

NURTURING POTENTIAL, DRIVING PROGRESS

Data-driven insights are the cornerstone of successful business strategies

- **IMBA IN BUSINESS INTELLIGENCE**
- **IMBA IN ADVERTISING AND PUBLIC RELATION**
- **IMBA IN BUSINESS MANAGEMENT**

■ **MBA IN BUSINESS INTELLIGENCE**

Forge strategic leaders proficient in data analytics for informed decision-making.

■ **P.G. DIPLOMA IN DATA ANALYSIS**

Master the art of extracting insights from data to drive business decisions.



DEPARTMENT
OF
BUSINESS
INTELLIGENCE

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MONTAGE

NEWSLETTER OF BKBI

Welcome to the Department of Business Intelligence's Newsletter :

Welcome to the latest edition of the Department of Business Intelligence Newsletter from B.K School of Professional and Management Studies, Gujarat University. This newsletter is a testament to our commitment to excellence and innovation in the field of business intelligence.

Gujarat University has a long-standing tradition of academic excellence, dating back to its establishment in 1949. The B.K School of Management, founded in 1965, has played a pivotal role in shaping the future of management education in India.

The Department of Business Intelligence at B.K School of Management is dedicated to exploring the intersection of data analytics, business strategy, and decision-making. Our faculty, students, and alumni are actively engaged in research and projects that are pushing the boundaries of knowledge in this field.

In this newsletter, you will find a collection of articles, research papers, and insights that highlight the innovative work being done by our department. We hope that you find this newsletter informative and inspiring, and we invite you to join us in our quest for excellence in business intelligence.

FROM THE DESK OF HON. VICE CHANCELLOR



The long-awaited National Education Policy (NEP-2020) has been realized by the government of India, marking a significant milestone after 34 years of academic deliberation. This policy brings about substantial changes in governance and institutional reforms in higher education, emphasizing the establishment of multi-disciplinary colleges, universities, and clusters of institutions to align with the upcoming industrial revolution, thereby creating skilled job opportunities and expanding employment avenues.

NEP-2020 highlights the importance of establishing a national educational technology forum to effectively utilize technology in teaching, learning, assessment, administration, and management systems. It also emphasizes the development of virtual labs at various institutional and university levels. Implementation of NEP-2020 is expected to bring a transformative impact on education, enhancing quality, equity, access, and excellence in an inclusive manner.

In essence, NEP-2020's vision and strategy will pave the way for India to transform into a New India in the coming years.

I extend my warmest congratulations to the Department of Business Intelligence on the successful release of the fourth edition of Montage. To all the readers, I wish you an enriching experience, and to the Editorial team, I commend you for your hard work. Here's to continued success in all your future endeavours.

Best wishes to all, and stay safe! Thank you.

Prof. (Dr.) Himanshu Pandya
Vice Chancellor, Gujarat University

FROM THE DESK OF DIRECTOR



I am thrilled to present the fourth edition of Montage, our department's official newsletter. This edition highlights department's continued success and the remarkable achievements of our students and faculty.

Over the past six months, we have continued to excel in our academic pursuits, research endeavours, and community engagement efforts. This edition showcases our commitment to excellence and innovation, and I am incredibly proud of what we have accomplished together.

I would like to extend my sincere thanks to the editorial team for their hard work and dedication in producing this newsletter. Their passion and creativity are truly inspiring, and I am grateful for their efforts.

As we look ahead to the future, I am confident that our department will continue to thrive, thanks to the dedication and hard work of our college community. Thank you all for your continued support, and I look forward to celebrating many more achievements with you in the future.

Best Wishes,

Prof. (Dr.) Prateek Kanchan
Director and Professor
B.K School of Professional and Management Studies,
Gujarat University.

FROM THE DESK OF CHIEF EDITOR & HEAD



It is with great pleasure that I introduce the fourth edition of Montage, our department's newsletter. Over the past six months, our department has continued to make significant strides in the field of business intelligence, thanks to the dedication and hard work of our faculty, staff, and students.

This edition features a wide range of articles that highlight the innovative work being done within our department. From insightful workshops that push the boundaries of our understanding to student initiatives that make a real-world impact, this edition is a testament to the excellence that defines our department.

I want to extend my heartfelt gratitude to our editorial team and contributors for their efforts in putting together this edition. Their passion for excellence is evident in the quality of content presented in this newsletter.

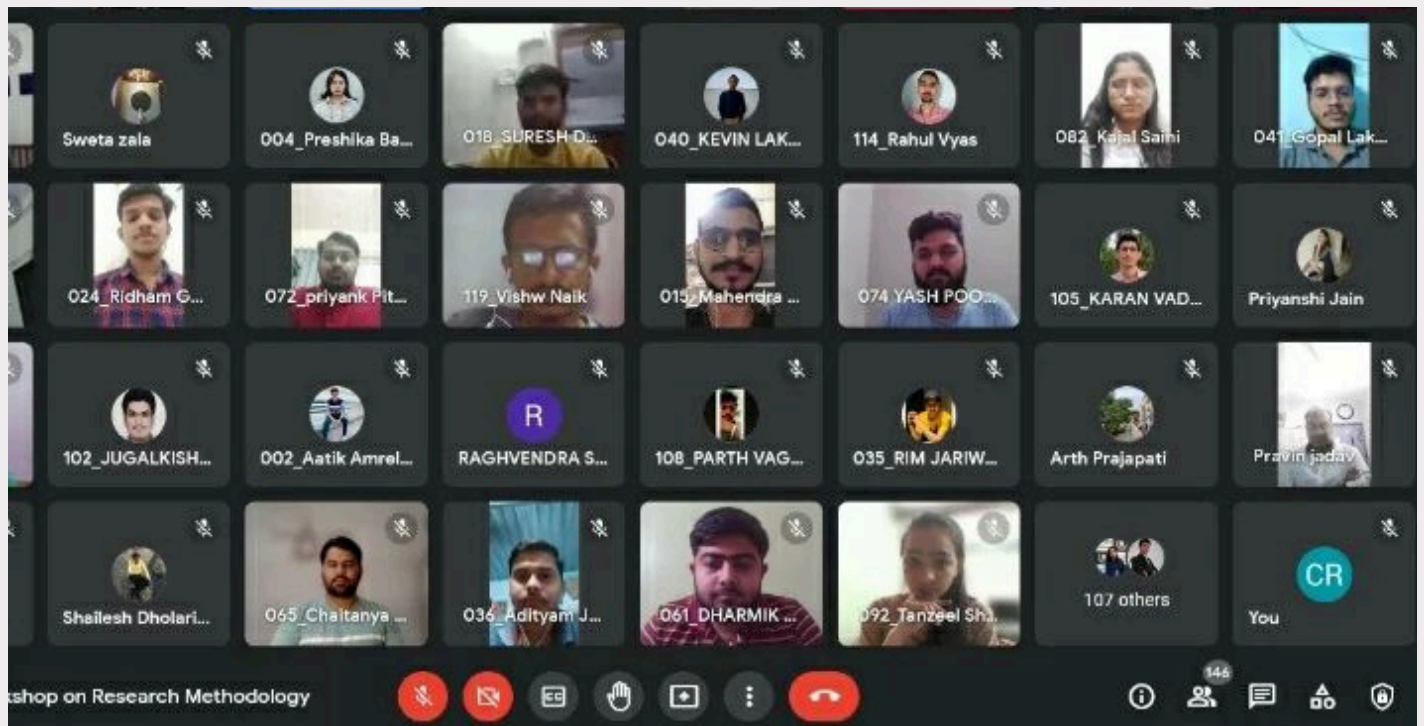
As you read through the articles in this edition, I hope you will gain a deeper appreciation for the work being done within our department. I encourage you to share your feedback and suggestions for future editions, as we strive to make Montage a publication that informs, inspires, and engages our readers.

Thank you for your continued support, and I hope you find this edition of Montage both informative and enjoyable to read.

Regards,

Dr. Mamta Brahmbhatt
Associate Professor & Head
Department Business Intelligence,
B.K School of Professional and Management Studies,
Gujarat University.

9 DAY WORKSHOP ON RESEARCH METHODOLOGY



Day 1 Workshop On Research Methodology -

INTRODUCTION ON BUSINESS RESEARCH

The Department of Business Intelligence organized a dynamic 9-day workshop on research methodology, providing students with an intensive and insightful journey into the principles and practices of effective research. The workshop aimed to equip attendees with the essential skills required for robust and meaningful research endeavours. Through interactive sessions, practical exercises, and collaborative discussions, students gained a comprehensive understanding of research methodologies, positioning them to navigate the intricacies of academic and professional research with confidence.

The topic for Day 1 of the 9 Days was Introduction on Business Research. The session was interactively conducted by Dr. Urvi Amin who is an Associate Professor, Core Finance Faculty, NICM Gandhinagar.

The session delved into crucial aspects of research methodologies within the business realm. Students were guided through the significance of research in informing strategic decisions and enhancing organizational effectiveness. The discussion encompassed various methodologies, emphasizing both quantitative and qualitative approaches, and explored the intricacies of data collection techniques.

Key components such as formulating precise research questions, designing robust studies, and interpreting findings were highlighted to empower students in navigating the complex landscape of business research. The main aim was to provide a solid foundation for students, enabling them to comprehend the basics of research in a business context and apply these insights to address real-world challenges effectively.

9 DAY WORKSHOP ON RESEARCH METHODOLOGY



Workshop On Research Methodology - FORMULATION OF RESEARCH PROBLEM & DEVELOPMENT OF HYPOTHESIS

The Department of Business Intelligence organized a dynamic 9-day workshop on research methodology, providing students with an intensive and insightful journey into the principles and practices of effective research. The workshop aimed to equip attendees with the essential skills required for robust and meaningful research endeavours. Through interactive sessions, practical exercises, and collaborative discussions, students gained a comprehensive understanding of research methodologies, positioning them to navigate the intricacies of academic and professional research with confidence.

The topic for Day 2 of the 9 Days was Formulation of Research Problem & Development of Hypothesis. The session was interactively conducted by Dr. Jinal Parikh who is an Assistant Professor at Amrut Modi School of Management, Ahmedabad University.

The session on the Formulation of Research Problem and Development of Hypothesis was designed to equip students with essential skills in crafting meaningful research inquiries and constructing hypotheses.

During the session, the importance of clearly defining a research problem was emphasized. Students learned techniques for identifying gaps in knowledge, specifying the scope of their study, and formulating a precise problem statement. This step is crucial as it lays the groundwork for the entire research process, influencing subsequent decisions on data collection and analysis.

The second part of the session focused on the development of hypotheses. Students gained insights into the role of hypothesis as predictive statements guiding the research process. The session covered the characteristics of effective hypothesis, emphasizing their testability, specificity, and relevance to the research problem.

By the end of the session, students had acquired practical skills in articulating research problems and constructing hypothesis, empowering them to undertake well-defined and purposeful research endeavours within the realm of business studies.

9 DAY WORKSHOP ON RESEARCH METHODOLOGY

Topic: Sampling & Sampling Distribution



Prof. Noel Daliwala

Workshop On Research Methodology -

SAMPLING AND SAMPLING DISTRIBUTIONS

The Department of Business Intelligence organized a dynamic 9-day workshop on research methodology, providing students with an intensive and insightful journey into the principles and practices of effective research. The workshop aimed to equip attendees with the essential skills required for robust and meaningful research endeavours. Through interactive sessions, practical exercises, and collaborative discussions, students gained a comprehensive understanding of research methodologies, positioning them to navigate the intricacies of academic and professional research with confidence.

The topic for Day 8 of the 9 Days was Sampling and Sampling Distributions. The session was interactively conducted by Prof. Noel Daliwala, who is a Faculty at Institute of Defence Studies and Research, Gujarat University.

The session on Sampling and Sampling Distribution provided students with a comprehensive understanding of the critical aspects involved in selecting and analysing samples in research.

The session commenced with an exploration of sampling methods, covering both probability and non-probability sampling techniques. Students learned how to choose an appropriate sampling strategy based on the research objectives and constraints. Practical examples illustrated the advantages and limitations of various sampling methods.

The discussion then shifted to the concept of sampling distribution, emphasizing its role in statistical inference. Students delved into how sampling distributions can be used to make inferences about population parameters. The central limit theorem and its implications for understanding sampling distributions were highlighted.

By the end of the session, they were equipped with the knowledge to make informed decisions regarding sample selection and an understanding of how sampling distributions impact the statistical analysis in the field of business research.

WORKSHOP ON COMPANY ANALYSIS



The Company Analysis workshop provided students with a hands-on experience in dissecting and understanding the intricacies of evaluating businesses. The session was facilitated by Dr. Indra Meghrajani, Faculty Member, MBA Department, LJ Institute of Management Studies. The session began with an exploration of key financial metrics, emphasizing their role in assessing a company's performance and financial health.

Students engaged in practical exercises, examining real-world financial statements and using various financial ratios to gauge profitability, liquidity, and solvency. The discussion extended beyond financials to encompass qualitative aspects, exploring various factors. Practical case studies allowed students to apply analytical frameworks to assess a company's strategic direction and potential risks.

By the end of the workshop, students had gained valuable skills in conducting a comprehensive company analysis. The hands-on nature of the session equipped them with the tools to make informed investment decisions, evaluate business strategies, and contribute meaningfully to strategic discussions within the corporate landscape.



RESEARCH COLLOQUIUM

Jury Members	Student Co-ordinators	Jury Members	Student Co-ordinators
 Dr. Animesh Banker	 Kinchit Pathak	 Prof. Vidhita Sinha	 Palak Vithalani
 Dr. Heena Thanki	 Anjali Mishra	 Mr. Ashwin Jadeja	 Chirag Jani
7TH MAY 2022 Organised by: Dr. Mamta Brahmhatt Department of Business Intelligence B.K School of Professional & Management Studies Gujarat University		7TH MAY 2022 Organised by: Dr. MAmta Brahmhatt Department of Business Intelligence B.K School of Professional & Management Studies Gujarat University	

The Research Colloquium provided a platform for students to showcase their on-going projects, share insights, and foster collaborative discussions with expert jury members Dr. Animesh Banker, Dr. Heena Thanki, Prof. Vidhita Sinha and Mr. Ashwin Jadeja.

The session began with a series of presentations by students of the batch Kinchit Pathak, Anjali Mishra, Palak Vithalani and Chirag Jani covering a diverse range of research topics. Each presenter outlined their research objectives, methodology, and preliminary findings, encouraging engagement and feedback from fellow students. This interactive format facilitated a dynamic exchange of ideas and perspectives.

Following the presentations, a Q&A session allowed students to delve deeper into the nuances of each research project. Students explored potential challenges, methodological considerations, and avenues for future exploration. The colloquium served as a forum for constructive critique, encouraging students to refine and strengthen their work.

The diversity of research topics and methodologies presented during the colloquium contributed to a rich intellectual environment, fostering interdisciplinary connections and inspiring new avenues for collaboration. Overall, the Research Colloquium provided a valuable opportunity for researchers to showcase their work, receive constructive feedback, and contribute to the vibrant scholarly discourse within the academic community.

WORKSHOP ON DIGITAL MARKETING



The Digital Marketing session offered students a comprehensive overview of key strategies and tools in the dynamic landscape of online marketing. The session began with an exploration of the fundamental principles of digital marketing, emphasizing the shift from traditional to digital channels and the importance of an online presence.

Students delved into various digital marketing channels, including social media, search engine optimization (SEO), email marketing, and content marketing. Practical insights were provided by the expert Prof. Maaz Saiyed on leveraging each channel effectively to enhance brand visibility, engage target audiences, and drive business growth.

With a unique way of explaining the concepts and fostering the Thinking Out of the Box idea, students were taught these concepts on ground. Throughout the session, case studies and real-world examples were incorporated to illustrate successful digital marketing campaigns and strategies. Students left with a holistic understanding of digital marketing fundamentals, practical insights into implementation, and the ability to navigate the ever-evolving landscape of online promotion effectively.



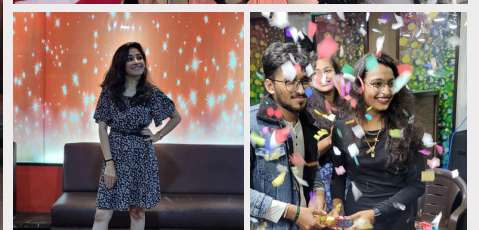
FRESHER'S PARTY



Inaugurating the academic year with a burst of enthusiasm, the Freshers Party 2k21 was a night of connection and laughter. Under a starlit sky, students embraced the festivities, donning their finest attire and dancing to lively beats.

It wasn't just a welcome event; it set the tone for a memorable college journey, marking the beginning of lasting friendships and shared experiences. The pulsating energy of the night, from spirited conversations to the vibrant dance floor, created an unforgettable atmosphere.

The Freshers Party of 2k21 became a cornerstone in the fabric of college life, leaving an indelible mark on the hearts of all who attended.



WOMEN'S DAY FELICITATION FUNCTION



The felicitation function honouring the female staff of Gujarat University on International Women's Day, orchestrated by Dr. Mamta Brahmbhatt, the Head of the Department of Business Intelligence at B.K School of Professional and Management Studies, was truly remarkable. Dr. Brahmbhatt's leadership and dedication shone through as she orchestrated a celebration recognizing the contributions of female staff members. The event garnered additional significance with the esteemed presence of Guest of Honors, Shri Vanrajsinh Chavda and Prof. (Dr.) Mayuri Bhatia, adding a touch of distinction and honor to the occasion.

The felicitation function, under Dr. Brahmbhatt's guidance, not only paid tribute to the female staff's accomplishments but also highlighted the importance of recognizing and empowering women in academia. The presence of notable guests further elevated the event, acknowledging the significant role played by women in education and leadership. Overall, it was a splendid occasion that underscored the commitment to fostering an inclusive and appreciative environment within the academic community.



EVENTRA 2022



MONOCHROME DAY



TRADITIONAL



TREASURE HUNT



CHARACTER DAY



MISMATCH DAY

The felicitation function honouring the female staff of Gujarat University on International Women's Day, orchestrated by Dr. Mamta Brahmabhatt, the Head of the Department of Business Intelligence at B.K School of Professional and Management Studies, was truly remarkable. Dr. Brahmabhatt's leadership and dedication shone through as she orchestrated a celebration recognizing the contributions of female staff members. The event garnered additional significance with the esteemed presence of Guest of Honors, Shri Vanrajsinh Chavda and Prof. (Dr.) Mayuri Bhatia, adding a touch of distinction and honor to the occasion.

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1ST ANNUAL DAY



The inaugural Annual Day of the Department of Business Intelligence on April 30, 2022, marked a momentous occasion filled with pride and excitement. The department's first-ever celebration welcomed a distinguished line-up of guests, including the esteemed celebrity guest Malhar Thakkar, who graciously accepted the role of the guest of honor. Alongside him, the event was graced by notable personalities such as comedian HarpalSinh Zala, Shri Nilesh Purey (Sr. Vice President - Technology at GIFT City), Shri Shwetal Sutaria (EC Member, Gujarat University), a Development Officer from LIC of India, Dr. Yogesh Parekh (Senate Member, Gujarat University), and Dr. Sunny Wadhvaniya (Head of Operations, IDSR).

The entire function unfolded under the theme "CHAOS CRESCENDO," setting the stage for a day filled with enthusiasm and celebration. Despite being the department's first Annual Day, participants exuded passion, creating magical moments through power-packed performances, melodious voices, and unforgettable memories. The event showcased a strong bond within the DBI community, making it a remarkable and joyous celebration that laid the foundation for many more successful Annual Days to come.





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