

# News Letter (June 2024)

## WE AT IIBS

In order to meet professional demand, we at IIBS are avidly dedicated to design and restructure the programs and curriculum as per current trends and practices. This enables the student-learners to develop their capabilities on a continuous growth chart and adapt to meet the ever-changing needs of the corporate world. Here, at IIBS, through innovative and experiential learning modules, we aim to create dynamic future professionals.



## EVENTS ORGANIZED

► **Digital Marketing:** IIBS Bangalore recently hosted an engaging guest lecture titled "Maximizing Digital Marketing ROI with Market Intelligence" delivered by Dr. Nidhi Verma, a respected Market Intelligence Analyst at Ossur. We extend our gratitude to Dr. Verma for imparting her valuable insights on utilizing market intelligence effectively for enhancing digital marketing returns. The lecture provided attendees with practical strategies and relevant examples, leaving them motivated and well-informed.



► **Industrial visit to Amrut Distilleries:** The industrial visit to Amrut Distilleries was a remarkable experience for our PGDM students. They observed the detailed distillation process and gained insights into the illustrious history of this iconic brand. We extend our gratitude to the Amrut team for their gracious hospitality and informative tour, which offered invaluable knowledge about the craftsmanship and technology behind their exceptional spirits.

► **Eye Checkup Camp:** At IIBS Bengaluru, the well-being of our students, faculty, and staff is our utmost concern. In order to guarantee optimal vision for everyone, we organized a thorough Eye Checkup Camp at the airport campus. We extend our sincere appreciation to Sanjeevini Blood Centre, in partnership with the Rotary Club of Bangalore, for their indispensable assistance in ensuring the success of this event. Through their commitment and teamwork, we have been able to advocate for eye health and overall wellness.



## UPCOMING EVENTS

- New Batch of PGDM Students.
- MOM Program
- File your taxes before July 31st
- Moharram, 17th July



## POSITIVE CORNER



Here to learn! said Arnab. It was the first day of college at the business school for his Master's Program. As each student stood up to share their insights on why they chose to enroll in the post graduate program, the perspectives revealed were phenomenally blessed into varied flavors. They had all come with backpack of dreams. Dreams are carefully weaved into choosing a happy state. But, one can choose to be happy where they are. Choose to live life with love & positivity. Live in the present moment. Believe that good things are a phone call away. Developing a healthy ideology on almost everything that comes along your way, makes any situation easier to deal with. Be honest, be thoughtful, use words and always choose Life! Be your own author!

## CURRENT AFFAIRS

- India has consistently maintained its position in the bottom 20 of the Global Gender Gap Index, ranking 129th out of 146 countries in 2024.
- The main objective of the 'Public Examination Act 2024' is to curb paper leaks in competitive exams by imposing severe penalties such as 3-5 years of imprisonment and fines of up to Rs 10 lakh for individuals resorting to unfair practices, and fines of up to Rs 1 crore for those involved in organized crimes.
- Earlier this week, the campus of Nalanda University was inaugurated by Prime Minister Narendra Modi.
- Vivo set to open 3,000 Cr. India facility in July.
- India may produce Bitumen from Biomass.



## SERVICE LEARNING

### Women's Hygiene and Personality Development:

The Awareness Camp held on June 6th, 2024 at the IIBS Business School, Bangalore Airport Campus, shed light on important subjects such as Women's Hygiene and personality development. The event was truly enlightening for all participants. Special thanks to the hardworking IIBS NSS Team for putting together this vital program. Your dedication is instrumental in creating a healthier and well-informed society.



► **IIFS Mind Control program:** This week, the PGDM students have been occupied with the DETOX Week, prioritizing the avoidance of cell phones. They are making the most of this opportunity by spending valuable time. The focus is on testing their creativity by utilizing their minds to tap into the creative side of their brains. They are working with basic resources, relying on their imagination, and presenting innovative concepts one after another.



## IS A.I. A PRODUCT OR A FEATURE?

Technological processes that traditionally required human capabilities like reasoning, voice recognition and pattern identification are now done by artificial intelligence (AI) computer systems. This is a broad term which covers a vast array of technologies including natural language processing (NLP), machine learning and deep learning. While there is debate about whether these machines are genuinely intelligent, when people today talk about AI they usually mean deep learning-based products like Chat GPT or computer vision that let machines do things previously only possible for humans such as writing or analyzing information.

However, the question whether AI is a product or a feature would depend on how one looks at it. In most cases, AI product development revolves around building an application or service where AI forms the core technology instead of being just "AI-like." They have specific purposes and solve real-world issues. On the other hand, AI can also be integrated into existing offerings as an ingredient to enhance their features and give them smart capabilities. In conclusion, both viewpoints exist with implementation and utilization of AI being key determinants.

Remember that through combination of other forms of technology, AI can achieve results which would otherwise need human reasoning interventions. Whether it's a standalone product or a feature, AI continues to shape our digital landscape in fascinating ways!

## PLACEMENTS



### MBA BATCH 2022-24



### PGDM BATCH 2022-24