FACULTY OF MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS & COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

TECHNOLOGY IN MANAGEMENT

Date : 11th March, 2022

Timing: 02:30-04:30 PM

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Head
Department of Business Administration
Manipal University Jaipur

Dr Birajit Mohanty

HoD, Business Administration

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1. Introduction of the Event

Technology is an integral part of business management. There is no segment or process of business where technology is not playing a significant role. Again, the rapid development of technology has disrupted the way businesses were managed in the past. To understand this phenomenon, nothing is as effective as to understand from the professionals, the role of technology in managing business. Keeping this in mind a seminar on" Technology in Management "was organized under which four expert sessions covering various facets of uses of technology in managing business are conducted.

The event is special as industry experts who are working in prestigious organizations at a leading role, took the sessions and interacted with all.

2. Objective of the Event

The basic objective of this seminar is twofold-

- To understand how technology is helping in managing the business
- Interactive session between the professional, and our students.

This ensured a different level of comfort level to our current students as they were interacting with their own seniors. Also, provided a chance to alums to keep in contact with their alma matter

3. Beneficiaries of the Event

Students of Faculty of management and commerce, Manipal University jaipur.

4. Details of the Guests

Keynote Speaker – Mr. Sarthak Agarwal, Software Engineer II- Dell Technologies

5. Brief Description of the event

The session was taken by "Mr. Sarthak Agarwal" who discussed about role of software's in management process to run business. The discussion focused on how the students can prepare themselves well to face the corporate culture related to business and management and to attain competitive advantage. Mr. Sarthak Agarwal is Software Engineer II at Dell Technologies. He has interned in prestigious company and institutions like Dell Technologies and IIT Kanpur and IIT Banaras. He is national winner of Hackathon in 2017, organized by Government of Rajasthan, Department of Higher and Technical Education apart from other competitions.

6. Program Scheme

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		SEMESTER IV				
Course No.	Subject Code	Subject Title	L	T	P	C
1	BB3201	E-Commerce	3	0	0	3

7. Lecture Plan

Lec. No.	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
I	Introduction and Course Hand-out briefing	To acquaint and clear teachers' expectations and understand student expectations	Lecture and Discussion	3201.1	NA
2-3	E-Commerce- Meaning and Evolution	Understand the meaning and evolution of E-Commerce	Lecture and Discussion	3201.1	Class Quiz End Term Mid Term I
4	E-Commerce Advantages and Disadvantages	Advantages and Disadvantages of E-Commerce	Lecture and Discussion	3201.1	Class Quiz End Term Mid Term I
5	M-Commerce	Understand the concept of M-Commerce and it's importance	Lecture and Discussion	3201.1	Class Quiz End Term Mid Term I
6-7	Phases of E-Commerce	Understand the various phases of E-Commerce	Lecture and Discussion	3201.1	Class Quiz End Term Mid Term I

8-9	Dot-Com bubble burst	Discuss the Dot-Com bubble burst 2001.	Lecture and Discussion	3201.1	Class Quiz End Term Mid Term I
10-11	Business Models	Understand the various business models of E-Commerce	Lecture and Discussion	3201.1	Class Quiz End Term Mid Term I
12-13	Selling on internet	Discuss the ways selling on internet	Lecture and Discussion	3201.1	Class Quiz End Term Mid Term II
14-15	Case Study	Discuss the case study	Lecture and Discussion	3201.2	Class Quiz End Term Mid Term II
16-18	Evolution of e-tailing	Mention the Evolution of e-tailing	Lecture and Discussion	3201.2	Class Quiz End Term Mid Term II
19-21	Security and Privacy issues of E-Commerce	Examine the various Security and Privacy issues of E-Commerce.	Lecture and Discussion		
22-24	Types and Components of M-Commerce	Explain the various components of M-Commerce	Lecture and Discussion	3201.2	Class Quiz End Term Mid Term II

25-27	Growth and future directions of M-Commerce	Discuss the growth and future of M-Commerce	Lecture and Discussion	3201.3	Class Quiz End Term Mid Term II
28-29	Emerging trends in E-Commerce	Mention the recent trends in E-Commerce	Lecture and Discussion	3201.3	Class Quiz End Term
30-31	Funding E-Commerce ventures	Discuss the funding of E-Commerce Ventures	Lecture and Discussion	3201.4	Class Quiz End Term
32-34	Activity	Activity or assignment related to E-Commerce	Activity	3201.4	Class Quiz End Term
35-36	Case Study	Case Study	Lecture and Discussion	3201.4	Class Quiz End Term
37-39	Revision	Revision	Lecture and Discussion	3201.4	Class Quiz End Term

8. Brochure of the event

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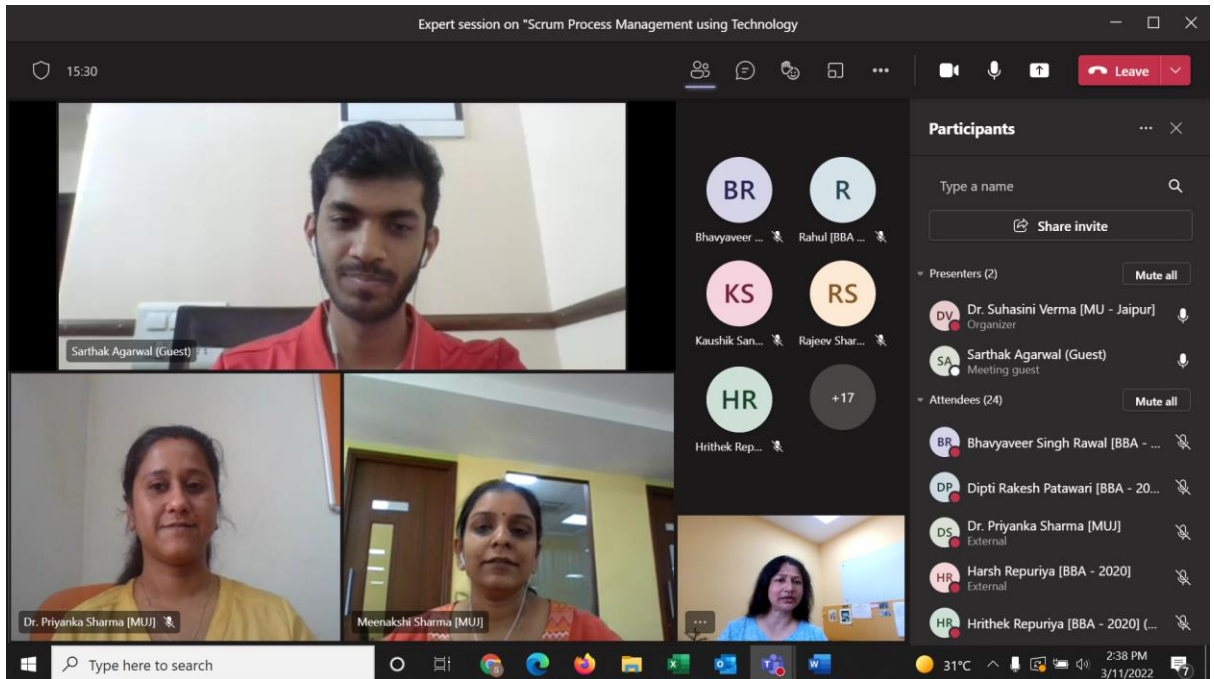JAIPUR

Industry Expert Lecture

Sarthak Agarwal
Software Engineer at Dell
Date-11/3/2022
Timings- 2.30-3.30pm
Topic-Scrum Process
Management using Technology

Coordinators:
Dr. Priyanka Sharma
Dr. Sunishtha Dhaka
Department of Business Administration

Organized By:

Department of Business Administration
Manipal University Jaipur

9. Screenshots of the event

Keynote Speaker with Faculty Members

10.   Attendance of the Event:

11. Sr. No	Name of Institution	Place of Institution	Name of Attendee	Name of Dept
1	Manipal University	Jaipur	Dr. Priyanka Sharma(MU- Jaipur)	BBA
2	Manipal University	Jaipur	Dr. Meenakshi Sharma (MU-Jaipur)	BBA

3	Manipal University	Jaipur	Dr. Sunishtha Dhaka(MU-Jaipur)	BBA
4	Manipal University	Jaipur	Dr. Suhasini Verma (MU-Jaipur)	BBA
5	Manipal University	Jaipur	Bhavyaveer Singh Rawal [BBA - 2020] (Guest)	BBA
6	Manipal University	Jaipur	Rahul [BBA - 2020] (Guest)	BBA
7	Manipal University	Jaipur	Hrithek Repuriya [BBA - 2020] (Guest)	BBA
8	Manipal University	Jaipur	Kaushik Sankhla [BBA - 2020] (Guest)	BBA
9	Manipal University	Jaipur	Rajeev Sharma [BBA - 2020]	BBA
10	Manipal University	Jaipur	Khushi Koolwal [BBA - 2020] (Guest)	BBA
11	Manipal University	Jaipur	Pawan Singh [BBA - 2020] (Guest)	BBA
12	Manipal University	Jaipur	Uday Jain [BBA - 2020]	BBA
13	Manipal University	Jaipur	Utkarsh Maheshwari [BBA - 2020]	BBA
14	Manipal University	Jaipur	Somil Jain [BBA - 2020] (Guest)	BBA
15	Manipal University	Jaipur	Ishan Goyal [BBA - 2020]	BBA
16	Manipal University	Jaipur	Shiv Alok Khanna [BBA - 2020]	BBA
17	Manipal University	Jaipur	Deepika Aiery [BBA - 2020]	BBA
18	Manipal University	Jaipur	Harsh Repuriya [BBA - 2020]	BBA
19	Manipal University	Jaipur	Mayank Meena [BBA - 2020]	BBA
20	Manipal University	Jaipur	Manish Khilery [BBA - 2019] (Guest)	BBA
21	Manipal University	Jaipur	Manish Khilery [BBA - 2019] (Guest)	BBA
22	Manipal University	Jaipur	Jaipal Singh Tanwar [BBA - 2019] (Guest)	BBA
23	Manipal University	Jaipur	Abhay Jain [BBA - 2019] (Guest)	BBA
24	Manipal University	Jaipur	Kashish Sharma [BBA - 2019]	BBA
25	Manipal University	Jaipur	Dipti Rakesh Patawari [BBA - 2019] (Guest)	BBA
26	Manipal University	Jaipur	Chelsi Daga [BBA - 2020] (Guest)	BBA
27	Manipal University	Jaipur	Lakshya Sharma [BBA - 2019]	BBA

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28	Manipal University	Jaipur	Lucky Choudhary [BBA - 2019]	BBA
29	Manipal University	Jaipur	Jayant Diwedi [BBA - 2019]	BBA
30	Manipal University	Jaipur	Ajay [BBA - 2020] (Guest)	BBA
31	Manipal University	Jaipur	Isana Dadoch [BBA - 2020] (Guest)	BBA
32	Manipal University	Jaipur	Dr. Priyanka Sharma [MUJ]	BBA
33	Manipal University	Jaipur	Tanvi Anand [BBA - 2020] (Guest)	BBA
34	Manipal University	Jaipur	Shubhang Mandhaniya [BBA - 2019]	BBA
35	Manipal University	Jaipur	Shivam Saini [BBA - 2020] (Guest)	BBA
36	Manipal University	Jaipur	Rahul Monga [BBA - 2020]	BBA
37	Manipal University	Jaipur	Rohan [BBA - 2020]	BBA
38	Manipal University	Jaipur	Manav Sharma [BBA - 2020] (Guest)	BBA
39	Manipal University	Jaipur	Manav Sharma [BBA - 2020] (Guest)	BBA
40	Manipal University	Jaipur	Manav Sharma [BBA - 2020] (Guest)	BBA
41	Manipal University	Jaipur	Manav Sharma [BBA - 2020] (Guest)	BBA
42	Manipal University	Jaipur	Yuvraj Singh Rajawat [BBA - 2020] (Guest)	BBA
43	Manipal University	Jaipur	Yuvraj Singh Rajawat [BBA - 2020] (Guest)	BBA
44	Manipal Universiry	Jaipur	Karan Agrawal [B.COM (HONOURS) - 2019] (Guest)	B.COM

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