



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION

NAAC ACCREDITED • PERMANENTLY AFFILIATED TO BANGALORE UNIVERSITY • AICTE APPROVED • RECOGNISED UNDER SECTION 2(F) & 12 (B) OF THE UGC ACT • ISO 9001:2015 CERTIFIED

“DIGITAL TRANSFORMATION IN BUSINESS STRATEGIES FOR SUCCESS”

Title	“Digital Transformation in Business Strategies for Success”
Date of Event(s)	7/12/ 2023
Department/Association/Cell/Committee	Department Of Business Administration
Venue (Mention the platform if it is online)	St Francis de sales College-Business Lab
Number of Participants	120
Target Audience	Second Year BBA Students

Resource Person(s) with qualification (if applicable):	Dr Sankara Gomathi N

Place of visit/ details of Industrial Visit place (if applicable):	NA
Event Coordinator	Prof Sonia Ashok/Prof Suma D

The objective of the Program:

The objective of the session was to impart an understanding of how businesses leverage technology to enhance efficiency, innovation, and competitiveness. The desired outcome is for students to grasp the strategic integration of digital tools, data analytics, and emerging technologies into business models, enabling them to navigate the evolving landscape of modern enterprises successfully.

Report:

The Department of Business Administration organised a Webinar on “Digital Transformation in Business Strategies for Success” for students on 7/12/ 2023 from 1.20 to 2.20pm. Creativity and innovation help develop new ways of improving an existing product or service



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to optimize the business. This also allows entrepreneurs to think outside the box and beyond the traditional solutions. Through this opportunity new, interesting, potential yet versatile idea come up.

Creativity belongs everywhere, not just in childhood games and extracurriculars. It involves all your senses and creates new knowledge that did not exist before. Students of all ages need to learn by creating - it helps to synthesize information and bring joy and meaning into their educational experience.

The resource person spoke on the following:

1. Strategic Alignment:

- Successful digital transformation begins with aligning technology initiatives with overall business strategy.
- Companies must identify areas where digital tools can enhance efficiency, innovation, and customer satisfaction.

2. Data-Driven Decision-Making:

- Businesses are increasingly relying on data analytics to gain insights into customer behaviour, market trends, and internal processes.
- Data-driven decision-making enables more informed strategies and better resource allocation.

3. Cloud Computing:

- Cloud services provide scalable and flexible solutions for storage, computing power, and software applications.
- This shift reduces infrastructure costs and enhances accessibility, enabling businesses to adapt quickly.

4. Artificial Intelligence (AI) and Machine Learning (ML):

- AI and ML applications automate processes, improve customer interactions, and optimize operations.
- Predictive analytics and personalization contribute to a more tailored customer experience.

5. Customer-Centric Approach:

- Digital transformation emphasizes creating a seamless and personalized customer experience across various touchpoints.
- Companies invest in user-friendly interfaces, mobile apps, and omnichannel strategies.

The outcome of the program:

The programme focused on program integration of digital tools, data analytics, and emerging technologies into business models, enabling them to navigate the evolving landscape of modern enterprises successfully on teach students crucial life skills that will help them navigate this uncertain future.



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1. **Comprehensive Understanding:** Students gained comprehensive understanding of digital transformation, including its key components, such as technology adoption, data utilization, and process optimization.
2. **Awareness of Industry Trends:** Awareness of current and emerging digital trends in various industries, ensuring students stay informed about technological advancements that can impact businesses.
3. **Analytical Skills:** Improved analytical skills to assess the digital readiness of a business, identifying opportunities for enhancement, and understanding potential challenges.
4. **Strategic Thinking:** Development of strategic thinking to align digital initiatives with overall business goals, emphasizing the importance of a cohesive strategy in the digital transformation process.
5. **Problem-Solving Abilities:** Enhanced problem-solving abilities, allowing students to address real-world challenges related to technology integration and digital strategy implementation.
6. **Effective Communication:** Improved communication skills to convey digital transformation concepts clearly and persuasively, fostering collaboration and buy-in within an organization.
7. **Practical Application:** The ability to apply theoretical knowledge to practical scenarios, enabling students to devise actionable digital strategies for businesses. This session helped students to understand how they can work towards developing their creativity by using various techniques.

Thus the session was effective and college intends to conduct more such programmes for students.

**Report Prepared by: Professor Sonia Ashok
(Event Coordinator)**

Digitally signed by BINU
EDATHUMPARAMBIL KURIACHEN
Date: 2024.12.20 11:14:23

Principal



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DEPARTMENT OF BUSINESS ADMINISTRATION

ORGANISES

Orientation session on

"Digital transformation in Business strategies for Success"



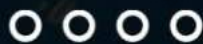
Resource person:-Dr SANKARA GOMATHI N

Date :- 07th December 2023

Time :- 1:20 PM to 2:10pm


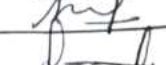


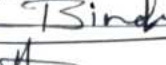

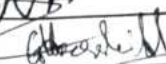
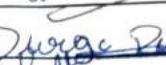




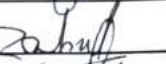



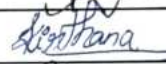


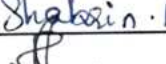


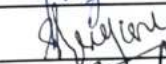


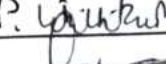





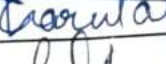

Venue :- Business Lab









Target Audience:- 2 YEAR BBA A,B,C





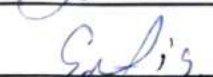
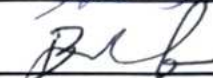
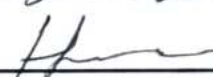
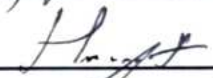













BBA III SEM
ACADEMIC YEAR: 2023-24 (NEP)

BBA III SEM				ACADEMIC YEAR: 2023-24 (NEP)		UUCMS REG NO.		SIGNATURE	
S.NO	NAME		UUCMS REG NO.						
1	UJJWAL KUMAR		U03MB22M0002		H				
2	ACHAL SINGH S		U03MB22M0003		H				
3	PRAVEEN N SOLANKI		U03MB22M0004		H				
4	SHANA B H		U03MB22M0006		H				
5	KANARAM B		U03MB22M0007		H				
6	BINDHU R		U03MB22M0012		TA				
7	AYUSH UPADHYA		U03MB22M0017		H				
8	NAVEEN KUMAR A		U03MB22M0022		TA				
9	G HARSHITH RAO CHANAGEY		U03MB22M0025		H				
10	DURGA DEVI S		U03MB22M0026		H				
11	SHRUTHI A		U03MB22M0027		H				
12	KALANIDHI V		U03MB22M0030		TA				
13	SUHANA D		U03MB22M0033		H				
14	BIKASH ADHIKARI		U03MB22M0041		H				
15	SUNITHA B		U03MB22M0043		H				
16	RAHUL RAJKUMAR		U03MB22M0053		EX				
17	AAYUSH KUJUR		U03MB22M0054		H				
18	PANDU PUJARA		U03MB22M0055		H				
19	R D SUDARSUN		U03MB22M0058		EX				
20	JASON GOMES		U03MB22M0060		H				
21	KIRTHANA SHREE K		U03MB22M0066		H				
22	ASWINI S		U03MB22M0067		TA				
23	THALIN BASHA R		U03MB22M0071		TA				
24	SHABRIN A		U03MB22M0072		H				
25	SHAIK ARSHIYA		U03MB22M0073		H				
26	PRAGASTHI M		U03MB22M0075		H				
27	PRIYA NASKAR		U03MB22M0076		H				
28	SHREYA ROY		U03MB22M0077		H				
29	MANISH KUMAR		U03MB22M0081		H				
30	ALEXIYA G		U03MB22M0084		TA				
31	LIKITH KUMAR YADAV P		U03MB22M0087		TA				
32	SURYA K		U03MB22M0095		TA				
33	MUSFEERA TAJ		U03MB22M0097		H				
34	NASHRA KHAN		U03MB22M0100		H				
35	DIYA CHOUDHARY D		U03MB22M0104		H				
36	PRASANNA Y		U03MB22M0105		K				
37	LAKSHMI KUMARI		U03MB22M0108		H				
38	CHARULATHA K		U03MB22M0111		TA				
39	ALISHA ARA		U03MB22M0112		U				

40	RIYA MATHEW	U03MB22M0113	H	
41	AMITH G	U03MB22M0115	K	
42	SUNITHA G	U03MB22M0117	K	
43	GAJENDRA H	U03MB22M0120	K	
44	ARUL YESU	U03MB22M0124	K	
45	MITTAPALLI GANDHI	U03MB22M0125	K	
46	ABHILASH AYYAPPA M	U03MB22M0126	H	
47	ABHISHEK G S	U03MB22M0128	K	

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2	SRIHARI L	U03MB22M0024	TA	
3	R SATISH	U03MB22M0048	K	
4	BENODIKA J	U03MB22M0049	K	
5	HARIHARAN M	U03MB22M0056	TA	
6	HEMANTH KUMAR R	U03MB22M0062	K	
7	ISHIKA SAHU	U03MB22M0083	H	
8	PREM S	U03MB22M0091	TA	
9	RAKIB MOLLA	U03MB22M0096	H	
10	MOHAMMED SHUAIB	U03MB22M0098	H	
11	SOORAJ A S	U03MB22M0114	GE	
12	LEANDER THARUN F	U03MB22M0116	K	
13	KARISHMA KISHOR	U03MB22M0119	M	
14	MANASA R	U03MB22M0122	K	
15	V B PRAVEEN	U03MB22M0123	K	
16	AMISH VARUN EKKA	U03MB22M0127	H	
17	BANDI AMALA CHARITHA	U03MB22M0129	TE	

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SL. NO.	NAME	UUCMS REG NO.					
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2	V S HARSHAVARDHAN	U03MB22M0005	K			<i>H.V.</i>	
3	ANUSHA B N	U03MB22M0008	K			<i>Anusha B.N</i>	
4	VASANTH A	U03MB22M0009	K			<i>Vasanth A</i>	
5	SHASHIRAO G	U03MB22M0010	K			<i>Shashi Rao G</i>	
6	BHARATH V	U03MB22M0013	K			<i>Bharath V</i>	
7	HARI KUMAR S	U03MB22M0014	K			<i>Hari Kumar S</i>	
8	DARSHAN M	U03MB22M0018	K			<i>Darshan M</i>	
9	NISHA K	U03MB22M0020	K			<i>Nisha K</i>	
10	MUKAMBIKA V	U03MB22M0021	K			<i>Mukambika V</i>	
11	ABHISHEK M	U03MB22M0023	K			<i>Abhishek M</i>	
12	KARTHIK K	U03MB22M0031	K			<i>Karthik K</i>	
13	RAKSHA M	U03MB22M0032	K			<i>Raksha M</i>	
14	SHILPA R	U03MB22M0034	K			<i>Shilpa R</i>	
15	SHREYA R	U03MB22M0035	K			<i>Shreya R</i>	
16	HAMSAVARSHINI P	U03MB22M0036	K			<i>Hamsa P</i>	
17	RAKSHITHA K R	U03MB22M0037	K			<i>Rakshitha K R</i>	
18	SUDEEP V	U03MB22M0038	K			<i>Sudeep V</i>	
19	LAVANYA M	U03MB22M0039	K			<i>Lavanya M</i>	
20	JOSPIN SHWETHA J	U03MB22M0040	K			<i>Jospin Shwetha J</i>	
21	NITHIN K	U03MB22M0042	K			<i>Nithin K</i>	
22	SAHANA M	U03MB22M0044	K			<i>Sahana M</i>	
23	BINDU S	U03MB22M0045	K			<i>Bindu S</i>	
24	SANGEETHA R	U03MB22M0046	K			<i>Sangeetha R</i>	
25	POORNA CHANDRA N	U03MB22M0047	K			<i>Poorna Chandra N</i>	
26	PRAGATHI G S	U03MB22M0050	K			<i>Pragathi G S</i>	
27	HARSHITH N	U03MB22M0051	K			<i>Harshith N</i>	
28	SOUNDARYA SHREE R	U03MB22M0052	K			<i>Soundarya Shree R</i>	
29	A KARTHIK	U03MB22M0057	K			<i>A Karthik</i>	
30	MANASA R	U03MB22M0059	K			<i>R. Manasa</i>	
31	NAVEEN K	U03MB22M0061	K			<i>Naveen K</i>	
32	MANASA S	U03MB22M0063	K			<i>Manasa S</i>	
33	VIGNESH S	U03MB22M0064	K			<i>Vignesh S</i>	
34	RAKSHITHA R	U03MB22M0065	K			<i>Rakshitha R</i>	
35	VARUNA M	U03MB22M0068	K			<i>Varuna M</i>	
36	MANIGANDA C	U03MB22M0069	K			<i>Maniganda C</i>	
37	SRUSHITI C	U03MB22M0070	K			<i>C. Srushiti</i>	
38	MOHAN KUMAR P	U03MB22M0074	K			<i>Mohan P</i>	
39	SINDHU J	U03MB22M0078	K			<i>Sindhu J</i>	
40	MANOJ KUMAR V	U03MB22M0080	K			<i>Manoj Kumar V</i>	

41	SUDHARSAN G	U03MB22M0082	K	<u>Sudharsan G</u>
42	AKASHGOWDA R	U03MB22M0085	K	<u>Akash</u>
43	VANITHA S	U03MB22M0086	K	<u>Vanitha</u>
44	TEJAS R	U03MB22M0088	K	<u>Tejas R</u>
45	SHWETHA M	U03MB22M0089	K	<u>Shwetha</u>
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49	MONISHA M	U03MB22M0101	K	<u>Monish M</u>
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52	TEJASWINI S	U03MB22M0106	K	<u>Tejaswini S</u>
53	SUREKHA B K	U03MB22M0107	K	<u>Surekha</u>
54	KAVYA N	U03MB22M0109	K	<u>Kavya N</u>
55	NAKSHATRA RANI A	U03MB22M0110	K	<u>Nakshatra</u>
56	PRABHU KUMAR D	U03MB22M0121	K	<u>Prabhu</u>

57 Durgashanth A

U03BV22M0057 K

Prabhu