

Montage

EDITION 5 - JULY 2022 - DEC 2022

NEWSLETTER
OF
BKBI



Celebrating 74th foundation day of GUJARAT UNIVERSITY

IGNITING CURIOSITY, SPARKING DISCOVERIES

Analytics is the heart of
informed leadership.

- 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

contents

1. Preface
2. From the Desk of Hon. Vice Chancellor
3. From the Desk of Director
4. From the Desk of Chief Editor & Head
5. Seminars at BKBI
6. Events at BKBI
7. Testimonials

MONTAGE

NEWSLETTER OF BKBI

Welcome to the Department of Business Intelligence's Newsletter :

Greetings from the Department of Business Intelligence at B.K School of Professional and Management Studies, Gujarat University. We are delighted to present the latest edition of our newsletter, showcasing the achievements and contributions of our faculty, students, and alumni in the field of business intelligence.

Established in 1949, Gujarat University has been a pillar of excellence in higher education. The B.K School of Professional and Management Studies, founded in 1965, has upheld this tradition by providing quality management education and nurturing future leaders.

The Department of Business Intelligence at B.K School of Management is committed to advancing knowledge in the areas of data analytics, business strategy, and decision-making. Through our research and projects, we aim to make a positive impact on the business world.

In this newsletter, you will find a range of articles and updates 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 be a part of our journey.

FROM THE DESK OF HON. VICE CHANCELLOR



The Education, Research, and Innovation Sector are focused on revolutionizing education into a lifelong experience, leveraging advanced technology and personalized learning to inspire the brightest minds worldwide. Digital learners today have access to diverse learning opportunities, facilitated by technology and on-the-go access to high-value courses and interactive materials.

Gujarat University is at the forefront of utilizing technology to offer students a rich learning experience across multiple devices. The emergence of the internet has opened up a plethora of learning opportunities, transforming traditional classroom learning into a global, interactive, and engaging experience.

With digital education, students are no longer confined by traditional boundaries. They have the freedom to analyze, search, and utilize online resources, empowering them with confidence and a global perspective. Over the last 67 years, Gujarat University has evolved significantly, emerging as a premier institution in the country, offering education in a wide range of disciplines to over two lakh students.

The university's hybrid model of education enhances classroom teaching by integrating multimedia elements such as images, videos, and virtual reality. This approach makes learning more immersive and engaging, preparing students to excel on the global stage.

Congratulations to the Department of Business Intelligence on the successful release of the fifth edition of Montage. My best wishes to all the readers for an engaging read, and to the Editorial team for their tireless efforts. May this edition be a stepping stone to even greater achievements in the future.

Best Wishes,

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

FROM THE DESK OF DIRECTOR



Welcome to the fifth edition of Montage, the official newsletter of the Department of Business Intelligence at BKSPMS. This edition reflects our department's resilience and adaptability, especially during challenging times. I am proud of our community's unwavering spirit and dedication to excellence.

In this edition, you will find a variety of articles highlighting our department's achievements, including academic accomplishments, celebrations and collaborations with industry partners. I hope you find these stories inspiring and motivating as we continue to navigate the ever-changing landscape of business intelligence.

I would like to express my gratitude to the editorial team for their hard work in producing this newsletter. Their commitment to excellence is evident in every page, and I am grateful for their dedication.

As we look ahead to the future, I am confident that our department will continue to thrive, thanks to the passion and dedication of our students, faculty, and staff. Thank you all for your continued support, and I look forward to celebrating many more achievements together.

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



I am delighted to present the fifth edition of Montage, our department's newsletter. As we look back on the past year, it is clear that our department has continued to thrive, thanks to the dedication and hard work of our faculty, staff, and students.

This edition features a diverse range of articles that showcase the innovative work being done within our department. From national level seminars that have the potential to shape the future of business intelligence to student initiatives that are making a real-world impact, this edition highlights the breadth and depth of our department's activities.

I want to extend my sincere appreciation to our editorial team and contributors for their efforts in putting together this edition. Their commitment to 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.

ORIENTATION 2022

UNIVERSITY IN AND OUT



The Department's Student Orientation Week was a dynamic and engaging introduction to academic journey for IMBA Students. Designed to ease their transition and maximize the university experience, the week featured a warm welcome from faculty, informative sessions on academic excellence, opportunities to meet department members, and insights into research and student life. This week set the foundation for a successful and enriching time within the academic community.

The first day of our Orientation 2022 - University In and Out: Campus Tour was a resounding success! We began the morning with a warm welcome from our facilitators Mr. Ketan Solanki and Mr. Jaydeep Solanki, setting the tone for an exciting exploration of Gujarat University Campus.

We navigated through key academic buildings, immersing ourselves in the vibrant learning spaces, state-of-the-art lecture halls, and faculty offices. The libraries were a highlight, showcasing the wealth of resources available to support research and study.

The afternoon took us to recreational areas, sports facilities, and popular student hangout spots, emphasizing the importance of a balanced academic and extracurricular lifestyle. Visiting student services centres, including the registrar's office and career services, provided valuable insights into the support available for students.

A lively Q&A session throughout the day allowed students to seek clarification and further insights, enhancing their understanding of the campus environment. The first day was not only informative but also created a sense of excitement and community among our new students.



ORIENTATION 2022

HOW TO BUILD YOUR CREATIVE CONFIDENCE



What an incredible journey we had on Day 2 of Orientation Week as we delved into the realm of building creative confidence! The day was filled with inspiration, an interactive workshop, and a wealth of insights that aimed to empower each of the students with the tools to embrace their creative potential.

Our Facilitator for the session Dr. Sunny Wadhvaniya ignited the day with captivating stories of creative success, demonstrating how individuals from various backgrounds harnessed their creative confidence to overcome challenges and achieve remarkable feats. Engaging in creative exercises not only sparked imaginative thinking but also fostered a sense of collaboration among students. From this brainstorming session to hands-on activities, the workshop encouraged a mind-set shift towards embracing creativity as an essential skill. The session left students inspired and ready to explore our own creative capabilities.

The Q&A session allowed participants to delve deeper into the concepts discussed during the day, ensuring everyone left with a clear understanding of how to continue fostering their creative confidence. Day 2 was a resounding success, instilling a sense of empowerment and excitement as we collectively embark on the journey of creative exploration.



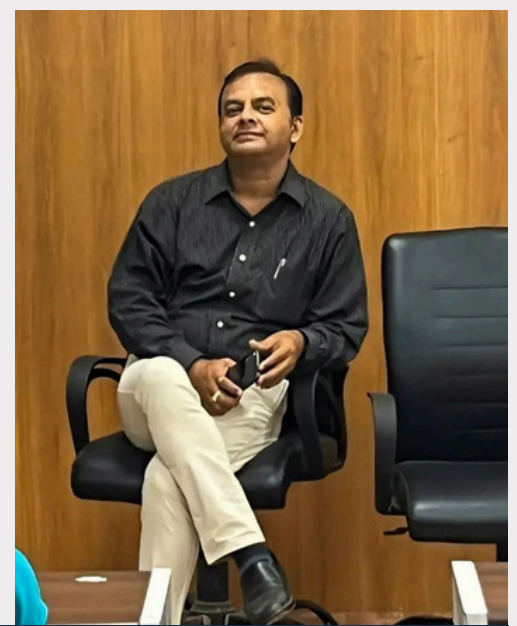
ORIENTATION 2022 THE IMBA ROUTE



Day 3 of Orientation Week took students on a fascinating exploration of the Integrated Master of Business Administration (IMBA) route, providing a glimpse into the unique opportunities and global perspectives awaiting our students.

Session began with a comprehensive overview of the IMBA program by Dr. Jay Pandya, Director, Administration, Development and Admission, Shreyarth University, delving into its integrated structure and the array of specialized courses that enrich the understanding of global business dynamics. Students were introduced to a world of possibilities, emphasizing the global engagement that defines the IMBA experience. The Networking Session with Faculty provided valuable one-on-one interactions, answering queries and offering insights into the support available within the integrated MBA framework.

Day 3 was a resounding success, leaving students with a profound understanding of the integrated MBA route and its potential to shape their academic and professional journey. As we move forward, the IMBA community is primed for a transformative experience that seamlessly integrates business education on a global scale.





On the enriching Day 4 of Orientation Week, we delved into the exciting realm of entrepreneurship and the process of converting innovation into start-ups. The day kicked off with an insightful exploration of entrepreneurship by industry expert faculty Ms. Harsiddhi Shah, Senior Associate Programs –AIC, GUSEC, providing students with a comprehensive understanding of the entrepreneurial landscape.

We delved into the fundamental principles, discussed successful entrepreneurial ventures, and examined the mindset required to navigate the dynamic world of startups.

Day 4 was an immersive experience that left students inspired and equipped with the knowledge and skills to understand entrepreneurship and convert innovative ideas into viable start-ups.





Reflecting on the enlightening Day 5 of Orientation Week, we embarked on a journey through the treasure trove of resources at the Gujarat University Library. The day commenced with an in-depth explanation session about Gujarat University Library by Librarian and Senate Member of Gujarat University Mr. Yogesh Parekh. Students were introduced to the extensive collection of books, journals, and digital resources available, emphasizing the library's role as a dynamic centre for research and learning.

Day 5 left students with a profound understanding of the Gujarat University Library as a gateway to knowledge. Armed with the skills to navigate its vast resources, students are now well-prepared to embark on their academic journeys with the support of this enriching academic resource.



ORIENTATION 2022

JOB PROSPECTS IN ADVERTISING AND SOCIAL MEDIA MARKETING



On Day 6 of Orientation Week, we explored the promising job prospects in advertising and delved into the nuances of social media etiquettes. The day began with a comprehensive overview of job prospects in the dynamic field of advertising. Industry Expert Mr. Hardik Gajjar, Proprieter, Next Level Ideas Pvt. Ltd., highlighted the diverse career paths available, from creative roles in advertising agencies to marketing positions within corporations. Insightful discussions covered industry trends, required skill sets, and strategies for entering the competitive advertising landscape.

He shared his career journey, shedding light on the challenges and triumphs he had experienced. His real-world perspectives provided valuable insights into the evolving nature of advertising careers and inspired students to explore exciting opportunities.

The focus then shifted to social media etiquettes, a critical aspect of professional communication in today's digital age. The interactive session addressed the do's and don'ts of social media, emphasizing the importance of cultivating a positive online presence and the impact it can have on one's professional reputation.

Day 6 left our students equipped with insights into lucrative job prospects in advertising and the essential social media etiquettes crucial for success in the professional realm. As they embark on their career journeys, they are well-prepared to navigate the evolving landscapes of advertising and digital communication.

QUEST - Student Research Convention



- Q** Question
- U** Understanding
- E** Explore
- S** Systematic
- T** Training



Winners



₹ 3000



₹ 5000



₹ 2000

Organized By:



DR MAMTA BRAHMBHATT

Head,
Department of Business Intelligence
BKSPMS, Gujarat University

The QUEST Student Research Convention concluded with resounding success, showcasing the diverse and in-depth contributions of participating students. Throughout the event, attendees were intended to skilfully formulate thought-provoking questions (Q), demonstrate their keen intellectual curiosity. They delved into a nuanced understanding (U) of their chosen topics, utilizing various methodologies to explore (E) new frontiers within their respective fields. The convention emphasized the importance of maintaining systematic approaches (S), with participants showcasing meticulous research methodologies and organization. Moreover, the inclusion of specialized training session (T) added an extra layer of depth, empowering students with valuable skills to enhance their research endeavours.

This comprehensive gathering not only celebrated academic excellence but also fostered a collaborative atmosphere, encouraging the exchange of ideas and the cultivation of a vibrant research community. The QUEST Convention stands as a testament to the students' commitment to intellectual exploration and knowledge advancement, wherein the winners were encouraged by Cash Prizes.

SEMINAR ON MANAGEMENT AS A CAREER - HOW TO CRACK AN INTERVIEW

NATIONAL LEVEL SEMINAR ON "HOW TO CRACK INTERVIEW"



Mr. Rohan Garg

*Director - Career Launcher,
Ahmedabad*



Dr. Mamta Brahmabhatt

*Head,
Department of Business Intelligence,
BKSPMS, Gujarat University*



SENATE HALL, GUJARAT UNIVERSITY



2PM TO 3PM



The National Level Seminar on "Management as a Career" organized by the department was a resounding success, providing a platform for insightful discussion and knowledge sharing. The seminar commenced with an engaging introduction to the diverse facets of a career in management, setting the tone for the day's discussions. Distinguished speaker Mr. Rohan Garg, Director - Career Launcher, shared his expertise on various topics, including strategic management, leadership skills, and the integration of technology in modern management practices. Students actively participated in discussion, gaining valuable insights into the current trends and future prospects of management careers. The interactive session facilitated the exchange of ideas and experiences among attendees, creating a dynamic and collaborative learning environment.

The National Level Seminar on "How to Crack Interviews" organized by our department proved to be an enlightening and empowering event for students seeking guidance on navigating the interview process. The seminar kicked off with an insightful exploration of interview strategies, covering key aspects such as resume preparation, effective communication, and mastering common interview scenarios. Distinguished speaker Mr. Rohan Garg, shared practical tips and real-world experiences, providing students with valuable insights into the nuances of successful interview techniques. Interactive session allowed participants to practice and refine their interview skills, receiving constructive feedback from expert in the field. The seminar also delved into the importance of soft skills, body language, and effective storytelling in creating a lasting impression during interviews.

WEBINAR ON CAMPUS TO COMPANY

WEBINAR ON CAMPUS TO COMPANY



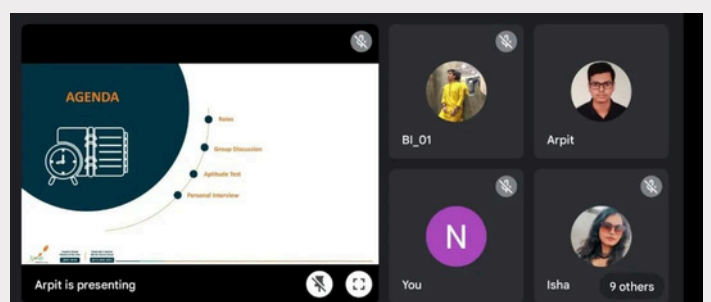
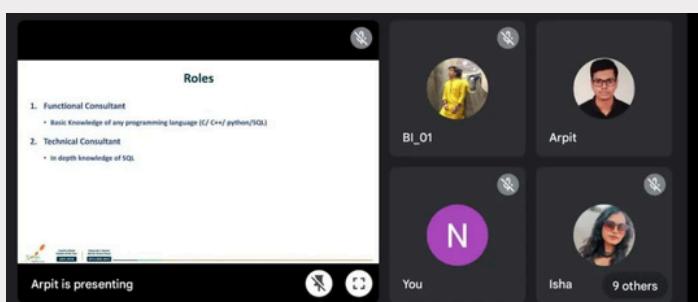
Mr. Arpit Patel
Associate Consultant
Evolutionary Systems Pvt Ltd



Dr. Mamta Brahmhatt
Head
Department Of Business Intelligence
BKSPMS , Gujarat University

The "Campus to Company" webinar facilitated an insightful journey for students transitioning from academic settings to corporate environments. The session was conducted by Alumnus of Department Mr, Arpit Patel who is successfully placed as Associate Consultant at Evolutionary Systems Pvt. Ltd. Session commenced with an exploration of key skills and attributes sought by employers, bridging the gap between educational experiences and workplace expectations.

Q&A session enabled students to seek personalized advice on specific challenges they might face during the transition. By the end of the webinar, participants were equipped with practical strategies, industry insights, and a heightened confidence to navigate the crucial shift from campus life to a successful career in the corporate world.



NATIONAL LEVEL SEMINAR ON WEB SCRAPPING FOR SEO & ANALYTICS



The National Level Seminar on "Web Scrapping for SEO & Analytics" organized by our department was a comprehensive exploration of the pivotal role web scraping plays in enhancing search engine optimization (SEO) and analytics strategies.

The seminar commenced with an in-depth analysis of web scraping techniques, focusing on their application in gathering valuable data for SEO optimization. Distinguished speaker Mr. Pratik Machchar, Chief Technology Officer, Silver Touch Technologies, elaborated on ethical considerations, best practices, and the evolving landscape of web scraping technologies.

Students gained practical insights into leveraging web scraping tools for analytics, uncovering patterns, and extracting meaningful information from online sources. The integration of web scraping into SEO strategies was emphasized, highlighting its potential to enhance data-driven decision-making and improve overall website performance.

The interactive session allowed attendees to explore hands-on applications of web scraping tools, fostering a deeper understanding of their functionalities and potential pitfalls. The unique way of conducting training session by our speaker made it even more meaningful. Distinguished speaker asked about questions related to the topic prior to the session and at the end of the session all those questions were successfully answered by him.



NATIONAL LEVEL SEMINAR ON THE ART OF CRACKING INTERVIEWS



The National Level Seminar on "The Art of Cracking Interviews" organized by department proved to be an invaluable resource for students seeking to master the intricate skills required for successful job interviews. Commencing with an exploration of effective interview strategies, the seminar delved into various aspects, including resume crafting, communication techniques, body language and adeptly handling common interview scenarios. Distinguished speaker Mr. Alok Shah, shared practical tips, real-world anecdotes, and insights into creating a lasting and positive impression during interviews.

Interactive session provided students with hands-on practice, allowing them to refine their interview skills and receive personalized feedback on their CVs from the seasoned professional. The seminar also highlighted the significance of soft skills, body language, and effective storytelling in creating a compelling narrative during interviews.

In summary, the National Level Seminar on "The Art of Cracking Interviews" significantly contributed to the professional development of students, empowering them with the essential skills needed to excel in interviews and secure career opportunities.

NATIONAL LEVEL SEMINAR ON "THE ART OF CRACKING INTERVIEWS"



Dr. Mamta Brahmhatt
Head (DBI) &
Organising Secretary (Seminar)
Department of Business Intelligence
BKSPMS, Gujarat University



Mr. Alok Shah
(MBA, B. E. Mechanical)
Owner of Arham Education
(I Inspire Education Pvt Ltd)

STTP ON BIG DATA ANALYTICS AND MANAGEMENT

The comprehensive Lecture Series covered a spectrum of cutting-edge technologies, providing students with a holistic understanding of the evolving digital landscape. Expert-led sessions, hands-on demonstrations, and real-world case studies equipped students with valuable insights and practical skills, fostering a multidimensional perspective on the interconnected technologies shaping the future of digital innovation. The series not only addressed individual topics but also highlighted the synergies between these technologies, preparing students for the complex and integrated demands of the modern technological landscape.

Day 1 of the Lecture Series focused on "Big Data Analytics and Management," guiding students through the intricacies of handling and deriving insights from large datasets. Practical applications, tools, and techniques were explored, providing students with a solid foundation in harnessing the power of big data. The session was facilitated by expert faculty Prof. Neil Harwani, Director (HSOPC – Harwani Systems OPC Pvt. Ltd.) and Customer Success Architect at Liferay India.

SHORT TERM COURSE ON BUSINESS APPLICATIONS OF AIML

The comprehensive Lecture Series covered a spectrum of cutting-edge technologies, providing students with a holistic understanding of the evolving digital landscape. Expert-led sessions, hands-on demonstrations, and real-world case studies equipped students with valuable insights and practical skills, fostering a multidimensional perspective on the interconnected technologies shaping the future of digital innovation. The series not only addressed individual topics but also highlighted the synergies between these technologies, preparing students for the complex and integrated demands of the modern technological landscape.

On Day 2, the spotlight was on the "Business Applications of AIML," where students delved into the practical implementations of Artificial Intelligence and Machine Learning in diverse business scenarios. Case studies and demonstrations illustrated how AIML can enhance decision-making and drive innovation in various industries. The session was facilitated by expert faculty Prof. Neil Harwani, Director (HSOPC – Harwani Systems OPC Pvt. Ltd.) and Customer Success Architect at Liferay India.

NATIONAL LEVEL SEMINAR ON CLOUD COMPUTING

The comprehensive Lecture Series covered a spectrum of cutting-edge technologies, providing students with a holistic understanding of the evolving digital landscape. Expert-led sessions, hands-on demonstrations, and real-world case studies equipped students with valuable insights and practical skills, fostering a multidimensional perspective on the interconnected technologies shaping the future of digital innovation. The series not only addressed individual topics but also highlighted the synergies between these technologies, preparing students for the complex and integrated demands of the modern technological landscape.

Day 3 centered around "Cloud Computing," elucidating the principles and applications of cloud technology. Attendees gained insights into cloud services, deployment models, and best practices, empowering them to leverage the flexibility and scalability offered by cloud platforms.

NATIONAL LEVEL WORKSHOP ON CYBER SECURITY ESSENTIALS

The comprehensive Lecture Series covered a spectrum of cutting-edge technologies, providing students with a holistic understanding of the evolving digital landscape. Expert-led sessions, hands-on demonstrations, and real-world case studies equipped students with valuable insights and practical skills, fostering a multidimensional perspective on the interconnected technologies shaping the future of digital innovation. The series not only addressed individual topics but also highlighted the synergies between these technologies, preparing students for the complex and integrated demands of the modern technological landscape.

"Cyber Security Essentials" took the forefront on Day 4, addressing crucial aspects of safeguarding digital assets. Participants explored fundamental principles of cybersecurity, threat detection, and mitigation strategies, enhancing their understanding of protecting digital environments. The session was facilitated by expert faculty Prof. Neil Harwani, Director (HSOPC – Harwani Systems OPC Pvt. Ltd.) and Customer Success Architect at Liferay India.

QUALITY LEVEL. PROGRAM ON BLOCKCHAIN TECHNOLOGY

The comprehensive Lecture Series covered a spectrum of cutting-edge technologies, providing students with a holistic understanding of the evolving digital landscape. Expert-led sessions, hands-on demonstrations, and real-world case studies equipped students with valuable insights and practical skills, fostering a multidimensional perspective on the interconnected technologies shaping the future of digital innovation. The series not only addressed individual topics but also highlighted the synergies between these technologies, preparing students for the complex and integrated demands of the modern technological landscape.

Day 5 delved into "Block Chain Technology," unravelling the intricacies of decentralized and secure data management. Attendees gained insights into block chain's applications beyond crypto currencies, understanding its potential in industries such as finance, supply chain, and healthcare. The session was facilitated by expert faculty Prof. Neil Harwani, Director (HSOPC – Harwani Systems OPC Pvt. Ltd.) and Customer Success Architect at Liferay India.

MANAGEMENT DEVELOPMENT PROGRAM ON INTERNET-OF-THINGS IMPLEMENTATION

The comprehensive Lecture Series covered a spectrum of cutting-edge technologies, providing students with a holistic understanding of the evolving digital landscape. Expert-led sessions, hands-on demonstrations, and real-world case studies equipped students with valuable insights and practical skills, fostering a multidimensional perspective on the interconnected technologies shaping the future of digital innovation. The series not only addressed individual topics but also highlighted the synergies between these technologies, preparing students for the complex and integrated demands of the modern technological landscape.

"IOT Implementation" took centre stage on Day 6, exploring the world of Internet of Things. Participants learned about connecting devices, data analysis, and the impact of IoT on various sectors, providing a practical understanding of implementing IoT solutions.

STUDENT DEVELOPMENT PROGRAM ON WEB 3.0

The comprehensive Lecture Series covered a spectrum of cutting-edge technologies, providing students with a holistic understanding of the evolving digital landscape. Expert-led sessions, hands-on demonstrations, and real-world case studies equipped students with valuable insights and practical skills, fostering a multidimensional perspective on the interconnected technologies shaping the future of digital innovation. The series not only addressed individual topics but also highlighted the synergies between these technologies, preparing students for the complex and integrated demands of the modern technological landscape.

Day 7 turned the focus to "Web 3.0," elucidating the evolution of the web and its impact on user experience. Participants explored emerging technologies shaping the next phase of the internet, such as semantic web, decentralized applications, and enhanced interactivity. The session was facilitated by expert faculty Prof. Neil Harwani, Director (HSOPC – Harwani Systems OPC Pvt. Ltd.) and Customer Success Architect at Liferay India.



QDP ON ROBOTIC PROCESS AUTOMATION

The comprehensive Lecture Series covered a spectrum of cutting-edge technologies, providing students with a holistic understanding of the evolving digital landscape. Expert-led sessions, hands-on demonstrations, and real-world case studies equipped students with valuable insights and practical skills, fostering a multidimensional perspective on the interconnected technologies shaping the future of digital innovation. The series not only addressed individual topics but also highlighted the synergies between these technologies, preparing students for the complex and integrated demands of the modern technological landscape.

The final day of the series concentrated on "Robotic Process Automation," showcasing how automation can streamline business processes. Participants learned about deploying robots for repetitive tasks, enhancing efficiency, and gaining insights into the transformative potential of RPA in various industries. The session was facilitated by expert faculty Prof. Neil Harwani, Director (HSOPC – Harwani Systems OPC Pvt. Ltd.) and Customer Success Architect at Liferay India.

MAGAZINE LAUNCH EVENT



In a vibrant display of literary enthusiasm, our department hosted the much-anticipated launch of a collaborative magazine, showcasing the creative and journalistic prowess within our academic community. The event featured esteemed chief guests, Ms. Jyoti Unadkat and Mr. Krishnkant Unadkat, from the renowned Sandesh Press in Ahmedabad, who added a valuable layer of experience to the occasion. The magazine unfolded as a diverse celebration of voices, fostering intellectual exchange and connections among students, faculty, and the distinguished guests, serving as a catalyst for a community united by a passion for literature and knowledge.

The chief guests, with their rich literary acumen, shared insights that resonated with budding writers and journalists present, emphasizing the importance of cultivating a culture of reading, writing, and critical thinking. Their words inspired attendees to continue honing their skills, contributing meaningfully to the dynamic realms of literature and journalism.

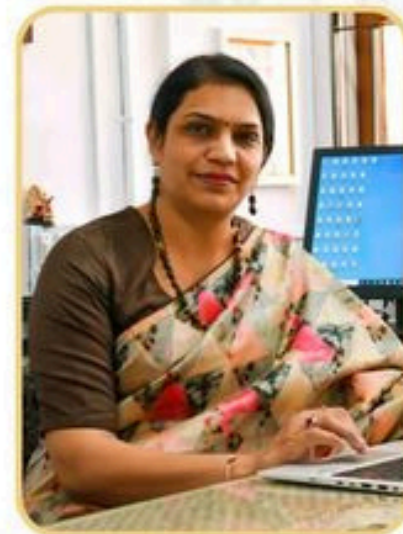


NATIONAL LEVEL CERTIFICATION ON DESCRIPTIVE STATISTICS USING EXCEL

DEPARTMENT OF BUSINESS INTELLIGENCE National Level Certification Training on **DESCRIPTIVE STATISTICS USING EXCEL**



RAJAN SREEDHARAN
Professor of Practice



DR.MAMTA BRAHMBHATT
Head,
Department of Business Intelligence,
BKSPMS, GUJRAT UNIVERSITY



13th November, 2022
Time 9:00 am to 1:00 pm

Embark on a statistical journey with our National Level Certification on "Descriptive Statistics Using Excel." This certification isn't just about numbers; it's an immersive experience in unraveling the stories hidden within data.

Session began by understanding statistical concepts, diving into measures of central tendency, dispersion, and the art of visually narrating data through Excel. Our distinguished instructor Mr. Rajan Sreedharan, Professor of Practice, not only explained the how but guided students in hands-on sessions, transforming theoretical knowledge into practical skills.

The interactive nature of the sessions turned abstract statistics into tangible insights as students dissected real-world datasets. This certification went beyond the usual, emphasizing not just computation but the craft of interpreting data and articulating findings effectively.

NATIONAL LEVEL SEMINAR ON MY SQL FOR BUSINESS INTELLIGENCE



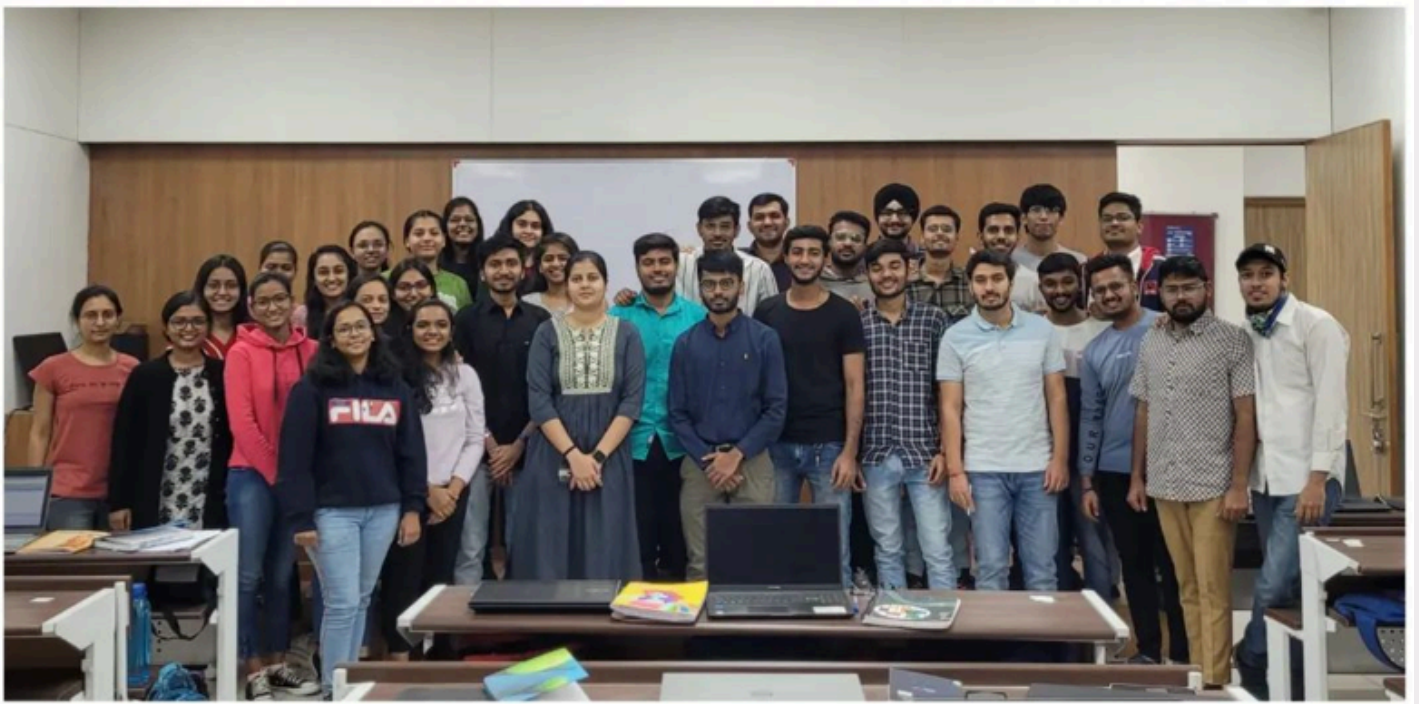
The National Level Seminar on "Using MySQL for Smart Business Decisions" organized by our department was like a roadmap for intersection of database management and strategic decision making.

Starting with the basics, the seminar explained how MySQL, a powerful database tool, can be of great help in making smart business choices. Expert Mr. Sulabh Bhatt, shared easy ways to organize data, make it work better, and use MySQL for making quick and clever business decisions. The hands-on sessions let everyone try out MySQL on real business situations. The seminar made it clear that good data and using MySQL the right way can help businesses make smarter and quicker decisions.

In short, the National Level Seminar on "Using MySQL for Smart Business Decisions" was like a friendly guide, helping everyone see how MySQL can be the secret for making wiser choices in business.



NATIONAL LEVEL SEMINAR ON DATA VISUALIZATION USING POWER BI



The National Level Seminar on "Data Visualization Using Power BI" organized by our department was a captivating journey into the world of turning complex data into insightful visuals. We started by unravelling the basics and then delved into how Power BI can transform raw data into compelling stories. Distinguished speaker Ms. Neha Rajput shared practical tips on creating interactive dashboards, visualizing trends, and making data-driven decisions using Power BI.

Through this hands-on session, students got the chance to bring their data to life, learning how to craft visually appealing and informative reports. The seminar highlighted the power of visual storytelling and the role of Power BI in simplifying the process.

The success of the seminar can be attributed to its well-structured content, engaging presentations, and the practical skills participants acquired. Attendees left with not only a deeper understanding of data visualization but also with the ability to harness Power BI for effective storytelling through data.

In summary, the National Level Seminar on "Data Visualization Using Power BI" wasn't just about graphs and charts; it was a visual expedition, empowering participants to transform data into compelling narratives using the dynamic capabilities of Power BI.



NATIONAL LEVEL WORKSHOP ON PREPARATION OF PROJECT ON SPECIAL STUDIES USING PIVOT TABLES



The recently concluded National Level Workshop on Preparation of Project on Special Studies Using Pivot Tables has proven to be a pivotal learning experience for students. The session was facilitated by Mr. Sanjay Christain, Lecturer at JG Institute of Business Administration. Students immersed themselves in advanced data analysis techniques, mastering the effective utilization of pivot tables for insightful project outcomes. The workshop's focus on strategic project design, coupled with the emphasis on clear communication of findings, has equipped with valuable skills tailored to the unique requirements of specialized studies using pivot tables.

The collaborative learning environment fostered peer interaction, the success of this workshop highlights its significance in enhancing students' capabilities and proficiency in utilizing pivot tables for impactful project work.



NATIONAL LEVEL CERTIFICATION TRAINING ON INFERENTIAL STATISTICS USING EXCEL



BK SCHOOL OF
PROFESSIONAL
MANAGEMENT
STUDIES

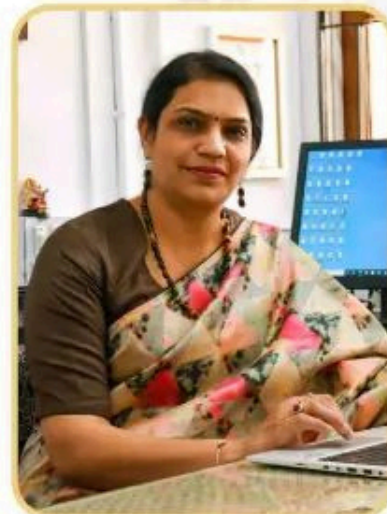


DEPARTMENT
OF
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INTELLIGENCE

DEPARTMENT OF BUSINESS INTELLIGENCE
National Level Certification Training
on
INFERENTIAL STATISTICS USING EXCEL



RAJAN SREEDHARAN
Professor of Practice



DR.MAMTA BRAHMBHATT
Head,
Department of Business Intelligence,
BKSPMS, GUJRAT UNIVERSITY



20th November, 2022

Time 9:00 am to 1:00 pm

The National Level Certification Training on Inferential Statistics Using Excel was a resounding success, offering students a comprehensive learning experience. The session was facilitated by expert faculty Mr. Rajan Sreedharan.

Students immersed themselves in mastering inferential statistics techniques, with a specific focus on practical applications using Excel. The training provided students with the skills to confidently analyse and interpret data, making informed decisions based on statistical insights. The certification training emphasized hands-on exercises, ensuring students could apply inferential statistics concepts directly within the Excel environment.

National Level Certification Training on PARAMETRIC AND NON- PARAMETRIC USING EXCEL



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STUDIES



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National Level Certification Training
on

PARAMETRIC AND NON - PARAMETRIC USING EXCEL



RAJAN SREEDHARAN
Professor of Practice



DR.MAMTA BRAHMBHATT
Head (DBI)
Organising Secretary (Seminar)
Department of Business Intelligence,
BKSPMS, GUJRAT UNIVERSITY



25th November, 2022

Time 11:00 am to 1:00 pm

The National Level Certification Training on Parametric and Non-Parametric Statistics Using Excel was successfully concluded, offering students a robust foundation in statistical analysis. The session was facilitated by expert faculty Mr. Rajan Sreedharan.

Throughout the training, they delved into both parametric and non-parametric statistical techniques, gaining practical skills for data analysis within the Excel environment. The certification program focused on hands-on exercises, ensuring students could confidently apply these statistical methods in real-world scenarios.

NATIONAL LEVEL SEMINAR ON MAKE AN IMPACT, KICK START YOUR CAREER

The National Level Seminar on "Make an Impact, Kick Start Your Career" concluded successfully, providing students with valuable insights and strategies for career advancement. The session was facilitated by industry expert Mr. Parag Bhatt, Group Head-Human Resource, Tatvic Analytics.

Students engaged in discussions on impactful career choices, professional development, and effective networking. The seminar emphasized practical approaches to stand out in the competitive job market and make a lasting impression in one's chosen field. The event proved to be a catalyst for students, empowering them to take proactive steps towards a successful and fulfilling career journey.



ORIENTATION FUNCTION



Our department's 2nd orientation function seamlessly integrated incoming students into our academic community, offering informative sessions, and insights from experienced faculty also the existing batch students welcomed their juniors in a unique way, their informal conversations and experience sharing session energised the freshers.

The Guests of Honour for the event were Famous Gujarati Movie Stars: Yash Soni, Deeksha Joshi and Tarjaneer Bhadla. Beyond practicalities, the event celebrated connection through interactive activities, fostering fellowship among students and creating a supportive network for the years ahead. It marked a transformative rite of passage, providing a roadmap for academic and personal success, leaving students with not just practical knowledge but also a profound sense of belonging and excitement for the educational journey ahead.



TIRANGA YATRA



The spirit of patriotism echoed as students and professors from the Department of Business Intelligence (DBI) at Gujarat University came together to partake in the Tiranga Yatra on August 12th. Their participation in this symbolic journey not only showcases their commitment to national unity but also emphasizes the importance of fostering a collective sense of pride and belonging. Such active engagement in community events reflects positively on the DBI community's spirit and dedication beyond academic pursuits.



COMPANY VISIT - EVOSYS



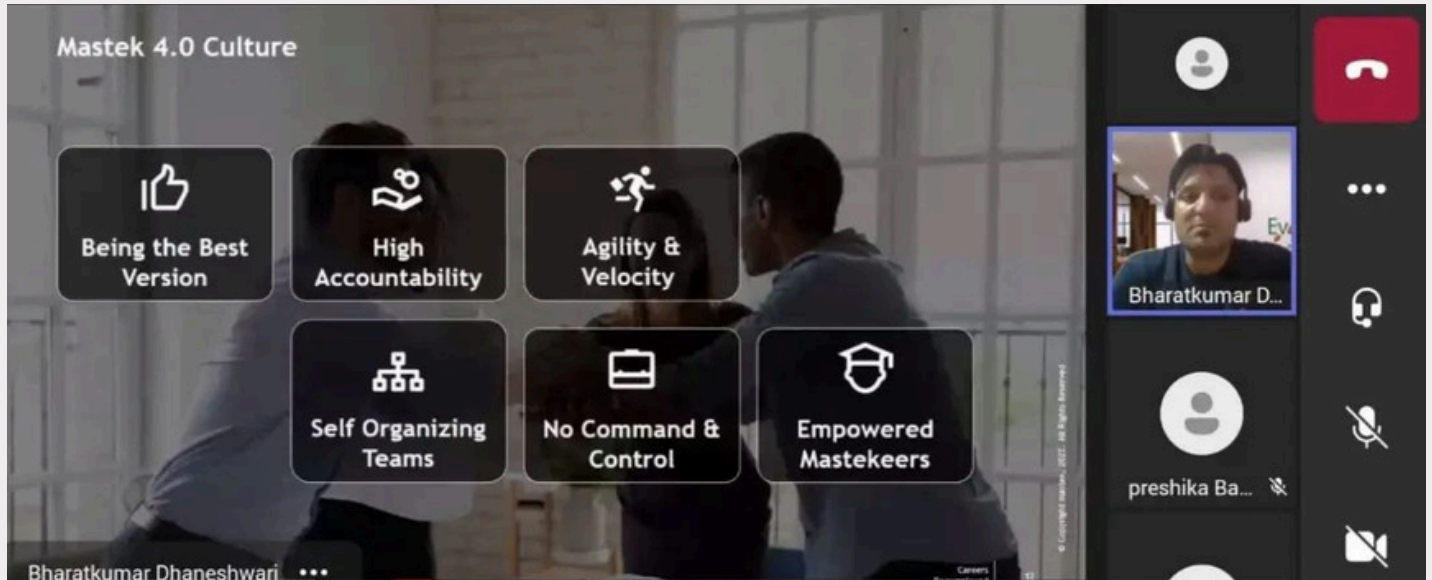
This Diwali, the students of the Placement Committee embarked on a special visit to our esteemed Placement Partners Analytix Solution, De Soto, F(x) Data Labs, Mastek, Rysun Labs, Silver Touch Technologies Ltd. And Tatvic, adding a unique glow to the festive season. At DBI, we believe in celebrating not just the festival of lights but also the illuminating partnerships that shape our students' professional journeys. Much like Diwali brings light to the darkest nights, our collaboration with these valued partners brightens the path to your future career prospects. As we rejoice in the festive spirit, we extended our heartfelt gratitude to our Placement Partners, whose support and guidance contribute to the brilliance of our students' futures.

COMPANY VISIT - BRAINVIRE

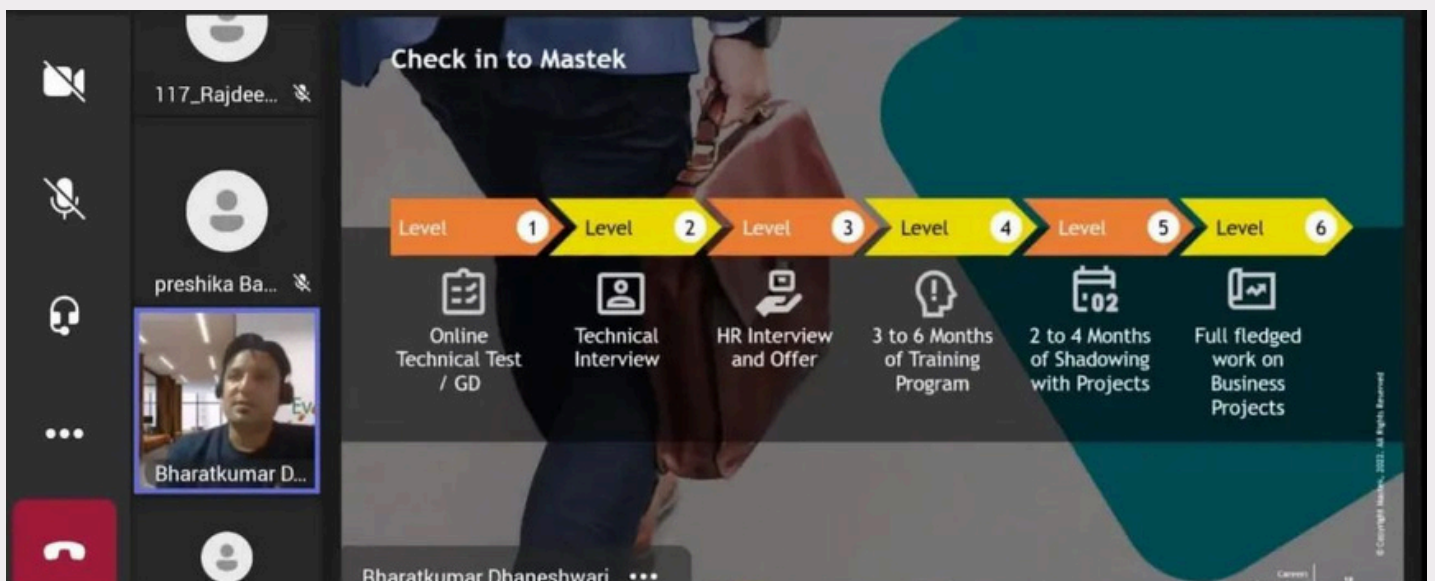


The Students from Placement Committee visited Evosys, this well-organized event showcased the college's commitment to strong industry ties. The visit included a campus tour and discussions about recruitment processes. To symbolize appreciation, the students presented a memento and a certificate, reinforcing the positive relationship between the college and the company. This gesture underlined the institution's proactive approach in facilitating meaningful connections between students and industry partners.

PRE PLACEMENT TALK - EVOSYS



The pre-placement talk by Evolutionary Systems Pvt. Ltd. (Evosys) now Mastek, at our college was both informative and engaging. The session commenced with an introduction to the company's mission and values, followed by an in-depth overview of its background and achievements. Students gained insights into industry trends, career opportunities, and the unique company culture. The , emphasized the recruitment process, highlighting the criteria and expectations from candidates. The talk concluded with a lively Q&A session, showcasing students' interest and enthusiasm. Overall, the event provided valuable information and fostered a positive connection between the students and Company.



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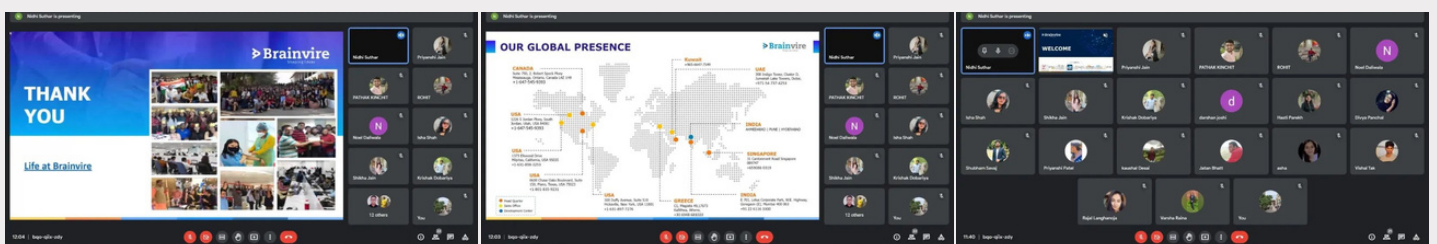


PRE PLACEMENT TALK - MEDKART



The pre-placement talk at our college featuring Medkart was an enriching session that provided students with a comprehensive understanding of the company's ethos and career opportunities. The Co-Founder and Director of the Company Mr. Parasharan Chari, eloquently introduced the company's history, values, and industry positioning, while emphasizing the dynamic job roles available and the potential for career growth. The engaging discussion on company culture, recruitment processes, and internship programs, coupled with insightful employee testimonials, created a positive and informative atmosphere, leaving students excited about the prospect of joining Medkart and equipped with valuable insights to navigate the recruitment process.

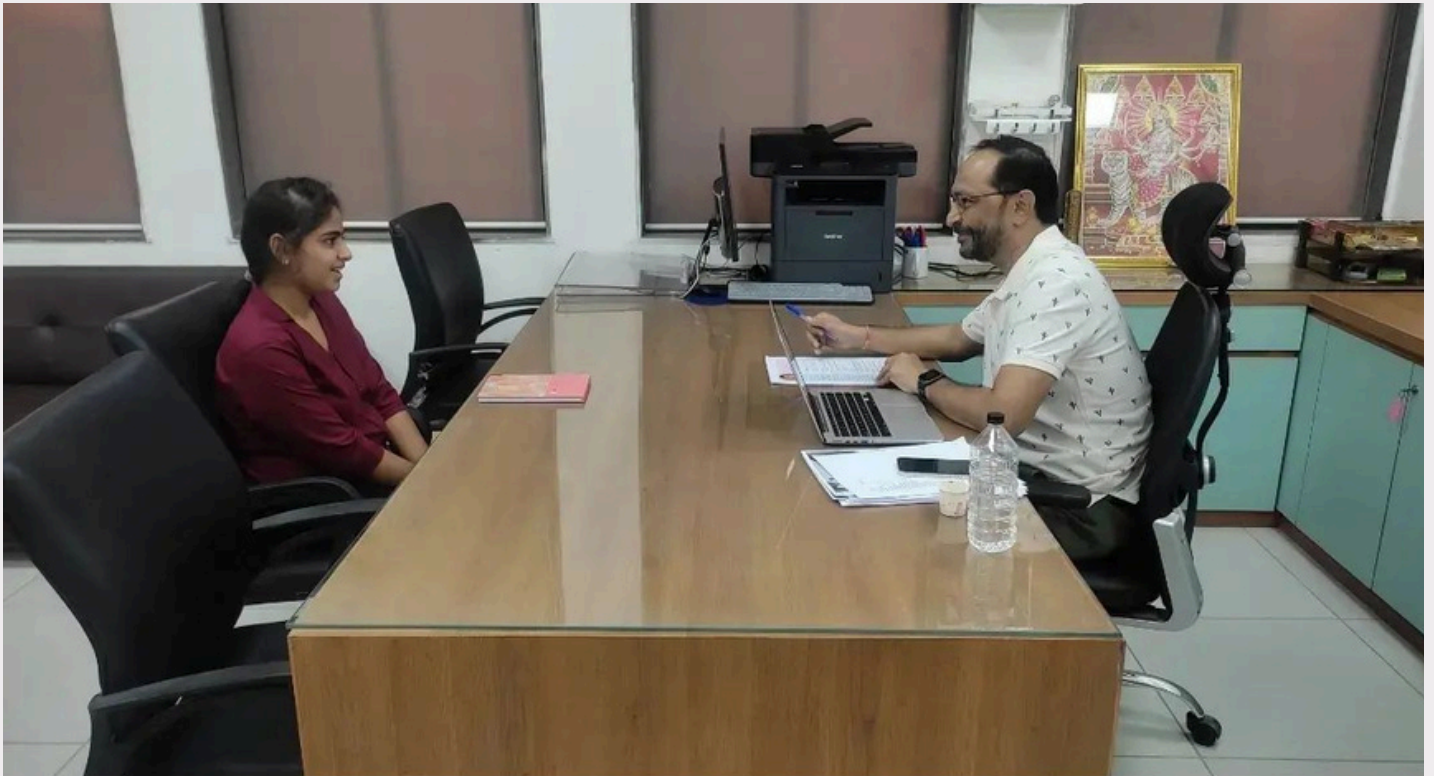
PRE PALCEMENT TALK - BRAINVIRE



The pre-placement talk at our college featuring Brainvire Infotech was both informative and inspiring. The session began with an introduction to the company's mission and values, followed by a comprehensive overview of its background and achievements. The speaker Miss Nidhi Suthar, provided insights into industry trends, job opportunities, and the company's unique culture, emphasizing the importance of skills like teamwork and adaptability. The recruitment process and expectations from candidates were outlined, along with details about internship programs that could lead to full-time roles. The interactive Q&A session allowed students to actively engage with the company representative, creating a positive atmosphere for potential collaborations and generating genuine interest among the students.

PLACEMENT ACTIVITIES

MOCK INTERVIEWS



STUDENTS TESTIMONIALS



Isha Shah

Associate Consultant, Mastek Ltd.

My 2 years of MBA journey at BKBI has acted as a turning point in my career. The curriculum design was my trust factor that led me to take a deep dive and not to my surprise I sailed effectively. I encountered endless opportunities at BKBI right from my initial days be it acting as a permanent Placement Committee member to representing

BKBI at the National Level Summer Project Competition which eventually shaped me in the human that I am today. With events and celebrations taking place at quick intervals, I lived my days at BKBI and didn't just survive. The teaching fraternity at BKBI was kind and knowledgeable enough to have instilled the right set of values in me. I proudly state that I am a BKBI Alumni. The Gold Medal would have been a distant dream without you, Thank you BKBI.



Kinchit Pathak

Associate Digital Analyst, Tatvic

My time at BKBI has been instrumental in shaping my academic and professional journey. The well-designed curriculum provided a strong foundation for my studies, while the opportunities offered allowed me to develop my skills and gain valuable experience.

As a class representative in the business intelligence department at BK School of Professional Studies and Management, I played a key role in managing curriculum activities and representing BKBI at various events. Additionally, I was part of a core placement committee, contributing to onboarding new companies for placements.

The supportive and knowledgeable faculty at BKBI played a pivotal role in my development. The enriching campus life, filled with celebrations and events, made my college experience truly memorable. I'm proud to be a BKBI alumnus.

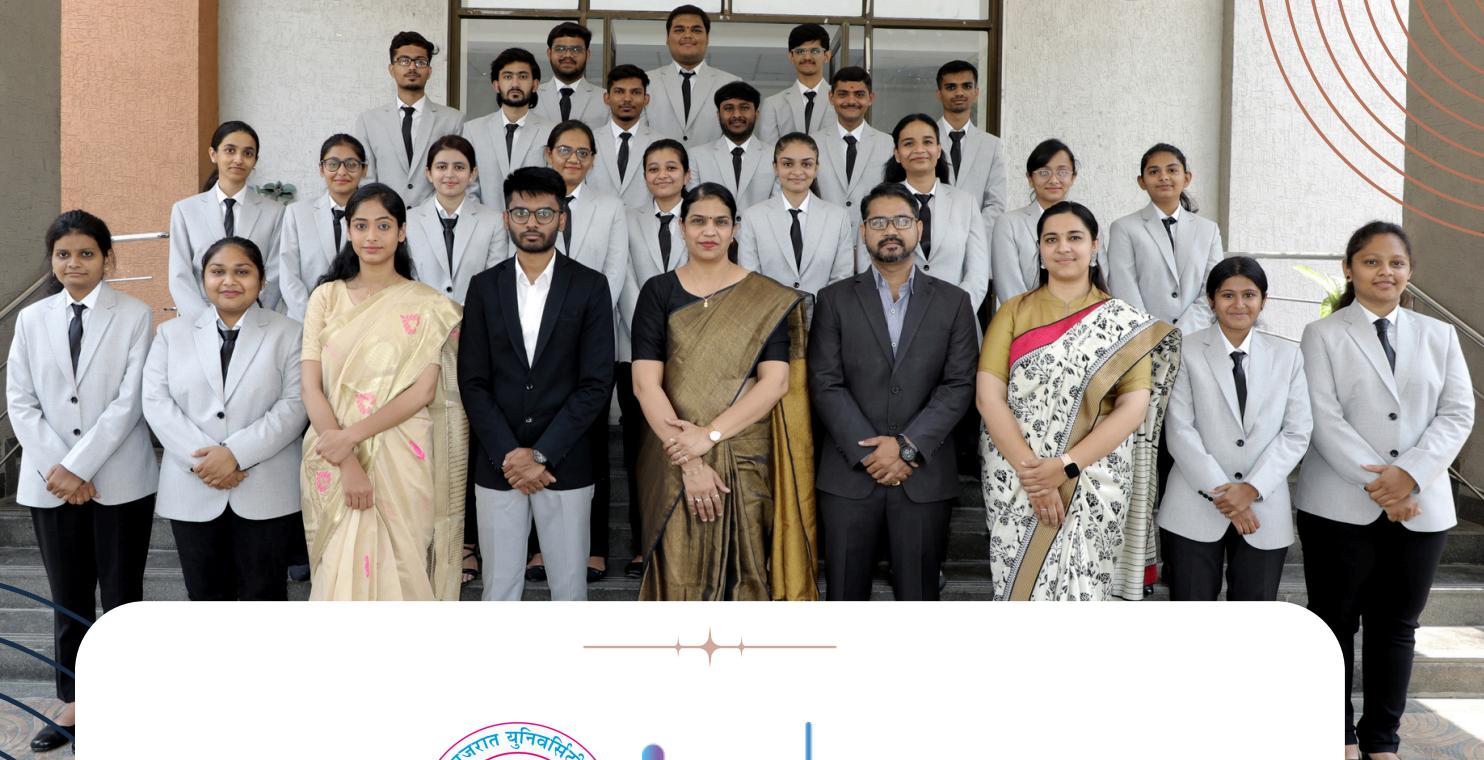


Manav Dakshini,

Cloud Consultant ,Spektra Systems

As I reflect on my time at BK(DPBI), I am filled with gratitude for the incredible journey I've experienced. The classes were not just informative but incredibly engaging. The professors' dedication to our learning experience was evident in every lesson, going above and beyond to ensure we grasped every concept.

I eagerly anticipated each class, knowing they would be interesting and well-taught. Beyond the classroom, the campus buzzed with life, offering a myriad of activities and clubs catering to every interest imaginable. One of the defining moments of my time here was being part of the web committee. This experience was not only pivotal in my personal growth but also instrumental in shaping my professional career. It equipped me with practical skills, fostered teamwork experience, and provided invaluable insights into digital communication, all of which have proven indispensable in my professional endeavors.



DEPARTMENT
OF
BUSINESS
INTELLIGENCE

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