



## Management Development Programme on **KNOWLEDGE MANAGEMENT & INNOVATION** January 29-31, 2015

Department of Management Studies  
**National Institute of Technology**  
Tiruchirappalli 620015

### About the Programme

Knowledge management (KM) is a systematic process by which knowledge is created, captured, shared, and leveraged for promoting innovation. KM enables organizations to achieve many strategic goals such as improving products and services, improve operational efficiency, and achieve growth through innovation and promoting better organizational culture.

However, organizations face challenges in transforming human capabilities to strategize knowledge capitalization leading to business results. Successful KM implementation leads to significant changes in structural, cultural and technological aspects of the organization, and therefore needs to be managed effectively.

### Programme Objectives

- ✓ Discuss trends and developments in KM
- ✓ Develop an integrated and comprehensive perspective of KM as a strategic initiative
- ✓ Identify the strategic contexts of KM and the role of organizational culture and processes
- ✓ Discuss the frameworks, techniques, and the nature of IT support for managing knowledge
- ✓ Provide a platform for sharing experiences in KM.

### Key Topics Uncovered

- ✓ Relevance and Concepts of KM
- ✓ Linking KM with Business Strategies
- ✓ Tactical approaches of KM
- ✓ Knowledge Capturing, storing and sharing
- ✓ KM led Innovation in organizations
- ✓ Tools and technologies for KM
- ✓ KM and organizational culture
- ✓ Initiating and Managing KM projects
- ✓ Enterprise 2.0, Social media and KM
- ✓ KM metrics and Maturity models

### For whom

The programme is aimed at managers from any functional area of organization who are keen to leverage the strengths of KM for enhancing organizational competitiveness.

The programme will be valuable to organizations which are contemplating KM as a strategic programme or attempting to revisit their KM strategy & tactical approaches for better results. It would be beneficial if the organizations sponsor a cross-functional team of managers so that they develop an integrative approach to KM.

### Programme Delivery

It is a residential programme. The programme will be delivered through lectures, case studies, presentations by KM practitioners and a group task of evolving a framework for KM strategy formulation and implementation. Participants shall have access to Library and other resources, and opportunities for discussion with faculty on possible collaborations, including pursuing Masters/PhD programmes at NITT.



Venue & Dates : NIT Trichy Campus, January 29-31, 2015

### Nominations

Organizations are requested to send their nominations along with the programme fee of (Residential) Rs. 18,000/- (Non-residential) Rs. 16,000/- per participant (plus applicable service tax) to the MDP Section (KM&I) on or before 23rd January 2015. The programme fee may be paid through Demand Draft drawn in favour of Director, National Institute of Technology, Trichy.

### Programme Coordinator

Dr. G. Kannabiran is the senior professor of DoMS with over 25 years of experience. He has served as Head of the Department for many years. He has also served as the Dean of Research & Consultancy at the National Institute of Technology, Trichy.

He has led collaborative UKIERI projects in the areas of SME development and enhancing employability of engineering graduates. He also leads a major project funded by Govt. of India to incubate innovative businesses through Center for Entrepreneurship Development & Incubation, a Section 8 company promoted by NITT. He also leads a project funded by Asia Foundation on Rural Women development.

Dr. Kannabiran was awarded with the prestigious Fulbright Fellowships (Visiting Lecturer in 2005, Education Administrators Programme in 2011). He was also a British Council Study Fellow at the Huddersfield University, UK.

He currently leads the institutional-level Strategic Transformation Group supporting a major goal-oriented transformation at NITT.

He has extensive experience in teaching, research, training and consulting in KM. He was invited by the Asian Productivity Organization for an expert study meeting on KM measurement held in Taiwan.

Dr Kannabiran holds PhD in Management, besides Masters Degrees in Mathematics, Computer Science & Engineering and Business Administration.

# KNOWLEDGE INNOVATION

### NOMINATION FORM

MDP on Knowledge management & innovation  
January 29-31, 2015

1. Name
2. Sponsoring organization
3. Correspondence Address
4. Email, Mobile, Telephone, Fax
5. Designation
6. Educational Qualifications
7. Field of specialization
8. Experience in years
9. Organizations served
10. Key roles performed
11. Details of Registration Fee
12. Signature of the Participant

Please use the above format to prepare a nomination forms.



### Contact

Please send completed nomination forms & Programme fee to:

MDP Section (KM &I)  
Department of Management Studies  
National Institute of Technology  
Tiruchirappalli - 620015

 ganesan.kannabiran@gmail.com  
kb@nitt.edu

 94860-01106/94431-52355  
0431-2503703



### National Institute of Technology, Trichy

NIT, Tiruchirappalli (NITT) is one of the top 10 technology institutions in the country. The Alumni of NITT are occupying senior positions in the industry, academia and government. NITT is surging ahead through a transformational with centers of excellence, contemporary curriculum and intensive industry orientation in pace with changes taking place in the industrial environment in the post-liberalized India.

NITT has established itself as a leading institution for carrying out research projects from national and international funding agencies. NITT is collaborating with leading organizations and universities in India and abroad.

To learn more, visit: [www.nitt.edu](http://www.nitt.edu)



### Department of Management Studies

The Department of Management Studies (DoMS) is consistently being rated as one of the leading Business schools in India. DoMS draws strength and value by closely working with technology departments of the institute.

DoMS is pioneer in offering industry- focused specializations in IT Consulting and Business Analytics. The faculty members of DoMS are actively contributing to the industry through training and consulting.