

Dr. Akhilesh Das Gupta Institute of Technology & Management



MBA Department

Event: Seminar on “Impact of digitalisation”

Date: 13th September 2023

Department: MBA Department

Venue: Auditorium, 2nd Block

Resource Person: Dr. Vineeta Mishra, Faculty, IFCAI Business School, Gurgaon

Event Coordinator: Ms. Ankita Upadhyay

Objectives: The seminar sought to illuminate the transformative role of digital technologies in reshaping businesses, strategies, and decision-making processes.

Activities Undertaken: On September 13, 2023, the Management Department of ADGITM College organized a seminar that delved into the profound impact of digitalization in the realm of management. The seminar was skilfully conducted by Dr. Vineeta Mishra, a distinguished faculty member from IFCAI Business School, Gurgaon.

Key Highlights: Dr. Mishra emphasized the seismic shift precipitated by digital technologies, accentuating their influence on innovation, competitiveness, and the evolving workforce. She provided a comprehensive overview of the digital landscape, elucidating its potential for businesses to thrive in the contemporary era.

She underscored the imperative of adapting to digital transformation when formulating and executing business strategies. Her discourse included insights into how data analytics, AI, and automation have evolved into indispensable

tools for enhancing decision-making processes and gaining a competitive edge. She placed significant emphasis on the utilization of digital tools to comprehend consumer behavior and preferences.

Furthermore, Dr. Mishra stressed the growing importance of safeguarding digital assets and data, advocating for proactive risk management and the implementation of robust cybersecurity measures to shield businesses from cyber threats.

Beneficiaries: The seminar catered primarily to MBA students.

Outcomes:

The seminar concluded by equipping attendees with a profound understanding that embracing digitalization transcends mere technological upgrades; it signifies a fundamental shift in mindset, strategy, and operational paradigms. In a world increasingly dominated by digitalization, organizations are urged to remain nimble and receptive to change to fully harness the potential of these transformative technologies. The event achieved remarkable success, broadening horizons, and inspiring businesses to embark on their digital journey with newfound confidence.

Events Highlights:



**Dr. Akhilesh Das Gupta Institute of Technology & Management**
(Formerly Northern India Engineering College)
Approved by AICTE & Affiliated to GGSIPU
FC-26, Shastri Park, New Delhi-110053

**BBD**

MANAGEMENT DEPARTMENT
Organises a Seminar on
IMPACT OF DIGITIZATION

Date : September 13th, 2023
Time : Starting 11:30 AM
Venue : Auditorium
(2nd Block, Ground Floor)





DR. VINEETA MISHRA
ASSOCIATE DEAN AND DEPUTY ACADEMIC
COORDINATOR
ICFAI BUSINESS SCHOOL, GURGAON

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Dr. Akhilesh Das Gupta Institute of Technology & Management



MBA Department

Event: Webinar on “Bridging the Skill Gap in Academia & Industry”

Date: 20th September 2023

Department: MBA

Venue: MBA Lab

Resource Person: Mr. RK Anand, Professor BFSI & Finance, IBS Gurugram

Event Coordinator: Ms. Ankita Upadhyay

Objectives: The webinar's primary goal was to illuminate the disparities between students' academic knowledge and the essential practical skills required in the industry. It emphasized the imperative need for close collaboration between academia and industry to effectively bridge this gap, ultimately preparing students for real-world challenges.

Activities Undertaken: On September 20, 2023, the Management Department of ADGITM College hosted a captivating webinar. Its principal objective was to tackle the critical issue of diminishing the skill gap that often exists between academia and the industry. The event united experienced faculty members from both domains to shed light on this pressing concern, with Mr. Anand, a distinguished Professor of BFSI & Finance at IBS Gurugram, adeptly guiding the proceedings.

During the webinar, Mr. Anand placed strong emphasis on the significance of curriculum design that incorporates industry-relevant skills. He underscored the pivotal role played by internships, mentorships, and on-the-job training in preparing students for the rigors of the workplace. Furthermore, he highlighted the importance of aligning curricula, fostering experiential learning, and

facilitating mentorship to equip students for the practical challenges they will encounter. Additionally, he stressed the necessity of student-centred teaching methods, incorporating techniques like role-playing, case studies, and the cultivation of critical thinking.

The final session provided a platform for questions and discussions, enabling attendees to actively engage with the speaker. This interactive exchange of ideas and solutions addressed various concerns and provided valuable insights, contributing to a comprehensive understanding of how academia and industry can collaborate effectively.

Beneficiaries: The faculty members of the Management Department.

Outcome: The webinar culminated with the realization that establishing a stronger partnership between academia and industry is essential to ensure that students are thoroughly equipped with the requisite skills and knowledge. By sharing experiences, insights, and best practices, the webinar made substantial progress in narrowing the skill gap and preparing students for a seamless transition from academia to the industry, thus paving the way for a brighter and more successful future for them.

Events Highlights:



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R K Anand
Professor BFSI & Finance
IBS Gurugram

WEBINAR ON “BRIDGING THE SKILL GAP IN ACADEMIA AND INDUSTRY”

#ShapingGenerations



Date: 20th September 2023
Time: 2:15pm
Venue: 2nd Block 4th floor
(2402A)



