

Year 2022-23

SEMINAR ON QUALITY EDUCATION

Date: June 17, 2022

Time: 10:00 am -4:00 pm

Venue: GJIMT Conference Room

Participants: 31 (Faculty & Staff)

Introduction

On June 17, 2022, Gian Jyoti Institute of Management & Technology organised an enlightening seminar on "Quality Education." The seminar was led by Dr. Gunmala Suri from UBS, Panjab University, Chandigarh. Coordinated by Dr. Tarandeep Singh, the event aimed to deepen the understanding of quality in education among faculty and staff members, emphasizing the importance of maintaining and enhancing educational standards.

Objectives

- Highlight the importance of quality in higher education.
- Discuss various strategies and best practices for ensuring quality.
- Explore the role of faculty and administrative staff in maintaining high educational standards.
- Foster a culture of continuous improvement and excellence in educational institutions.

Seminar Overview:

The seminar commenced with an introduction by Dr. Tarandeep Singh, who underscored the significance of quality education. He introduced Dr. Gunmala Suri, whose extensive experience and expertise provided valuable insights into the topic.

Dr. Suri began her presentation by defining quality in the context of higher education and discussing its multifaceted nature. She explained that quality encompasses various aspects, including curriculum design, teaching methodologies, assessment practices, infrastructure, and student support services. Dr. Suri highlighted the importance of a holistic approach to quality, ensuring that all components of the educational system work synergistically to achieve

excellence She then delved into various strategies for enhancing quality in education. These included adopting innovative teaching methods, integrating technology into the learning process, and implementing robust assessment and feedback mechanisms. Dr. Suri also emphasized the need for continuous professional development for faculty members to keep them updated with the latest educational trends and practices.

Throughout the seminar, Dr. Suri shared numerous case studies and examples of institutions that have successfully implemented quality assurance measures. She discussed the challenges these institutions faced and the solutions they adopted to overcome them. Dr. Suri also stressed the importance of involving all stakeholders, including faculty, students, and administrative staff, in the quality assurance process.

Key Takeaways

- **Understanding Quality:** A comprehensive understanding of quality in higher education and its various dimensions.
- **Best Practices:** Insights into best practices and strategies for ensuring and enhancing quality.
- **Holistic Approach:** The importance of a holistic approach to quality, integrating all aspects of the educational system.
- **Continuous Improvement:** Emphasis on continuous professional development and staying updated with the latest trends and practices.
- **Stakeholder Involvement:** The critical role of involving all stakeholders in the quality assurance process.

Conclusion

The Seminar on Quality Education was a highly informative and engaging event, providing participants with valuable knowledge and practical insights. Dr. Gunmala Suri's expertise and dynamic presentation significantly enriched the understanding of quality in education among the attendees. The seminar concluded with an interactive Q&A session, allowing participants to seek further clarification and share their perspectives. Dr. Tarandeep Singh's effective coordination ensured a smooth and productive seminar. Overall, the event successfully

highlighted the importance of quality in higher education and inspired participants to implement best practices and strive for continuous improvement in their respective roles.



ONE DAY SEMINOR

QUALITY EDUCATION

KEY SPEAKER:
DR. GUNMALA SURI
PROFESSOR
UBS, PANJAB UNIVERSITY

JUNE 17, 2022
10:00AM - 4:00 PM

REGISTRATION

G_SURI@PU.AC.IN

The poster features a central circular image with a cityscape background, overlaid with various educational icons like a graduation cap, a lightbulb, a book, and a microscope. The word 'EDUCATION' is written in large, glowing blue letters across the center of the circle. The word 'STUDY' is written in a smaller box below it. The overall design is modern and professional, with a teal and white color scheme.

A WORKSHOP ON EMERGING TECHNOLOGIES IN BUSINESS

Date: October 07, 2022

Time: 10:00 am -4:00 pm

Venue: Auditorium

Participants: 109 (Students and Faculty Members)

Introduction

Gian Jyoti Institute of Management & Technology organized a workshop titled "Emerging Technologies in Business" aimed at exploring the latest technological advancements and their implications for the business world. The workshop was led by an esteemed organizing committee, with Dr. Aneet Bedi as Patron, Dr. Neeraj Sharma (Dean) as Convenor, and Mr. Sanjay Gupta as Coordinator. The event featured three informative sessions, presented by Dr. Tarandeep Singh, Dr. Vineet, and Dr. Rakhee.

Objectives

- Provide an understanding of emerging technologies and their potential impact on business operations.
- Explore the application of these technologies in various business domains.
- Equip participants with knowledge to leverage technological advancements for competitive advantage.
- Foster an environment of innovation and adaptability within the business community.

Session Wise Report

Session 1: Artificial Intelligence and Machine Learning in Business

Speaker: Dr. Tarandeep Singh

Dr. Tarandeep Singh commenced the workshop with a session on Artificial Intelligence (AI) and Machine Learning (ML) and their transformative effects on business operations. He explained the fundamentals of AI and ML, highlighting real-world applications such as predictive analytics, customer service automation, and supply chain optimization. Through case studies, Dr. Singh demonstrated how businesses are harnessing these technologies to

improve efficiency, personalize customer experiences, and drive innovation. The interactive Q&A segment allowed participants to delve deeper into specific AI and ML applications relevant to their industries.

Session 2: Blockchain and Its Business Applications

Speaker: Dr. Vineet

Dr. Vineet led the second session, focusing on blockchain technology and its potential to revolutionize various business processes. He provided an overview of blockchain's underlying principles, such as decentralization, transparency, and security. Dr. Vineet discussed how blockchain is being used in supply chain management, financial services, and smart contracts. He also highlighted the challenges and opportunities associated with blockchain adoption. The session included a live demonstration of a blockchain application, providing participants with practical insights into its implementation.

Session 3: Internet of Things (IoT) and Business Transformation

Speaker: Dr. Rakhee

In the final session, Dr. Rakhee explored the Internet of Things (IoT) and its role in transforming business landscapes. She explained how IoT devices collect and exchange data, enabling smarter decision-making and operational efficiencies. Dr. Rakhee presented case studies from various industries, including manufacturing, healthcare, and retail, showcasing successful IoT implementations. Participants were encouraged to think about how IoT could be integrated into their own business models to enhance productivity and customer satisfaction.

Key Takeaways

- **Designing Case Studies:** Educators gained insights into crafting effective case studies, including context setting, problem definition, and scenario creation.
- **Resolution Techniques:** Various strategies for resolving case studies were explored, highlighting the importance of guided discussions and critical analysis.
- **Practical Application:** Hands-on activities provided educators with practical experience in developing and presenting case studies.
- **Collaborative Learning:** The workshop fostered a collaborative environment, enabling participants to exchange ideas and best practices.

- Integration into Curriculum: Educators learned how to seamlessly integrate case studies into their curricula to enhance student learning outcomes.



Conclusion

The one-day FDP on "Designing and Resolving Case Studies: A Hands-On Workshop for Educators," organized by Gian Jyoti Institute of Management & Technology and led by Dr. Arunesh Garg, was a highly enriching and interactive experience. The workshop equipped educators with the skills and knowledge needed to develop and implement effective case studies in their teaching practices. The hands-on approach and collaborative exercises facilitated immediate application of learned concepts, deepening participants' understanding of the subject matter. This FDP has undoubtedly contributed to the professional growth of educators, enabling them to enhance student learning experiences through the strategic use of case studies.

SEO and Beyond: Mastering Digital Marketing Techniques

Date: September 21, 2022

Time: 10:00 am -4:00 pm

Venue: Auditorium

Participants: 62 Students

Introduction

The workshop on "SEO and Beyond: Mastering Digital Marketing Techniques" was held on September 21, 2022, in the College Auditorium of Gian Jyoti Institute of Management & Technology. The event aimed to enhance the digital marketing skills of students specializing in marketing, with a focus on Search Engine Optimization (SEO), social media marketing, and content marketing. The workshop featured industry experts who provided insights and practical knowledge to help participants navigate the complexities of digital marketing.

Objectives

- To provide a comprehensive understanding of SEO fundamentals and advanced techniques.
- To explore the role and impact of social media in digital marketing.
- To teach effective content marketing strategies.
- To introduce participants to the latest trends and tools in digital marketing.
- To offer hands-on experience through interactive sessions and practical examples.

Session Wise Report

Session 1: SEO Fundamentals and Advanced Techniques

Speaker: Dr. Alamgir

Dr. Alamgir opened the workshop with an engaging session on the fundamentals and advanced techniques of SEO. He explained the importance of SEO in digital marketing and how it can significantly increase a website's visibility and organic traffic. The session covered essential

topics such as keyword research, on-page and off-page optimization, and the significance of link building. Dr. Alamgir also introduced advanced SEO strategies, including local SEO, mobile SEO, and voice search optimization. He demonstrated the use of tools like Google Analytics and Google Search Console to monitor and improve SEO performance.

Session 2: Leveraging Social Media for Marketing

Speaker: Mr. Nitish Kumar

Mr. Nitish Kumar led the second session, which focused on the strategic use of social media platforms for marketing. He discussed the unique features and marketing potential of platforms like Facebook, Instagram, Twitter, and LinkedIn. Mr. Kumar emphasized the importance of creating engaging content tailored to the target audience and utilizing paid advertising options effectively. He shared case studies of successful social media campaigns and provided tips on using analytics tools to measure social media ROI and optimize marketing efforts.

Session 3: Effective Content Marketing Strategies

Speaker: Ms. Archan

The final session, conducted by Ms. Archan, was dedicated to content marketing strategies. She highlighted the critical role of content in building brand authority and engaging customers. Ms. Archan discussed various types of content, including blogs, videos, infographics, and podcasts, and how to create content that resonates with the audience. She offered insights into content planning, creation, distribution, and promotion. Ms. Archan also explored the art of storytelling in content marketing and shared techniques for repurposing content to extend its reach and effectiveness.

Key Takeaways

- A thorough understanding of SEO and its vital role in digital marketing.
- The importance of keyword research and effective implementation of on-page and off-page SEO techniques.

- Strategies for leveraging social media platforms to enhance marketing efforts and engage with the target audience.
- The significance of high-quality content in attracting and retaining customers.
- Knowledge of the latest digital marketing tools and analytics for measuring and optimizing campaign success.



Conclusion

The workshop on "SEO and Beyond: Mastering Digital Marketing Techniques" was a significant success, offering valuable knowledge and practical skills to all participants. The sessions by Dr. Alamgir, Mr. Nitish Kumar, and Ms. Archan were highly informative and interactive, providing attendees with actionable strategies to enhance their digital marketing capabilities. The workshop emphasized the importance of staying updated with the latest trends and tools in digital marketing. Participants left with a deeper understanding of how to effectively use SEO, social media, and content marketing to achieve their business objectives and drive growth.

RETAIL REVOLUTION: ADAPTING TO CHANGING CONSUMER BEHAVIORS

Date: September 19, 2022

Time: 09:00 am -4:00 pm

Venue: Auditorium

Participants: 89 (MBA & BBA Final Year students & Faculty Members)

Resource Person: Dr. Purva Kansa

Introduction

On April 7, 2023, the college hosted an insightful seminar titled "Retail Revolution: Adapting to Changing Consumer Behaviors," focusing on the dynamic landscape of retail and the evolving preferences of consumers. The event was coordinated by Dr. Bushra and featured Dr. Purva Kansal, a distinguished professor from UBS, Panjab University, Chandigarh, as the keynote speaker. The seminar aimed to equip attendees with a deep understanding of the latest trends and strategies in the retail sector, emphasizing the need for adaptability and innovation.

Objectives

- To explore trends: Examine the current trends in consumer behavior and their impact on the retail industry.
- To identify strategies: Discuss effective strategies for retailers to adapt to changing consumer preferences and behaviors.
- To highlight innovation: Showcase innovative practices and technologies driving the retail revolution.
- To promote understanding: Enhance participants' understanding of the challenges and opportunities in the modern retail landscape.
- To encourage adaptability: Inspire attendees to embrace change and foster a culture of continuous improvement in retail practices.

Seminar Overview

The seminar commenced with an introductory speech by Dr. Bushra, who highlighted the significance of understanding consumer behavior in the rapidly evolving retail sector. Dr. Purva Kansal then took the stage, delivering a comprehensive presentation on the factors driving the retail revolution. Her talk covered a wide range of topics, including the impact of digitalization, the rise of e-commerce, and the importance of personalized customer experiences.

Dr. Kansal provided valuable insights into how consumer expectations have shifted towards convenience, sustainability, and experiential shopping. She emphasized the role of data analytics and artificial intelligence in predicting consumer trends and tailoring retail strategies accordingly. Through case studies and real-world examples, attendees gained a practical understanding of how leading retailers are successfully adapting to these changes.

The seminar also included interactive sessions where participants engaged in discussions and exchanged ideas on addressing the challenges faced by the retail industry. Breakout groups allowed attendees to delve deeper into specific topics such as Omni channel retailing, customer engagement, and the integration of technology in retail operations



ONE-DAY SEMINAR

RETAIL REVOLUTION: ADAPTING TO CHANGING CONSUMER BEHAVIORS

MONDAY
10:00 am - 4:00 pm
19 September 2022

SPEAKER
Dr. Purva Kansal
Professor, UBS
Panjab University
purvakansal@pu.ac.in

REGISTER NOW
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Key Takeaways

- Evolving consumer preferences: Attendees learned about the significant shift in consumer preferences towards digital and personalized shopping experiences.
- Importance of adaptability: The seminar underscored the necessity for retailers to remain adaptable and responsive to changing market dynamics.
- Role of technology: Participants gained insights into the critical role of technology, particularly data analytics and AI, in understanding and meeting consumer needs.
- Strategic innovation: The importance of innovative strategies and practices, such as omnichannel retailing and experiential marketing, was highlighted as key to staying competitive.
- Continuous learning: The seminar encouraged a mindset of continuous learning and improvement to keep pace with the fast-evolving retail landscape.

Conclusion

The "Retail Revolution: Adapting to Changing Consumer Behaviors" seminar provided an enriching and informative experience for all participants. Coordinated by Dr. Bushra and featuring expert insights from Dr. Purva Kansal, the seminar successfully achieved its objectives of exploring trends, identifying strategies, highlighting innovation, promoting understanding, and encouraging adaptability in the retail sector. As attendees left the seminar equipped with new knowledge and perspectives, they were better prepared to navigate the challenges and seize the opportunities presented by the retail revolution, fostering a more innovative and responsive retail environment.

EXCEL IN ACTION: DATA ANALYSIS & VISUALIZATION TECHNIQUES

Date: August 31, 2022

Time: 10:00 am -4:00 pm

Venue: GJIMT Conference Room

Participants: 37 (Faculty, Research Scholar)

Introduction

The workshop titled "Excel in Action: Data Analysis & Visualization Techniques" was held on August 31, 2022, at the GJIMT Conference Room. Organized by the Department of Computer Application, Gian Jyoti Institute of Management & Technology, the event aimed to enhance the data analysis and visualization skills of the participants, which included faculty members and research scholars. The workshop featured three expert-led sessions, each focusing on different aspects of using Microsoft Excel for data analysis and visualization.

Objectives

- To introduce fundamental and advanced statistical concepts.
- To teach the use of Excel formulas for calculating regression and tests of significance.
- To explore advanced statistical concepts like hypothetical testing and its implementation in Excel.
- To demonstrate how to use Excel for data visualization, including VLOOKUP and Pivot Charts.
- To provide hands-on experience with practical exercises and real-world examples.

Session Wise Report

Session 1: Fundamental Statistical Concepts and Data Analysis Techniques

Speaker: Dr. Vneet

Dr. Vneet began the workshop with an introduction to fundamental statistical concepts. He covered topics such as mean, median, mode, variance, and standard deviation. The session then progressed to the use of Excel formulas for calculating regression and tests of significance.

Participants learned how to use functions like LINEST for regression analysis and T.TEST for significance testing. Dr. Vneet emphasized the practical application of these concepts through exercises that involved analyzing sample datasets to reinforce the learning.

Session 2: Advanced Statistical Concepts and Hypothetical Testing

Speaker: Dr. Sidhartha

Dr. Sidhartha led the second session, which focused on advanced statistical concepts, including hypothetical testing. He explained the importance of hypothesis testing in research and data analysis. The session included detailed explanations of null and alternative hypotheses, p-values, and types of errors. Dr. Sidhartha demonstrated how to perform hypothesis testing using Excel functions such as Z.TEST and CHISQ.TEST. Participants engaged in hands-on activities, applying these techniques to real-world data to understand their practical applications better.

Session 3: Data Visualization Techniques and Advanced Excel Functions

Speaker: Dr. Tarandeep

In the final session, Dr. Tarandeep concentrated on data visualization techniques and advanced Excel functions. He highlighted the significance of visualizing data to communicate insights effectively. The session covered creating and customizing various charts, including line charts, bar charts, scatter plots, and pivot charts. Dr. Tarandeep also introduced the use of VLOOKUP for data lookup and retrieval tasks. Participants practiced creating visual representations of data and learned how to use pivot tables to summarize and analyze large datasets efficiently.

Key Takeaways

- Mastery of fundamental statistical concepts and their application using Excel.
- Understanding and application of regression analysis and tests of significance.
- Proficiency in advanced statistical techniques, including hypothetical testing.
- Skills in performing hypothesis testing using Excel functions.
- Ability to create and customize various data visualizations, including pivot charts.
- Practical experience with advanced Excel functions like VLOOKUP and pivot tables.



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EXCEL IN ACTION: DATA ANALYSIS & VISUALISATION TECHNIQUES

AUG 31ST, 2022 **REGISTRATION FEE: 300/-**
THE REGISTRATION INCLUDES REFRESHMENTS

9:30AM-4PM

1. Fundamental Statistical Concepts
2. Use of Formulas for calculating Regression and Tests of Significance
3. Advanced Statistical Concepts like Hypothesis Testing
4. Using Excel to perform the Hypothesis Testing
5. Use Excel for Data Visualisation using VLook up and Pivot Charts.

OUR COURSES

- Bachelor in Computer Applications
- Bachelor in Business Administration
- Bachelor in Commerce(Honours)
- Masters in Computer Applications
- Masters in Business Administration

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Conclusion

The "Excel in Action: Data Analysis & Visualization Techniques" workshop was highly successful, providing participants with essential knowledge and practical skills in data analysis and visualization. The sessions conducted by Dr. Vneet, Dr. Sidhartha, and Dr. Tarandeep were informative and interactive, ensuring that participants could apply the techniques learned immediately. The workshop achieved its objectives of enhancing participants' capabilities in statistical analysis and data visualization using Excel. Attendees left with a deeper understanding of how to leverage Excel for research and professional purposes, empowering them with tools and techniques to excel in their respective fields.