)
	IMPACT OF DIGITILISATION ON INDIAN ECONOMY	DIGITAL BRAND MANAGEMENT	DIGITAL BUSINESS MODEL

Fees

No Registration Fees

Certification

E-Certificate will be provided to all active participants of the FDP.

Important Dates

Last Date of Registration: July 25, 2021

Dates of FDP: July 26-30, 2021

OUR RESOURCE PERSONS

**Dr. ASHOK THOMAS,
INDIAN INSTITUTE OF MANAGEMENT,
KOZHIKODE**



**Dr. SAPARYA SURESH,
INDIAN INSTITUTE OF MANAGEMENT,
KOZHIKODE**

**Dr. ANU MARY CHACKO,
NATIONAL INSTITUTE OF TECHNOLOGY,
CALICUT**



**Dr. ALTHAF,
NATIONAL INSTITUTE OF TECHNOLOGY,
CALICUT**

**Dr. SHYAM AV,
AMRITA SCHOOL OF BUSINESS,
COIMBATORE.**



**Prof. SHRIKRISHNAN J
AMRITHA SCHOOL OF BUSINESS,
ETTIMADAI, COIMBATORE.**

**Dr. MANSOORALI A,
PSG INSTITUTE OF MANAGEMENT,
COIMBATORE**



**Dr. JOSE JOY THOPPAN,
SAINTGITS COLLEGE OF ENGINEERING,
KOTTAYAM,**

**Dr. HARISH U C,
GURUVAYURAPPAN INSTITUTE OF MANAGEMENT,
COIMBATORE,**



**Dr.AJITH THOMAS,
ST. JOSEPH'S COLLEGE OF ENGINEERING AND TECHNOLOGY,
PALAI**



**Dr.SUMA MATHEW,
ST. JOSEPH'S COLLEGE OF ENGINEERING AND TECHNOLOGY,
PALAI**



FROM THE INDUSTRY

**Dr.SHIVDASAN P,
DIRECTOR, PLAN-B CONSULTANT, KOCHI,
AN ASSOCIATE COMPANY OF ARCIL, MUMBAI**



**Mr. SENTHILKUMAR RAJAPPAN,
FOUNDER & CHIEF STRATEGIST,
HALCYON DIGITAL, COIMBATORE.**



**Mr. RAGAVENDRA KUMAR
HEAD, DIGITAL BUSINESS,
VENPEP SOLUTIONS, COIMBATORE**



**Miss. LISHA DAS,
SENIOR PROGRAM SPECIALIST
TECHNOSERVE INDIA FOUNDATION, BANGLORE**



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ORGANISING COMMITTEE

Patron

Adv. Dr. P. Krishnadas, Chairman & Managing Trustee,NGI
Dr. P.Krishna Kumar, CEO & Secretary, NGI

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Dr.Radhakrishnan K, Advisor, NGI, Kerala
Dr. N. Gunasekaran, Principal, JCET
Dr. K.Umesha, Vice-principal, JCET

FDP Chairperson

Dr.Ashokan C, HoD, JBS@JCET.

Course Coordinators

Dr. K S Sreejamol, Asst. Professor
Ms. R.Suma, Asst. Professor

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