

Atharva Institute of Management Studies

Activity / Event report

Name of event	: IT Talks Episode 17
Link of the page	: http://www.facebook.com/ITTalksForAll
Date(s) of conduction	: 7 August 2021
Class / Sem	: MMS/PGDM (Batch 2020-2022)
Faculty coordinator	: Dr. Shubhi Lall Agarwal, Director, IQAC
Student coordinator/ committee	: Shivang Sharma (MMS) Dhanlaxmi Gainer (MMS)
Resource person	: Mr. Vinay Mistry
Organization	: Co-Equal Associates
Designation	: Founder & Technology Advisor
Contact no.	:
Email ID	:

DESCRIPTION

Objectives:

- *To learn and spread awareness about importance of Strategic Technology planning for Small and Medium businesses.*

Key Takeaways:

- What is strategic planning?
- Difference between planning and strategic planning.
- Steps of strategic planning.
- Understanding how much planning is beneficial for big businesses.
- Understanding the role of technology in business.
- Determining whether there is a chance of survival of the businesses who are trying to go through the old and traditional ways of doing business and keeping themselves away from the technology.
- Educating someone who tries to inculcate or take help of technology for the betterment of their business about the tools and technology they should be using for getting best productivity in their business.
- Importance of planning the implementation and inculcation of technology.
- Learning how the business will grow through the strategic planning of technology.
- Understanding the different steps of the strategic planning of technology.
- Learning whether adapting to these technologies easy or hard for a layman.
- Discussing whether introduction of technology will become a threat to those employees who are not able to cope up with technologies.
- Naming the challenges which are to be faced during the implementation of these technologies.
- Knowing if the privacy and confidential data is at stake when any technology is being used either of customer or business.
- Discussing the steps for training the employees for the same.

- Similarly how the students of graduations and post-graduation can be taught this?
- Looking at the plan of action for Strategic Technology planning for Small and Medium businesses and how they can be implemented effectively.
- Talking about technology bringing innovation to small and medium businesses.
- Difference between strategy and action plan.
- Technology being used in suitable growth of a business.
- Classifying small and medium businesses.
- What is Competitive Advantage of strategic technology?
- Measuring the effectiveness of strategic planning.
- Importance of planning and execution.
- Looking at the new tools of social media marketing that can be used in strategic planning.

FLYER OF THE EVENT



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(Approved by AICTE, DTE, GOVERNMENT OF MAHARASHTRA & AFFILIATED TO UNIVERSITY OF MUMBAI)
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IT AWARENESS PROGRAMME



Episode 16



Shivang Sharma
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)



Mr Vinay Mistry
Founder & Technology Advisor
CoEqual Associates



Dhanlaxmi Gainer
Student, MMS, AIMS
Techno-Ed Enthusiast
(Batch 2020-2022)
(HOST)

Strategic Technology planning for
Small and Medium businesses

7th August, 2021
9:30 AM- 10:30 AM

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Every Alternate
Saturday

Watch Live at <https://www.facebook.com/ittalksforall>

Flyer Designed by: Piyush Chaudhary (MMS)

GLIMPSES

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Sumeet Kamalpuria Great Insiaht!!

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Sumeet Kamalpuria How can technology be implemented in strategic planning? -Sneha Kamalpuria Like · Reply · Pin · 1m

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Shubhi Agarwal Different offers and different products Like · Reply · Pin · 1m

Sumeet Kamalpuria Yes sir review are very important Like · Reply · Pin · 1m

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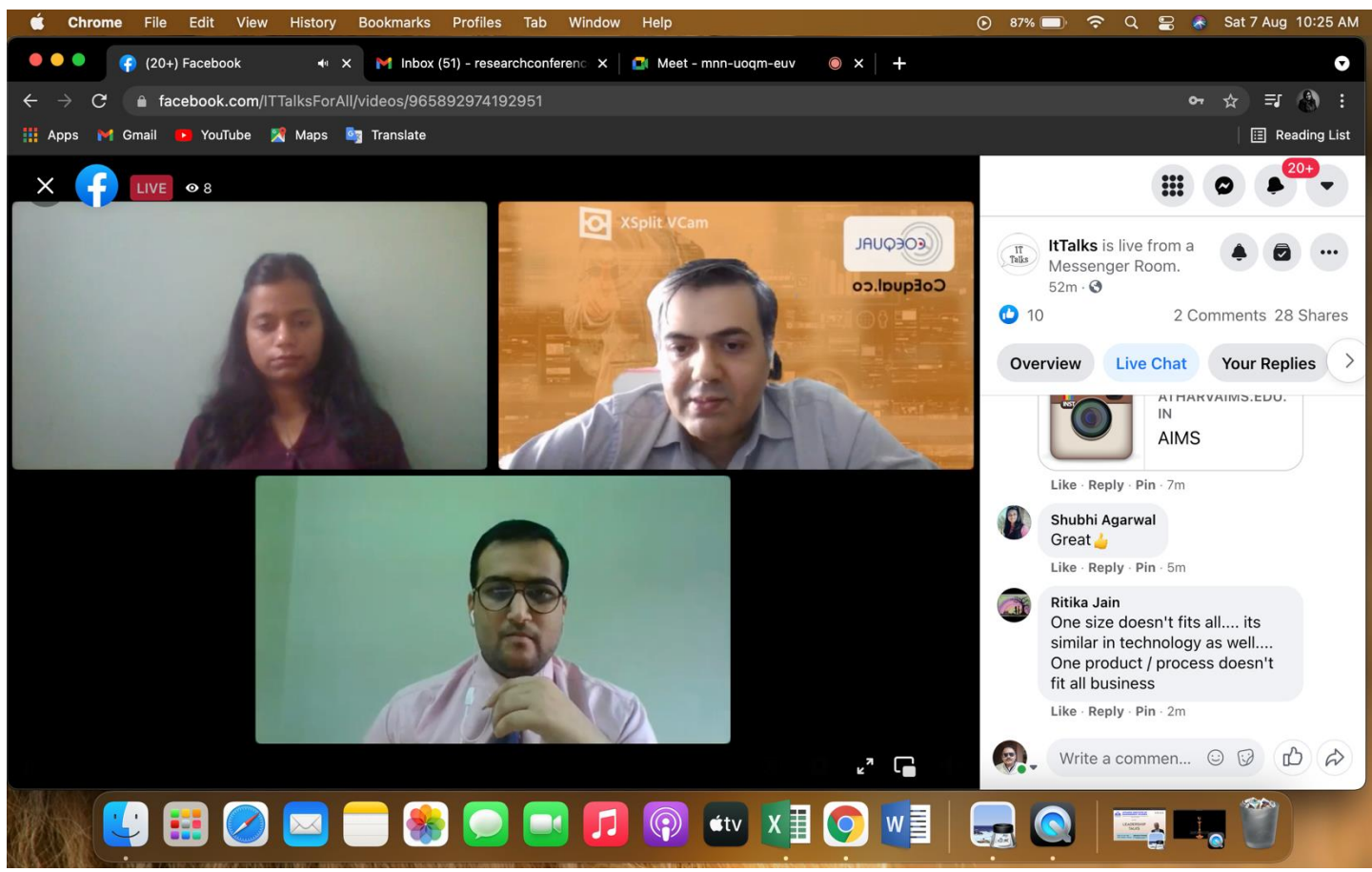
techniques for it ? Like · Reply · Pin · 4m 1

Shubhi Agarwal Organic Like · Reply · Pin · 2m

Sumeet Kamalpuria Sir, What is the appropriate time frame to implement a strategic plan which includes technological advancements? Like it should be implemented in a monthly, quarterly or annually basis? - Sneha Kamalpuria Like · Reply · Pin · 2m

Write a commen...

Mac OS dock with various application icons.



EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks.

Live session was initiated by Shivang Sharma.

Hosting was done by Shivang Sharma and Dhanlaxmi Gainer.

This event was conducted under the guidance of IQAC, AIMS.