

AICTE Training and Learning (ATAL) FDP Programme



On

Social Enterprise Management

June, 11 2021 to June, 15 2021



Organized by:

Department of Humanities, Social
Science & Management (DHSSM)

National Institute of Technology
Jamshedpur, Jharkhand
(An Institute of National Importance)
www.nitjsr.ac.in

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Resource Persons

The speakers will be from eminent institutions such as IIMs, IIFTs, NITs, Central University, industries and other reputed organizations.

Important dates:

Registration opens on:	17/05/2021
Registration closes on:	02/06/2021
Declaration of result:	05/06/2021

Eligibility & Registration:

- The faculty members of the AICTE approved institutions, PG students & Research scholars from Government, Industry can participate in this FDP.
- Maximum number of participants is limited to 200.
- To register, please visit: <https://atalacademy.aicte-india.org/signup>
- There is no registration fee.
- Participants will be selected on first-come- first-serve basis.
- Selected candidates will be intimated by e-mail.

NOTE:

- E-certificate shall be issued to those participants who have successfully completed the Faculty Development Program.
- The details of the online platform preferably Google Meet and the program link will be sent to the registered participants by email and whatsapp.
- It is mandatory to attend the test that will be conducted on the last day of the FDP related to the topics covered. It is also mandatory for the participants to have a minimum of 80% attendance and 60% marks in the test to earn the certificate.

About the Institute



National Institute of Technology Jamshedpur was originally founded as Regional Institute of Technology in 1960 which was later upgraded to National Institute of Technology on 27th December 2002. In 2007 it was declared as Institute of National Importance by GoI. It comes under the aegis of the now, Ministry of Education (MoE), and earlier Ministry of Human Resource Development (MHRD), Government of India, since April 2003. The institute offers various graduate, post-graduate and doctoral level courses in several streams notably B.Tech, M.Tech., Ph.D., M.C.A. and M.Sc. degrees in various disciplines of Engineering, Management, Basic Science, Social Science & Humanities.

About the Department

The department offers courses in different disciplines of Management, Humanities & Social Science. Various elementary and advanced level

courses being offered such as Organization Behavior and Industrial Psychology, Industrial Economics and Accountancy, Management Information System, English for Communication, Introduction to Soft Skills etc. to B.Tech (Hons.), M.Tech, M.Sc and MCA students. The Department also offers Ph.D program in Management & English with intake twice a year.

Objectives of FDP

Social entrepreneurship is a rapidly developing and changing business field in which business and non-profit leaders design, grow, and lead mission-driven enterprises. Social entrepreneurship is an emerging field of study that is gaining increasing attention in universities around the world. Social entrepreneurs combine the knowledge and skills used in traditional business, with a commitment to having a meaningful and sustainable social impact, rather than the relentless and selfish pursuit of personal enrichment through profit.

The objective of the course is to provide basic knowledge to the participants about social enterprises and its effective management techniques.

Course modules:

- Social Enterprise Management
- Social Enterprise and Technology

- Social Enterprise Business Model
- Social Entrepreneur Strategies
- Financial Management of Social Enterprise
- Risk Management in Social enterprises
- Social Enterprise and Sustainable Management
- Social Marketing
- Human Resource Management in Social Enterprises
- Role of IPR in Social Entrepreneurship
- Social Innovation and Entrepreneurship
- Social Leadership

Prospective participants may contact for any further information:

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Student Coordinators:

- Mr. Kumar Gaurav: 9452821295 (Research Scholar)
- Mr. Ajith Kumar Shah: 9101074042 (Research Scholar)