



RAJARAJESWARI COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi.

Affiliated to the Visvesvaraya Technological University, Belagavi



RAJARAJESWARI COLLEGE OF ENGINEERING

#14, Ramohalli Cross, Kumbalgodu Post, Mysore Road, Bangalore – 560 074.
Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi and Govt. Of Karnataka



ONE WEEK ORIENTATION PROGRAM OF MBA & MCA

Date: 14/02/2022 – 19/02/2022

All are cordially invited

Today's MBA Resource Person

18/02/2022

Morning Session



Dr RD Ravindran
Chairman Director-Quality, Aravind Eye
Care System, Aravind Eye Hospital Madurai

Venue: AP J Abdul Kalam Hall.

Afternoon Session



Mr. Srinivas Vuppala
Senior Vice President, Sonata
Software Limited
(IIM Bangalore)

Venue: Aryabhata Seminar Hall

1.Type of Event:Orientation Program for 1st years.

2.Title on the Event : Recent trends in Digital Transformation and Platforms.

3. Resource Persons : Mr.SrinivasVuppala

Senior Vice President Sonata software limited

4.Event Duration:18thFeb 2022.(1.30 pm to 3.30 pm)

5.Venue:Aryabhata Seminar Hall(RRCE)

6. Invitation for : 1stYear MBA Students.

7. Target Participants :1stYear MBA Students.

8. Outcomes of the Program :

Student Gain knowledge and understood the following:

- **The process of democratization of AI has the potential to accelerate digital transformation within a business, making it one of the most important digital transformation trends for 2022. Every company, from tech-savvy startups to large corporations, will try to incorporate AI into its systems and processes.**
- **Low-code use cases focus on customer and employee experiences - Digital leaders use a mix of low-code, remote process automation and integration technologies to improve customer and employee experiences at greater scale.**
- **Process Transformation. Process transformation entails modifying the elements of a business's processes in order to achieve new goals.**
 - **Business Model Transformation.**
 - **Domain Transformation.**
 - **Cultural/Organisational Transformation.**
- **Data-driven decisions are a fundamental part of digital transformation. They provide organizations with critical insights that shape how leaders improve and streamline their businesses. Good quality data offers a better understanding of the customer, which means better leads, algorithms, and customer relationships.**

Photo-Gallery





