



RUKMINI DEVI

Institute of Advanced Studies

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DOSSIER

On

Class room Connect by Ms. Madhvi Kamboj for BBA Students

Department of Management Studies

On

October 31 , 2018



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FORM A

Proposal :

- **Name Of the event to be organized :** Class room Connect by Ms. Madhvi Kamboj for BBA Students
- **Date :** October 31 , 2018
- **Time :** 1:30 pm- 3:10 pm
- **Venue :** Block A, Class Room A-203
- **Organized By:** Department of Management Studies
- **Motivation for the activity :** To make students aware about the concept,application and relevance of Digitalization.

Form B

Part 1

Aim of the event :

The main objective behind organizing this lecture was to make students aware of the digitalization and also where our country stands in terms of technology as compared to other countries.

Part 2

Abstract :

Ms. Madhvi Kamboj, Senior Online Strategist, Google India Pvt Ltd., delivered a lecture on "The curious case of technology half-life-Digital Era" for the students of BBA third semester on October 31, 2018. 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 word 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. All of this helps to facilitate purchasing something from a particular supermarket. She tried to indulge every student to participate in the discussion and present their point of view about each topic that she discussed. The students were keen to understand new topics that she was introducing to the class. She also illustrated different technologies prevailing in different parts of the world with the help of videos where it showed an example of a supermarket with automations and digitalization. Being an employee of Google India, she explained the different scenarios she come across during her day to day activities. During her lecture she also showed a clear picture of present situation prevailing in India in terms of Digitalization and technology. Also, other growth aspects and upcoming technologies were discussed that can help our country in grooming itself.

Attached is the link for one of the example of digitalization technology she referred during the lecture.

<https://www.youtube.com/watch?v=NrmMk1Myrxc>

Part 3

Conclusion

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.

SnapShot



Ms Madhvi Kamboj making students aware regarding the topic