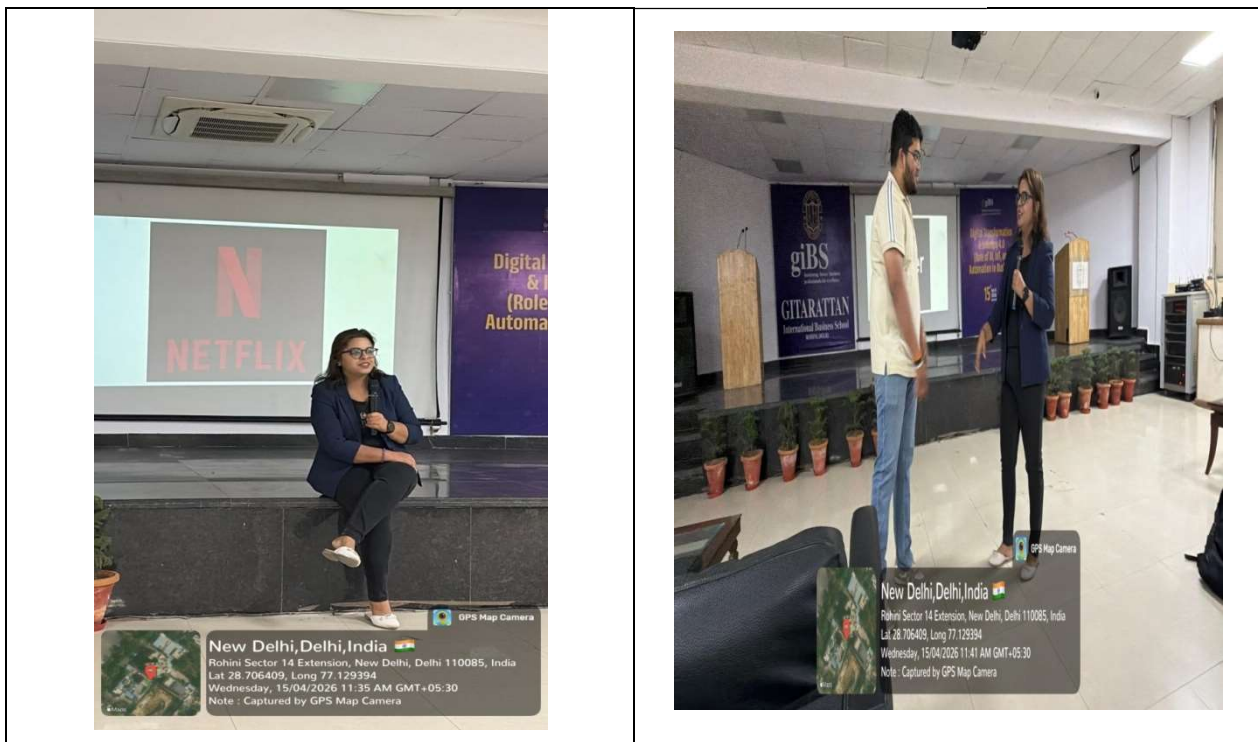


CAREER ADVANCEMENT PROGRAM (CAP)
DIGITAL TRANSFORMATION & INDUSTRY 4.0 (ROLE OF
AI, IOT, AND AUTOMATION IN BUSINESS)
15TH APRIL 2026 (WEDNESDAY)





Gitarattan International Business School organized a Career Advancement Programme on “*Digital Transformation & Industry 4.0 (Role of AI, IoT, and Automation in Business)*” for the final-year BBA and MBA students of the institution. The programme aimed to provide students with insights into emerging digital technologies and their transformative impact on modern business practices.

The programme commenced with a formal welcome, followed by an introduction of the resource person and the objectives of the session. The session aimed to provide students with a deeper understanding of how emerging technologies such as Artificial Intelligence (AI), Internet of Things (IoT), and Automation are reshaping modern businesses. The resource person Ms Rashmi Jain, Founder, Thinkers & Innovator Club began by explaining the concept of Digital Transformation, emphasizing how organizations are integrating digital technologies into all areas of business to improve efficiency, enhance customer experience, and drive innovation. The discussion then moved to Industry 4.0, highlighting the shift from traditional manufacturing and business practices to smart, technology-driven processes.

A significant portion of the session focused on the role of Artificial Intelligence (AI) in decision-making, predictive analysis, and personalization of services. The speaker illustrated real-

worldexamples where AI is being used to automate processes, reduce human error, and improve productivity, how organizations are leveraging these technologies to gain a competitive advantage.

The programme concluded with a question-and-answer session, where students clarified their doubts and gained deeper insights into the subject. Overall, the event proved to be highly informative and beneficial, enhancing students' understanding of Industry 4.0 and preparing them for future career opportunities in a technology-driven business landscape.

FLYER OF THE EVENT



TYPE OF EVENT	Career Advancement Programme
VENUE	Auditorium, GIBS
TIME & DURATION	11:00 AM -1 PM
CONDUCTED BY	CMS Department, GIBS

ORGANISED FOR	BBA (Semester-6), 1st & 2nd Shift, MBA Semester 4, MBA IB Semester 4
NAME OF THE COORDINATOR	Dr. Abhijit Das , Professor, GIBS
ATTENDANCE	147
RESOURCEPERSON	Ms Rashmi Jain, Founder, Thinkers and Innovators Club Mobile:9811328435 Email Id:jain.rashmi398@gmail.com
OBJECTIVES OF THE EVENT	<ul style="list-style-type: none"> • To introduce students to the concepts of Digital Transformation and Industry 4.0. • To create awareness about the role of Artificial Intelligence (AI), Internet of Things (IoT), and automation in modern business practices. • To provide insights into real-world applications of emerging technologies across various business domains. • To encourage students to develop future-ready skills relevant to the digital economy. • To provide insights into career opportunities in technology-driven industries.
LEARNING OUTCOME	The programme successfully enhanced students' awareness of digital transformation and equipped them with foundational knowledge and practical exposure to AI, IoT, and automation, thereby improving their career readiness and employability.
SHORTFALL DURING EVENT	None
LINK OF YOUTUBE VIDEO	https://youtu.be/vX0LLbxFTmA

PREPARED & SUBMITTED BY: DR. ABHIJIT DAS, PROFESSOR CMS, GIBS