



ANURAG GROUP OF INSTITUTIONS
(Autonomous)

Prashasthi- Career Guidance Cell

Report on
A day at Business School
Date: 07.02.2018

The Career Guidance Cell organised an educational tour to ViswaViswani Business School under the title of “A day at Business School”. 136 students (109 –Mechanical, 9-CSE, 10-ECE, 10-Chemical) registered and visited the B School. The students were taken to the campus visit and made to attend educational seminars on “Big Data Analytics” and “Digital Marketing”

Following is the summary of discussions done at VVBS

Big Data Analytics:

In early years of development of Computers it was very difficult to store data on memory devices; the concept of memory storage devices itself was a wonder to many. However, with the efforts of Engineers and Scientists, the idea was turned into a reality but to store a 2 Giga Byte of data into memory storage devices many CPUs were required. Though incomprehensible for people in those times but the advent of science and technology made it possible to store more than 256 Giga Byte in microchips and more than 1 to 2 Tera Byte of information in hard disks that are comparatively of miniscule sizes to CPUs of early times.

By the task of collecting and storing data we are making it available all the time, more importantly for future use. With the present data we can analyse the output. With the output we can make the required changes to the congestion causing areas and free the traffic from it. By this method we can get an overview of all the things which require corrections and which needs to be improved. Space allocation can be done perfectly and the information can be used for further improvements in the near future and also can be used for correlating the present information with the past.

Digital Marketing:

In the present world marketing is the key tool for business in improving sales. There are many kinds of marketing (or marketing platforms) like Printing, Television, Radio, Digital Marketing etc. Of all the mentioned, printing is the mostly used method that is more than 40% of the entire marketing. The improved effectiveness of Printing makes it costlier than

other types of Marketing. TV and Radio is cheaper than the printing and is used around 15%-25% in marketing. When it comes to Digital Marketing there are two types for it

- i. Organic
- ii. Inorganic

In Organic Marketing we need not pay any amount to market the product but when it comes to Inorganic marketing we have to pay some amount to stay on the top of the market. By staying on top of the market there is a chance of getting sales due to the priority given by the Google list. Digital marketing channels that are good for lead are

- i. Search Engine Optimization (SEO)
- ii. Pay-Per-Click Advertising
- iii. Display Advertising
- iv. Google Search Network
- v. Blogging and other content marketing channels
- vi. Email marketing

By these methods digital marketing can be done effectively and earning would be easy. Indian Government is planning to introduce taxes for digital marketing by 2019.

Students have learnt well about the topic and also experienced the B-School education. The students and accompanied faculty members expressed their gratitude towards the hospitality by the hosts and felt happy for the opportunity given.

Photo gallery of the event:



