

Rashtreeya Sikshana Samithi Trust
R V Institute of Management

Technical Infrastructure:

Department of Information Technology and Management is established with good infrastructure, having 4 state-of-art computer laboratories. There are 215 i3 Computers and terminals with Wi/Fi enabled and networked with Local Area Network with high speed 35 MBps Internet Connectivity. 20 Laptops have been issued for faculty members. 22 Printers are installed in various places in RVIM. The institute is equipped with modern digital devices like LCD projectors in all classrooms with A/V facility Application Software and System Software like Oracle 10G, Tally ERP 9.0, SPSS (Statistical Package for Social science), MS-Office 2010/16, Microsoft Visual studio, C & C++ compilers, Kaspersky internet security 2018 etc are all installed in the computers. . Databases like EBSCO, J-Gate, Capitaline consisting of scholarly and industry relevant content are accessible from anywhere in the Campus.



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R V Institute of Management

Department of Marketing

A Brief Report on

Online Proficiency Course on Big Data for Better Performance

October-December 2017

Online Proficiency Course on Big Data for Better Performance was conducted for the third semester MBA Marketing specialization students. This course was offered to students to make the students understand the fundamental concepts of big data and its applications.

In a digital world, data has gone 'big' - ushering in the age of the zettabyte. This course helped the students to understand how big data equals business opportunity and what 'big data' means and where it comes from - including ordinary transactions and social interactions. ↘

The objective of the course was to make the students Learn how marketer can predict customer demand and preferences by using the data that is all around us.

The online classes were held during October-December 2017 from Open2study website of Open Universities, Australia. The course was divided into four modules and each module had one internal assessment test along with some 40 quizzes after each topic. Students need to take up all the quizzes and test to qualify for the certificate. Resource persons for this course was Bud Keegan, who has over two decades' and three continents' worth of publishing experience, having marketed, managed and sold media in the US, Australia and the Middle East over the last 20 years. He's held senior management positions with brands ranging from Forbes Arabia to Australian Mining. His passion for Big Data began after having had the opportunity to publish Data Storage magazine. Bud is currently the Director of Content Development for Digital Chameleon, a role he loves because it exposes him to developments across the digital arena.

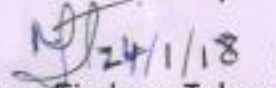
Methodology adopted to teach this course includes online Class room teaching from Bud Keegam, Case study analysis, research based and experiential learning. Inputs from Indian context from our faculty Dr. Noor Firdoos Jahan

All the 94 students of B & C section along with the faculty coordinator, Dr. Noor Firdoos Jahan enrolled for the course and attended all the online classes in our class rooms.

Out of 94 students enrolled for the course, 76 students were able to complete the course successfully and got certificate of achievement from open Universities, Australia for free.

Overall it was a very new experience for all of use and students enjoyed the whole process of learning virtually.

Report Submitted by:


24/1/18

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