

Dr. Akhilesh Das Gupta Institute of Technology & Management



School of Business Studies (BBA)

Event: Seminar on Impact of digitalisation

Date: 13th September 2023

Department: School of Business Studies (BBA)

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 played by digital technologies in reshaping businesses, strategies, and decision-making processes.

Activities Undertaken: The Management Department of ADGITM College orchestrated a seminar on September 13, 2023, with the explicit purpose of exploring the profound impact of digitalization within the realm of management. Dr. Vineeta Mishra, a distinguished faculty member from IFCAI Business School, Gurgaon, expertly led the seminar. During the seminar, the seismic influence of digital technologies on innovation, competitiveness, and the evolving workforce was underscored, offering a comprehensive view of the digital landscape and its potential to drive modern business success.

The seminar highlighted the significance of adapting to digital transformation in the creation and execution of business strategies. The discussion encompassed the indispensable role of data analytics, AI, and automation in elevating decision-making processes and gaining a competitive edge. There was a particular emphasis on the value of leveraging digital tools to comprehend consumer behavior and preferences. Furthermore, the imperative need to

secure digital assets and data was emphasized, with a call for proactive risk management and the implementation of robust cybersecurity measures to shield businesses from cyber threats.

Beneficiaries: BBA students.

Outcome: The seminar left its participants with a lucid understanding that embracing digitalization transcends mere technological upgrades; it involves a fundamental shift in mindset, strategy, and operational paradigms. In an increasingly digital world, organizations are urged to maintain agility and adaptability, as they navigate this transformative landscape. The event was undoubtedly a resounding success, expanding horizons and imbuing businesses with the confidence to embark on their digital journey.

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



School of Business Studies (BBA)

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

Date: 20th September 2023

Department: School of Business Studies (BBA)

Venue: MBA Lab

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

Event Coordinator: Ms. Ankita Upadhyay

Objectives: The webinar aimed to elucidate the disparities between the knowledge acquired by students in academic institutions and the practical skills imperative in the industry. It underscored the necessity for academia and industry to collaborate closely in order to bridge this gap effectively, thereby preparing students for real-world challenges.

Activities Undertaken: The Management Department of ADGITM College orchestrated an engaging webinar on September 20, 2023, with the primary objective of addressing the critical issue of narrowing the skill gap that exists between academia and industry. The event brought together faculty members experienced in both sectors to shed light on this significant concern. Mr. Anand, Professor BFSI & Finance at IBS Gurgram, adeptly led the webinar.

During the webinar, Mr. Anand placed a strong emphasis on the significance of designing curricula that integrate industry-relevant skills. He highlighted the pivotal role played by internships, mentorships, and on-the-job training in preparing students for the demands of the workplace. Moreover, he underscored the importance of curriculum alignment, experiential learning, and mentorship in equipping students to confront the practical challenges of the

workforce. In addition, he stressed the need for student-oriented classes, employing techniques such as role-playing, case studies, and fostering critical thinking.

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

Beneficiaries: The primary beneficiaries of this webinar were the faculty members of the Management Department.

Outcome: The webinar concluded with the recognition that establishing a stronger partnership between academia and industry is indispensable to ensure that students are well-equipped with the essential skills and knowledge. By sharing experiences, insights, and best practices, the webinar took a significant stride toward bridging the skill gap and preparing students for a seamless transition from academia to industry, thereby fostering 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)



