



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
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 Recognized Under Sec. 2(f) of UGC Act 1956
INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085
 Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in

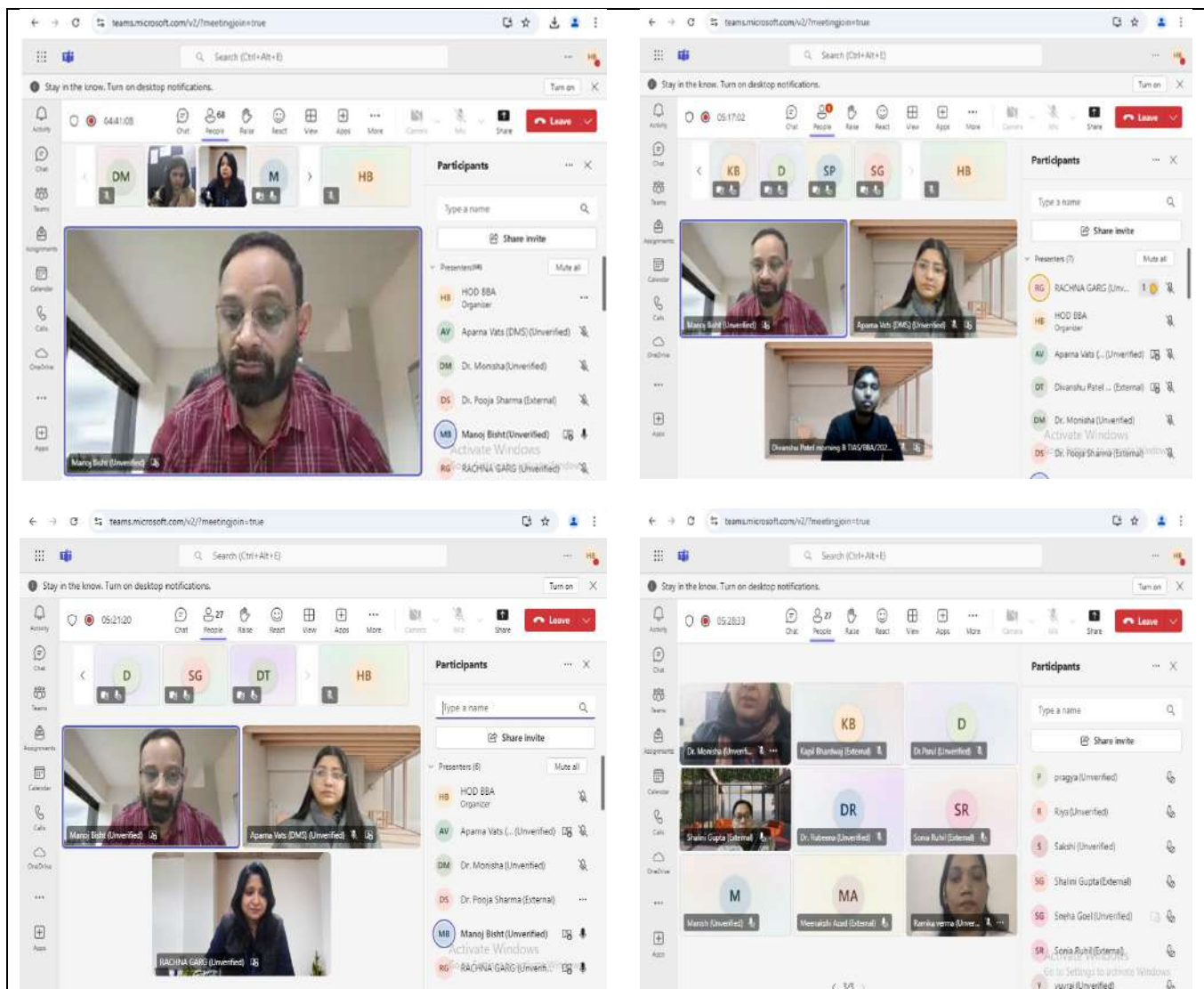


DEPARTMENT OF MANAGEMENT SCIENCES

REPORT ON SESSION: WEBINAR ON "DIGITAL TRANSFORMATION IN BUSINESS" WITH COLLABORATION OF DEPARTMENT OF MANAGEMENT SCIENCES

Title of Activity*	Webinar on "Digital Transformation in Business"
Values	Innovation, Adaptability, Strategic Thinking, Technological Advancement
Learning Outcomes	• Understanding the core concepts and significance of digital transformation. • Identifying key challenges and opportunities in digital adaptation and business model transformation. • Developing strategic thinking for implementing digital tools in business environments.
Organized by	Department of Management Sciences
Program Theme*	Digital Innovation for Business Growth
External Expert	Mr. Manoj Bisht
Date*	8 th February 2025, Saturday
Time*	3:00PM – 4:00PM
Venue	Zoom Meeting Link: https://teams.microsoft.com/join/19%3aYaltLS2JPicakmY1s4wxZgnMBtqLUfThJl1Pq8loZH41%40thread.tacv2/1736743434826?context=%7b%22Tid%22%3a%22e1179a5-276b-4680-a8df-38e39b51852f%22%2c%22Oid%22%3a%2232a0a54e-a129-4b5f-a05c-b38c0b01dd3d%22%7d

Poster/Flyer/Notice*	 The poster is for a webinar titled "Digital Transformation in Business" organized by the Department of Management Sciences at TECNIA Institute of Advanced Studies, Rohini, Delhi. The speaker is Manoj Bisht, Delivery Head- IT, Alight Services India Pvt. Ltd. The convener is Ms. Aparna Vats, Assistant Professor, DMS. The beneficiary is students of MBA/BBA/B.COM(H). The webinar is scheduled for 08th February, 2025, from 3:00-4:00 PM, and can be joined via a Teams link.
No. of Students* <i>(only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)</i>	68
No. of Faculty* <i>(only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)</i>	10
No. of External Participants (students + faculty) <i>[write NA if not applicable]</i>	NA
Photograph*	



Report:

The Department of Management Sciences, in collaboration with industry experts, organized a webinar on "Digital Transformation in Business" to educate students about the impact of digital evolution on business operations. The webinar aimed to bridge the gap between academia and industry by providing valuable insights into the latest digital trends and strategies. The webinar provides students the understanding the core concepts and significance of digital transformation where students will able to identify key challenges and opportunities in digital adaptation and business model transformation and also develop strategic thinking for implementing digital tools in business environments. The webinar provided an overview of digital transformation, explaining its significance in reshaping traditional business models. The expert elaborated on the role of artificial intelligence (AI), cloud computing, big

	data analytics, and the Internet of Things (IoT) in driving digital innovation. He also provides real-life examples of companies that successfully transitioned into the digital realm were examined, showcasing the benefits of digitalization. It emphasized the importance of continuous learning and adaptation to technological advancements. Students gained a deeper understanding of how digital transformation is shaping business landscapes and the necessity for organizations to adopt a proactive approach in leveraging digital tools. The webinar was a significant success, fostering discussions on innovation, strategic thinking, and the integration of technology in business practices. It served as a valuable learning experience for all participants, reinforcing the role of digital transformation in driving sustainable business growth. After the webinar session students will able impart their knowledge to explore and embrace digital solutions in their respective professional fields.
Recourse Person Profile	Mr. Manoj Bisht Delivery Head- IT, Alight Services India Pvt. Ltd.
Attendance Sheet*	Attached
Report Submitted by Event Coordinator	Ms. Aparna Vats
Signature of Event Coordinator	

List of Beneficiary

S.no.	Enrollment No.	Name of the Beneficiary	Course
1	Faculty	Dr. Monisha	
2	Faculty	Dr. Pooja Sharma	
3	Faculty	Dr. Archana Dixit	
4	Faculty	Dr. Sheenu Arora	
5	Faculty	Dr. Rubeen Bano	
6	Faculty	Dr. Pragati	
7	Faculty	Dr. Shalini Gupta	
8	Faculty	Ms. Rachna Garg	
9	Faculty	Ms. Aparna Vats	
10	Faculty	Ms. Shreya Chauhan	
11	70321301723	Divanshu Patel	BBA
12	00217001723	Navya Vashisht	BBA

13	08917001723	Khushi Behl	BBA
14	06217001723	Sarthak Bansal	BBA
15	09117001723	Harsh Tayal	BBA
16	09217001723	Vihaan Ahuja	BBA
17	70621301723	Kushal Nischal	BBA
18	70621301723	Kushal Nischal	BBA
19	70721301723	Utsav Goel	BBA
20	09517001723	Vaishnavi Chaudhary	BBA
21	09717001723	Priyansh Singhal	BBA
22	71421301723	Riddhi Mehra	BBA
23	71521301723	Urvashi	BBA
24	00417001723	Aditya Kaushik	BBA
25	00517001723	Khushi Luthra	BBA
26	00717001723	Abhishek Jain	BBA
27	35317003923	Muskan	MBA
28	00917001723	Disha Bansal	BBA
29	01117001723	Tushar	BBA
30	01217001723	Akshi Sethi	BBA
31	01417001723	Priyanshu Mittal	BBA
32	01517001723	Daksh Bothra	BBA
33	01717001723	Gurvansh Singh	BBA
34	00917088824	Mehak Pal	BCom
35	01917001723	Shubham Rustagi	BBA
36	02117001723	Arushi Bansal	BBA
37	00217003924	Sarika Jaiswal	MBA
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45	07317001723	Tushar Saini	BBA
46	07417001723	Vishesh Goyal	BBA
47	07617001723	Advay	BBA
48	07717001723	Pratham Kohli	BBA
49	50217088824	Kashish Chauhan	BCom
50	08117001723	Deepanshu Bohara	BBA
51	08217001723	Pratham Chopra	BBA
52	08417001723	Manvi Behl	BBA
53	02321301723	Dev Verma	BBA
54	02421301723	Sanchita Bhatia	BBA

55	02521301723	Bhawna Rathore	BBA
56	02721301723	Vani Verma	BBA
57	02821301723	Kartik Sehrawat	BBA
58	00417088824	Devesh	BCom
59	03121301723	Nishita Dhingra	BBA
60	03721301723	Vishu Dhankar	BBA
61	03821301723	Kanishka Tripathi	BBA
62	50117003924	Yuvraj Luthra	MBA
63	35121301723	Pranav Bansal	BBA
64	35221301723	Manvi Kaushik	BBA
65	00217088824	Arpit Bansal	BCom
66	72221301723	Riya	BBA
67	70121301723	Anshul Dalal	BBA
68	70221301723	Mehak Jain	BBA



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DEPARTMENT OF MANAGEMENT SCIENCES

Report on Webinar On "Sales Strategies for The Modern Marketplace" With Collaboration of Department of Management Sciences

Title of Activity*	Sales Strategies for The Modern Marketplace
Values	Enhancing Business Acumen and Market Competitiveness
Learning Outcomes	- To educate students about modern sales techniques and strategies. - To explore the impact of digital transformation on sales and marketing. - To discuss customer engagement and relationship-building strategies. - To inspire students to adopt innovative sales approaches in dynamic marketplaces.
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*	Department of Management Sciences
Program Theme*	"Modern Sales Strategies: Adapting to the Evolving Marketplace"
External Expert	Ms. Manisha Vasishta
Date*	01/Feb/2025
Time*	5:00-6:00 PM
Venue	Online Via. MS Teams

Department of Management
Sciences

is
Organizing
Webinar
on

Sales Strategies for the Modern Marketplace



Manisha Vasishta
Customer Relationship Expert

Convener
Ms. Rachna Garg
Assistant Professor, DMS

Beneficiary
students of
MBA/BBA/B.COM(H)

01/Feb/2025

5:00-6:00 PM

Join Via Team

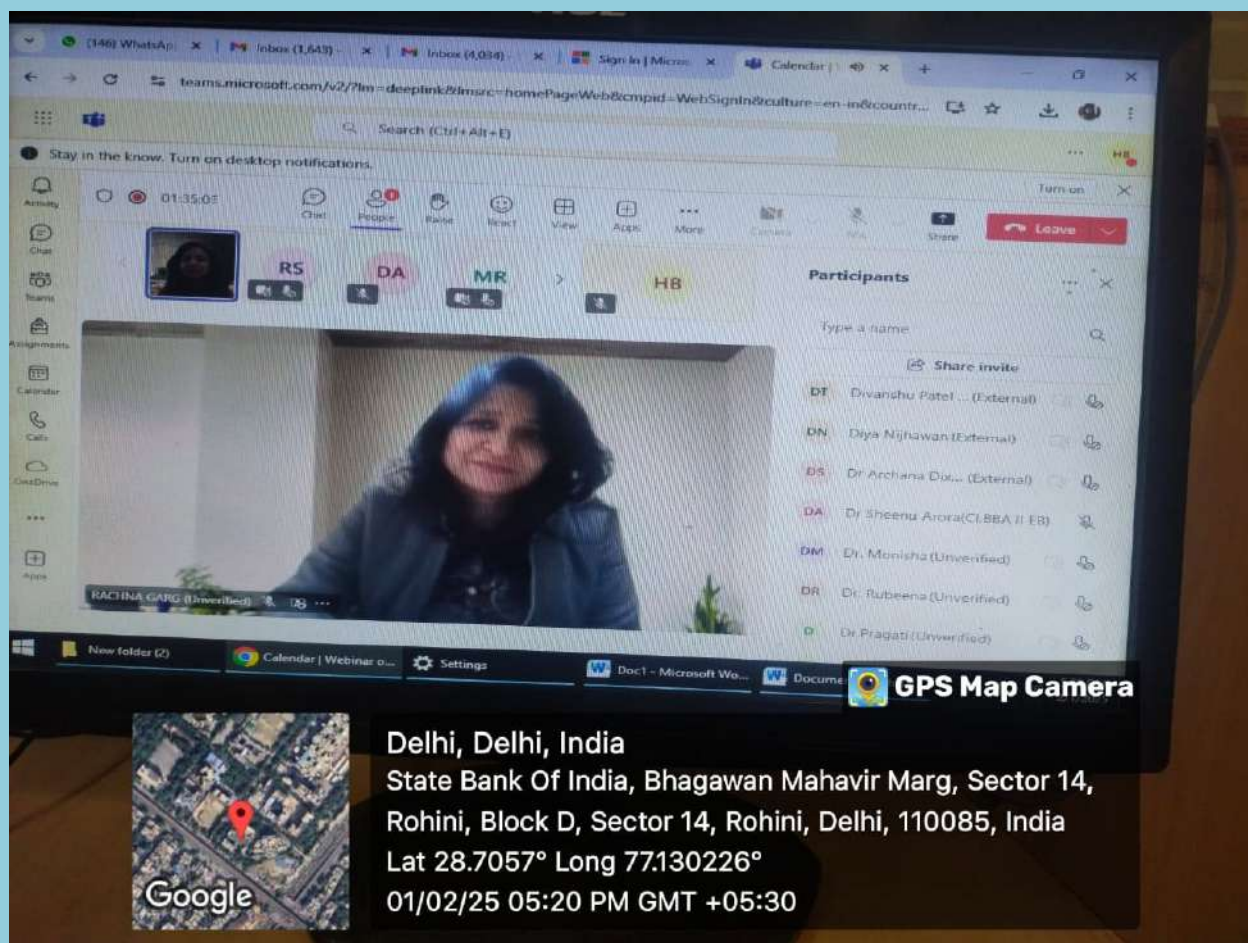
Poster/Flyer/Notice*

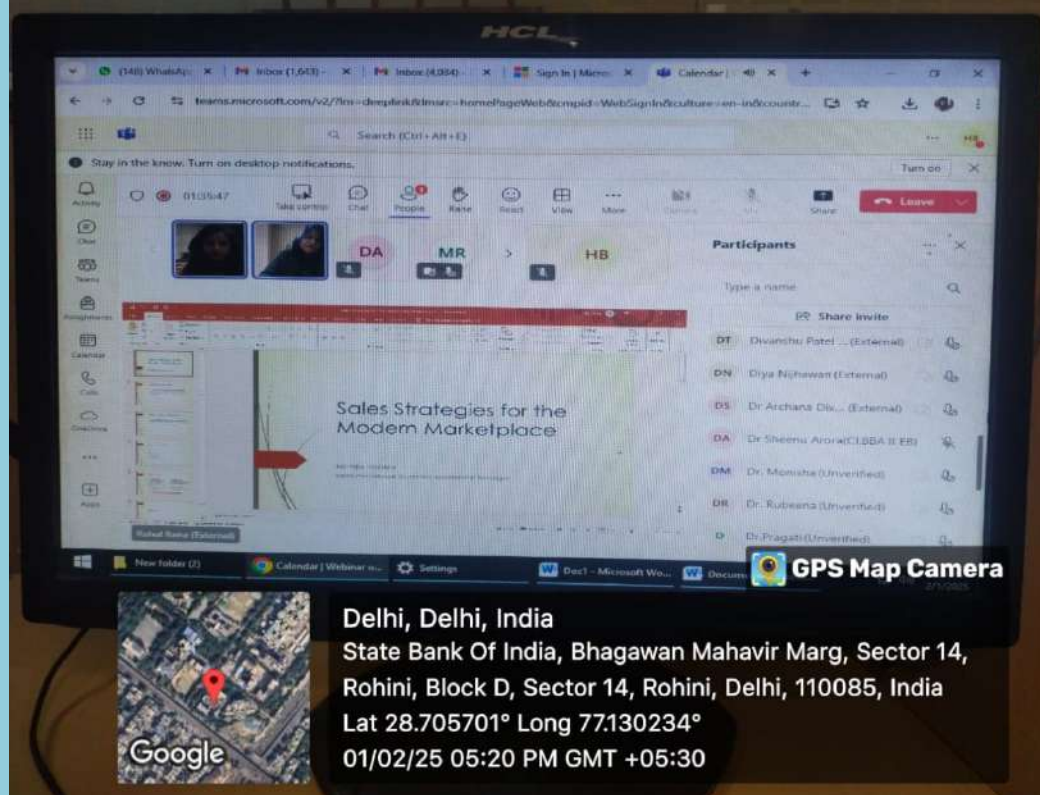
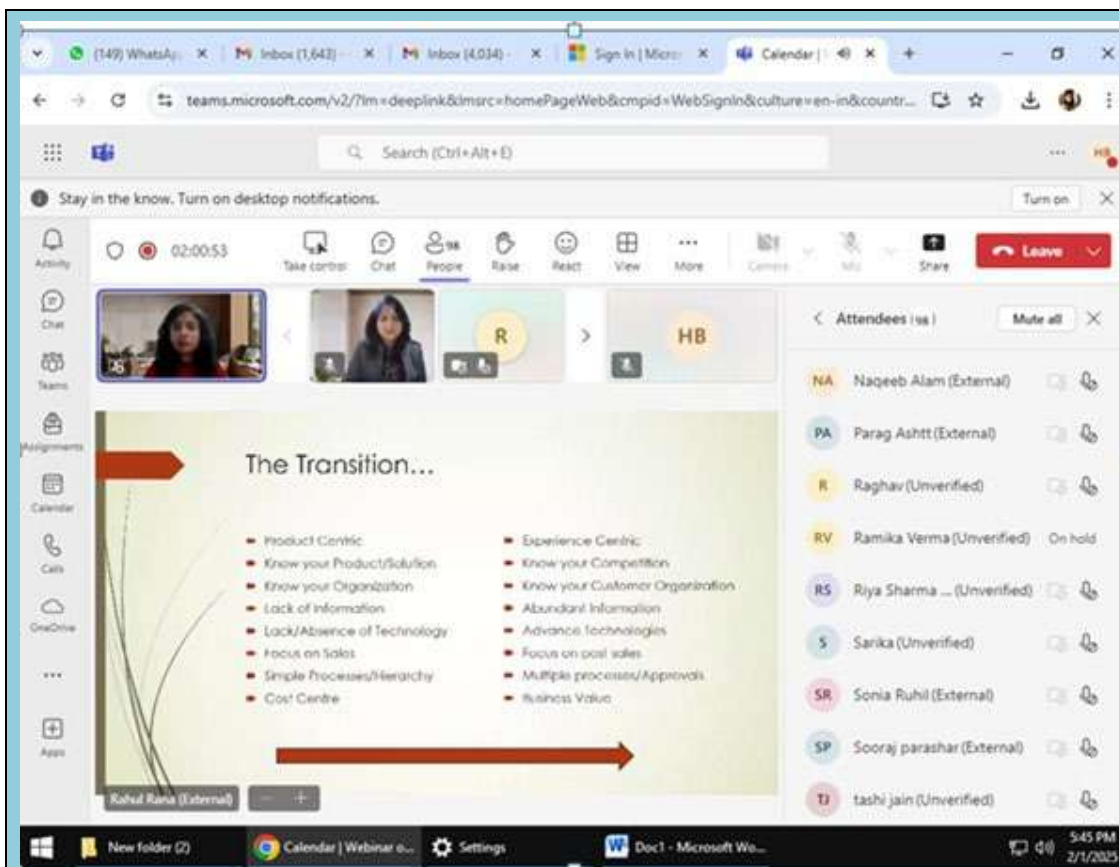
No. of Students* (only no. to be written, list in excel/ word/ image should be maintained at department level as proof for any further requirement)

98

No. of Faculty* <i>(only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)</i>	10
No. of External Participants (students + faculty) <i>[write NA if not applicable]</i>	NA

Photograph*





Resource person giving the tips during the session

Report: Description in (min 250 to max 800 words)*

The Department of Management Sciences organized a webinar on "Sales Strategies for The Modern Marketplace" to equip students with the knowledge and tools necessary for excelling in today's dynamic sales environment. The session was designed to address the evolving sales landscape, highlighting the importance of digital transformation, customer relationship management, and innovative sales techniques.

Ms. Manisha Vasishta, an esteemed expert in sales and business development, led the session. She provided deep insights into the latest trends in sales, emphasizing how companies can leverage digital tools, social media, and data analytics to enhance their sales strategies. The session covered various aspects, including:

- Understanding customer behavior and preferences in a digital age.
- Effective sales funnel management and lead generation techniques.
- The role of storytelling and personalization in sales.
- Overcoming common challenges in sales through strategic problem-solving.
- The importance of adaptability and continuous learning for sales professionals.

A key highlight of the webinar was the interactive Q&A session, where students actively engaged with the expert, discussing real-world sales scenarios and seeking advice on handling challenges in a competitive marketplace.

The session successfully met its objectives by providing students with a comprehensive understanding of modern sales strategies. The insights shared during the webinar will enable participants to implement innovative approaches in their future careers, fostering growth and success in the field of sales.

Recourse Person Profile	Ms. Manisha Vasishta IT sales professional with over 15 years of experience.
Attendance Sheet*	Attached
Report Submitted by Event Coordinator (<i>write faculty coordinator name</i>)	Ms. Rachna Garg
Signature of Event Coordinator	
<u>List of Beneficiary</u>	List of beneficiaries attached

S.no.	Enrollment No.	Name of the Beneficiary	Course
1	Faculty	Dr. Monisha	
2	Faculty	Dr. Pooja Sharma	
3	Faculty	Dr. Archana Dixit	
4	Faculty	Dr. Sheenu Arora	
5	Faculty	Dr. Rubeen Bano	
6	Faculty	Mr. Sooraj	
7	Faculty	Dr. Shalini Gupta	
8	Faculty	Ms. Rachna Garg	
9	Faculty	Ms. Aparna Vats	
10	Faculty	Ms. Shreya Chauhan	
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21	2817001724	HARSH MUDGAL	BBA
22	2917001724	UDAY VERMA	BBA
23	3117001724	OM KUMAR JHA	BBA
24	3217001724	BHAVYA RATHI	BBA
25	3317001724	ABHIMANYU ARORA	BBA
26	3417001724	SAATVIK KHANNA	BBA
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61	3917001724	SIMRAN RELAN	BBA
62	4017001724	PARV	MBA
63	4117001724	MOLIK MUTREJA	BBA
64	4217001724	SHUBHAM AGGARWAL	BBA
65	4317001724	OM SHARMA	BCom
66	4417001724	TASHU	BBA
67	4517001724	YOGESH BHATT	BBA
68	4617001724	PARI GOEL	BBA
69	4717001724	PALAK AGGARWAL	BBA
70	4817001724	SATYAM GUPTA	BBA
71	621301724	MOKSHA KALRA	BBA
72	721301724	NATASHA KALRA	BBA
73	821301724	MANISH GOEL	BBA
74	921301724	HARSH KAPOOR	BBA
75	1021301724	MANAN AHUJA	BBA

76	1121301724	SWATI	BBA
77	1221301724	PIYUSH ANAND	BBA
78	1321301724	MRIDUL GUPTA	BBA
79	1421301724	CHAITANYA NAGPAL	BBA
80	1821301724	AMBUJ SHARMA	BBA
81	1921301724	KRISH MITTAL	BBA
82	52117001724	RAGHAV CHAURASIA	BBA
83	52217001724	LAKSH	BBA
84	52317001724	ASHUTOSH	BBA
85	52417001724	SIMRAN	BBA
86	52517001724	ATISHEY JAIN	BBA
87	52617001724	ANGEL DAHIYA	BBA
88	52717001724	SHUBHAM	BBA
89	35417001724	DHRUV GOEL	BBA
90	35517001724	PRATHAM GUPTA	BBA
91	35617001724	HIMANSHI	BBA
92	35717001724	BHAVYA JAIN	BBA
93	35817001724	HARSH PANT	BBA
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107	3517001723	HRIDAY GANDHI	BBA
108	3617001723	PRINCE WADHWA	BBA



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DEPARTMENT OF MANAGEMENT SCIENCES

REPORT ON: SEMINAR ON “ENTREPRENEURSHIP AND INNOVATION AS A CAREER OPPORTUNITY”

Title of Activity*	TOPIC: ENTREPRENEURSHIP AND INNOVATION AS A CAREER OPPORTUNITY
Values	Awareness, significance of innovation and process of entrepreneurial journey
Learning Outcomes	❖ To discuss the significance of innovation in business. ❖ To provide insights into the entrepreneurial journey ❖ To encourage students to explore entrepreneurship as a potential career ❖ To connect students with industry experts and successful entrepreneurs.
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*	Department of Management Sciences
Program Theme*	"Igniting the Entrepreneurial Spirit: Innovate Your Career"
External Expert	Mr. Venkatesh Bharti
Date*	09th November 2024
Time*	Time : 11:00 AM Onwards
Venue	Auditorium, UG Building, TIAS



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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085



Department of Management Sciences

Seminar

on

"Entrepreneurship and Innovation as a Career Opportunity"

External Expert : Mr. Venkatesh Bharti
Director & Founder
Vastav IP solution LLP

Date : 9-11-2024
Time : 11:00 A.M Onwards

Convener
Ms. Shreya Chauhan
Assistant Professor

Venue
TIAS, PG Building , MPH

tiaspg.tecnia.in

No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	54
No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)	01
No. of External Participants (students + faculty) [write NA if not applicable]	NA

Photograph*



Students participating in the session

Report: Description in (min 250 to max 800 words)*	The Department of Management Sciences at Tecnia Institute of Advanced Studies organized a seminar titled “Entrepreneurship and Innovation as a Career Opportunity.” This seminar aimed to inspire students and young professionals to consider entrepreneurship as a viable career path while highlighting the importance of innovation in today’s rapidly changing business landscape. The seminar commenced with an opening address by the Head of the Department, who emphasized the growing importance of entrepreneurship in the global economy and its potential to drive significant social change. Mr. Venkatesh Bharti discussed his entrepreneurial journey and the challenges he faced. He emphasized the importance of resilience and adaptability in overcoming obstacles. He shared insights on the role of innovation in entrepreneurship and provided a framework for fostering innovative thinking in business and also talked about what investors look for in startups. He provided practical advice on pitching ideas and securing funding. The seminar included interactive sessions where students could engage with the speakers. These discussions focused on real-world applications of entrepreneurship concepts, including business planning, market analysis, and funding strategies. The seminar saw active participation from students, who engaged in discussions and posed pertinent questions to the speakers. The Q&A sessions were particularly lively, with students seeking advice on their entrepreneurial aspirations. The seminar successfully achieved its goals by providing valuable insights into entrepreneurship and innovation, inspiring many students to consider these paths for their careers. The feedback from participants was overwhelmingly positive, with many expressing newfound motivation to explore entrepreneurship. The Department of Management Sciences would like to thank all speakers, participants, and volunteers who made this seminar a success. Their contributions have made a significant impact on the attendees and have fostered a culture of entrepreneurial thinking at Tecnia Institute of Advanced Studies.
Recourse Person Profile	Mr. Venkatesh Bharti, Director and Founder of: Vastav Intellect IP Solutions LLP and Vastav IncubateX and Entrepreneurship Foundation

Attendance Sheet*	Attached
Report Submitted by Event Coordinator (<i>write faculty coordinator name</i>)	Ms. Shreya Chauhan
Signature of Event Coordinator	
<u>List of Beneficiary</u>	List of Beneficiaries Attached

Tecnia Institute of Advanced Studies									
Grade "A" Institute									
Attendance Sheet									
Topic	Entrepreneurship and Innovation as a Career Opportunity								
Date :	09-Nov-2024	Time	11:00 AM	Program	MBA				
			onward		MCA, B.Com				
					BBA, B.A				
					B.A.M.C				
Sl.No	Name	Enrollment No.	Phone No.	Year	shift - A/B/C	Sig.	Feedback on Content: 1. Excellent, 2. Good, 3. Average	Feedback on Delivery : 1. Excellent, 2. Good, 3. Average	Overall Feedback 1. Excellent, 2. Good, 3. Average
1	Pari Loyal	07517001724				Pari	1	3	2
2	Lunjan	35117001724				Lunjan	2	1	2
3	Himanshi	35617001724				Himanshi	1	1	1
4	Singh Thakral	35917001724				Singh	1	1	1
5	AYUSH SAINI	50217001724				Ayush	2	1	1
6	manish	50617001724				Manish	1	1	1
7	Delashit Garg	51017001724				Delashit	1	1	1
8	Bhumika	51517001724				Bhumika	2	1	2
9	Gautam	51617001724				Gautam	2	1	1
10	Riya	52017001724				Riya	1	1	1
11	Laksh	52217001724				Laksh	2	2	2
12	Simran	52417001724				Simran	2	1	2
13	Angel Dhirya	52617001724				Angel	1	1	2
14	Shubham	52717001724				Shubham	2	2	1
15	Yash Pal	52817001724				Yash	1	1	1
16	Manvi Gupta	52917001724				Manvi	1	1	2
17	Ankit Sharma	53017001724				Ankit	2	1	1
18	Prakhar	53217001724				Prakhar	3	2	2
19	Udayan Dalal	8527544089				Udayan	1	1	2
20	Rahul	06621301722				Rahul	1	2	1
21	Aditya Arya	06921301722				Aditya	1	1	1
22	Vidhi Garg	07121301722				Vidhi	2	1	1
23	Rahul Singh	07221301722				Rahul	1	3	2
24	Preethak	07421301722				Preethak	1	1	1
25	Prasanna Ahuja	08121301722				Prasanna	2	1	2
26	Pooja	08421301722				Pooja	1	1	2
27	Aryanna Gupta	08521301722				Aryanna	2	1	1

Tecnia Institute of Advanced Studies										
Grade "A" Institute										
Attendance Sheet										
Topic	Entrepreneurship and Innovation as a career opportunity									
Date :	09-Nov-2024	Time	11:00 AM onwards	Program	MBA, BBA MCA, BCA B.com B.A/MC					
Sl.No	Name	Enrollment No.	Phone No.	Year	shift - A/B/C	Sig.	Feedback on Content: 1. Excellent, 2. Good, 3. Average	Feedback on Delivery: 1. Excellent, 2. Good, 3. Average	Overall Feedback 1. Excellent, 2. Good, 3. Average	
1	Kanishka Grewal	00117003923				Kanish	2	1	2	
2	Naman Arora	00417003923				Naman	1	1	1	
3	MUSKAN	35317003923				Muskan	2	1	2	
4	Shivak Chauhan	35417003923				Shivak	3	2	1	
5	Khyati Rayput	35117003923				Khyati	1	2	1	
6	Shristhi Lulaza	00517003923				Shristhi	2	1	2	
7	Saksham	00117003924				Saksham	1	1	1	
8	RACHIT GUPTA	00317003924				Rachit	1	2	1	
9	Ritika Yadav	00617003924				Ritika	1	1	1	
10	SIMRAN	00917003924				Simran	2	1	2	
11	DALAK SONI	35217003924				Dalak	1	2	1	
12	Tarish	35417003924				Tarish	1	3	2	
13	Yuvraj	50117003924				Yuvraj	2	1	2	
14	Rishisharma	00217001724				Rishi	1	1	1	
15	Dina Gupta	01017001724				Dina	2	1	2	
16	Anisha Mahul	01317001724				Anisha	2	1	1	
17	Tejus Jain	01117001724				Tejus	1	1	1	
18	Rishabh	02017001724				Rishabh	1	2	1	
19	Lavish	02617001724				Lavish	1	1	2	
20	Khusi Sharma	02717001724				Khusi	2	1	1	
21	Uday Werman	02917001724				Uday	1	1	1	
22	Abhimanyu	03317001724				Abhimanyu	2	1	1	
23	Adit Grewal	03717001724				Adit	1	2	2	
24	Maina Dyal	03721301724				Maina	2	2	2	
25	DARU	040170024				Daru	1	2	1	
26	Tarhu	04417001724				Tarhu	1	1	1	
27	Devansh Gupta	06217001724				Devansh	2	1	2	



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DEPARTMENT OF MANAGEMENT SCIENCES

Report on Group Discussion on “Digital Marketing Trends and Strategies” "With Collaboration of Department of Management Sciences

Title of Activity*	Digital Marketing Trends and Strategies
Values	Emerging Trends in Digital Marketing
Learning Outcomes	To Identify Current Trends: To overview current digital marketing trends influencing businesses. Strategies for Implementation: To develop understanding of effective digital marketing strategies aligned with these trends. Real-World Applications: To provide practical insights into how businesses are successfully implementing these strategies.
Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*	Department of Management Sciences
Program Theme*	Digital Marketing Trends and Strategies
External Expert	Mr. Kapil Bhardwaj
Date*	27/01/2025
Time*	12:30-01:30 PM
Venue	Room Number 2304 UG building, TIAS

Poster/Flyer/Notice*

 **TECNIA**
INSTITUTE OF ADVANCED STUDIES
ROHINI, DELHI
GRADE "A" INSTITUTE

Department of
Management Sciences
is organizing

**Group Discussion
on
Digital Marketing Trends and Strategies**



Date : 27/01/2025
Time : 12:30 - 01:30
Program: BBA
Venue : Room No. 2207, UG Building

Resource Person
Mr. Kapil Bhardwaj, Assistant Professor
Department of Management Sciences

Coordinator
Ms. Shreya Chouhan

No. of Students* <i>(only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)</i>	16
No. of Faculty* <i>(only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)</i>	01
No. of External Participants (students + faculty) <i>[write NA if not applicable]</i>	NA

Photograph*



Students participating in the session

Report: Description in (min 250 to max 800 words)*

The Department of Management Sciences at Tecnia Institute of Advanced Studies organized a group discussion on “**Digital Marketing Trends and Strategies**” tailored for BBA students. The session aimed to enhance students' understanding of the evolving landscape of digital marketing and to equip them with effective strategies for leveraging current trends.

The GD kicked off with a foundational explanation of digital marketing and its significance in the modern business realm. Key components such as SEO, content marketing, social media marketing, email marketing, and pay-per-click advertising were discussed.

The speakers highlighted several key trends shaping the digital marketing landscape,

	including: Personalization, Video Marketing, Influencer Marketing, Voice Search Optimization, AI and Automation. Effective Digital Marketing Strategies: The GD emphasized actionable strategies aligned with the discussed trends, Utilizing data analytics for audience segmentation and targeting. Creating engaging and interactive content to promote customer interaction. Developing an Omni channel marketing approach to ensure consistent messaging across platforms. Emphasizing community engagement and user-generated content to build brand loyalty. Real-world case studies illustrated successful implementation of digital marketing strategies by leading brands, showcasing effective use of personalization, video content, and influencer collaborations. Participants analyzed these cases to understand the practical application of theory in real business scenarios. The GD on “Digital Marketing Trends and Strategies” successfully provided BBA 203 students with valuable insights into the dynamic world of digital marketing. Participants gained a deeper understanding of current trends and effective strategies that can be implemented to enhance marketing effectiveness in their future careers.
Recourse Person Profile	Mr. Kapil Bhardwaj Assistant Professor, TIAS
Attendance Sheet*	Attached
Report Submitted by Event Coordinator (write faculty coordinator name)	Ms. Shreya Chauhan
Signature of Event Coordinator	
<u>List of Beneficiary</u>	List of beneficiaries attached

[illegible]