Jawaharlal Nehru Technological University, the **First Technological University** of India, was established on 2nd October 1972 in Andhra Pradesh with head quarters located in a historical city **Hyderabad.** The University is one of the premier Universities in India accredited by **NAAC** with **'A'** Grade. After successful and proven levels of appreciated existence and stature spanning over 36 years, JNTU has been divided into four different universities by Govt. of Andhra Pradesh, through Act No.30, Dt. 24th September, 2008. One of the constituent colleges of the University **"JNTUH College of Engineering, Hyderabad"** is regarded as a pioneer in shaping the excellence of some of the leading organizations of the industry, by churning out the finest professionals with a resolve to scale greater heights in the technological scenario, every year. Other constituent college of JNTUH is located at Jagityal and 11 other academic units at Hyderabad campus.

The Department of **Electronics and Communication Engineering** established in 1973, is instrumental in molding the careers of students and helping them to become world-class professionals. The department is offering UG, PG, Research and Collaborative Programmes with well experienced faculty and as well as established laboratories. Besides highly qualified and experienced staff and well-equipped laboratories, the Department has been awarded ***8.1*** points out of ***10*** by the **State Board of Technical Education.**

About the Workshop:

This workshop is the first of the series to be organized in association with Mathworks, India under TEQIP-II for the broader academic community who seeks to explore the impact of MATLAB programming revolution in Academic segment.

This workshop provides faculty with a personalized experience that is rich with technical knowledge and will have in-depth interaction with Leaders in engineering world that will provide them with deeper and broader know-how about the technologies that they wish to teach in the future, and embark on a great experience in Matlab programming world.

Advanced Programming Techniques in MATLAB

In this session you will gain an understanding of how different MATLAB data types are stored in memory and how you can program in MATLAB to use memory efficiently. In recent versions, MATLAB introduced several new programming concepts, including new function types. Loren Shure, MathWorks Technical Ambassador, will illustrate and explore the usage and benefits of the various function types under different conditions. You will learn how using the right function type can lead to more robust and maintainable code. Demonstrations will show you how to apply these techniques to problems that arise in typical applications.

Highlights: Memory handling in MATLAB

Resource Persons:

Resource persons are drawn from: Mathworks, USA, Bangalore & Hyderabad and JNTUH.

About Loren Shure— Loren has worked at MathWorks for over 29 years. For the first 27 of these years, Loren co-authored several MathWorks products in addition to adding core functionality to MATLAB, including major contributions to the design of the MATLAB language. She is currently part of the Application Engineering team, enabling, Loren to spend more time and energy working with customers.

She graduated from MIT with a B.Sc. in physics and has a Ph.D. in marine geophysics from the University of California, San Diego, Scripps Institution of Oceanography. She is a Senior Member of IEEE. Loren writes about MATLAB on her blog, *The Art of MATLAB*.

Eligibility:

Faculty of Educational Institutions/ Persons working in R& D Organization, with a minimum qualification of Bachelor's degree in ECE/CSE and allied branches of Engineering, are eligible to apply.

Registration: **FREE Last date for registration: 12th September, 2016.**

Schedule of Workshop

Date	10:00am - 12.30pm	12:30pm - 1.15pm	2:30pm - 4:30pm
16-9-2016 Friday	Introduction & Advanced programming Techniquees by Ms.Loren Shure	Faculty Interaction by Ms.Loren Shure	Matlab and Simulink Hardware connectivity with Arduino, Rasberry Pi and Mobile by MathWorks Application Engineer

Address for Correspondence

Dr. M. Madhavi Latha
Professor & Coordinator
Department of ECE, JNTUH CEH
Cell: 9848506611
Email: mlmakkena@yahoo.com
Venue: E-Class Room, JNTUH CEH
Time: 10:00 am to 4.30pm

Registration Form

Name of the Applicant:…….

……..

Designation:……

Gender: (M/F): …..

Educational Qualifications:……

Address for Correspondence :(Including E-mail, Fax, Cell / Landline)

……

Name of the Sponsoring Institute/Organization:

Signature of the Applicant with date

A One-Day Workshop on

"Advanced Programming Techniques with MATLAB"

16th September, 2016

Under TEQIP-II *in collaboration with*

MathWorks

Mathworks India Pvt. Ltd, Bangalore

Coordinator
Dr. M. Madhavi Latha
Professor
Department of ECE
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