

NATIONAL SEMINAR

ON

“Opening New Vistas in Businesses Using Current Information Technology Trends.”

07th January, 2012(Saturday)



Organized By:



ACCURATE INSTITUTE OF MANAGEMENT AND TECHNOLOGY

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Dear Sir/Madam,

It is a pleasure to inform you that Accurate Institute of Management & Technology, is organizing a National Seminar on **“Opening New Vistas in Businesses using Current Information Technology Trends”** on 7th-January 2012. The specialty of this event is that it is being organized by the IT club of PGDM students-‘**Technocrats**’.

SEMINAR INTRODUCTION

The main purpose of organizing this seminar is to bring the luminaries from Industry and Academia under one roof to deliberate the uses of **Information Technology trends in the contemporary business world**. The seminar attempts to demystify the gray areas under the scope of IT and Business. National Seminar attempts to provide an opportunity to explore new vista of IT needed in new business era. If we look at a broad spectrum of information technology, then the impact on business is vast. IT is affecting nearly every facet of human endeavor, and that effect is to speed up, to simplify the process of work, of innovation, of scientific exploration. This seminar will be covering the topics related to **IT applications in businesses, its challenges and opportunities**. Based on recent trends the **subthemes** will be as follows

- 1. Information Technology trends in the contemporary business world.**
 - **Enterprise Resource Planning & Knowledge Management systems,**
 - **E-Business**
 - **Online Marketing,**
 - **Cloud Computing,**
- 2. IT applications in businesses, its challenges and opportunities.**
 - **Business Intelligence,**
 - **Information technology and its ethical, social issues.**

In today’s highly competitive economic environment having the right IT in business is a critical element of success. All businesses deal with some of the new technology whether it is just a basic computer system or highly sophisticated software to track sales from the time the initial contact is made until they close. The IT in business solutions is available and affordable for businesses both large and small. IT helps business to make the necessary moves to get a step ahead of the competition in global scenario.

SEMINAR OBJECTIVES

The main objectives of the Seminar are:

1. Understanding and analyzing various dimensions of Information Technology trends which are used in decision making in current businesses scenario.
2. Finding out major issues and challenges faced by the business organizations today in practicing Information Technology.
3. Suggesting various technical tools and application imperatives for business organizations ensuring their sustainability in competitive business environment; and
4. To make students aware about the recent **information technology trends in practice nowadays like ERP, Cloud Computing, Information Systems and its different applications.**

About ACCURATE -The Education group

Accurate is a fast growing education group in Northern India. With the prime objective of providing quality education and building on its reputation, the Accurate Group has evolved as a brand amongst the premier educational institutions in the field of Management, Information Technology and Engineering. The guiding philosophy of Accurate is influencing practice and promoting value based growth. The institute has an enviable track record of recognizing the needs of the society, especially the under managed sectors, and responding with quick and appropriate responses.

The vision of Accurate - *"To be renowned for excellence in professional learning globally."*, and the group makes incessant endeavors to create learning processes in response to the changing managerial paradigms. **Accurate Institute of Management and Technology** aims to provide excellence in management education and intends to become first choice for management aspirants. The Institute is strategically located at Knowledge Park III, Greater Noida in National Capital Region (NCR). Greater Noida was strategically conceptualized to be an industrial centre for growth of industrial units with knowledge parks for imparting management education, engineering education and other areas of education.

Accurate offers a Two-Year, Full Times Post Graduate Diploma in Management, which is duly approved by AICTE, Ministry of HRD, and Government of India. The Institute offers a Two Year PGDM Marketing Management and International Business which is full time course approved by AICTE, Ministry of HRD, Government of India . It has also made its presence felt in global arena and has truly become a larger than B-school. Accurate is an autonomous management institute with entrepreneurial agility that has made it totally self-financing, personal freedom with professional accountability and corporatized culture, structure and processes. Today, Accurate feels proud of its students placed in different corners of the world on positions of eminence in reputed companies.

Accurate has been *Top 15 in Infrastructure among the private B-Schools of India By Business Awards. Rewarded as the Best Institute for Academic Excellence In Delhi / NCR by Times Research.* Accurate is ranked A+ category B-School of India by Business India. It has also been awarded for Best Placement amongst all management institutes in Delhi/NCR.

About IT Club-“TECHNOCRATS”

‘**Technocrats**’ is an Endeavour to provide a platform where students can explore in order to enhance their technical skills. The club- **TECHNOCRATS** was started with the view to explore the potential of our students to make the students aware about the importance of IT technologies in the managerial fields and how they can apply their skills to rise as a perfect future manager.

SEMINAR SCHEDULE

Date: Januray-7TH 2012(SATURDAY)

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|---------------------|--|
| 10.15 am -10.25 am | Inaugural Function
Lighting of Lamp by
Chief Guest and Director.
Saraswati Vandana |
| 10.25 am – 10.30 am | Welcome Speech by Director, AIMT |
| 10.30 am – 11.00 am | Key Note Address by the Chief Guest |
| 11.00 am – 11.30 am | Tea |
| 11.30 am – 1.30 pm | Technical Session I
Information Technology trends in the contemporary business world.
(Session Chair) |
| 1.30 pm - 2.30 pm | Lunch |
| 2.30 pm – 4.30 pm | Technical Session II
(Session Chair)
Information Technology, its challenges and opportunities. |
| 4.30 pm - 5.00 pm | Vote of Thanks by Director, ABS |

Sincerely Yours,

Ms. Shiva Sharma(Convenor)

Mr. Pradeep Verma (Convenor)

Mr. Harish Kumar(Co- Convenor)

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