



NEW HORIZON COLLEGE MARATHALLI

Permanently Affiliated to Bangalore North University, Recognized by the Govt. of Karnataka
Recognized under section 2 (f) of the UGC Act, 1956
Accredited by NAAC with 'A' Grade

EVENT REPORT

Date: 31/07/2026

Timings: 10:30 AM - 12:30 PM

Title of the Event: Induction Programme – Bridge Between Business & Technology

Target Audience: I Semester BCA, BBA & B.Com Students

Venue: Auditorium, New Horizon Knowledge Park

Organised by: Department of BCA, BBA & B.Com, New Horizon College

Chief Guest: Pradeep Kumar Ashokan, Founder | Director of Engineering | DevOps Evangelist| AI Evangelist

Radhika K - Project Management-Principal Consultant,

Sachin Khandelwal - Lead Engineer

Faculty Coordinators: Ms. Kiruthiga R, Ms. Pallavi, Ms. Poornima HK

The Induction Programme on "Bridge Between Business & Technology" was organised for the I Semester BCA, BBA, and B.Com students to help them understand the growing relationship between business and technology in today's digital world. The programme aimed to provide students with a broader perspective on how technological innovations are transforming business operations, decision-making, customer engagement, and organisational growth across industries.

The session introduced students to the concept of integrating business strategies with modern technologies to achieve efficiency, innovation, and competitiveness. Students learned that technology has become an essential component of every business function, including finance, marketing, human resource management, operations, and customer relationship management. The programme emphasised that professionals with both business knowledge and technological skills are highly valued in the modern workforce.

During the session, students were introduced to emerging technologies such as Artificial Intelligence, Data Analytics, Cloud Computing, Internet of Things (IoT), Blockchain, Cyber Security, and Digital Marketing. The resource person explained how these technologies are being used by organisations to improve productivity, automate business processes, enhance customer experiences, and make data-driven decisions.

The programme also highlighted the importance of digital transformation across industries. Students gained insights into how businesses are adopting E-Commerce Platforms, Online Payment Systems, Enterprise Resource Planning (ERP), Customer Relationship Management (CRM) Software, and Business Intelligence Tools to improve efficiency and remain competitive in the global market.

The speaker discussed the growing demand for interdisciplinary professionals who possess both technical expertise and business acumen. Students were encouraged to develop communication skills, analytical thinking, problem-solving abilities, teamwork, leadership qualities, and digital literacy alongside their academic studies. The importance of continuous learning and adapting to technological advancements was strongly emphasised.

A significant part of the session focused on career opportunities available in the fields of Business Analytics, Financial Technology (FinTech), Digital Marketing, Software Development, Data Science, Entrepreneurship, E-Commerce, Product Management, and Information Systems. Students were guided on the importance of certifications, internships, industry projects, and skill development programmes to enhance their employability and prepare for future careers.

The programme also encouraged students to actively participate in workshops, hackathons, innovation challenges, seminars, professional networking events, and certification programmes offered by the institution and industry partners. Students were motivated to explore entrepreneurial opportunities by combining innovative business ideas with modern technological solutions.

The session concluded with an interactive discussion where students raised questions regarding career opportunities, higher education, emerging technologies, startup culture, industry expectations, and future skill requirements. The resource person answered the queries with practical examples and motivated students to embrace technology as a key driver of business innovation and professional success.

Outcome of the Session

- Students developed a clear understanding of the relationship between business and technology in the modern digital economy.
- Participants gained awareness of emerging technologies and their applications across various business sectors.
- Students understood the importance of developing both technical and managerial skills to improve career opportunities.
- The session encouraged students to participate in internships, certification programmes, innovation activities, and entrepreneurship initiatives to strengthen their professional competencies.
- The programme inspired students to become adaptable, innovative, and industry-ready professionals capable of contributing to technology-driven business organisations.





Faculty Coordinators

Ms. Pallavi

Ms. Poornima HK

Ms. Kiruthiga R

IQAC Coordinator & HoDs

Ms. Sunitha S - HoD BBA

Ms. Kampa Belliappa - HoD B.Com

Principal

Dr. R. Bodhisatvan