

## SCHOOL OF ARTS AND SCIENCE

AV Campus, Paiyanoor - 603 104

### DEPARTMENT OF COMPUTER SCIENCE

**Title of the Event :** One week workshop on Web Development, Portfolio Management and Digital Marketing

**Date :** 20.02.2023

**Venue :** Auditorium, AV Campus

**No. of Participants :** 105



The poster features logos for Vinayaka Mission's Research Foundation, NAAC, and SAS. The title is "One-Week Workshop on Web Development, Portfolio Management, and Digital Marketing". The date is February 20, 2023, at 09:15 a.m. in the Indoor Auditorium, AV Campus. Resource persons are Mr. Vignes Darsan, CEO of Exotic India Pvt. Ltd. (Masters in Design Thinking, MIT, USA) and Mr. Karunamoorthi, Director of Exotic India Pvt. Ltd. (Master of Business Administration, IIM). The workshop is in the presence of Dr. Nazeema, T.H., Director of the School of Arts and Science. It is organized by the Department of Computer Science.

School of Arts and Science, AV Campus, VMRF (DU), the top-notch educational institution organized an interactive one-week workshop on “One week workshop on Web Development, Portfolio Management and Digital Marketing” to impart the significance of soft skills, employment power and certification courses in the job market.

The faculties and more than 105 students of Computer Science department of SAS perceived the workshop enthusiastically.

The day meeting began on 20th February, 2023 morning with an inaugural ceremony at the college auditorium, where the admirable Chief Guests Mr. Vignes Darsan, CEO, Exotic India Pvt. Ltd. and Mr. Karunamoorthy, Director, Exotic India Pvt. Ltd, lit up the traditional lamp of knowledge.

The meeting began with a welcome note from the Programme Convener, Dr. S. Kavitha, HoD, Dept. of Computer Science. Dr. B. Srinivasan, Programme Co-ordinator, had facilitated the session with his brief speech on workshop theme which was really an ice breaking gesture which warmed up the audience to involve enthusiastically in the technical workshop.

The seminar was presided by Dr. T. H. Nazeema, Director, SAS. The chief guests were felicitated with mementos and shawls by the Director, SAS.

The Director emphasizes the importance of awareness on latest IT skills such as User Experience Design, AI and Full Stack Design. She also narrates the growing demand for web developers in the job market. Her chief guest introductory speech which explicated the guest speaker's credibility made the speakers feel welcome and also created a ready-and-motivated-to-listen anticipation among the students.



The Vote-of-Thanks was gestured by Mr. Senthil Kumar, Department of Computer Science, SAS. Gratifying words were showered on behalf of students and faculties of SAS.



## OBJECTIVES

- Shedding light on Website/ Web-App Design and Development.
- Getting productive hand-on experience on Web-App Designing.
- Up gradation of technical/ IT domain skills/ software skills for the students.
- Creating awareness on Portfolio Management.
- Facilitating the students on getting the Web-Development, Mobile App

Design and Digital Marketing certifications.

- Guidance on various professional opportunities as well as career selection.

## **KEYNOTE SPEAKERS**

### **1. Mr. Vignes Darsan – “Web-App Development and Design Thinking”**

The speaker who is alumnus of MIT(USA), grouped the students into various teams and assign them the roles of corporate, describes the workflow among the roles. He also delivered a talk on Design to Development, Web security, Augmented Reality, Virtual Reality, Networking, AI, and Testing. He pointed out the impact of digital marketing and created awareness on Share market and Mutual Fund investments. He had conducted interactive discussion with some of the students and motivated them to become successful professionals. He explained the AI based shopping experience in Amazon Go which embeds all the technologies to give the customers high end shopping experience.

### **2. Mr.Karunamoorthy– “View on Google website design and development”**

The speaker who is alumnus of IIM, dedicated the session to add up students’ employability skills as well as to provide training with certification in Web Development, Portfolio Management and Digital Marketing. The existing risks in Share market and Mutual Funds are informed to the students clearly with the apt video contents and the amble deliverables create alertness on secured investment possibilities

## **SEMINAR OUTCOME**

- ✓ This eye-opener session built the financial investment awareness and exploration among the students. Many of the participants appreciated and were eager to enroll in the workshop programme to hone their skill set.
- ✓ The vibrant participation of students promoted interactive hands-on session in latest IT skills, which enabled them to become successful technocrats.
- ✓ From the results, SAS observed that the students are keen on these kinds of workshops on latest industry demand technologies.

- ✓ Overall workshop presentation triggers young minds to capture the recent updates in IT skills. End of the seminar, the feedback forms were collected from the students, which provided evidence on the productive outcome of the workshop.

### STATISTICAL ANALYSIS

