



# Personal Branding Using Technology

**25<sup>th</sup> June 2020** | CMS Business School



**JAIN**  
DEEMED-TO-BE UNIVERSITY

CMS BUSINESS  
SCHOOL

[bschool.cms.ac.in](http://bschool.cms.ac.in)

## Jain (Deemed-to-be University)

Jain University is a Deemed-to-be University u/s 3 of the UGC Act, 1956. JAIN (Deemed-to-be University) is a comprehensive and student-focused university that works towards excellence in quality education, research and entrepreneurial development. Jain (Deemed-to-be University) has been awarded the Graded Autonomy status by the University Grants Commission (UGC) and 'A' Grade by the National Assessment and Accreditation Council (NAAC). Jain has also been ranked 5th among the top private universities in India by India Today survey. It is a member of the prestigious Jain Group of Institutions, headquartered in Bengaluru.

## CMS Business School

CMS Business School, an integral part of Jain (Deemed-to-be University), is India's leading business school with an international perspective. CMS is a place where ideas are born, theories are debated and business is imbibed. Much more than a source of knowledge, it is a catalyst that can make a difference to the career and the personal progression of its students. CMS Business School has been ranked top 41st in all India and 16th in South Zone by 'Outlook - ICARE MBA Rankings - 2019' Research Survey, secured a Rank Band 76-100 from National Institute of Ranking Framework, Ministry of HRD, Government of India and it has also been awarded 'A ★' Grade in KA by CRISIL. Our MBA program has a strong foundation in academic research; it is designed to tackle the real issues faced by international business community today.



### Theme

A competitive and responsive portfolio website can be particularly important for anyone to show off their strengths and talents. In the current scenario, online tutoring has occupied a great space in the education industry. This FDP helps to create unique and professional online portfolio and to build lecture videos for personal branding.

## **Objectives:**

- To build and host a personal website on Google sites.
- To record lectures using online screen recording facility.

## **FDP Essentials:**

A Laptop with good internet connectivity will be essential. Software link will be sent after registration.

## **Learning Outcomes:**

- Able to create own website for presenting and branding oneself online
- Able to record and upload presentation screen online.

## **Participant Profile:**

Faculty members, Research Scholars and Students



**Dr.S. Yavana Rani**

Dr.S. Yavana Rani, an Associate Professor of MBA in the Decision Science area. Since receiving her MBA and Ph.D. in Management, she has devoted her career to Research and Teaching. She also has a Master's degree in Structural Engineering. She has 16 years of teaching experience. She has received Young Scientist Fellowship Award from Tamilnadu State Council for Science and Technology (TNSCST). She has completed her fellowship from Indian Institute of Science (IISc), Bangalore. She is the life time member in Indian Society for Technical Education (ISTE). She has done two research projects sponsored by Indian Council for Social Science and Research (ICSSR). She has published more than 10 research articles in Scopus indexed and Springer journals. She has presented papers in National and International conferences in India and abroad. She is the editor for many reputed journals. She has delivered key note addresses in countries like Egypt and Malaysia. She has been project Director for Entrepreneurship Cell (EDC) sponsored by Department of Science and Technology (DST). She also coordinated many programmes. She has got funding for conducting conferences, International visit from various funding agencies like DST and ICSSR.

### Fee (per participant)

Rs.100/- + 18% GST = Rs.118/-

### Payment Procedure

Registration fee must be paid by Demand Draft/ NEFT in favour of "Jain University", payable at Bengaluru.

### Registration fee includes:

Pre-reading material, practice exercises and e-certificate

### Online Transfer / Bank Transfer

Bank Name : Karur Vysya Bank  
Branch : Jayanagar, Bengaluru  
Account Name : Jain University  
Account Number : 1315155000038088  
IFSC Code : KVBL0001315

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## Session 1 - Web enhanced learning

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09.30 AM - 11.00 AM - **Building and hosting e- Portfolio** using Google sites

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## Session 2 - Experiential learning

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02.30 PM - 04.00 PM - **Designing online presentations** using Screencast -O- Matic

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## Patrons

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### Dr. Chenraj Roychand

Chancellor, JAIN (Deemed-to-be University)

### Col (Hony). Dr. N. Sundararajan

Vice-Chancellor, JAIN (Deemed-to-be University)

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## Advisory Board

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### Dr. Dinesh Nilkant

Director, CMS Business School, JAIN (Deemed-to-be University)

### Dr. Harold Andrew Patrick

Professor & Dean - Academics, CMS Business School, JAIN (Deemed-to-be University)

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## Faculty Development Program Cell

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Prof. Anantha Subramanya Iyer (Convenor) : +91 9901806837

Dr. Shakeela Banu C : +91 9844506208

Dr. Ajay Massand : +91 7892834914

Dr. Chaya Bagrecha : +91 9844733999

**\*e-certificates will be provided to all the registered participants**

Registration link: <https://forms.gle/Ao3bSrZt3nqVecih7>

Joining Link: (Shall be Provided after registration)