ACTIVITY REPORT

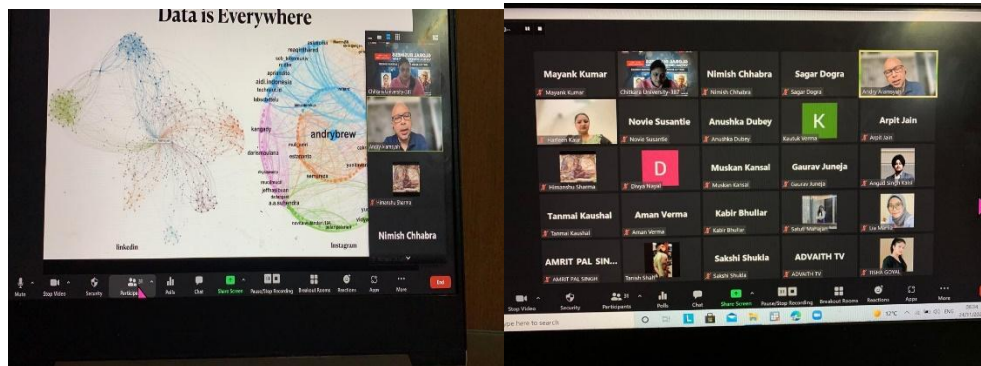| Name of the activity	Valued added course on " Society 5:0- Big data analytics, AI and blockchain technology "	Date	22nd-26th Nov,2021
Name of the Moderator	Dr. Archana Goel	Time	10:00 am -4:00 pm (IST)
Name of the Resource Person	Dr. Andry Alamsyah	Mode	Virtual through ZOOM
Nature of the activity	Value Added Course	Program & Batch	BBA(BA) 2020
Number of students participated	35	Academic Session	2021-22

About the Activity

The GBVM 2021 was an excellent opportunity for the BBA-2020 business analytics students. Professor Dr Andry is an expert in big data and Blockchain. He discussed about big data and data analytics and blockchain technology concept with many examples and its applications in various fields, primarily finance. In big data, he discussed the importance of big data and analytics by stating that big data analytics technologies and software can help businesses make data-driven decisions that improve business outcomes. More effective marketing, additional revenue opportunities, customer personalization, and increased operational efficiency are all possible benefits. Professor also highlighted on financial applications of blockchain technology by stating that the financial services industry is taking advantage of the technology's secure and transparent environment, and is thereby leading the way with blockchain. It was followed by questions from few students and a faculty.

Activity objectives and Outcomes achieved

S.No	Objectives	Outcomes
1.	To provide valuable insights about big data and analytics	The students were made aware about big data and its analytics techniques
2.	To make students understand about blockchain technology and its applications	The students developed an understanding about blockchain technology and various fields where it can be applied

GLIMPSES OF THE ACTIVITY

Dr.Andry Alamsyah sharing his perspectives with the students