



Rashtrveeya Sikshana Samithi Trust

R V Institute of Management

Report on Students participation on International B-Plan Championship at IIM Indore on 17th and 18th August, 2018

The six winners of the first round of competition held at our institute participated in the final of International B-Plan Championship held at IIM Indore on 17th and 18th August, 2018. The list of the students participated are:

Sl. No	Students Name	College Name
1	Mr. Vedh Gurunath Shaikh	RVIM, Bengaluru
2.	Mr. Supreeth T	RVIM, Bengaluru
3.	Mr. Shivaram Hegde	RVIM, Bengaluru
4.	Ms. Sree Kumari Raju	Jyoti Nivas College, Bengaluru
5.	Mr. Krunal Gogoi	Adarsh Institute of Management Studies
6.	Ms. Harshitha	HMSIT, Tumkur

Dr. Noor Firdoos Jahan, Professor, department of marketing played a key role in encouraging and supporting student to prepare the Business plan and present it at IIM Indore. The business plan presented by our students was about solving the problem of garbage in Bengaluru and turning back the city to garden city.

On the first day from PAN India 40 teams participated in the event and presented their plans very briefly. The plans were judged by eminent entrepreneurs and alumnus of IIMs. They selected top 14 Business plans to be presented on 2nd day. Our college team was at 4th position. All the fourteen teams got opportunity to participate in the 2nd round. Again we were in the 4th position. Though we were not able to win prize, it was good exposure for our students and our plan was well appreciated by the judges.

Photos



Students presenting their B-plan at IIM Indore



Students and Faculty Dr. Noor Firdoos Jahan with participation trophy and certificates



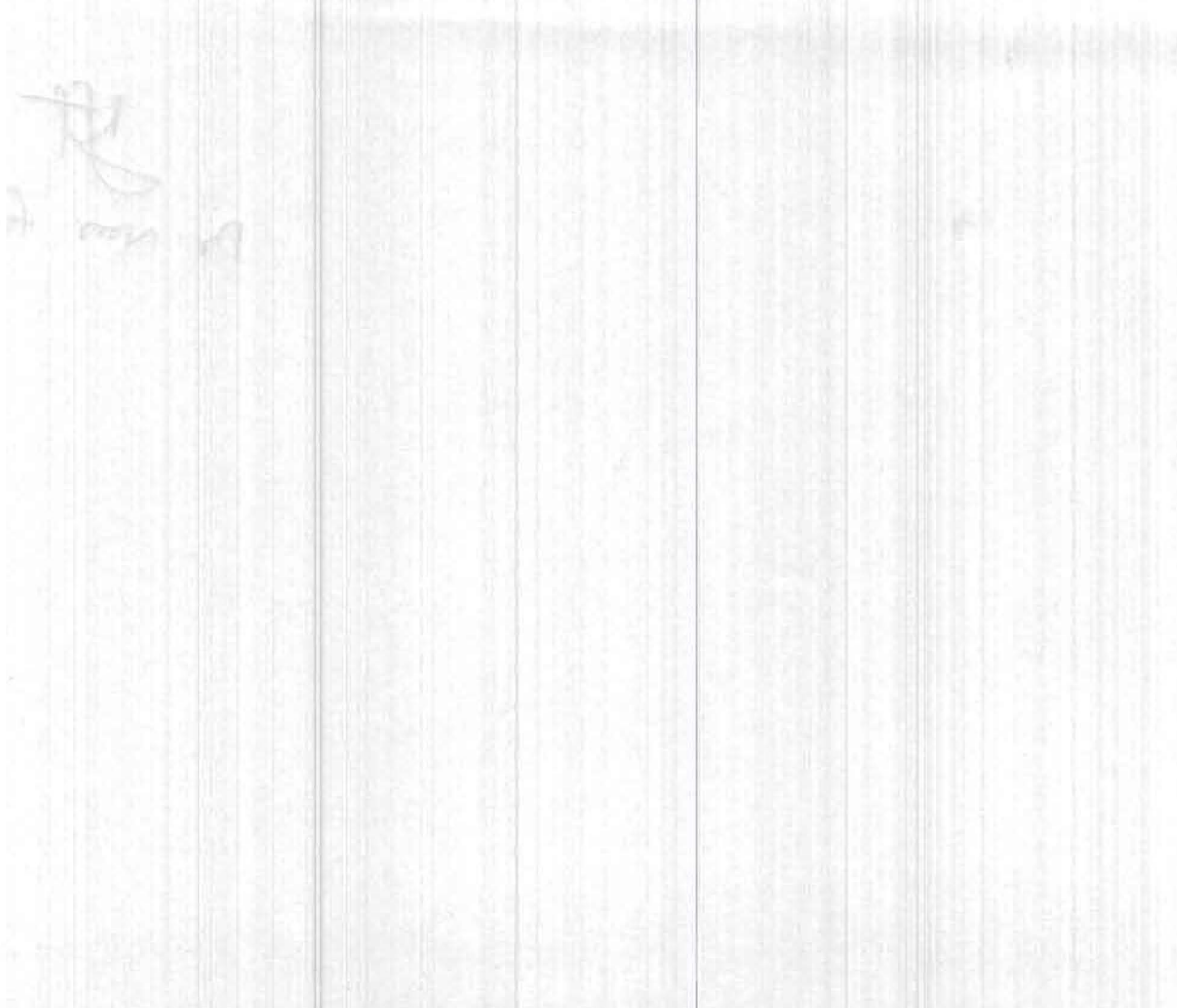
Students at IIM Indore campus with faculty Dr. Noor Firdoos Jahan

Dr. Noor Firdoos



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DEPARTMENT OF MARKETING IN ASSOCIATION WITH



Makeintern.com



(Workshop Partner with Echoes IIM -Kozhikode Event)

+91-9212599374 (Priyanka) +91-9211922243 (Vibha) 01149095855



Organized Two days' Workshop on Business Analytics On 23rd and 24th March, 2018

The Department of Marketing, RVIM organised First Round (Technical round) of National Level B-Plan Competition 2K18 on the behalf of Echoe's Event organized by IIM Kozhikode, Kerala. The first Round was consists of two days' workshop on Business Analytics conducted on 23rd and 24th March, 2018.

Total 59 students from various colleges of Bangalore including our college participated in the event. The trainer for the workshop was Mrs. Maneesha, Trainer and consultant in Business Analytics.

All the participants got to learn both theory and practical concepts of Business Analytics course. During the workshop the assessment was also done by the trainer based on student's class room participation, group discussion etc. and selected the six winners of this first round and announced the names at the end of the second day of the workshop.

The workshop was concluded with Valedictory programme. All the students got the certificate for completing the workshop and winners got the Merit certificate as ticket to finale. As these students are going to represent RVIM in the final round of National Level B-Plan Competition 2K18 at IIM Kozhikode in 18th and 19th of August, 2018.

At the end the Trainer thanked the coordinator of the workshop, Dr. Noor Firdoos Jahan and other faculty members of department of Marketing and handed over the certificate of Coordination.

The six winners of the first round are:

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1	Mr. Vedh Gurunath Shaikh	RVIM, Bengaluru
2.	Mr. Supreeth T	RVIM, Bengaluru
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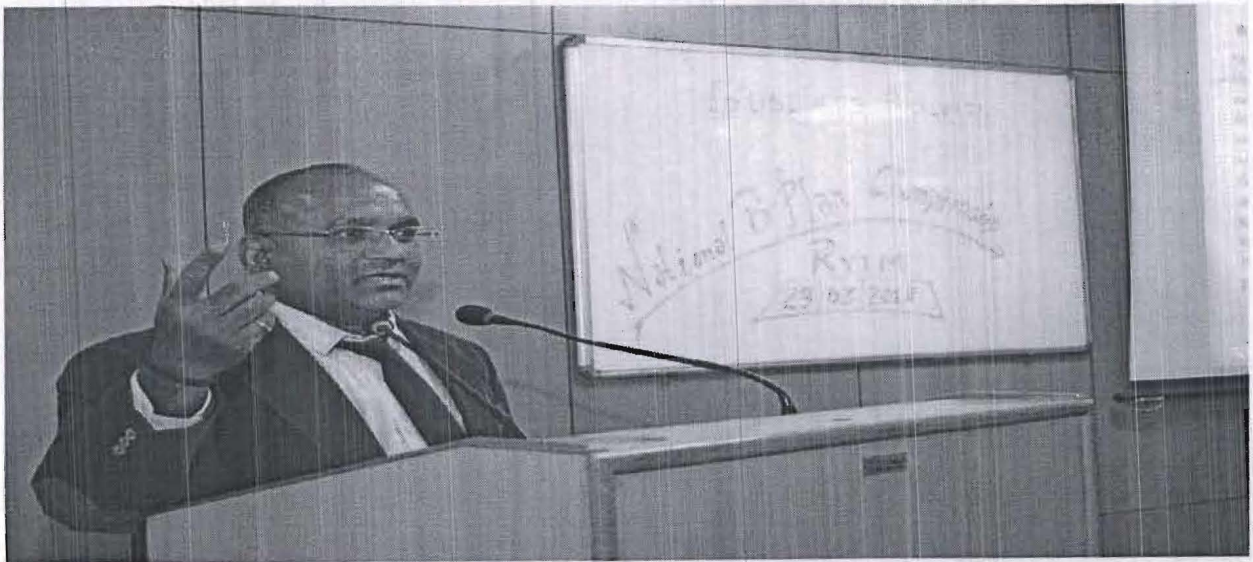
Photos



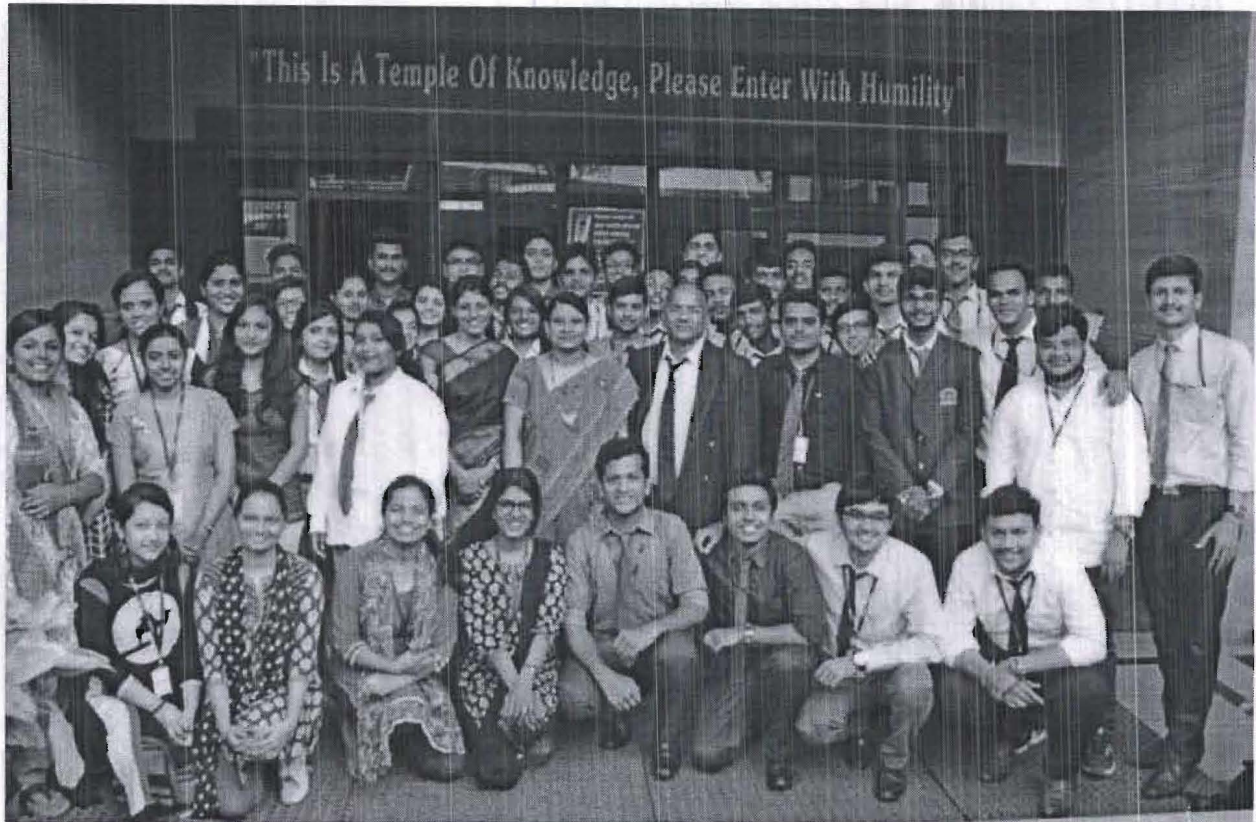
Dr. Noor Firdoos Jahan, Professor, RVIM welcoming Ms. Maneesha, Trainer



Students and Prof. Anitha D' Silva during the Training session



Dr. Purushottam Bung, Director, RVIM addressing the participants during workshop



Group Photo of all the Participants of the workshop with the Ms. Maneesha, Trainer, Dr. Noor Firdoos Jahan Coordinator of the workshop and Dr. Purushottam Bung, Director of RVIM



Ms. Maneesha guiding students during lab session



Six Winners of the First Round (Technical round) of National Level B-Plan Competition 2K18 with Ms. Maneesha and Dr. Noor Firdoos Jahan



Dr. Noor Firdoos Jahan Receiving Certificate of Coordination from Ms. Maneesha



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Proposal for Two days Workshop on **Business Analytics**

On 23rd and 24th March, 2018

About Business Analytics:

Business analytics focuses on developing new insights and understanding of business performance based on data and statistical methods. Business analytics refers to the skills, technologies, practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning.

Business analytics makes extensive use of statistical analysis, including explanatory and predictive modeling, and fact-based management to drive decision making. It is therefore closely related to management science.

About Echoes:

Echoes- IIM Kozhikode's International Cultural/Technical Festival. Every year, Echoes brings all the students from various under-grad and post-grad colleges to a single podium and makes it an eye feasting revelry. The event shows the artistic and creative side of best minds of the country. From rhythmic and jaw dropping dance moves to exhilarating dramatic plays; from contemporary fashion shows to vivacious music shows; you get to witness the best of performers competing on this platform.

Who should register for the ogram

- Management Students
- Job Seekers
- Engineers
- Students who are looking forward for Business Analyst
- Any professional

Content:

- Introduction to Business Analytics
- Business Analytics and Business Intelligence
- Descriptive Analytics/ Visual Analytics
- Data Mining
- Predictive Analytics – Proactive Retention of Retail Customers through Sales Prediction using Linear Model, etc.
- Predictive Analytics – Credit Risk Modeling using Logistic Models
- Demand Forecasting (Time Series Models) and Inventory Optimization
- Prescriptive Analytics/ Recommendation Engine – Market Basket Analysis
- Objective Segmentation – Credit Card Transaction Authorization
- Subjective Segmentation – Customer Behavior Segmentation
- Case Study

Certification:

All Participants would be awarded with the Certificate of Participation, Coordination and Merit.

Duration: 16 Hours (2 Days)

Timings: 9.00 am to 5:30 pm

Registration Charges: 1300/- INR Per student

Venue : Conference Hall, 1st Floor

Resource person details:


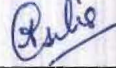

Mrs. Maneesha, Analytics mentor, India


An enterprising, enthusiastic & accomplished professional with a rich experience of over 8+ years in the domain of statistical analysis, risk management, business consultation & analytics to streamline data into actionable insights in order to drive business strategy & profitability. As an adept trainer and she has proven expertise in the field of Data Analytics including being a master trainer in this domain.

Budget of the programme:

Item	Income	Expenditure
Registration fees 55 participants @ 1300/- each	71,500	
Amount to be given to IIM Kozhikode 55 participants @ 1150/- each		63,250
Hospitality for Trainer (Conveyance, Lunch and snacks)		3,500
Refreshment for participants		1,500
Files to participants and other stationery 55 @ 35 each		3,000
Miscellaneous		250
Total		71,500

Allotment of Responsibilities

Sl.No	Responsibilities	InCharge
1.	Preparation of proposal and taking the approval, coordinating with IIM and resources person and her hospitality, Marketing, Coordinating with all the sessions, Files, Photos, Report and Documentation.	Dr. Noor Firdoos Jahan 
2.	Registration, Certificates writing, Arrangement for inauguration and Valedictory	Ms. Anitha D Silva 
3.	Refreshment, Participants Feedback and attendance, Venue arrangement.	Mr. G Mahesh 


Dr. Noor Firdoos Jahan
Professor, Department of Marketing
R V Institute of Management


Director

Approved

