S.A. ENGINEERING COLLEGE

(An Autonomous Institution Affiliated to Anna University Chennai)

Accredited by NAAC 'A' Grade & ISO 9001:2015 Certified Institution

IEEE Sponsored One week Faculty Development Programme on

INTEGRATING SDGS INTO BUSINESS AND ENGINEERING: LEVERAGING PROFESSIONAL COMMUNICATION FOR GLOBAL IMPACT

December 16 - 21, 2024

Hybrid Mode

Organised by

S.A. Engineering College (Autonomous)
(CSBS, MBA, CSE (AIML), IQAC &
IEEE Student Branch – SAEC)

In association with

IEEE Professional Communication Society (PCS) Madras Chapter
IEEE Computer Society (CS) Madras Chapter

IEEE PRO COMM Professional Communication Society Madras Section

IEEE COMPUTER SOCIETY Madras Section

IEEE STB05661 Student Branch - SAEC

IEEE

About the Institution

S. A. Engineering College was established by the Dharma Naidu Educational and Charitable Trust in the year 1998-99. The college is approved by AICTE and affiliated to Anna University, Chennai, Tamil Nadu. The college also acquired the Autonomous status in the year 2019-20. The college is well planned with 5 lakhs sq. ft of constructed area. The college maintains a high standard of Education by providing a world class academic facility, employing highly qualified and experienced faculty members and creating an ambience conducive for quality education. In recognition of quality policy being implemented by the institution, M/s TUV NORD has accorded ISO 9001:2015 certification. The college is accredited by NAAC with 'A' Grade and NBA. The college offers 11 UG Programmes and 6 PG Programmes. S.A. Engineering College is also conferred Autonomous status for over 10 years from 2019.

About the Department of CSBS

The Department of Computer Science and Business Systems (CSBS), established in 2022, has rapidly expanded from its initial cohort of 51 students to a robust community of 109 students. The B.Tech – Computer Science and Business Systems (CSBS) program is meticulously designed to meet the burgeoning demand for engineering talent adept in digital technology. This innovative curriculum blends core computer science topics with humanities and management sciences, equipping students to thrive in Industry Revolution 4.0. Our program offers comprehensive exposure to emerging fields such as Analytics, Machine Learning, Cloud Computing, and the Internet of Things, ensuring our graduates are "Industry Ready." This curriculum serves as a "One Stop Solution" to the increasing demands of the corporate world.

About the Department of CSE (AIML)

The Department of CSE (Artificial Intelligence and Machine Learning) was started in the year 2022. The department has grown to its current strength of 116 students from a humble beginning with 56 students. Our department is equipped with the latest state of the art laboratories and is equipped with an excellent Internet facility. We have a dedicated team of faculty members who will always counsel and motivate the students to bring out their best performance. We encourage the students to join in various professional societies like IEEE and CSI to develop their technical expertise and also to organize several student conferences / symposia / seminars / workshops in various trending topics. To make students well prepared to face the industry, they were imparted the requisite training by utilizing the services of external academia and professional practitioners for contesting in competitions like TCS Code Vita, Smart India Hackathon etc.,

About the Department of MBA

The Master of Business Administration programme was started in the year 2005. Since its inception it has grown in leaps and bounds. In the year 2019 the college has obtained autonomous status and it is affiliated to Anna University, Chennai. The Department was acclaimed as the Best B School in Business Standard Survey (2021 & 2022). Our new enriched curriculum aims at escalating the potential of the student and moulding them for success in the challenging business field. Well-designed academics combined with live projects, corporate interaction, entrepreneurial thinking and soft-skill training provides the fine edge to build an all-conquering business career. The electives offered are Finance, Marketing, Human Resource, Operations, Business Analytics and Systems. Industry aligned workshops, MDPs, Guest Lectures, Value added Courses, Industrial Visits, National Conference, International Webinars in association with professional bodies (MMA/ISTD/NIPM/HR Sangam etc) are continuously offered to reinforce skills for future managers. The department offers 100% placement assistance and exclusive placement training. The alumni of our Department are placed in various concerns of repute. The Department is equipped with excellent infrastructural facilities, 4D Digital state of Art fully air-conditioned classrooms, exclusive conference hall and seminar. The department has a well-equipped department library which is stocked with over 826 BOOKS, 12 PRINTED JOURNALS and has 240 DELNET, 40 SCIENCE DIRECT, 4154 E-BOOKS and 217 E-JOURNALS.

About SA Engineering College IEEE Student Branch

The IEEE Student Branch of SA Engineering College is a vibrant and dynamic community that fosters innovation, learning, and collaboration among students and faculty. The branch actively organizes workshops, technical talks, hackathons, and conferences to equip members with cutting-edge skills and insights. Faculty mentors guide students in academic and research pursuits, aligning with IEEE's mission of advancing technology for humanity. The branch creates a thriving ecosystem that prepares students for professional success while contributing to technological progress.

ABOUT IEEE

The Institute of Electrical and Electronics Engineers Inc. (IEEE) is the world's largest professional association for the educational and the technical advancements. The IEEE oers learning and educational opportunities, sponsors conferences, symposiums, workshops and other technical programmes and also facilitates students' technical activities through IEEE student chapters.

SELECTION PROCESS

First Come first Serve
50 participants only

Selected participants will be intimated through email

IEEE Professional Communication Society (PCS) Madras Chapter

The IEEE Professional Communication Society is a professional society of the IEEE formed in 1978. It helps engineers and technical writers to seek more education and research in their fields, in addition to development of standards in technical communication. It also includes technical, scientific, industrial, and other activities that contribute to the techniques and products used in this field.

About IEEE Computer Society (IEEE CS) Madras Chapter

The IEEE Computer Society is the premier source for information, inspiration, and collaboration in Computer Science and Engineering. Connecting members worldwide, the Computer Society empowers the people who advance technology by delivering tools for individuals at all stages of their professional careers.

ABOUT FDP

The One-Week FDP on "Incorporating Sustainable Development Goals (SDGs) into Marketing Strategies: Leveraging AI and ML for Business Growth and Global Impact" is designed to equip faculty members with the knowledge and tools to integrate SDGs, Artificial Intelligence (AI), and Machine Learning (ML) into marketing strategies. This program highlights the transformative potential of technology-driven marketing practices in addressing global challenges while fostering sustainable growth.

Who Can Attend?

- Faculty Members of Engineering Colleges / Universities
- R&D and Industry Personnel
- Research Scholars & PG Students

₹250 IEEE Members / Host Institution

₹500 Non-IEEE Members / Others

Last Date for Registration : 13.12.2024

Date of Intimation of Acceptance : 14.12.2024

Enroll Now!

Objectives

- To educate faculty members about the integration of Sustainable Development Goals (SDGs) into marketing strategies.
- To explore the role of Artificial Intelligence (AI) and Machine Learning (ML) in driving business growth while achieving positive global impacts.
- To empower faculty members to teach and incorporate these advanced tools and SDGs concepts into their academic curricula, preparing students for modern marketing challenges.
- To provide insights into sustainable and responsible business practices, with a focus on AI, ML, and marketing innovation.

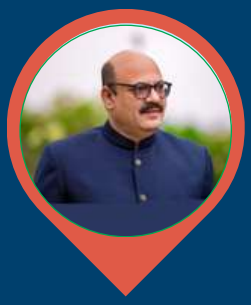
Outcomes

- By the end of this FDP, faculty will be enriched with:
- Faculty members will gain an in-depth understanding of how AI and ML can be used to advance SDGs within marketing strategies.
- Participants will be able to develop frameworks for applying AI/ML technologies to solve real-world business problems in a sustainable manner.
- Enhanced knowledge of integrating SDGs in marketing strategies to create positive global impact and encourage responsible business practices.
- Faculty members will be able to implement this knowledge into their teaching and research, contributing to the growth of knowledge in these emerging areas.
- Actionable insights and tools to guide businesses in adopting sustainable practices through AI and ML applications.

Payment Mode - NEFT / IMPS / Direct Deposit / Swift Transfer / UPI

Account Number :	**50106245804**
Account Name:	**SAEC IEEE Student Branch**
IFSC Code:	**IDIB000C571**
Bank Name:	**Indian Bank**
Branch:	**S. A. Engineering College**

Resource Persons



Mr. S. Amarnaath

Correspondent & Treasurer,
S.A. Engineering College (Autonomous),
Chennai

SDG in Marketing

Mr. P. Anandkumar

Director,
Business Applications and Platform,
Microsoft Pvt. Ltd,
Chennai

Understanding Sustainable Development Goals (SDGs) and Their Relevance in Business

Dr. Srinath Srinivasa

Founder & CEO, EmBridge Solutions Pvt Professor and Dean (R&D),
IIIT – Bangalore, India

Towards an Intervention Science for Sustainable Development

Mr. H. R. Mohan

IEEE Ambassador & IEEE Life Senior & Chair - Events, IEEE CS Madras

Smart Technologies for SDGs

Mr. G. B. Pon Manivanna n

Former Vice President, L&T Technology Services,
Chennai

Emerging Trends in AI, ML, and Sustainability & Collaborative Planning: Building a Roadmap for Sustainable Marketing

Ms. Durga Balasubramaniam

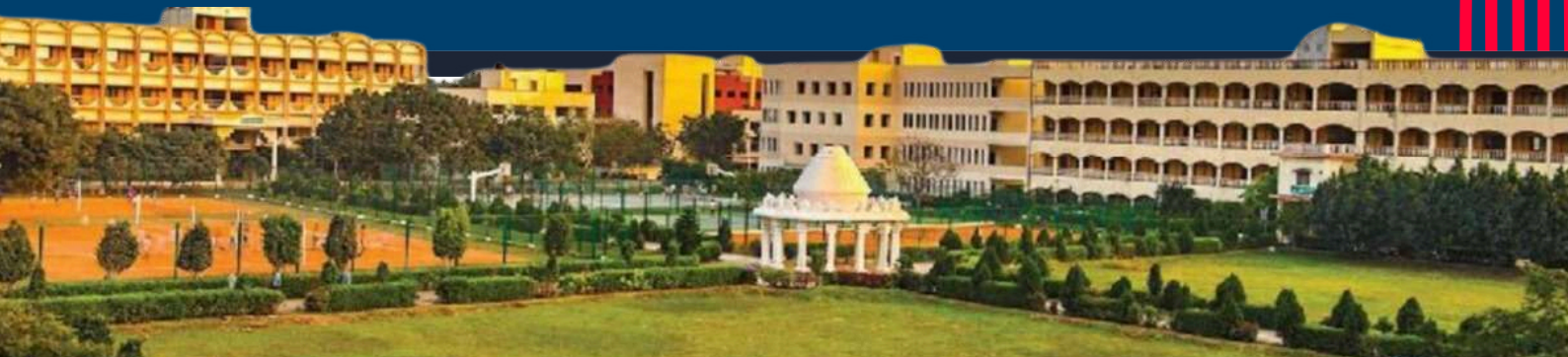
Vice President,
NatWest Group, Chennai

Data Analytics for Measuring SDG Integration Success & AI for Reporting Sustainability Metrics

Dr. Rajnish Kumar

Head, School of Sustainability,
IIT Madras, Chennai

Role of Materials in Scale-up of Renewable Energy and CCUS for NetZero India by 2070. How do we make it sustainable?



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