"Techno - Social Excellence"
Marathwada Mitramandal's
Institute of Technology (MMIT)
Accredited with "A" Grade by NAAC
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NAAC

Date:30/07/2020

<u>NOTICE</u>

All the students from Computer Engineering department are hereby informed to attend the Guest Lecture on **"Online Industry Internship"**.

Details are given as:

Date:31-07-2020

Time:10:30am

Venue: Google meet

Note: Attendances is mandatory for all BE students.

Coordinator

HOD

Marathwada Mitra Mandal's
INSTITUTE OF TECHNOLOGY(MMIT)
Lohgaon, Pune-47

Department of Computer Engineering
(Academic Year 2020-21)

Report

On

Guest Lecture on Online Industry Internship

Held on
31st July 2020

Coordinator
Mrs. S. T. Shinde

HOD

Guest Lecture Details

Subject: Online Industry Internship

Resource Person: Mr. Kushal Sharma, Prushal Technologies

Attendee: TE and BE Computer Engineering

Organized By: Department of Computer Engineering, MMIT, Lohgaon-411 047

Date: 31st July 2020

Contents of Guest Lecture

The Guest lecture is arranged on Online Industry Internship has covered following points

1. Internet of Things (IOT)

Expert explained the need of upcoming technology. One of the biggest tech trends to emerge in recent years is the Internet of Things. Simply put, the Internet of Things is the idea that all technological devices can be connected to the internet and to each other in an attempt to create the perfect marriage between the physical and digital worlds. How will this impact you? It depends on your industry. For example, for those who work in marketing, advertising, media or business management, IOT could provide a wealth of information on how consumers engage with products by tracking their interactions with digital devices. In turn, this data could be used to optimize marketing campaigns and user experiences.

How it's affecting industries: The really cool thing about IOT is that it's not only changing the way we do business but also the business models we use to do it. For example, pay-per-use models are becoming increasingly popular across all industries as new customer data becomes available.

2. Machine learning

Another exciting emerging technology is machine learning, which is essentially a computer's ability to learn on its own by analyzing data and tracking repeating patterns. For example, social media platforms use machine learning to get a better understanding of how you're connected

with those in your social network. They do this by analyzing your likes, shares and comments and then prioritizing content from your closest connections, serving you that content first.

How it's affecting industries: In addition to shaping your day-to-day interactions with friends on social media, machine learning is also changing the way companies do business with customers. Companies like Google are using machine learning on mobile devices which can continue learning even when offline. The result? Machine learning is reshaping the way businesses interact with their customers in a big way by helping them anticipate and meet customer needs more easily.

3. Virtual reality (VR)

Remember watching movies about virtual reality and thinking how cool it would be if it was actually like that in real life? Well, it's about to be. Although VR has been around since the 1950s, until recently the technology wasn't able to deliver the fully immersive digital experience users have been craving. That's about to change with recent improvements to both hardware and programming, and the effects are going to be felt across almost every industry from retail to education.

4. Digital Marketing

He has explain about online marketing. Online Marketing is an extensive and detailed procedure with long term benefits which include branding, marketing, sales, and after-sales customer relationships. In the age of millennial, reaching your target audience in time and closing sales should be the only concern for any business owner that wants to thrive in the current scenario with an Interactive Global Audience.

5. Internship

Minimum 5 to 6 months internship will be provided by the company based on his technology knowledge and interview will be scheduled with company. Job opening information will be provided by the company.

Three students got the internship in Prushal Technologies after the selection process carrier out by company.