

COLLOQUIUM IN **BUSINESS INFORMATICS**

14 DEC. 2018

(AN EVENT UNDER BEYOND TWENTY BY 2020)



MOTIVATION

The need to explore **Business Informatics** (BI) at IITB stems from a profound market demand in both academia and practice. B.I. as specialized programs are already successful in many Universities around the world including Europe, USA and Australia and has become regular academic program in many Universities worldwide. Currently successfully conducted in Austria, Belgium, France, Germany, Ireland, Netherlands, Russia, Sweden, Switzerland, Turkey and is establishing in an increasing number of other countries as well as Australia, Malaysia or Mexico.

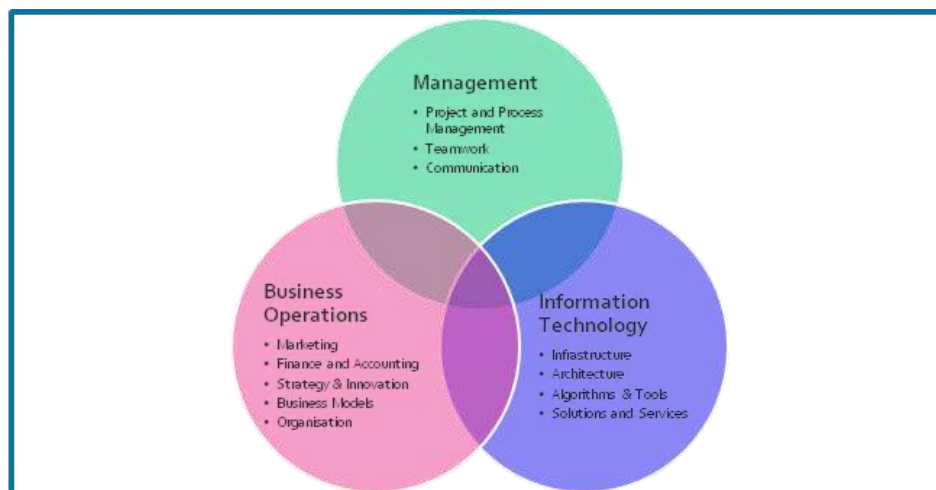
VISION

"**Business informatics (BI)** is a multi-disciplinary subject combining **Information Technology (IT) and Business Management** "

The **Business** part of the studies will acquaint a graduate with organizational theory and business models; the systems approach; evaluation of business performance; functional business areas, like marketing, human resources, logistics and manufacturing.

The **Informatics** part of the studies will develop the potential in collecting, summarizing and interpreting data; computer systems resources; networking and telecommunications; operating systems management; Web and App based architecture design and development, etc. The BI graduate will become a technocrat capable of filling the demand-supply gap along with the graduates in B.I will be able to progress in career through M.Tech. and MBA programs.

The **Business Informatics** is being explored to **produce graduates** equipped to function in entry level business informatics positions with a strong basis for continued career growth and to trigger path breaking research and innovation in the interdisciplinary areas. A BI graduate will be acquainted with problem solving models, techniques and approaches; critical thinking and creativity concepts and techniques; leadership standards; codes of professional conduct; legal and regulatory standards.



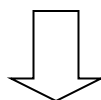
PROPOSED PROGRAM

Person	Title of the Talk	Affiliations	Status
Prof. Sokratis Katsikas	Information Security	Rector-Open University of Cyprus	Confirmed Arrival
Prof. B. M. Mehtre	Technologies for e-Commerce.	IRDBT-Hydrabad	Not yet confirmed
Dr. Pankaj Pandey	FinTech: State of Art	Norwegian University of Science & Technology-Gjovik, Norway	Confirmed with talk
Dr. Madhvenra Mishra	Business Process Modeling & Innovation	Associate Professor-Management studies	Confirmed with talk
Prof. Dr. Vivek Ranga	Digital Marketing: Case based pedagogical approach	Fellow-IIM-Ahmedabad. Dean & Campus Head (IBS-Ahmedabad)	Confirmed with talk
Mr Siddharth Nigam	Insurance & Risk Analytics	[Project Lead-Insurance, L&T Infotech-Pune]	Confirmed with talk

It is also proposed that specialized program be designed taking into consideration the current structure of B.Tech program running at IITA with the available Faculty and other resources available at IITA.

Graduates who complete the Bachelor of Technology (IT) with specialization Business Informatics will obtain a body of knowledge that includes the understanding of recent developments in the information systems. Graduates will have the ability to analyze and evaluate complex problems in a range of different information systems situations.

The colloquium is also to be explored with possibility of proposed UG program integrates core elements from the disciplines of Information Technology, **Business Administration**, Mathematics, **information systems** into a four year (eight Semester) program with tight integration between teaching and research with “Solution Oriented’ focus. BI is developed so that it can bridge the existing skill gap, knowledge divide and Technology convergence.



[Event Registration Link](#)
