SACRED HEART COLLEGE
Autonomous

Department of Management Studies, Sacred Heart College Kochi organises

09–14
Dec '24

GenAI-Driven
Social Entrepreneurship
& Management

6-Day
Online ATAL
Faculty
Development
Programme
on Next Gen
Communication

ATAL
AICTE TRAINING & LEARNING ACADEMY

AICTE
All India Council for Technical Education

AICTE TRAINING & LEARNING

Sacred Heart College (Autonomous)

Sacred Heart College is one of the top-ranking Arts and Science colleges in India, offering a wide variety of UG, PG and Research Programmes. Established in 1944 under the University of Madras, the college has since then shifted its affiliation to MG University, Kottayam. The College offers a variety of conventional and vocational programmes for a diverse mix of students from urban, semi urban and rural milieu. From its modest origin with 246 students in 1944, the college has grown to the present strength of over 3400 students (with 63% girls), across 22 UG, 20 PG programmes and 6 research centres. The number of permanent aided teachers with PhDs now stands at 45 out of 90. In 2004 the College was chosen as College with Potential for Excellence in 2004 by the UGC; the status was extended in 2010. In NIRF ranking too, the college has maintained its position among the top 40-75 in the country. In 2014, the college was granted Autonomous Status by the UGC and the state government and it has proven its credentials by demonstrating dynamism and rigor in academics and administration.

Department of Management Studies

The Department of Management Studies offers two honours programmes - BBA (Integrated Marketing & New Media) and BBA (Business Analytics) that are rising in popularity among students who want to make a career in management. These programmes enable students to acquire knowledge and practical aspects skills in both Business and in allied disciplines. The small class sizes allow close interaction with faculty members which help students gain the intellectual stimulus and aquisition of knowledge and skill in their selected domain.

About ATAL

AICTE Training and Learning (ATAL) Academy is established with the vision "To empower faculty to achieve goals of Higher Education such as access, equity and quality". AICTE is committed for development of quality technical education in the country by initiating various schemes launched by Govt. of India, Ministry of Human Resource Development. Council understands that there is a need to train the young generation in skill sector and having faculty & technicians to be trained in the irrespective disciplines. Training is required for increasing the knowledge and skills of students to make them more employable to acquire global competencies.

About the FDP

The FDP will focus on fostering a deep understanding of the use of Gen AI tools in social entrepreneurship and management. It aims to develop the skills and knowledge necessary for participants to identify social challenges, apply Gen AI tools, and lead successful social enterprises. The FDP will be delivered online to maximize participant engagement and flexibility. It will include a substantial component of case studies and practical exercises to ensure participants develop the skills needed to apply their learning in real-world contexts.

FDP Objectives

- Establish a solid foundation in Social Entrepreneurship and the strategic use of GenAI tools for effective management.
- Equip participants with skills and knowledge to identify and address social challenges through innovative, sustainable business solutions.
- Provide practical training on leveraging Generative AI tools to enhance business strategies and improve decision-making in social enterprises.
- Facilitate knowledge-sharing sessions led by experienced professionals, offering insights into current industry trends and best practices.
- Foster a supportive environment for mentorship and guidance, enabling participants to apply learned concepts in real-world scenarios.
- Prepare participants to develop impactful, socially driven solutions through a hands-on, industry-focused approach.

Target Audience

- Faculty/ Researchers/ PhD Scholars/ PG students
- Participants should be nominated by the respective Heads of the Institutions.
- Participants should upload NOC for registration
- Facilitate knowledge-sharing sessions led by experienced professionals, offering insights into current industry trends and best practices.

—Scan for NOC—

Resource Persons

Prof.(Dr.) Suresh Bhagavatula
IIM, Bangalore

Prof. (Dr.) Piyush Kumar
Sinha Director, CRI Advisory
& Research

Dr. Mr. Tushar Garg,
National Innovation
Foundation, DST

Mr. Mirza Rahim Baig
Product Analyst, Germany

Mr. Nirmal Panikar
Tamil Nadu Technology Hub

Prof. (Dr.) Shantha Kumari
VIT -AP University

Dr. Sooraj, Co-founder &
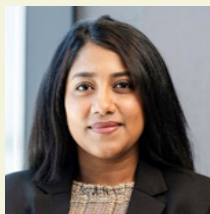CTO NeuBiom Labs

Mr. Fasil
Kerala Startup mission

Dr. Bibin
AI BEO Software

Mr. Sanjay Gopinath
MathWorks

Ms. Kavya K.S
HR Sally Beauty, Ontario

Mr. Raghunandan
Asst. Prof SH College

Test & E-Certificate

A test will be conducted at the end of the program and e-certificates shall be issued to those participants who have attended the program with minimum 80% attendance and scored minimum 60% marks in the test.

How to Apply

There is no fee for attending this FDP. Participant scan register for this course on AICTE ATAL by following https://atalacademy.aicte-india.org/signup

Seat Availability: Maximum 200 participants

Email to: fdpatal@shcollege.ac.in

— **Register Here** —

Contact

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Our Patrons

Prof. (Dr.) C S Biju
Principal, Sacred Heart College,
Thevara, Kochi.

Rev. Dr. Varghese Kachappally
Manager,Sacred Heart College,
Thevara, Kochi.