



Shiv Chhatrapati Shikshan Sanstha's
Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Training and Placement Cell

A) A Summary Report of the Activity

1) Title of Programme:	"Recent Trends in Digital Business" by London School of Business under Meet Industry Expert (MIE)			
2) Name of Organizing Department/Unit:	Training and Placement Cell			
3) Name of the Coordinator(s)/ Convener(s)/ Organizer(s) of the Programme	Chief Organizer Dr Mahadev Gavhane			
4) Date(s) of the Programme	10.01.2022			
5) Venue / Mode	Virtual via ZOOM App			
6) Target Group	All TY Students			
7) Number of Participants	Male	Female	Total	
A separate list with signatures be maintained in the department/Unit)	Teaching	N.A.	N.A.	
	Non Teaching	N.A.	N.A.	
	Students	141	178	319
8) Name(s) and details of Resource Person(s), if any:	Mr. Parekh Sachin, Director, LSDB, UK, 07066465467			
9) Total Expenditure for the Programme:	N.A.			
10) Source of Funding:	Rajarshi Shahu Mahavidyalaya (Autonomous), Latur			

(B) Report

i. Title:

"Report: "Recent Trends in Digital Business" by London School of Business under Meet Industry Expert (MIE)

ii. Introduction:

Digital business is the process of applying digital technology to reinvent business models and transform a company's products and customer experiences—innovating products that create new value and connecting people with things, insights and experiences.

iii. Objectives of the Programme/ issues addressed

- To Reinvent how they interact with their customers, employees and partners
- To Create disruptive business models
- To Envision and building innovative products, services and experiences
- To Develop go-to-market approaches

iv. Details of Participants (number, profession, geographical representation, sex ratio, etc; a separate list can be attached as Appendix with the full details if necessary):
319 students participated.

v. Brief Summary of Events/ Sessions:

Digital business is distinct from e-business in that e-business typically leaves existing business models intact, merely using technology to gain efficiency or eliminate redundancies. Having customers fill out a credit card application form online reduces the inefficiencies of a paper application process, but it doesn't provide an experience that is new or different.

Digital business focuses more on how technology allows companies to create new value and experiences that differentiate companies and give them a competitive edge over their peers.


vi. Conclusion, with Feedback on the Programme:

In today's work-from-home world, it feels like everyone is running a digital business. But the reality is that top business leaders have different definitions of what it means to go digital. As a result, priorities vary when it comes to technology adoption and transformation.

Date: 12/01/2022

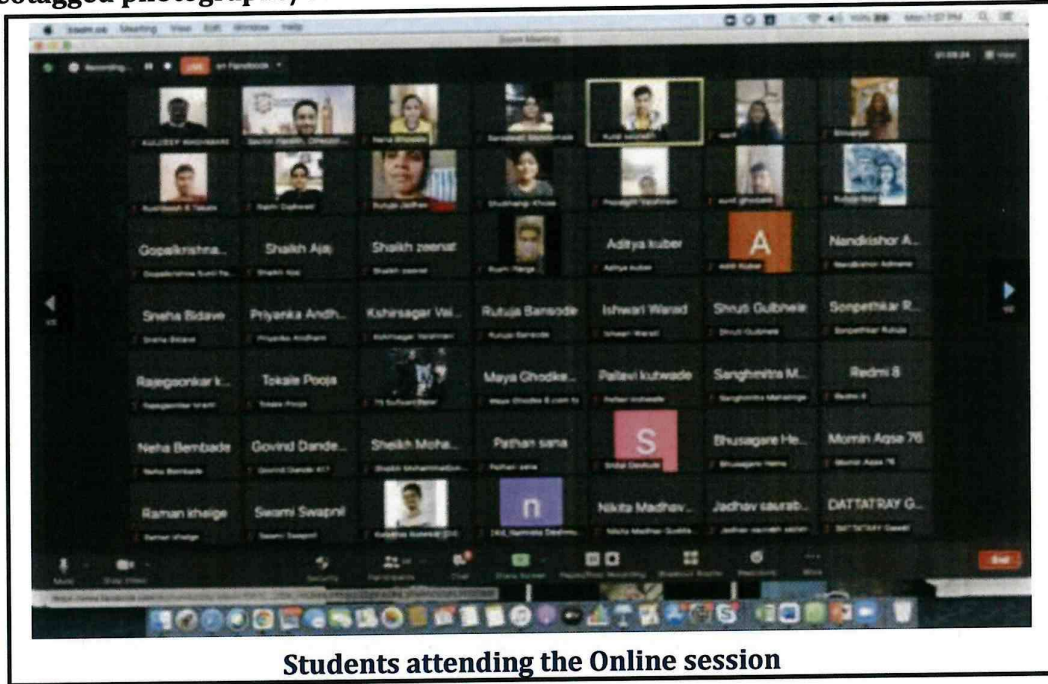


Training and Placement Officer
Placement Officer
Rajarshi Shahu Mahavidyalaya
Latur-413512



Principal
PRINCIPAL
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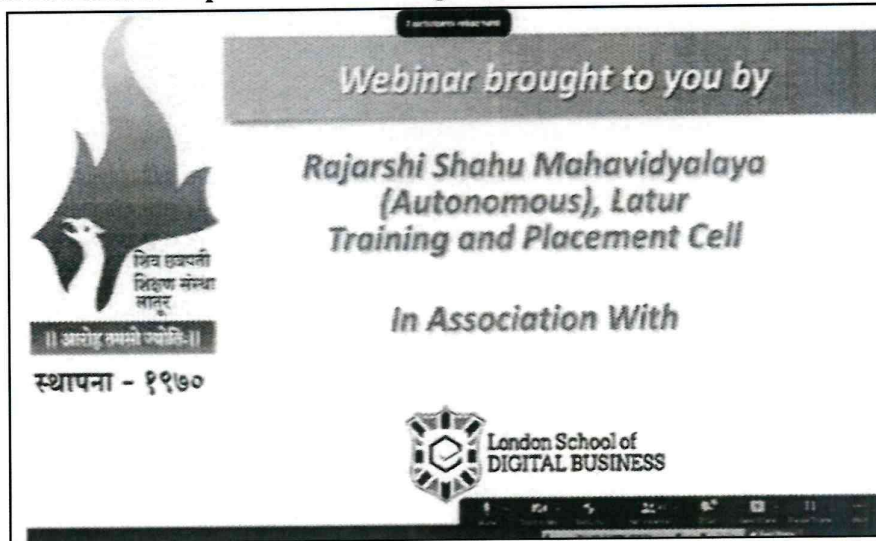
C) Geotagged photographs/Screenshots:



Students attending the Online session


D) Link of video of the Programme if any: Nil

E) Copies of Brochure Prepared for the Programme :



F) Any Other Publicity Material: Nil

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