



RUKMINI DEVI

Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A+' Grade (2nd Cycle)
- Category 'A+' Institution by SFRC, Govt of NCT of Delhi.
- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CII, DELNET, DMA, CEGR, ICT Academy, NDL, NHRDN, ASSOCHAM
- MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt. of India



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Class room Connect

TITLE	Submission of Web Report for Class room Connect by Ms. Madhvi Kamboj for BBA Students
Resource Person/ Facolitorator	Ms. Madhvi Kamboj
Date	31/10/2018



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Summary

A Class room lecture was conducted by Ms. Madhvi Kamboj on the topic : "The curious case of technology half-life-Digital Era" for the students of BBA. Digitalization has been revolutionizing service industries. She introduced this concept to the students with a very interactive presentation. She made the students familiar with the real world practicality. The different kinds of digitalization being used by various companies situated in various parts of the country. She gave a brilliant example of Amazon Go, where it showed the high class technology which will provide an ease to customers to go for shopping without facing long queues and other hustles through digital app. One of the technology that was explained was 'Just Walk out Technology' which says the advantages for supermarket owners are obvious: users have constant access, can easily locate the nearest store, can view current specials, and can check if an item is in stock along with anything else which the app has been built to do. Ms. Madhvi Kamboj, held an interactive session for the BBA students on the digitalization that various companies are using. Also this session will definitely help the students in their future endeavors.