



# Montage

NEWSLETTER OF BKBI

EDITION 11, JULY - DECEMBER 2025

## OUR COURSES

MBA (INTEGRATED) IN  
**BUSINESS INTELLIGENCE**

MBA (INTEGRATED) IN  
**DIGITAL MARKETING  
AND ANALYTICS**

MBA (INTEGRATED) IN  
**BUSINESS MANAGEMENT**



**MBA IN  
BUSINESS INTELLIGENCE**

**P.G. DIPLOMA IN  
DATA ANALYSIS**

**EXECUTIVE MBA  
HR, MARKETING, FINANCE**

**INNOVATING  
TODAY, LEADING  
TOMORROW**

Business success relies on the quality  
of decisions informed by data



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## BKBI

Welcome to the latest edition of Montage, where we delve into the latest developments and achievements within our academic community.

Gujarat University stands as a beacon of higher education in India, renowned for its commitment to excellence and innovation since its inception in 1949. As one of the leading universities in the country, Gujarat University has consistently fostered an environment that encourages academic rigor, research, and the holistic development of its students. With a rich history and a dynamic present, the university continues to shape the future of education in Gujarat and beyond.

B.K. School of Professional and Management Studies, a prominent constituent of Gujarat University, is dedicated to nurturing future leaders in the field of management. Established in 1976, the school has earned a reputation for its high standards in teaching, research, and industry engagement. Through its diverse programs and initiatives, B.K. School of Management equips students with the knowledge, skills, and experiences necessary to excel in a competitive global marketplace.

The Department of Business Intelligence at B.K. School of Professional and Management Studies is at the forefront of integrating advanced data analytics and business intelligence into the curriculum. The department focuses on harnessing the power of data to drive informed decision-making and strategic planning. By offering cutting-edge courses and research opportunities, the Department of Business Intelligence prepares students to navigate and lead in an increasingly data-driven world.

In this edition, we are excited to share with you the latest insights, achievements, and events from these esteemed institutions. We hope you find the content both informative and inspiring, reflecting the vibrant academic spirit and forward-thinking approach that define Gujarat University, B.K. School of Professional and Management Studies, and the Department of Business Intelligence.



## FROM THE DESK OF HON. VICE CHANCELLOR

As we look back on the dynamic and inspiring journey of Gujarat University during the October-December 2025 quarter, I am filled with profound pride and optimism at the remarkable momentum our institution has achieved. This period stands as a testament to our unwavering commitment to holistic education, academic excellence, innovation, and nation-building.

Our faculty members, researchers, and scholars have continued to push the frontiers of knowledge through path-breaking research and creative inquiry. Initiatives such as the API Abdul Kalam Centre for Extension, Research and Innovation (CERI) have emerged as powerful catalysts for interdisciplinary collaboration, nurturing innovative ideas and translating research into meaningful societal impact. The enthusiasm of our students in entrepreneurship, innovation, and cross-disciplinary learning further reflects Gujarat University's vibrant academic ecosystem—one that empowers young minds to become thought leaders and change-makers of tomorrow.

Equally inspiring is our resolute focus on sports as an essential pillar of character-building, excellence, and national pride. The visionary development of the Sardar Patel Sports City continues to take shape as a landmark initiative, aimed at creating world-class infrastructure to groom Olympic-standard athletes while instilling timeless values of discipline, perseverance, teamwork, and resilience. Complementing this vision, the successful hosting of the Tennis Premier League (TPL) Season 7 at the Gujarat University Tennis Stadium from 9th to 14th December 2025 brought together India's finest tennis talent. The electrifying matches, exemplary sportsmanship, and vibrant spectator engagement transformed our campus into a celebration of athletic excellence and youthful energy.

These collective achievements across academics, research, innovation, entrepreneurship, and sports underscore Gujarat University's evolving role as a beacon of excellence and a catalyst for building a confident, capable, and forward-looking India. I extend my heartfelt appreciation and congratulations to our faculty, students, researchers, administrators, and all stakeholders whose dedication and teamwork have made these accomplishments possible.

As we move forward, let us continue to dream boldly, work collaboratively, and strive relentlessly toward even greater milestones in service of knowledge, society, and the nation.

Best Wishes,

**Dr, Neerja A Gupta**

Vice Chancellor, Gujarat University



## FROM THE DESK OF DIRECTOR

As we embark on another dynamic academic term, we are reminded of the transformative power of education in shaping minds, inspiring change, and creating meaningful opportunities. At B.K. School of Professional and Management Studies, we do not merely observe this transformation we actively lead it. Our institution thrives on curiosity, nurtures innovation, and upholds excellence as a defining principle.

BKSPMS stands as a centre of academic progress, where the integration of knowledge and creativity generates ideas that extend beyond conventional boundaries. We take pride in cultivating an ecosystem that empowers both students and faculty to question assumptions, explore new possibilities, and pursue excellence in every endeavour.

I am pleased to acknowledge the remarkable achievements of our academic community in recent times. From impactful research initiatives to projects addressing real-world challenges, these collective efforts continue to enrich academic discourse while contributing meaningfully to the professional and societal landscape.

As we move forward, let us do so with renewed enthusiasm, guided by a shared vision of growth, integrity, and innovation. Together, we are not only members of an institution but contributors to a larger mission one that aspires to inspire, innovate, and lead with purpose.

**With pride and optimism,**

**Prof. (Dr.) Prateek Kanchan**

Director and Professor

B.K. School of Professional and Management Studies,  
Gujarat University



## FROM THE DESK OF EDITOR IN CHIEF & HEAD

Dear Readers,

It is with great pride and pleasure that I present the 11th Edition of Montage, the flagship newsletter of the Department of Business Intelligence. This publication stands as a reflection of our department's shared vision, academic rigour, and unwavering commitment to excellence.

This edition offers a comprehensive overview of the department's academic and co-curricular endeavours. From impactful national-level seminars that advance discourse in business intelligence to the noteworthy achievements of our students, who continue to contribute meaningfully to academia and society, Montage captures the spirit of innovation and dynamism that defines our department.

I extend my sincere appreciation to the editorial team and all contributors for their dedication and meticulous efforts in bringing this edition to fruition. Their commitment to quality and precision is evident in every article and feature presented in these pages.

As you engage with this edition, I am confident you will find inspiration in the collective achievements of our students, faculty members, and collaborators. Each narrative reflects the creativity, perseverance, and intellectual curiosity that drive our academic community forward.

Your valuable feedback and suggestions are always welcome as we continue to enhance Montage as a platform for knowledge sharing, inspiration, and engagement. Together, let us strive to ensure that future editions continue to represent the evolving excellence of our department.

Thank you for your continued support. I hope this edition proves to be enriching, insightful, and inspiring.

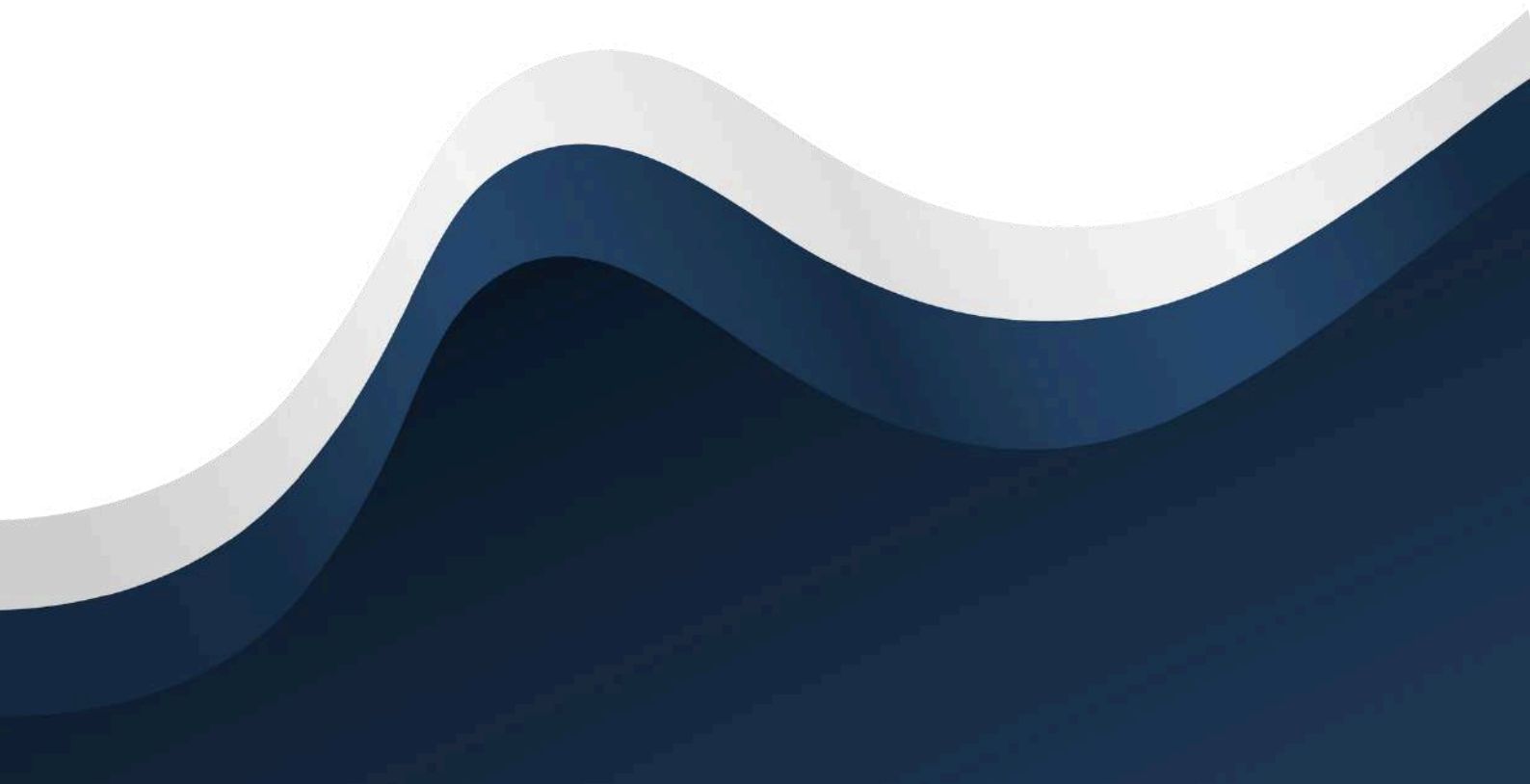
**Warm regards,**

**Prof. (Dr.) Mamta Brahmbhatt**

Professor and Head (Department Business Intelligence)  
B.K. School of Professional and Management Studies,  
Gujarat University



**AWARD AND**  
**ACHIEVEMENT**



2025

# WORLD FIRST AID DAY

The Department of Business Intelligence, BKSPMS, Gujarat University, proudly participated in the State Level Felicitation Function organized by the Indian Red Cross Society, Gujarat State Branch, on the occasion of World First Aid Day 2025. Our department was honored with an award for facilitating First Aid Training for students – an initiative that equips individuals with life-saving skills.



This recognition reflects DBI's commitment to promoting care, responsibility, and humanity while empowering our community to respond effectively in health-related emergencies. We celebrate this achievement as a step towards building a safer and more aware society.



2025

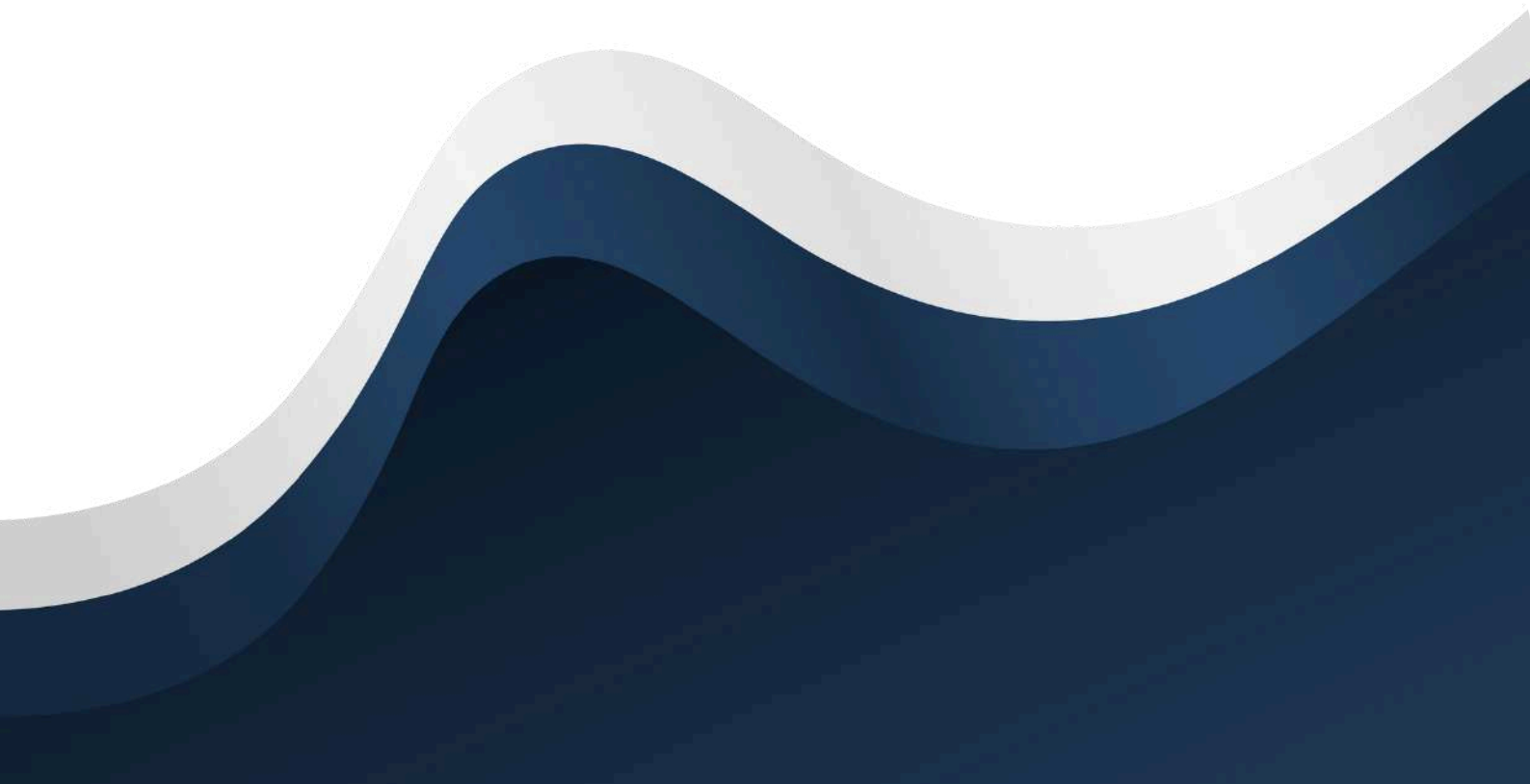
# YUVAAMRUT GUJARAT UNIVERSITY YOUTH FESTIVAL

The Department of Business Intelligence, BKSPMS, Gujarat University, proudly celebrates the outstanding achievements of its students at the Youth Festival "Yuvaamrut 2025." Our talented participants delivered the Best Performance in Clay Modelling at the South Zone, secured 1st Position in Documentary at the University Level, and earned 3rd Position in Short Film. These remarkable wins reflect the creativity, dedication, and competitive spirit of our students, bringing immense pride and recognition to the department. Heartiest congratulations to all participants and winners for making the department shine!





**NEWS**S



## CITY BHASKAR 20-07-2025

Orientation Week of Department featured in City Bhaskar 20-07-2025

### બિઝનેસ ઇન્ટેલિજન્સના સ્ટુડન્ટ્સ માટે કાર્યક્રમ યોજાયો ઓરિએન્ટેશન પ્રોગ્રામમાં સ્ટુડન્ટ્સને કોમ્યુનિકેશન સ્કિલ શીખવાડાઈ



**અમદાવાદ:** ડિપાર્ટમેન્ટ ઓફ બિઝનેસ ઇન્ટેલિજન્સના પ્રથમ સેમેસ્ટરના સ્ટુડન્ટ્સ માટે ઓરિએન્ટેશન કાર્યક્રમ યોજાયો. જેમાં તેમને કોલેજના શૈક્ષણિક માહોલ, તંત્રના મહત્વપૂર્ણ પાસાથી અવગત કરાયા.

વિદ્યાર્થીઓને કેમ્પસની સુવિધા જેમકે, લાઈબ્રેરી, કોમ્પ્યુટર લેબ,

ઈ-લર્નિંગ પોર્ટલ અને અન્ય શૈક્ષણિક સંસ્થા વિશે માહિતી અપાઈ. વિદ્યાર્થીઓ એકબીજા સાથે કોમ્યુનિકેશન કરી શકે માટે ટીમ બનાવી એક્ટિવિટી સોંપાઈ. ઉપરાંત સ્ટુડન્ટ્સમાં ટીમ વર્ક, લીડરશીપના ગુણ બહાર લાવી શકાય માટે ઇન્ટરેક્ટિવ ગેમ્સ પણ રમાડવામાં આવી હતી.

## GUJARAT SAMACHAR 05-08-2025

Orientation of Department featured in 05-08-2025

### ઓરિએન્ટેશન યોજાયું



ગુજરાત યુનિ. ડિપાર્ટમેન્ટ ઓફ બિઝનેસ ઇન્ટેલિજન્સમાં પ્રથમ વર્ષમાં પ્રવેશ મેળવનાર સ્ટુડન્ટ્સ માટે ઓરિએન્ટેશન પ્રોગ્રામનું આયોજન કરાયું હતું, જેમાં કલ્ચરલ કમિટી દ્વારા ફેશર્સ ગેમ ફિએસ્ટાનું આયોજન કરાયું હતું.

## CITY BHASKAR 21-08-2025

### GENZ BUZZ

કેમ્પસમાં 3 દિવસ સેલિબ્રેશનનું બજેટ 12-15 હજાર છે, કલ્ચરલ પ્રોગ્રામ યોજાય છે

### સ્ટુડન્ટ્સ ફેસ્ટિવ સેલિબ્રેશનથી મેનેજમેન્ટ શીખે છે



**અમદાવાદ:** ગણેશ ચતુર્થી દરમિયાન શહેરની વિવિધ કોલેજમાં ગણેશજીની મૂર્તિની સ્થાપના કરવામાં આવે છે. જેમાંના ગુજરાત યુનિવર્સિટીના વિવિધ ડિપાર્ટમેન્ટમાં બાપ્પાની 1-3 દિવસ માટે સ્થાપના કરવામાં આવે છે. વિદ્યાર્થીઓ કેમ્પસમાં નાશિક ઢોલ-નગારા સાથે બાપ્પાનું આગમન કરે છે અને તેમની સ્થાપના કરે છે. આ ફેસ્ટિવ સેલિબ્રેશનમાં પ્રોફેસર અને સ્ટાફ મેમ્બર્સ

પણ સ્ટુડન્ટ્સ સાથે જોડાય છે. આ અંગે બી.કે. કોલેજ ઓફ મેનેજમેન્ટના પ્રો. ડો. નોએલ ગ્રલીવાલાએ જણાવ્યું કે, 'દરેક તહેવાર માટે વિદ્યાર્થીની કમિટી બનાવવાય છે. ગણેશ ચતુર્થી દરમિયાન તે કમિટી જે પ્રમાણે નક્કી કરે તે પ્રકારે સેલિબ્રેશન યોજાય છે. જેનાથી સ્ટુડન્ટ્સમાં મેનેજમેન્ટ, ક્રિએટિવિટી, ફાઈનાન્સિયલ મેનેજમેન્ટ વગેરે જેવી સ્કિલ પણ ઉવલ્લખ વાય છે.

- ગણેશજીની મૂર્તિને દર વર્ષે કોઈક ને કોઈક વિદ્યાર્થી સ્પોન્સર કરે છે. જેથી મૂર્તિ માટેના પૈસા ઉઘરાવવાની જરૂરિયાત નથી પડતી.
- સ્થાપના બાદ મૂર્તિની સવાર- સાંજ આરતી માટે વિદ્યાર્થીઓની કમિટીની રચના કરવામાં આવે છે.
- દરરોજ આરતી બાદ પ્રસાદ માટે કોઈક ને કોઈક વિદ્યાર્થી સ્પોન્સર કરે છે. ઘણી વાર સ્પોન્સર ન મળે ત્યારે, વિદ્યાર્થીઓ ફાળામાં ઉઘરાવેલા પૈસાથી પ્રસાદ તૈયાર કરાવે છે.
- 3 દિવસ દરમિયાન ગણેશજીની સ્થાપના માટે અંદાજે 15 હજારનો ખર્ચ વતી હોય છે. જેના માટે વિદ્યાર્થીઓ કેમ્પસમાં ફાળો ઉઘરાવે છે.
- જ્યાં સુધી ગણેશજીની મૂર્તિ કોલેજ કેમ્પસમાં હોય ત્યાં સુધી વિદ્યાર્થીઓ મૂર્તિ સાથે રાત્રે રોકાવવાનો ટાર્ગેટિંગ પણ સેટ કરે છે.
- મોટા ભાગે મૂર્તિ 2.5 થી 3 ફૂટની ઊંચાઈ ધરાવતી હોય તેવી જ પસંદગી કરવામાં આવે છે.
- મૂર્તિનું વિસ્થાપન પણ કોલેજ કેમ્પસમાં જ એક મોટા પાસામાં કરી દેવામાં આવે છે.
- સ્થાપનાથી વિસ્થાપન સુધીના સમયમાં કોલેજમાં કલ્ચરલ કાર્યક્રમોનું પણ આયોજન કરવામાં આવે છે.

Ganesh Stapna, Utsav and Visarjan tradition of the Department featured in City Bhaskar 21-08-2025

## CITY BHASKAR 26-08-2025

Graduation Day of the Department featured in City Bhaskar 26-08-2025

યુનિવર્સિટી રેન્કર્સને ટ્રોફી એનાયત કરવામાં આવી  
**ગ્રેજ્યુએશન સેરેમની યોજાઈ**  
બિઝનેસ ઈન્ટેલિજન્સની ડિગ્રી એનાયત કરાઈ



### CEREMONY

**અમદાવાદ :** ડિપાર્ટમેન્ટ ઓફ બિઝનેસ ઈન્ટેલિજન્સ, બી.કે. સ્કૂલનો ગ્રેજ્યુએશન ૩૦ યોજાયો. ડિપાર્ટમેન્ટની બીજી બેચના ૩૦ જેટલા વિદ્યાર્થીઓ પાસે થયા હતા. કાર્યક્રમમાં મુખ્ય અતિથિ તરીકે એન્જિનિયર બી.એસ. યાદવ એજ્યુપ્રિન્સિપલ મિહિર મેહતા અને ગુજરાત યુનિવર્સિટીના વાઈસ ચાન્સેલર ડૉ. નિરજ ગુપ્તા ઉપસ્થિત રહ્યાં હતાં. જેમણે વિદ્યાર્થીઓને

ઉજ્જવળ ભવિષ્યની શુભેચ્છાઓ પાઠવી હતી. તેમજ ડિપાર્ટમેન્ટના અધ્યક્ષ ડૉ. મમતા બ્રહ્મભટ્ટે નવા સ્નાતકોને જીવનમાં નૈતિકતા અપનાવવાની પ્રેરણા આપી હતી. કાર્યક્રમમાં વિદ્યાર્થીઓને ડિગ્રી, યુનિવર્સિટી રેન્કર્સને ટ્રોફી એનાયત કરવામાં આવી હતી. સાથે વર્ષ દરમિયાન કોલેજ એક્ટિવિટીમાં ઉત્કૃષ્ટ પ્રદર્શન આપનાર વિદ્યાર્થીઓનું સન્માન પણ કરવામાં આવ્યું. કાર્યક્રમમાં વિદ્યાર્થીઓએ ફોટોસેશન પણ કરાવ્યું હતું.

## GUJARAT SAMACHAR PLUS 12-09-2025

Students of the Department featured in Gujarat Samachar Plus 12-09-2025 for participating in One Act Play at the Gujarat University Youth Festival 2025

**લેખક અધૂરો જ સારો લાગે જેથી તેને કંઈક લખવાની ઈચ્છા થઈ શકે**



આ નાટકમાં લેખકની અસમજસ મનોવૃત્તિનું ચિત્રણ કરાયું હતું, જેમાં ગોપી નામના લેખકની જીવનની વાત છે. માયા નામનો અવાજ તેને ખૂબ પરેશાન કરે છે અને તેના કારણે તેના સ્વભાવ અને વર્તનમાં ઘણો બદલાવ આવે છે. એક વાચકની સલાહથી તે માયાની શોધમાં નીકળી પડે છે. મુસાફરી કરતા તેને કોઈ અજાણી વ્યક્તિ દ્વારા ગામનું નામ જેનું અસ્તિત્વ નથી ત્યાં લેખક માયાની શોધમાં નીકળે છે. ત્યાં તેને એક બીજો લેખક મળે છે જે તેને આ માયાથી સભાન કરાવવા પ્રયત્ન કરે છે. પરંતુ લેખક ત્યાંથી ભાગી જાય છે અને માયાને શોધતો રહે છે. અંતે કલ્પનામાં તે મૃત્યુ પામે છે.

**કલાકારો-** મીત ઓડેદરા, મૌલિક ચાવડા, નિતા આહિર, ધ્રુવ રત્નાવત, આર્થી પટેલ, યશ મકવાણા, હર્શિવ પ્રજાપતિ, યશ ઘેલોતર, કિશ પ્રજાપતિ  
**દિગ્દર્શક-લેખક-** કાર્તિક પરમાર  
**કોલેજ-** ડિપાર્ટમેન્ટ ઓફ બિઝનેસ ઈન્ટેલિજન્સ

## CITY BHASKAR 29-08-2025



Department featured in City Bhaskar 29-08-2025

• ગુજરાત યુનિવર્સિટીના બી.કે સ્કૂલ ઓફ મેનેજમેન્ટના વિદ્યાર્થીઓએ ઢોલ-નગારાં સાથે ગણેશજીની સ્થાપના કરી

## CITY BHASKAR 12-09-2025

Fresher's Party of the Department featured in City Bhaskar 12-09-2025



FRESHER'S PARTY

ફેશર્સ ટેગ કોમ્પિટિશન સાથે ફેશર્સ પાર્ટી સેલિબ્રેશન સ્ટુડન્ટ્સની #વાઈબ ચેક



અમદાવાદ : ગુજરાત યુનિવર્સિટીના ડિપાર્ટમેન્ટ ઓફ બિઝનેસ ઈન્ફોર્મેશન ટેકનોલોજીના વિદ્યાર્થીઓ દ્વારા આયોજિત ફેશર્સ પાર્ટીમાં જુનિયર્સ અને સિનિયર વિદ્યાર્થીઓએ બેચા મળીને મ્યુઝિક, ડાન્સ અને ફન એક્ટિવિટીમાં પાર્ટિસિપેટ કર્યું હતું. આ ફેશર્સ પાર્ટીમાં બેચલર અને માસ્ટરસની નવી બેચના વિદ્યાર્થીઓમાંથી મિસ્ટર અને મિસ ફેશર્સનું ટેગ આપતી કોમ્પિટિશનનું પણ આયોજન કરવામાં આવ્યું હતું. જેના માટે વિદ્યાર્થીઓએ રેમ્પ વોક પણ કર્યું હતું. આ ફન પાર્ટીમાં સ્ટુડન્ટ્સે ફેન્ડસ અને ગ્રુપ સાથે ફોટોગ્રાફી, વેલી ડ્રાક કરાવી. ટેન્ડિંગ ટીલ્સ પણ બનાવી હતી.

## GUJARAT SAMACHAR PLUS 12-09-2025

Himani Rathod of the Department featured in Gujarat Samachar Plus 12-09-2025 for participating in Light Vocal Solo at the Gujarat University Youth Festival 2025

### લાઈટ વોકલ સોલો



શૈલી દેસાઈ  
આર.જે.તિબ્રેવાલ  
કોમર્સ કોલેજ



હિમાની રાઠોડ  
ડિપાર્ટમેન્ટ ઓફ  
બિઝનેસ ઈન્ફોર્મેશન



બુશી શાહ  
સેન્ટર ફોર  
પ્રોફેશનલ કોર્સિસ

## CITY BHASKAR 12-09-2025

### YOUTH FESTIVAL

નાટક, પેઈન્ટિંગ, માઈમ, સંગીત જેવી સ્પર્ધાઓમાં સ્ટુડન્ટ્સની ક્રિએટિવિટી જોવા મળી

## આર્ટ અને સંસ્કૃતિ દ્વારા સામાજિક સમસ્યાને વ્યક્ત કરી

અમદાવાદ : ગુજરાત યુનિવર્સિટીના એલિસાબેથ સાર્વથ ગ્રેન યુથ ફેસ્ટિવલ અંતર્ગત કેમ્પસમાં વિવિધ કલ્ચરલ એક્ટિવિટીઝનું આયોજન કરાયું. જેમાં વહેલી સવારે યોજાયેલ પરેડમાં વિદ્યાર્થીઓએ વિવિધ સાંસ્કૃતિક પ્રસ્તુતિઓ આપી હતી. ઉપરાંત માઈમ, કલાસિકલ ડાન્સ, શોક ઓકેસ્ટ્રા, લાઈટ વોકલ સોલો, ઈન્ડિયન ગ્રુપ સોન્ગ, વેસ્ટર્ન વોકલ સોલો, વેસ્ટર્ન વોકલ ગ્રુપ, એલોક્યુશન, સ્પોટ ફોટોગ્રાફી-કાર્ટૂનિંગ, આન ધ સ્પોટ પેઈન્ટિંગ, પોસ્ટર મેકિંગ જેવી સ્પર્ધાઓ યોજાઈ. જેમાં વિદ્યાર્થીઓએ ક્રિએટિવિટી રજૂ કરી.



• એક લેખક જ્યારે પોતે રચેલા કિસ્સાઓથી ઘેરાયેલો રહે ત્યારે તેની મનોસ્થિતિ કેવી બની જાય છે તે બબ્બાને રજૂ કરતું નાટક માયા ભણવવામાં આવ્યું જેમાં એક એવા લેખકની અસમજસ મનોવૃત્તિનું ચિત્રણ કરવામાં આવ્યું જે માયા નામના કિસ્સાને રોષથી રહ્યો છે તેની શોધબોધમાં લેખકની જનીને રસાદ રીતે રજૂ કરવામાં આવી.



• જમીન માટે ભાઈ-ભાઈ વચ્ચેનો ગ્રહણી, પતિની જમીન માટે કુટુંબીજનો દ્વારા થતા અત્યાચાર અને સમાજની મર્યાદાઓના બદલમાંથી આગ્રહ થવા માટે એક વિદ્યાર્થીની લડતને નાટકમાં વણી લેવાઈ જમીન-ટાઈટલ સાથે ભણવવામાં આવેલ આ નાટકમાં સ્ત્રી સશક્તિકરણની બબ્બાને વણી લેવામાં આવી હતી.



• સોશિયલ મીડિયા ઓબ્સેશન, વૈન વાઈડાઈ ગ્રોઝ ડાર્ટન અને કામન મેન સ્ટુડન્ટ જેવા વિષય પર વિદ્યાર્થીઓએ આન ધ સ્પોટ પેઈન્ટિંગમાં પોતાની પ્રતિભા રજૂ કરી.



• ઈન્સ્ટોલેશન, મ્યુઝિક અને માઈમ જેવી કોમ્પિટિશનમાં વિદ્યાર્થીઓએ ક્રિએટિવિટીની પ્રસ્તુતિ કરી હતી.

The Youth Festival participation of the Department featured in City Bhaskar 12-09-2025



## GUJARAT SAMACHAR PLUS 14-09-2025

Fresher's Party of the Department featured in Gujarat Samachar Plus 14-09-2025



## CITY BHASKAR 18-09-2025

### લાઈફ સ્કિલ ટ્રેનિંગનું આયોજન કરાયું



Department featured in City Bhaskar 18-09-2025

ગુજરાત યુનિવર્સિટી કેમ્પસમાં ડિપાર્ટમેન્ટ ઓફ બિઝનેસ ઇન્ટેલીજન્સ દ્વારા લાઈફ સ્કિલ ટ્રેનિંગનું આયોજન કરાયું. વિદ્યાર્થીઓ માટે ઈન્ડીયન રેડક્રોસના સહયોગથી આ લાઈફ સ્કિલ ટ્રેનિંગ યોજાઈ. જેના થકી વિદ્યાર્થીઓને CPR, પ્રાથમિક સારવાર, ટ્રોમા ટ્રેનિંગ અપાઈ હતી.

## CITY BHASKAR 20-09-2025

Department featured in City Bhaskar 20-09-2025

૩ દિવસીય સેશન થકી વિદ્યાર્થીઓને ખાસ માહિતી અપાઈ  
**લાઈફ સ્કીલ શીખવાડાઈ**  
ઈમરજન્સી દરમિયાનના વર્તનની ટીપ્સ આપી



### SPECIALY SESSION

અમદાવાદ : ડિપાર્ટમેન્ટ ઓફ બિઝનેસ ઈન્ટેલિજન્સ દ્વારા વિદ્યાર્થીઓને ૩ દિવસના વિવિધ સેશન થકી લાઈફ સ્કીલ શીખવવામાં આવી, જેમાં જાણીતી કંપનીઓના એક્સપર્ટ દ્વારા વિદ્યાર્થીઓને સીપીઆર, ફર્સ્ટ એડ, ઈનકેન્ટ સીપીઆર કેવી રીતે આપવું તેમજ કઈ પરિસ્થિતિમાં આપવું તે અંગે માહિતી આપવામાં આવી. એક્સપર્ટ્સ અકસ્માત થાય તો ઈજા પામેલ કે બીમાર વ્યક્તિને હોસ્પિટલ પહોંચાડીએ ત્યાં સુધી પ્રાથમિક સારવારથી યોગ્ય રીતે બચાવ થઈ શકે, તે અંગે લાઈફ સ્કીલ ટ્રેનિંગ આપી હતી. વિદ્યાર્થીઓને હાર્ટએટેકની પરિસ્થિતિમાં હાર્ટ હોસ્પિટલ પહોંચે તે પહેલાં સીપીઆર, ઈનકેન્ટ સીપીઆર કે પંપીંગ આપીને હાર્ટમાં રોકત આપવાની તાલીમ આપી. આગની પરિસ્થિતિ, કરંટની પરિસ્થિતિ, અસ્વમાના એટેક વખતે પંપીંગ કરવું, ઉનાળામાં ગરમીને લીધે ચક્રર આવે તો પાણીમાં ઓઆરએસ મેજવીને આપવું, ઝેરી ડંખથી બચાવવા કપડાથી ટાઈટ બાંધવું જેવી ટિપ્સ અપાઈ.

## CITY BHASKAR 25-09-2025

Navratri Celebration of Department featured in City Bhaskar 25-09-2025



### TRENDING GARBA RATRI

**ટ્રેન્ડ અને પ્રાચીન પરંપરાના સમન્વય સાથે ગરબા**  
સ્ટુડન્ટ્સે ખાસ ટ્રેડિશનલ આઉટફિટમાં ગરબા, ડાકલા, ટીમલી, રાસની રમઝટ બોલાવી  
અમદાવાદ: ડિપાર્ટમેન્ટ ઓફ બિઝનેસ ઈન્ટેલિજન્સ દ્વારા નવરાત્રીનું આયોજન કરવામાં આવ્યું હતું. જેમાં વિદ્યાર્થીઓએ નવા ટ્રેન્ડ અને પ્રાચીન પરંપરાગત ગરબાના સમન્વય સાથે નવરાત્રીની મજા માણી હતી. વિદ્યાર્થીઓએ ટ્રેડિશનલ આઉટફિટમાં ગરબા, ડાકલા, ટીમલી, રાસની રમઝટ બોલાવી હતી.

## GUJARAT SAMACHAR PLUS 14-10-2025



Foundation Day of the Department  
Featured in  
Gujarat Samachar Plus  
14-10-2025

ગુજરાત યુનિવર્સિટીના બી.કે. સ્કૂલના ડિપાર્ટમેન્ટ ઓફ બિઝનેસ ઈન્ટેલિજન્સમાં પાંચમા ફાઉન્ડેશન ડેની ઉજવણી કરવામાં આવી હતી, જેમાં હાલ અભ્યાસ કરતા સ્ટુડન્ટ્સ અને અલ્યુમ્નાઈએ મ્યુઝિકના તાલે ડાન્સ, ડ્રામા, ડિબેટ કરી દિવસને યાદગાર બનાવ્યો હતો.

## CITY BHASKAR 22-10-2025

Students of Department, Dhruv Vala and Mehul Prajapati featured in City Bhaskar 22-10-2025 for their Research



અમદાવાદ-સિટીભાસ્કર 22-10-2025

### FOOD PREFERENCE સોશિયલ મીડિયા ઈન્ફ્લુએન્સરથી યંગસ્ટર્સ કેવી રીતે પ્રભાવિત થાય છે તે અંગે સરવે કરાયો યંગસ્ટર્સ કાફેના ફૂડ રિવ્યૂ માટે ઈન્ફ્લુએન્સર પર આધાર રાખે છે

અમદાવાદ : ડિજિટલ યુગમાં Gen Z માટે સોશિયલ મીડિયા સહિત અન્ય પ્લેટફોર્મ પર સક્રિય ફૂડ વ્લોગર્સ હવે યંગસ્ટર્સ માટે ફૂડ સિલેક્શનના નવા માર્ગદર્શકો બની ગયા છે. તેમના સ્ટાઈલિશ પ્રેઝન્ટેશન, રિવ્યૂ, રેકોર્ડ એસ્ટેટિક જેનરીને નવી જગ્યા, રેસિપી, બ્રાન્ડ્સ સિલેક્ટ કરવાની પ્રેરણા આપે છે. જે અંગે સરવે બીકે સ્કૂલ ઓફ બિઝનેસ મેનેજમેન્ટ-ડિપાર્ટમેન્ટ ઓફ બિઝનેસ ઈન્ટેલિજેન્સના વિદ્યાર્થીઓએ કર્યો છે. ધ્રુવ વાળા અને મેહુલ પ્રજાપતિએ ડૉ. મમતા બ્રહ્મભટ્ટના માર્ગદર્શન હેઠળ આ સર્વે કર્યો છે. સરવે દર્શાવે છે કે, 80% યંગસ્ટર્સ વ્લોગર્સથી ઈન્ફ્લુએન્સ થઈને કાફે અને રેસ્ટોરાંમાં જવાનું નક્કી કરે છે.

18-25 વર્ષની વય ધરાવતા પ્રતિસાદકો પર કરાયેલા સરવે અનુસાર...

57%	પાટિસિપેન્ડ્સ મહિલા છે મહિલાઓ ફૂડ વ્લોગર્સના કોન્ટેન્ટ વધુ પુષ્ટિ છે.	70%	લોકોને ઈન્ફ્લુએન્સરના રેકોર્ડ્સ આકર્ષક લાગે છે.
44.53%	લોકો માને છે કે, ફૂડ વ્લોગર્સ યોગ્ય ફૂડ પ્રોડક્ટ માટે વિશ્વસનીય રેકોર્ડ્સ છે.	60%	લોકો સ્વીકાર કરે છે કે, સુંદર અથવા પ્રેઝન્ટેબલ વ્લોગર્સની જાહેરાતો પર તેઓ વધારે ધ્યાન આપે છે.
50%	પાટિસિપેન્ડ્સ માને છે ઈન્ફ્લુએન્સર દ્વારા રેકોર્ડ્સ કરાયેલી ફૂડ પ્રોડક્ટ્સ યોગ્ય અને ગુણવત્તાસભર હોય છે.	68%	પાટિસિપેન્ડ્સ માને છે કે, ફૂડ વ્લોગર્સ ગ્રાહકો માટે પ્રતિબદ્ધ છે.
58%	પાટિસિપેન્ડ્સ અનુસાર, ફૂડ વ્લોગર્સને વધુ અનુભવ હોય છે.	80%	પાટિસિપેન્ડ્સ માને છે કે, ફૂડ વ્લોગર્સ દ્વારા ભલામણ એ રીતે કરાય છે કે, ફૂડ પ્રોડક્ટ્સ ખરીદવાની તેમની ઈચ્છા વધે છે.

યંગસ્ટર્સનું માનવું છે કે, વ્લોગર્સ યોગ્ય અને સચોટ રિવ્યૂ આપે છે



સોશિયલ મીડિયા પર જ્યારે કોઈ ફૂડ વ્લોગર નવી ડિશ અથવા કાફે વિશે પોસ્ટ કરે, ત્યારે યંગસ્ટર્સની ઈચ્છા થાય છે કે, ત્યાં જઈને તે ડિશ ટ્રાય કરે. ફૂડ વ્લોગર્સના રિવ્યૂ તેમને ટ્રસ્ટવર્થી લાગે છે. યુટ્યુબ પર વ્લોગ જોવાથી ખાવાની જગ્યાનો મહાહોલ સમજાય છે. ઘણાં વ્લોગર્સ સાચી માફિતી આપે છે જેથી યંગસ્ટર્સને નિર્ણય લેવામાં સરળતા રહે છે. વ્લોગર્સ એટ્રેક્ટિવ રીતે ફૂડ રજૂ કરે છે અને બોનેસ્ટ રિવ્યૂ આપે છે તેવું યંગસ્ટર્સ માને છે. સર્વે અનુસાર, જનક્રીમાં ખસ કરીને મહિલાઓ ડિજિટલ પ્લેટફોર્મ પર ફૂડ વ્લોગર્સના કોન્ટેન્ટને વધુ એક્ટિવ રીતે ટીલો કરે છે. જેથી ફૂડ હવે સ્વાદ નહીં પણ કોન્ટેન્ટ ક્રેઝમશનનો એક ભાગ બની ગયો છે. જ્યાં ફૂડ વ્લોગર્સ યંગસ્ટર્સ માટે વિશ્વાસ, પ્રેરણા અને પસંદગીનું માધ્યમ બની ગયા છે. • ધ્રુવ વાળા અને મેહુલ પ્રજાપતિ, વિદ્યાર્થી

## GUJARAT SAMACHAR PLUS 21-12-2025

Music Club of Department featured in Gujarat Samachar Plus 21-12-2025. Omisha Jetly- Coordinator of our Music Club also featured in the article

### વિદ્યાર્થીઓના સ્ટ્રેસને દૂર કરી નવી એક્ટિવિટી સાથે જોડતી 'મ્યુઝિક ક્લબ' સંગીતના માધ્યમથી વિદ્યાર્થીઓની સર્જનાત્મક અભિવ્યક્તિ

**સા** કેમ્પસના રોજિંદા અભ્યાસ અને દોડધામભર્યા જીવન વચ્ચે, જ્યાં શબ્દો ઓછા પડે ત્યાં સંગીત બોલે છે. એવા જ સ્વરોથી જોડાયેલા કેટલાક ઉત્સાહી વિદ્યાર્થીઓએ મળીને રચી છે એક અનોખી મ્યુઝિક ક્લબ. જ્યાં રાગ માત્ર ગાવા માટે નથી પરંતુ લાગણીઓ વ્યક્ત કરવાની એક ભાષા છે.

ગુજરાત યુનિવર્સિટીના બિઝનેસ ઈન્ટેલિજેન્સ ડિપાર્ટમેન્ટના વિદ્યાર્થીઓ દ્વારા વિદ્યાર્થીઓને સ્ટ્રેસ ફ્રી તેમજ એકસ્ટ્રા એક્ટિવિટી માટે પ્રોત્સાહિત કરવા 'મ્યુઝિક ક્લબ'



ચલાવવામાં આવે છે, જેમા ગ્રૂપના મેમ્બર્સ સાથે ડિપાર્ટમેન્ટના વિદ્યાર્થીઓ ન્યૂ બોલિવૂડ સોન્ગ તેમજ જૂના ગીતો એકસાથે ગાઈને મજા માણે છે. ક્લબ વિશે ઓમિશા જેટલીએ કહે છે કે, અમે ૨૦૨૧માં

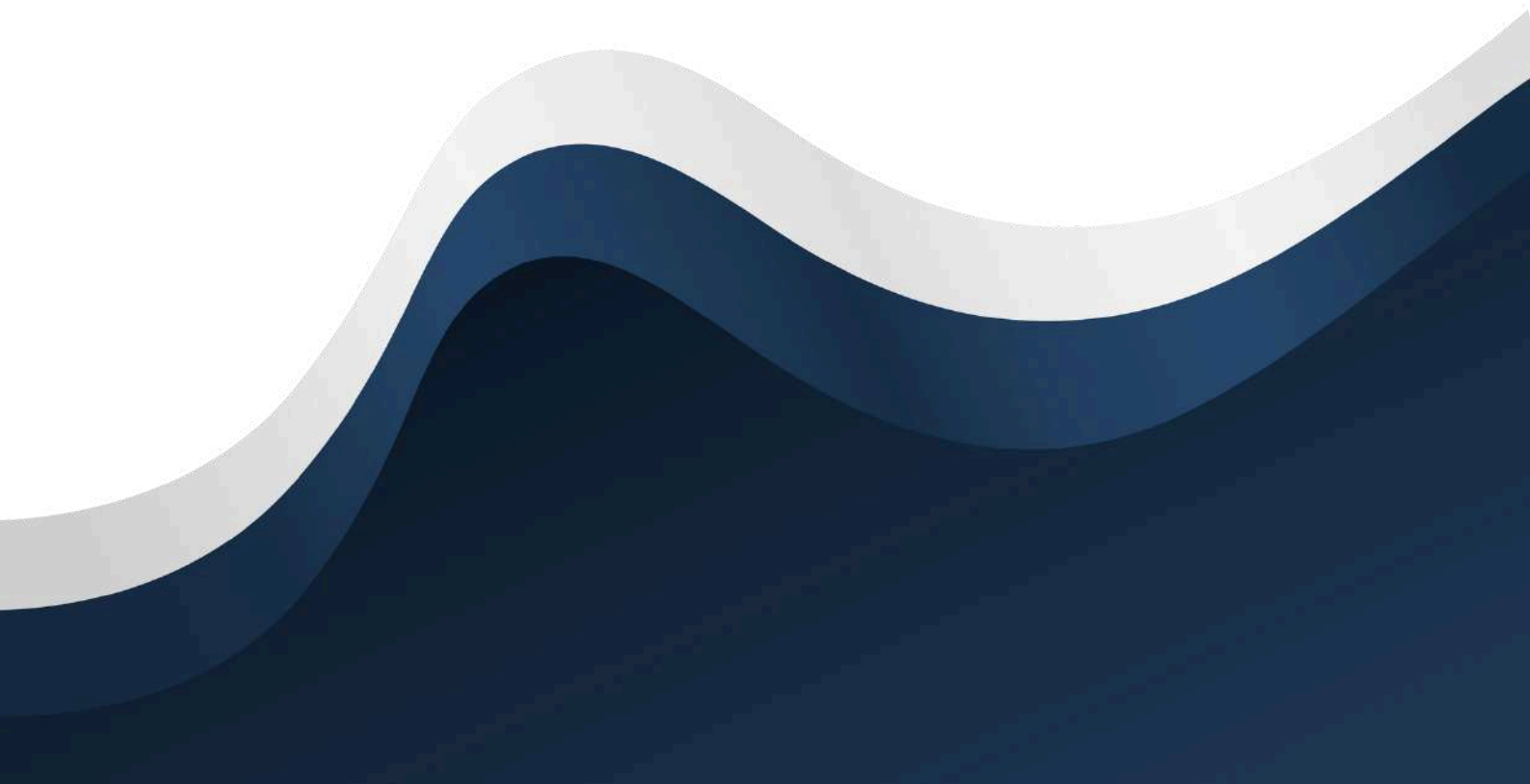
આ ક્લબ શરૂઆત કરી હતી, જેમાં પહેલા ૩ મેમ્બર કાર્યરત હતા અને અત્યારે ૬ મેમ્બર વિદ્યાર્થીઓને મ્યુઝિકથી અવેર કરવા તેમજ સ્ટ્રેસમાંથી દૂર કરવા અને નવી એક્ટિવિટી કરવા પ્રત્સાહિત કરે છે.

મહિનામાં દર બે-ચાર મહિને આ ક્લબ દ્વારા ડિપાર્ટમેન્ટના બધા વિદ્યાર્થીઓને એકસાથે ભેગા કરીને નવા બોલિવૂડ સોન્ગ ગવડાવાય છે. આ સાથે અમે આર્ટ, ફોટોગ્રાફી, ડાન્સ, ડ્રામાનું પણ આયોજન કરીએ છીએ.

અમારી ક્લબના મેમ્બર્સ પ્રતિભા ગ્રૂપ સિંગિંગમાં ભાગ લીધો હતો, જેમાં અમે બીજા નંબર વિજય થયા હતા. એન્યુઅલ ડે પર અમે સાથે મળીને ઝેમિંગ સેશનનું આયોજન કરીએ છીએ, જેમાં ગ્રૂપ સોન્ગ ગાવું તેમજ વાજિંગો વગાડવા જેવી પ્રવૃત્તિઓ પણ કરીએ છીએ.



# ACADEMIC EVENTS



# NATIONAL LEVEL SEMINAR ON ORIENTATION TO GDPI

SEPTEMBER 06, 2025

The Department of Business Intelligence, BKSPMS, Gujarat University, successfully organized a National Level Seminar on "Orientation to GDPI". The session was graced by Mr. Hemant Rana from IIM Kozhikode, who shared valuable insights and practical strategies to help students enhance their readiness for Group Discussions and Personal Interviews. The seminar aimed to prepare students for future academic and professional opportunities by strengthening their communication, analytical, and presentation skills.

DBI Department of Business Intelligence  
Gujarat University

National Level Seminar on  
**Orientation to GDPI**

**Speaker**  
Mr. Hemant Rana  
IIM Kozhikode

**Organizing Secretary**  
Prof. (Dr.) Mamta Brahmabhatt  
Professor & Head (DBI),  
BKSPMS, Gujarat University.

**Co-ordinator**  
Dr. Noel Daliwala  
Assistant Professor & TPO  
Department of Business Intelligence,  
BKSPMS, Gujarat University.

**SATURDAY 6<sup>TH</sup>**  
**SEPTEMBER 2025**  
12:00 PM ONWARDS

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The seminar was organized under the guidance of Prof. (Dr.) Mamta Brahmabhatt, Professor & Head (DBI), who served as the Organizing Secretary, with coordination by Dr. Noel Daliwala, Assistant Professor & TPO, Department of Business Intelligence.

## NATIONAL LEVEL SEMINAR ON

NOVEMBER 08, 2025

# RESEARCH SOFTWARE PACKAGE DAY - 1

The Department of Business Intelligence, BKSPMS, Gujarat University, successfully organized a National Level Seminar on "Research Software Package: Microsoft Excel" on November 8th, 2025. The session featured Dr. Amish Soni, Assistant Professor at GLS University, as the distinguished speaker. The seminar provided participants with in-depth insights into the use of Microsoft Excel as a powerful research and analytical tool. Students learned various advanced functions, data visualization techniques, and analytical methods that enhance research accuracy and efficiency. The event was organized under the guidance of Prof. (Dr.) Mamta Brahmhatt, Head, Department of Business Intelligence, who served as the Organizing Secretary.

DBI Department of Business Intelligence  
National Level Seminar on  
**Research Software Package**

**Speaker**  
Dr. Amish Soni  
Assistant Professor  
GLS University

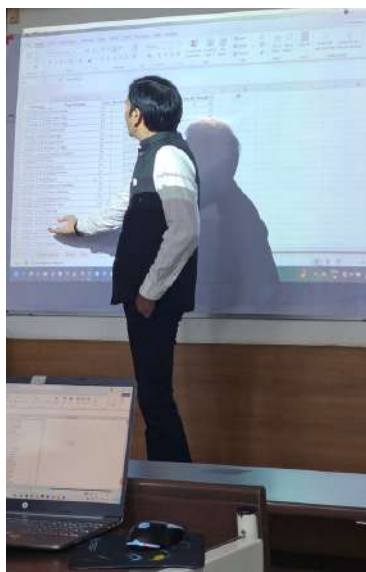
**Organizing Secretary**  
Prof. (Dr.) Mamta Brahmhatt  
Head (DBI), BKSPMS,  
Gujarat University.

**Dr. Noel Daliwala**  
Assistant Professor & TPO  
Department of Business Intelligence,  
BKSPMS, Gujarat University

**NOVEMBER 8TH, 2025**  
9:00 A.M. ONWRADS

Shri Maharshi Ved Vyas Shikshan  
Sankul, Gujarat University

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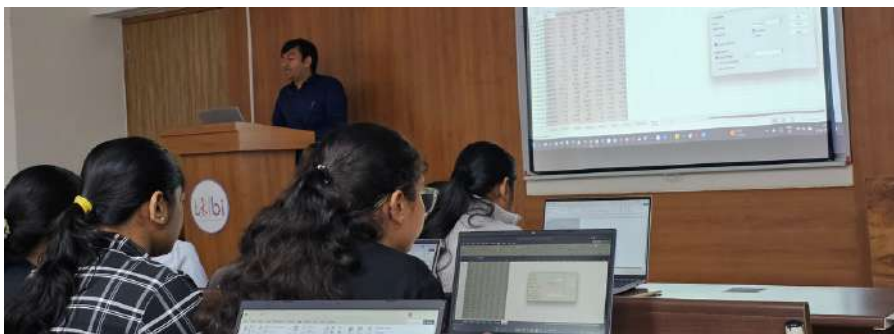
## NATIONAL LEVEL SEMINAR ON

# RESEARCH SOFTWARE PACKAGE DAY - 2

NOVEMBER 12, 2025

Day 2 of the National Level Seminar on Research Software Package continued with an enriching hands-on workshop led under the guidance of Prof. (Dr.) Mamta Brahmhatt, Head of the Department of Business Intelligence.

The session focused on strengthening participants' Excel skills, beginning with essential formatting techniques that enhance data clarity, structure, and professional presentation –an important component of research reporting.



A major highlight of the workshop was the practical introduction to VLOOKUP and HLOOKUP, two powerful functions used to search, extract, and organize information from extensive datasets. Through live demonstrations, participants learned how these lookup tools streamline data analysis, reduce manual effort, and support accurate decision-making in research activities.



The session successfully combined conceptual understanding with real-time practice, equipping attendees with valuable skills to improve the efficiency and reliability of their analytical work.

NATIONAL LEVEL SEMINAR ON

OCTOBER 19, 2025

# FROM LOCAL TO GLOBAL UNDERSTANDING GIFT IFSC EXCHANGES & CROSS-BORDER LISTINGS

The Department of Business Intelligence at BKSPMS successfully organized an insightful seminar titled “National Level Seminar on From Local to Global Understanding Gift IFSC Exchanges and Cross Border Listings.” The session provided students with an in-depth understanding of the evolving dynamics of India’s financial sector and its growing integration with the global economy through the International Financial Services Centre (IFSC) at GIFT City. Esteemed industry experts from GIFT City, including Mr. Gaurav Khinvsara (Compliance Officer, Appreciate Broking IFSC Pvt. Ltd.), Mr. Devesh Bagrodia (Principal Officer, Zincmoney IFSC Pvt. Ltd.), and Dr. Neelam Purey (Principal & Compliance Head, Purplesigma Services IFSC Pvt. Ltd.), shared their valuable insights on global markets, compliance, and regulatory frameworks. The speakers highlighted the strategic role of IFSC in promoting global financial integration, discussed the importance of corporate governance, regulatory reporting, and compliance, and explored international investment opportunities facilitated by GIFT City. They also emphasized the significance of ethics, transparency, and risk management in the modern financial landscape. Overall, the seminar served as an enriching platform that effectively bridged academia and industry, enabling students to gain practical insights into India’s evolving financial ecosystem and its global relevance.



# NATIONAL LEVEL SEMINAR ON BUSINESS INTELLIGENCE ROADMAP

JULY 14, 2025

## **Dilkash Lalwani**

To mark the beginning of the orientation programme, the Department of Business Intelligence at BKSPMS, Gujarat University, organized a National Level Seminar on “Business Intelligence: Roadmap.” This insightful session featured Mr. Dilkash Lalwani, a Data Scientist at Tatvic, as the resource person. With his expertise in data science and analytics, Mr. Lalwani guided students through the evolving landscape of business intelligence, emphasizing its importance in modern decision-making processes. The seminar aimed to equip freshers with an understanding of how data-driven strategies are shaping the future of business. From the fundamentals of BI tools to the significance of data interpretation, the session covered a broad range of relevant topics. Prof. (Dr.) Mamta Brahmabhatt, Professor and Head of DBI, served as the Organizing Secretary and played a key role in the successful execution of the seminar. The session inspired students to explore the power of data and its role in business transformation. With engaging discussions and practical insights, the seminar set the tone for an intellectually stimulating orientation. Students left the session with a clearer vision of the career possibilities in the field of business intelligence.



The poster features the DBI logo (Department of Business Intelligence, BKSPMS, Gujarat University) and accreditation logos (A+, UGC, KJ Somaiya). The title is "National Level Seminar on Business Intelligence : Roadmap". It lists the Organizing Secretary as Prof. (Dr.) Mamta Brahmabhatt, Professor & Head (DBI) at BKSPMS, Gujarat University, and the Resource Person as Mr. Dilkash Lalwani, Data Scientist at Tatvic. The event is scheduled for Orientation, Day 1 on 14th July, Monday, starting at 09:00 AM onwards. It is organized by the Department of Business Intelligence, B. K. School of Professional and Management Studies, Gujarat University. Social media icons for YouTube, Instagram, Facebook, and LinkedIn are shown with the handle @bkspms\_bi.



# NATIONAL LEVEL SEMINAR ON MASTERING ONLINE ADVERTISING

JULY 15, 2025

## Sandip Trivedi

As part of Day 2 of the Orientation Programme, the Department of Business Intelligence at BKSPMS, Gujarat University, hosted a National Level Seminar on the theme "Mastering Online Advertising." The session was graced by the presence of Mr. Sandip Trivedi, Founder of Digital Sandip Academy, as the resource person. With his rich industry experience and digital expertise, Mr. Trivedi delivered a powerful session that captivated the freshers and provided them with valuable insights into the fast-evolving world of digital marketing. The seminar aimed to introduce students to the fundamentals and emerging trends of online advertising. It focused on real-time strategies, content creation, platform analytics, and campaign management. Prof. (Dr.) Mamta Brahmhatt, Professor and Head of DBI, served as the Organizing Secretary, ensuring the smooth execution of the event. The session was highly interactive, encouraging students to ask questions and explore practical approaches in digital branding. Attendees appreciated the session for being both informative and inspiring. Overall, the seminar served as a strong academic foundation for students stepping into the dynamic business landscape.

The poster is a dark blue graphic with white and yellow text. At the top left is the DBI logo (Department of Business Intelligence, BKSPMS, Gujarat University). To the right are accreditation logos for A+ NAAC, Gujarat University, and BKBI. The main title is 'National Level Seminar on Mastering Online Advertising'. Below this, two circular portraits are shown: Prof. (Dr.) Mamta Brahmhatt on the left and Mr. Sandip Trivedi on the right. Under each portrait is their name and title. At the bottom left, event details are listed: 'Orientation, Day 2', '15th July, Tuesday', and '09:00 AM Onwards'. At the bottom right, it says 'Organized By' followed by the department and school names. A social media bar at the very bottom contains icons for WhatsApp, Instagram, Facebook, and LinkedIn, along with the handle 'bkspms\_bi'.

**DBI** Department of Business Intelligence  
BKSPMS, Gujarat University

A+ NAAC

National Level Seminar on  
**Mastering Online Advertising**

Organizing Secretary

Resource Person

**Prof. (Dr.) Mamta Brahmhatt**  
Professor & Head (DBI)  
BKSPMS, Gujarat University

**Mr. Sandip Trivedi**  
Founder  
Digital Sandip Academy

Orientation, Day 2  
15th July, Tuesday  
09:00 AM Onwards

Organized By  
Department of Business Intelligence  
B. K. School of Professional and Management Studies  
Gujarat University

bkspms\_bi



## NATIONAL LEVEL SEMINAR ON

NOVEMBER 15, 2025

# ADVANCED DATA ANALYTICS USING EXCEL DAY - 1

The Department of Business Intelligence, BKSPMS, Gujarat University, organized a National Level Seminar on “Advanced Data Analytics using Excel” on November 15th, 2025. The seminar featured Dr. Amish Soni, Assistant Professor at GLS University, who delivered an engaging and practical session on the role of Excel in modern data analytics.

**DBI** Department of Business Intelligence  
BKSPMS, Gujarat University

**National Level Seminar on  
Advanced Data  
Analytics using EXCEL**

**Speaker**  
Dr. Amish Soni  
Assistant Professor  
GLS University

**Organizing Secretary**  
Prof. (Dr.) Mamta Brahmbhatt  
Head (DBI), BKSPMS,  
Gujarat University.

**Dr. Noel Daliwala**  
Assistant Professor & TPO  
Department of Business Intelligence,  
BKSPMS, Gujarat University

**NOVEMBER 15TH,  
2025**  
8:00 A.M. ONWARDS

Shri Maharshi Ved Vyas Shikshan  
Sankul, Gujarat University

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The workshop introduced students to advanced Excel functions, data analysis tools, and visualization techniques essential for interpreting and managing business data. The session offered hands-on learning, enabling students to understand how Excel can be effectively used for problem-solving and data-driven decision-making.

The event was organized under the guidance of Prof. (Dr.) Mamta Brahmbhatt, Head of the Department (DBI), BKSPMS, Gujarat University. Students from the Department of Business Intelligence participated actively, gaining valuable insights that will support their academic and professional growth.

The event was organized under the guidance of Prof. (Dr.) Mamta Brahmbhatt, Head of the Department (DBI), BKSPMS, Gujarat University. Students from the Department of Business Intelligence participated actively, gaining valuable insights that will support their academic and professional growth.

The department looks forward to hosting more such insightful and skill-enhancing sessions in the future.

# NATIONAL LEVEL SEMINAR ON

NOVEMBER 15, 2025

# ADVANCED DATA ANALYTICS USING EXCEL DAY - 2

The Department of Business Intelligence, BKSPMS, Gujarat University conducted Day Two of the National Level Seminar on Advanced Data Analytics using Excel, featuring an engaging and insightful session by Dr. Amish Soni (Assistant Professor, GLS University). Organized under the leadership of Prof. (Dr.) Mamta Brahmhatt, Organizing Secretary and Head, DBI, the session focused on enhancing students' understanding of essential statistical testing techniques used in analytical decision-making.

**DBI** Department of Business Intelligence  
BKSPMS, Gujarat University

**National Level Seminar on Advanced Data Analytics using EXCEL**

**Speaker**  
Dr. Amish Soni  
Assistant Professor  
GLS University

**Organizing Secretary**  
Prof. (Dr.) Mamta Brahmhatt  
Head (DBI), BKSPMS,  
Gujarat University.

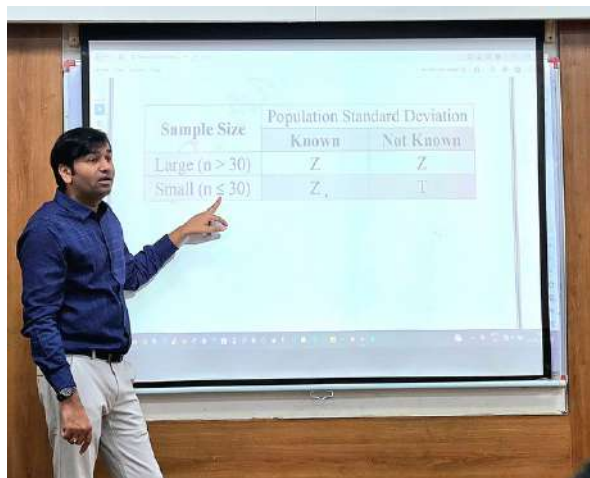
**Dr. Noel Daliwala**  
Assistant Professor & TPO  
Department of Business Intelligence,  
BKSPMS, Gujarat University

**NOVEMBER 19TH, 2025**  
9:00 A.M. ONWARDS

Shri Maharshi Ved Vyas Shikshan Sanstha, Gujarat University

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Participants explored three key statistical functions—Z-Test, T-Test, and F-Test—and learned about their relevance in hypothesis testing, variance analysis, and comparative research. The hands-on Excel demonstrations enabled learners to perform these tests independently, interpret results accurately, and apply the findings in real-world data scenarios.



This session significantly enriched the analytical skill set of the participants, further strengthening their capability to utilize Excel for advanced data analytics.

# NATIONAL LEVEL SEMINAR ON PERSONALITY DEVELOPMENT & COMMUNICATION

JULY 16, 2025

## Dr. Shamina Ansari

On Orientation Day 3, the Department of Business Intelligence at B.K. School of Professional and Management Studies, Gujarat University, successfully organized a National Level Seminar on Personality Development and Communication. The session aimed at empowering students with essential soft skills, confidence, and effective communication strategies required in today's competitive world. The seminar was graced by Prof. (Dr.) Mamta Brahmhatt, Head of the Department of Business Intelligence, who served as the Organizing Secretary and provided insightful guidance throughout the event. The keynote speaker and esteemed Resource Person for the seminar was Dr. Shamina Ansari, Senior Assistant Professor at KSSBM & IT, Gujarat University. Dr. Ansari delivered an engaging and interactive talk, emphasizing the importance of personality traits, emotional intelligence, body language, and communication etiquette. Students were encouraged to self-reflect and practice articulate communication in both personal and professional settings. The session witnessed enthusiastic participation, with students actively engaging in discussions and activities. The seminar contributed significantly to shaping the students' interpersonal growth. Overall, the event was a valuable step toward equipping future professionals with skills beyond academics.

**DBI** Department of Business Intelligence  
B.K. School of Professional and Management Studies, Gujarat University

A+  
KSSBM  
BKSPMS

National Level Seminar  
on  
**Personality Development and  
Communication**

Organizing Secretary  
**Prof. (Dr.) Mamta Brahmhatt**  
Professor & Head (DBI)  
BKSPMS, Gujarat University

Resource Person  
**Dr. Shamina Ansari**  
Sr. Assistant Professor  
KSSBM & IT, Gujarat University

Orientation, Day 3  
16th July, Wednesday  
09:00 AM Onwards

Organized By  
Department of Business Intelligence  
B.K. School of Professional and Management Studies  
Gujarat University



# NATIONAL LEVEL SEMINAR ON SOCIAL MEDIA ETIQUETTES

JULY 17, 2025

## Dr. Kalgi Shah

The Department of Business Intelligence at B.K. School of Professional and Management Studies, Gujarat University, marked Orientation Day 4 with an engaging National Level Seminar on Social Media Etiquettes. The session aimed to educate students on the importance of maintaining professionalism and ethical behavior in the digital space. With the rise of social media as a tool for personal branding and networking, understanding the dos and don'ts of online interactions has become crucial. Prof. (Dr.) Mamta Brahmhatt, Head of the Department, led the seminar as the Organizing Secretary, ensuring its smooth execution and academic relevance. The session was led by Dr. Kalgi Shah, Senior Assistant Professor at NFSU, who served as the Resource Person. She delivered an insightful presentation on digital conduct, online privacy, responsible sharing, and the long-term impact of social media activities. Her talk emphasized how digital presence can shape reputations and influence career prospects. Students actively participated in the session, sharing their views and asking relevant questions. The seminar proved to be an eye-opener, encouraging students to be more mindful and respectful in their digital communication. It was a significant step towards promoting digital literacy and responsible online behavior.

**DBI** Department of Business Intelligence  
B.K. School of Professional and Management Studies, Gujarat University

A+ BKBI

National Level Seminar  
on  
**Social Media Etiquettes**

Organizing Secretary

Resource Person

**Prof. (Dr.) Mamta Brahmhatt**  
Professor & Head (DBI)  
BKSPMS, Gujarat University

**Dr. Kalgi Shah**  
Sr. Assistant Professor  
NFSU

Orientation, Day 4  
17th July, Thursday  
09:00 AM Onwards

Organized By  
Department of Business Intelligence  
B. K. School of Professional and Management Studies  
Gujarat University



# NATIONAL LEVEL SEMINAR ON ROLE OF HIGHER EDUCATION AND ROAD TO STARTUP & INCUBATION

JULY 18, 2025

**Dr. Atul Patel**

Seminar on Education & Entrepreneurship – Learning Beyond the Syllabus

A thought-provoking seminar on the Role of Higher Education & Road to Startup and Incubation was conducted as part of the orientation. Organized by Prof. (Dr.) Mamta Brahmhatt, Head of the Department of Business Intelligence, the session featured Dr. Atul Patel, Sr. Manager at GUSEC, as the resource person. The seminar highlighted how higher education can act as a launchpad for entrepreneurship. Students were introduced to real startup journeys, incubation processes, and innovation support systems. The session bridged academic learning with practical startup strategies. Insights into funding, mentoring, and institutional support added real-world depth. It inspired students to see education as a tool for impact and innovation. The event left students motivated and ready to explore entrepreneurial opportunities.

The poster features the DBI Department of Business Intelligence logo at the top left. It includes accreditation logos for A+, UGC, and ktibi. The title is 'National Level Seminar on Role of Higher Education & Road to Startup and Incubation'. Below the title, it lists the Organizing Secretary as Prof. (Dr.) Mamta Brahmhatt, Professor & Head (DBI) at BKPMS, Gujarat University, and the Resource Person as Dr. Atul Patel, Sr. Manager at GUSEC, Gujarat University. The event details are: Orientation, Day 5, 18th July, Friday, 08:00 AM Onwards. It is organized by the Department of Business Intelligence, B. K. School of Professional and Management Studies, Gujarat University. Social media icons for WhatsApp, Instagram, Facebook, and LinkedIn are shown at the bottom right, along with the handle bkpms\_bi.



# NATIONAL LEVEL SEMINAR ON LINKEDIN MASTERCLASS

SEPTEMBER 20, 2025

The Department of Business Intelligence, BKSPMS, Gujarat University, hosted an insightful National Level Seminar on LinkedIn Masterclass to empower students with the skills to stand out in the professional world. Led by Mr. Abhishek Gautam, Chief Marketing Officer at IMS, Gujarat, the session focused on transforming LinkedIn profiles into powerful personal brands. Students learned how to craft compelling headlines, highlight achievements, and build meaningful industry connections. The interactive session inspired participants to view LinkedIn not just as a social platform, but as a gateway to career opportunities. Guided by Prof. (Dr.) Mamta Brahmhatt, Head of DBI, and coordinated by Dr. Noel Daliwala, the event was a valuable step toward enhancing students' digital readiness and professional confidence.

DBI Department of Business Intelligence  
UKBI  
A+ Accredited  
IMS Institutional Member of Society for Quality Improvement

National Level Seminar on  
**LinkedIn Masterclass**

**Speaker**  
Mr. Abhishek Gautam  
Chief Marketing Officer  
IMS, Gujarat

**Organizing Secretary**  
Prof. (Dr.) Mamta Brahmhatt  
Head (DBI), BKSPMS,  
Gujarat University.

**Co-ordinator**  
Dr. Noel Daliwala  
Assistant Professor & TPO  
Department of Business Intelligence,  
BKSPMS, Gujarat University

**SEPTEMBER 19, 2025**  
12:00 P.M. - 1:00 P.M.

Shri Maharshi Ved Vyas Shikshan  
Sankul, Gujarat University

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# AWARENESS SESSION ON PASSPORT APPLICATION PROCESS

AUGUST 22, 2025

Team RPO Ahmedabad conducted an informative awareness session on the passport application process at Gujarat University. The session aimed to guide students, faculty members, and staff on the procedures and documentation required for applying for a passport. It provided valuable insights into online application steps, verification processes, and timelines to ensure a smooth experience for applicants. The initiative reflects a collaborative effort to make government services more accessible within the university campus. To further support the initiative, a mobile van camp will be organized in the coming week at Gujarat University. This camp will facilitate on-the-spot application processing and assistance for all interested participants. The session witnessed active participation and engagement from attendees, highlighting the growing need for such informative drives. This initiative is expected to benefit a large number of students and staff planning to apply for their passports. The Department appreciates this proactive step towards service accessibility and digital facilitation. Efforts like these strengthen the bond between the university and public service institutions, fostering a supportive and resourceful campus environment.



# THREE MONTHS TRAINING PROGRAMME ON SUPPLY CHAIN & LOGISTIC ANALYTICS

AUGUST 22, 2025

The Department of Business Intelligence (DBI), BKSPMS, Gujarat University, commenced a comprehensive three-month training programme on Supply Chain & Logistic Analytics on August 22, 2025. This initiative is designed to equip students with advanced knowledge and analytical skills in the areas of supply chain management, logistics operations, and data-driven decision-making. Organized under the guidance of Prof. (Dr.) Mamta Brahmhatt and coordinated by Dr. Noel Daliwala, the programme integrates academic concepts with practical applications to enhance students' industry readiness. The sessions are being conducted by Dr. Rajan Shreedharan, an expert in the field, who is delivering in-depth insights into real-world business scenarios. The training includes modules covering demand forecasting, inventory optimization, transportation planning, and performance analytics, providing participants with a well-rounded learning experience. This structured programme also emphasizes the use of analytical tools and techniques to solve complex business challenges. By bridging the gap between theoretical knowledge and industrial practices, the initiative aims to prepare students for diverse roles in the global supply chain and logistics sector. The Department of Business Intelligence continues to take progressive steps toward integrating industry-oriented learning opportunities into its academic framework, ensuring that students remain competitive in today's dynamic business environment.

**DBI** Department of Business Intelligence

Three Months Training Programme on  
**SUPPLY CHAIN & LOGISTIC ANALYTICS**

**Co-ordinator**  
**Dr. Noel Daliwala**  
Assistant Professor & TPO  
Department of Business Intelligence,  
BKSPMS, Gujarat University

22nd August 2025  
Onwards

Shri Maharshi Ved Vyas Shikshan  
Sankul, Gujarat University

Organized by:  
Department of Business Intelligence,  
BKSPMS, Gujarat University

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**Organizing Secretary**  
**Prof. (Dr.) Mamta Brahmhatt**  
Professor & Head (DBI)  
B. K. School of Professional and Management Studies  
Gujarat University

**Resource Person**  
**Dr. Rajan Shreedharan**  
Professor of Practice

75 GUJARAT UNIVERSITY

# NATIONAL LEVEL SEMINAR ON APTITUDE IMMERSION

SEPTEMBER 22, 2025

The Department of Business Intelligence, BKSPMS, Gujarat University, organized a National Level Seminar on Aptitude Immersion to enhance students' analytical and problem-solving skills. The session was conducted by Mr. Rutvik Lingayat, Chief Mentor at IMS and MBA from MDI, Gurgaon, who shared practical strategies for improving accuracy and time management in aptitude assessments. The event saw active participation from IMBA and MBA students, who engaged in interactive exercises and discussions. Organized under the guidance of Prof. (Dr.) Mamta Brahmhatt, Head of DBI, and coordinated by Dr. Noel Daliwala, the seminar reflected the department's commitment to bridging classroom learning with industry expectations and preparing students for competitive challenges.

DBI Department of Business Intelligence  
BKSPMS, Gujarat University

**National Level Seminar on  
Aptitude  
Immersion**

**Speaker**  
Mr. Rutvik Lingayat  
Chief Mentor - IMS  
MBA - MDI, Gurgaon

**Organizing Secretary**  
Prof. (Dr.) Mamta Brahmhatt  
Head (DBI), BKSPMS,  
Gujarat University.

**Co-ordinator**  
Dr. Noel Daliwala  
Assistant Professor & TPO  
Department of Business Intelligence,  
BKSPMS, Gujarat University

**SEPTEMBER 22,  
2025**  
2:00 P.M. - 4:00 P.M.

Shri Maharshi Ved Vyas Shikshan  
Sankul, Gujarat University

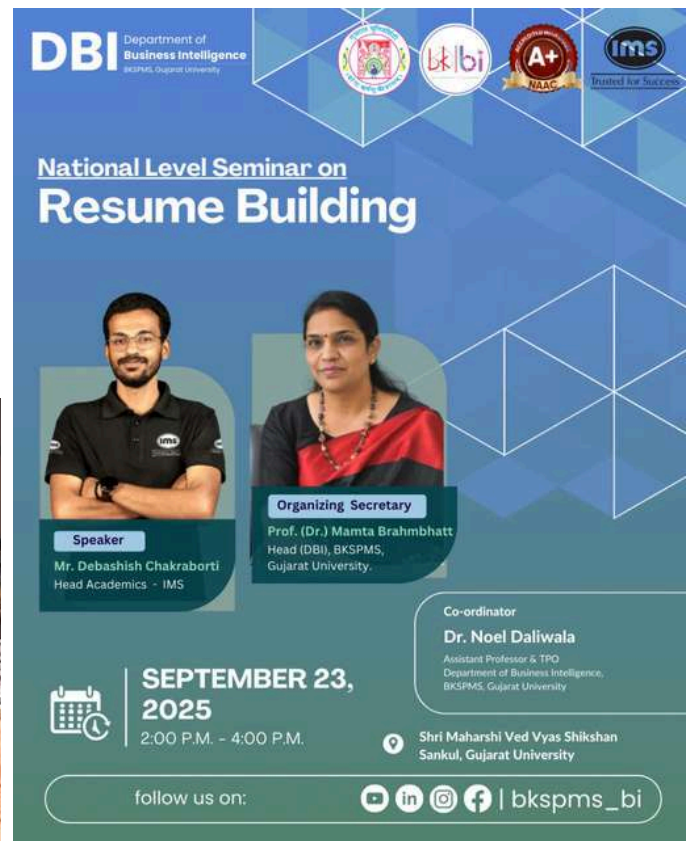
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# NATIONAL LEVEL SEMINAR ON RESUME BUILDING

SEPTEMBER 23, 2025

The Department of Business Intelligence, BKSPMS, Gujarat University, organized a National Level Seminar on Resume Building on September 23, 2025. The session, led by Mr. Debashish Chakraborti (Head Academics – IMS), focused on practical strategies for designing professional resumes that highlight skills, achievements, and career goals effectively. Students learned how to structure resumes that meet industry standards and create a lasting impression on recruiters.



The poster features the following information:

- DBI** Department of Business Intelligence, BKSPMS, Gujarat University
- Logos for **lkbi**, **A+ NAAC**, and **ims** (Trusted for Success)
- National Level Seminar on Resume Building**
- Speaker:** Mr. Debashish Chakraborti, Head Academics - IMS
- Organizing Secretary:** Prof. (Dr.) Mamta Brahmhatt, Head (DBI), BKSPMS, Gujarat University.
- Co-ordinator:** Dr. Noel Daliwala, Assistant Professor & TPO, Department of Business Intelligence, BKSPMS, Gujarat University.
- SEPTEMBER 23, 2025**  
2:00 P.M. - 4:00 P.M.
- Location: Shri Maharshi Ved Vyas Shikshan Sankul, Gujarat University
- Follow us on: [YouTube](#) | [LinkedIn](#) | [Instagram](#) | [Facebook](#) | [bkspms\\_bi](#)



The seminar was organized under the guidance of Prof. (Dr.) Mamta Brahmhatt, Head (DBI), and coordinated by Dr. Noel Daliwala, Assistant Professor & TPO. The event proved highly beneficial in preparing students for competitive placement opportunities.

FROM APPLICATION TO REWARDS

JULY 25, 2025

# NAVIGATING THE SCHOLARSHIP PROGRAMS

*"From Application to Rewards: Navigating the Scholarship Programmes"*

Hosted by the Department of Business Intelligence under the visionary guidance of Prof. (Dr.) Mamta Brahmhatt, this enlightening session turned the spotlight on a journey that every aspiring scholar must undertake. From decoding the complexities of scholarship applications to unveiling the golden gateway of financial rewards, the session empowered students with clarity, confidence, and actionable insights. The interactive discussions, real-time examples, and strategic breakdown of eligibility criteria ensured that no student leaves their ambitions unfunded. It wasn't just an orientation; it was a masterclass in educational opportunity. Held at the New Research Park, the atmosphere buzzed with enthusiasm and purposeful conversations. The attendees walked away not just informed, but inspired to chase the scholarships they once deemed unattainable. It was a celebration of ambition meeting access.

ORGANIZING SECRETARY



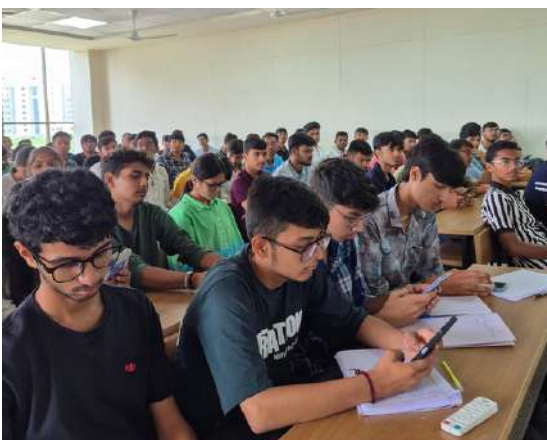
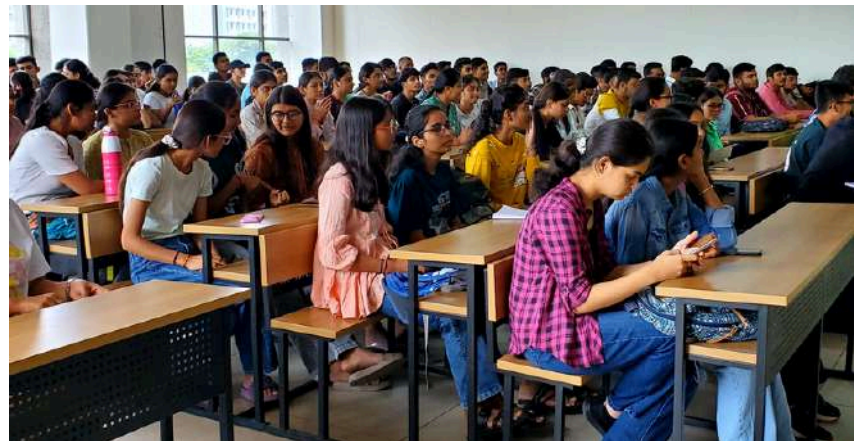
PROF. (DR.) MAMTA BRAHMBHATT  
PROFESSOR & HEAD (DBI)  
BKSPMS, GUJARAT UNIVERSITY



## FROM APPLICATION TO REWARDS : NAVIGATING THE SCHOLARSHIP PROGRAMMES

Date : 25 July, 2025 Friday  
Time: 11:30 am onwards

VENUE:  
CLASSROOM NO.1,  
NEW RESEARCH PARK, GUJARAT UNIVERSITY



Because when guidance is right, success isn't optional – it's inevitable.

# NATIONAL LEVEL SEMINAR ON STRUCTURAL EQUATION MODELLING

SEPTEMBER 27, 2025

The Department of Business Intelligence, BKSPMS, Gujarat University, organized a National Level Seminar on Structural Equation Modelling (SEM) on September 27, 2025, exclusively designed to enhance students' research skills.

The session was conducted by Dr. Ashwin Jadeja, Deputy Manager, Oriental Insurance Co. Ltd., who provided students with a comprehensive understanding of SEM, covering its theoretical concepts, statistical foundations, and applications in business research. The seminar emphasized how SEM can be used to analyze complex relationships between variables, making it an essential tool for advanced academic projects and professional decision-making.

**DBI** Department of Business Intelligence  
BKSPMS, Gujarat University

**National Level Seminar on Structural Equation Modelling**

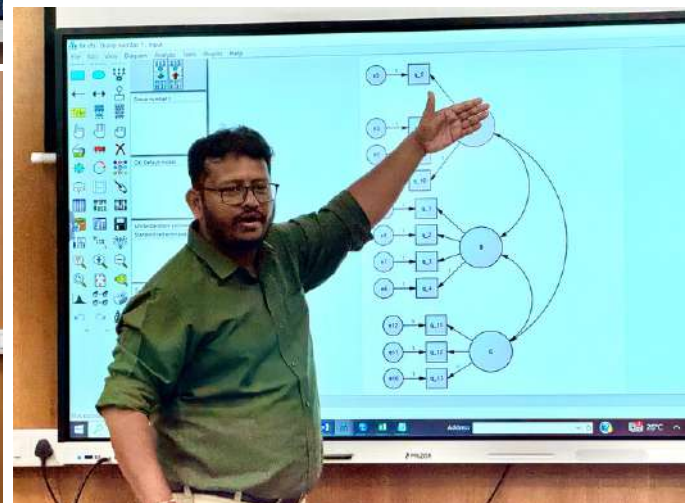
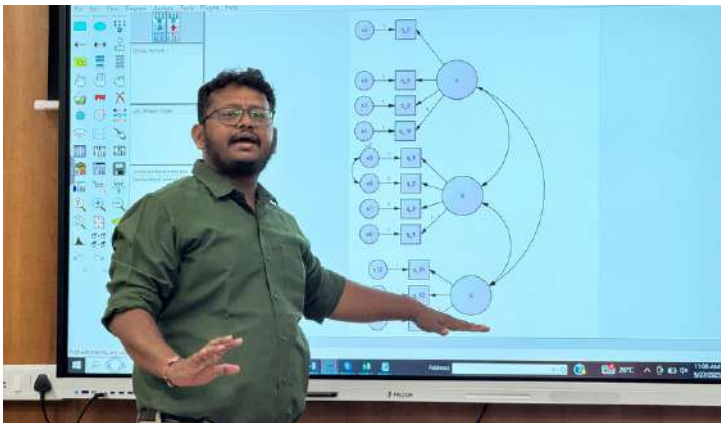
**Speaker**  
Dr. Ashwin Jadeja  
Deputy Manager  
Oriental Insurance Co. Ltd.

**Organizing Secretary**  
Prof. (Dr.) Mamta Brahmabhatt  
Head (DBI), BKSPMS,  
Gujarat University.

**SEPTEMBER 27, 2025**  
9:00 A.M. ONWRADS

Shri Maharshi Ved Vyas Shikshan Sankul, Gujarat University

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Guided by Prof. (Dr.) Mamta Brahmabhatt, Head of the Department of Business Intelligence and Organizing Secretary, the seminar enabled students to strengthen their methodological knowledge, build confidence in handling research models, and prepare for higher-level academic inquiry.

This initiative reflected the department's continuous efforts to bridge theory with practice and empower students with cutting-edge analytical techniques.



# CULTURAL EVENTS

# Orientation

## ORIENTATION DAY (GURUPURNIMA DAY)

JULY 10, 2025

On the auspicious occasion of Guru Purnima, we marked a meaningful beginning to an inspiring academic journey with the Formal Orientation Ceremony for our new batch. The event was a celebration of new beginnings, learning, and transformation. It commenced with a serene lamp-lighting ceremony, symbolizing the illumination of knowledge and the promise of growth. Our esteemed faculty members introduced themselves, offering students and parents a glimpse into the academic experiences that lie ahead. A key highlight of the ceremony was the motivational address by our Head of Department, who shared insightful thoughts on leadership, learning, and purpose. In a heartfelt message, the HoD addressed both students and parents, appreciating their presence and encouraging them to embrace this transformative phase with dedication and confidence. The atmosphere was one of warmth, anticipation, and excitement, setting the tone for a year filled with academic pursuit, personal growth, and meaningful connections. The ceremony served not only as an official welcome but also as a reminder of the values, vision, and commitment that will guide our students throughout their journey.



# Orientation

## ORIENTATION WEEK

**DAY-01** JULY 14, 2025

The Cultural Committee, in association with the Web Committee of the Department of Business Intelligence, organized a lively and laughter-filled event titled “Fresher’s Game Fiesta.” The day began with a brief yet informative introduction by the Student Council, who shared their roles and responsibilities, setting the tone for the events to follow. What came next was pure entertainment and excitement, as students dove into a series of engaging games. The Word Game challenged everyone’s vocabulary under pressure, while the Lip Sync Headphone Challenge brought out hilarious moments of miscommunication and laughter. The highlight for many was Meme O Mania, where students showcased their creativity and relatability through memes. The entire venue was charged with joy, cheers, and uncontainable energy as participants and audiences alike enjoyed every minute. The activity-packed session encouraged bonding, lighthearted competition, and lots of spontaneous fun. It wasn’t just about winning games, but about creating a welcoming space where fun met friendship. Fresher’s Game Fiesta truly delivered on its promise—bringing smiles, breaking the ice, and making memories that will last all year.



# Orientation

## ORIENTATION WEEK

**DAY-02** JULY 15, 2025

The Department of Business Intelligence kick-started the orientation week with an energetic and fun-filled activity titled “Beg, Borrow, Steal”. Held in the Seminar Hall, the event brought out the creativity, spontaneity, and competitive spirit of our freshers. Students raced against time to collect quirky items by begging, borrowing, or creatively “stealing” them from around the campus. The activity wasn’t just about winning – it was a fantastic opportunity for students to break the ice, step out of their comfort zones, and connect with one another. The hall echoed with laughter, excitement, and enthusiasm as teams worked together using clever strategies and quick thinking. It was heartening to see teamwork, bonding, and genuine joy on display. As the game progressed, new friendships blossomed and unforgettable memories were made. “Beg, Borrow, Steal” proved to be the perfect icebreaker and a brilliant start to the exciting journey that lies ahead for our fresh batch of students.



# Orientation

## ORIENTATION WEEK

**DAY-03** JULY 16, 2025

### *Indoor Games – Where Fun Met Teamwork!*

The Seminar Hall came alive with energy as students dived into a mix of fun-filled indoor games. From puzzles and card games to bottle flips and headphone challenges, the activities sparked laughter and connection. Strangers quickly turned into teammates as everyone collaborated and competed with enthusiasm. The event broke the ice, encouraging creativity, communication, and instant bonding. Every game brought a new wave of excitement and surprise. Students discovered shared interests and strengths through playful engagement. The organizers ensured inclusivity and a light-hearted atmosphere. This interactive session marked a joyful start to the orientation journey. It showed how games can be powerful tools for building friendships.



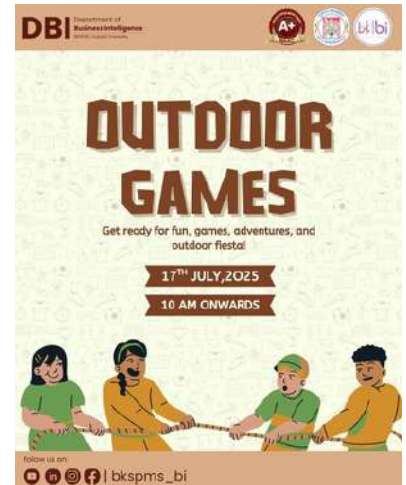
# Orientation

## ORIENTATION WEEK

**DAY-04** JULY 17, 2025

### *Outdoor Games – A Day of Joy, Jumps, and Jerseys!*

The outdoor arena became a hub of excitement as students participated in thrilling games and team activities. Events like tug of war and relays had everyone laughing, cheering, and giving their best. The day was packed with action, bonding, and moments of spontaneous fun. Each activity encouraged teamwork, resilience, and a sense of belonging. Students got a chance to step out of routine and embrace movement and friendship. No matter the outcome, every participant left with a smile. The environment was filled with positive energy and sportsmanship. Organized with great spirit, the event promoted unity and celebration. It was a refreshing and unforgettable experience.



# Orientation

## ORIENTATION WEEK

**DAY-05** JULY 18, 2025

**Treasure Hunt – Where Curiosity Led the Way!**



The Treasure Hunt turned the campus into a maze of clues, teamwork, and thrilling discoveries. Students raced to decode puzzles and unlock the next destination, building momentum with every step. It was a creative test of wit, speed, and collaboration. Each clue brought a fresh challenge and a burst of excitement. Teams bonded quickly, learning to trust and strategize under pressure. The event was more than a game—it was an adventure. Laughter, mystery, and friendly rivalry filled the air. This experience added a spark of exploration to orientation week. It ended the journey on a high, unforgettable note.



# APNE APNE *Ram*

JULY 20, 2025

Gujarat University proudly celebrated its remarkable 75-year legacy with a soul-stirring and intellectually rich session titled "Apne Apne Ram", delivered by the celebrated poet and orator Dr. Kumar Vishwas. This captivating event also served as the curtain raiser for the university's newly renovated auditorium, adding a cultural milestone to its illustrious journey.



# APNE APNE *Ram*

JULY 20, 2025

Students from the Department of Business Intelligence were privileged to attend this grand celebration, gaining exposure to the profound insights and artistic brilliance of the evening.



Gujarat University & GU Alumni Association Cordially Invites You to an Enriching Evening Featuring **"Apne Apne Ram"** by युग वक्ता एवं राम कथा मर्मज्ञ **Dr. Kumar Vishwas**

On the Auspicious Occasion of Curtain Raiser of Renovated Auditorium We are Privileged to Welcome

Our Chief Guest **Shri Rushikesh G Patel**  
Hon'ble Minister of Health and Family Welfare and Medical Education, Higher and Technical Education, Law, Justice, Legislative and Parliamentary Affairs

Our Guest of Honour **Shri Narhari Amin**  
The Member of Parliament (Rajya Sabha)

Hosted By **Dr. Neerja Gupta**  
Vice-chancellor & **Dr. Piyush M Patel**  
Registrar (I/C)

Celebrating Iconic 75 Years of Gujarat University

*Invitation*

Saturday-Sunday, 19<sup>th</sup>-20<sup>th</sup> July, 2025  
6:00 PM Onward  
at Gujarat University Convention Centre  
State-of-the-art Auditorium  
(Entry from Gate No. 5)

75 GUJARAT UNIVERSITY पारस पर्व

अपने अपने राम

VISHWA TRUST DIGITAL KHIDKI



A heartfelt appreciation goes to Prof. (Dr.) Mamta Brahmhatt, Head of the Department of Business Intelligence, for her valuable role as one of the event coordinators. Her efforts contributed significantly to the seamless execution of the program and the enrichment of the university community.

# MARKETING QUIZ

JULY 28, 2025

On 28th July, the buzz was electric at DBI, BKSPMS, as the stage was set for the most exhilarating brain battle, the Marketing Quiz Competition. With fierce minds, sharp instincts, and rapid-fire answers, participants didn't just compete; they captivated. From the tick-tock of the countdown to the roar of right answers, the quiz was a perfect blend of marketing brilliance and game show thrill. Each question pushed boundaries, challenged memory, and tested conceptual clarity. Powered by energy, cheered by peers, and judged by strategy, this was more than a contest; it was a marketing spectacle! The class transformed into a coliseum of intellect, wit, and competitive fire. Kudos to Meet Patel and Meet Prajapati for crafting this unforgettable showdown. And with buzzing registrations, curious queries, and electric energy in the air, this event wasn't just participated in.



*It was etched into the memory of DBI's legacy of brilliance.*

# ODOO COMMUNITY DAYS

AUGUST 13, 2025

The Department of Business Intelligence, BKSPMS, proudly participated in Odoo Community Days 2025 at Gandhinagar.

Our students had the golden opportunity to witness first-hand the evolving business and technology landscape. The event served as a powerful platform to connect academic learning with real-world corporate insights.



# ODOO COMMUNITY DAYS

AUGUST 13, 2025

Students explored next-gen ERP solutions and understood their impact on modern enterprises. They also gained deeper knowledge of practical business practices beyond the classroom. An important highlight was the chance to network with industry leaders and innovators.



Such exposure bridges the gap between theory and application, enabling our students to think critically and act innovatively. This experience reaffirmed our commitment to preparing future-ready professionals. It encouraged students to embrace technology-driven business solutions with confidence. Truly, it was a step beyond classroom learning, into corporate excellence.



# Siranga YATRA

AUGUST 13, 2025

On 13th August 2025, Gujarat University, Ahmedabad, proudly hosted the grand Tiranga Yatra, a vibrant celebration of patriotism and unity. The march began at 11:00 AM from the Gujarat University Main Building (near BK School), with enthusiastic participation from students, faculty, and staff. The Department of Business Intelligence (DBI) actively took part, carrying the Indian Tricolour high with pride. Participants walked together across the campus, reflecting the spirit of freedom and harmony. The event concluded at 1:00 PM at the Gujarat University Campus amidst loud cheers and patriotic slogans. The Yatra showcased the courage, peace, and prosperity symbolized by the Indian flag. It honoured the sacrifices of countless heroes who fought for the nation's independence. DBI members added energy with spirited chants and vibrant participation throughout the march. The atmosphere was enriched with patriotic songs, cultural expressions, and unifying gestures. The event served as a reminder of our shared duty to preserve the values of justice, unity, and democracy. It stood as a memorable tribute to the Azadi ka Amrit Mahotsav, leaving all with renewed pride in being Indian.



# JANMASHTAMI

AUGUST 17, 2025

The Department of Business Intelligence at BKSPMS, Gujarat University, came alive with devotion, color, and enthusiasm as students celebrated the auspicious festival of Janmashtami. The program commenced with a soulful aarti to Lord Kanha, filling the campus with divine energy and an air of reverence. The festive spirit then flowed into a lively Garba, where students in vibrant attire danced in harmony to traditional beats. The atmosphere turned electric with the spirited Tug of War exclusively for the girls, sparking laughter, cheers, and friendly competition. The celebration reached its peak with the thrilling Dahi Handi event, open to both boys and girls, where teams worked together to form human pyramids and break the symbolic earthen pot. The day beautifully blended culture, tradition, and camaraderie, leaving behind memories as sweet as Lord Krishna's prasad.



# 2<sup>ND</sup> GRADUATION DAY

AUGUST 24, 2025

The Department of Business Intelligence (DBI), BKSPMS, Gujarat University, proudly celebrated its 2nd Graduation Day on 24th August 2025.

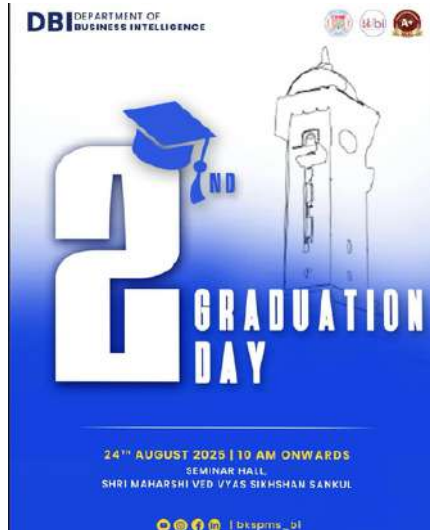


The event marked a momentous occasion, honouring the hard work, dedication, and achievements of the graduating students as they embark on the next phase of their professional journeys. The ceremony was graced by esteemed dignitaries, with Er. B. S. Yadav, Hon. Chancellor of IES University, as the Chief Guest, and Shri Mihir Mehta, a renowned Edupreneur, as the Guest of Honour, who inspired the graduates with their insightful words.

# 2<sup>ND</sup> GRADUATION DAY

AUGUST 24, 2025

Held under the esteemed patronage of Prof. (Dr.) Neerja Gupta, Hon. Vice Chancellor, Gujarat University, and Dr. P. M. Patel, Hon. Registrar, Gujarat University, the event reflected the university's commitment to fostering academic excellence. The celebration was convened by Prof. (Dr.) Prateek Kanchan and organized under the able guidance of Prof. (Dr.) Mamta Brahmabhatt, Head of the Department of Business Intelligence.



The day was filled with pride, joy, and a sense of accomplishment, symbolizing the department's continuous efforts to nurture talent and prepare students for dynamic opportunities.

# Ganesh CHATURTHI CELEBRATION

AUGUST 27, 2025



The Department of Business Intelligence (DBI) welcomed the divine presence of Lord Ganesh with grand fervour on August 27 at 9:00 AM.



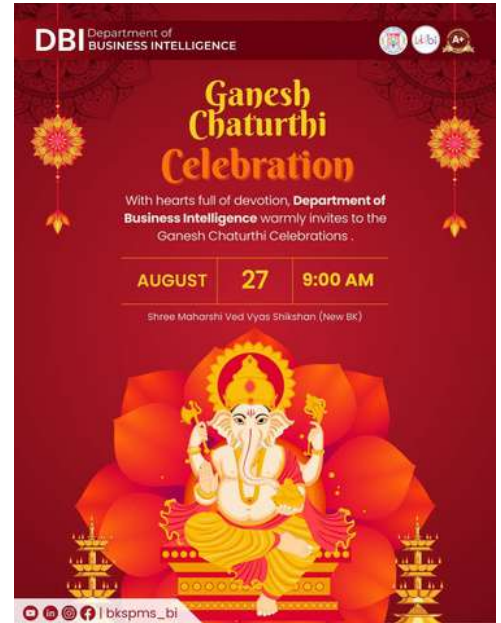
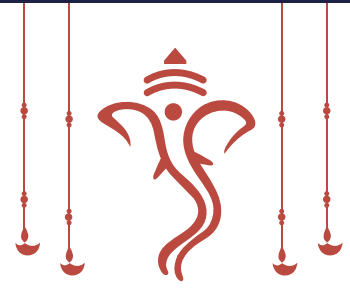
The campus came alive with vibrant decorations, traditional rangolis, and the melodious sounds of dhol and devotional chants.

# Ganesh CHATURTHI CELEBRATION

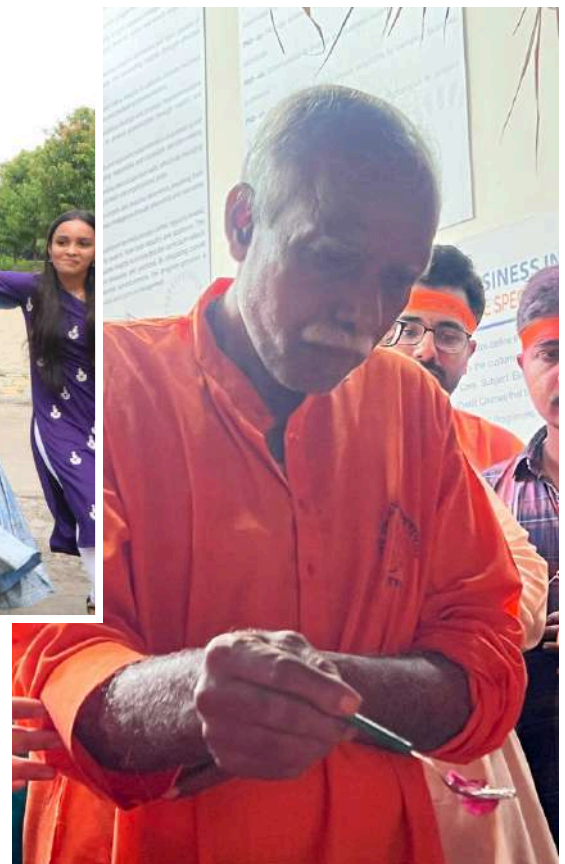
AUGUST 27, 2025

The idol installation was performed with great devotion, marking the beginning of the auspicious Ganesh Chaturthi celebrations. Students and faculty joined hands in performing aarti and offering prayers, creating an atmosphere filled with spirituality and joy. The event witnessed the enthusiastic participation of everyone, as chants of Ganpati Bappa Morya echoed across the venue. Faculty members and students together celebrated the festival, reflecting unity, devotion, and cultural pride.

The rituals were followed by the distribution of prasad, spreading sweetness and blessings among all attendees.



Traditional songs and bhajans further added to the festive spirit, making the celebration truly memorable. With hearts full of devotion, the DBI family experienced an unforgettable day of faith, festivity, and togetherness.



# Ganesh

## VISHARJAN

AUGUST 29, 2025

The Department of Business Intelligence at BKSPMS, Gujarat University, gracefully concluded the Ganesh Utsav celebrations with a heartfelt and traditional Ganapati Visarjan ceremony. The event commenced with devotional aartis and soulful chants, fostering an atmosphere of spirituality, gratitude, and togetherness within the department.

Faculty members, students, and staff actively participated in the farewell rituals, reflecting unity and reverence while seeking blessings of Lord Ganesh for wisdom, knowledge, and collective success. The visarjan procession was conducted with dignity and adherence to traditional practices, marking a serene and meaningful farewell.

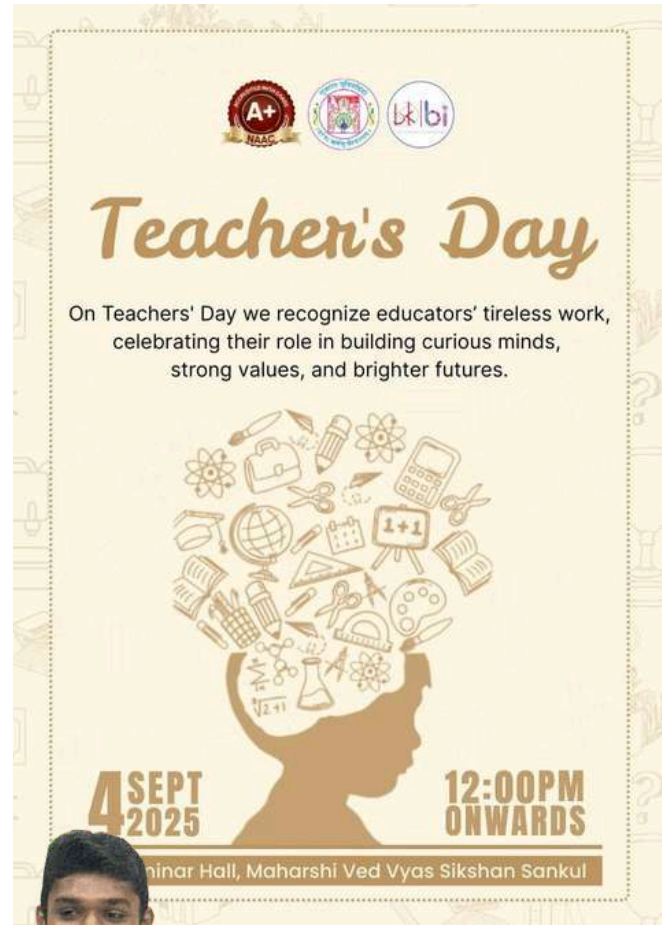


As the idol of Lord Ganesh was immersed, the department embraced the essence of devotion and humility, looking forward to welcoming Lord Ganesh in the upcoming year with the same enthusiasm and respect, while cherishing the memories of this auspicious celebration.

# Teachers Day CELEBRATION

SEPTEMBER 04, 2025

The Department celebrated Teacher's Day with great enthusiasm and heartfelt gratitude, acknowledging the tireless efforts and dedication of every member of our team – from faculty to administrative staff and peons. The Cultural Committee thoughtfully organized the event to honour the contributions of all who work tirelessly to keep the institution running smoothly. The celebration featured touching poetry recitations, where students expressed their respect and admiration, followed by a lively jamming session that added a cheerful and festive spirit to the day. As a gesture of appreciation, gifts were presented to every staff member, making the celebration inclusive and memorable. The event truly reflected the spirit of unity, gratitude, and togetherness within the department.



# FRESHER'S PARTY

SEPTEMBER 09, 2025

The Department of Business Intelligence hosted a vibrant Freshers' Party to warmly welcome the MBA Semester 1 and IMBA Semester 1 students into the BKSPMS family. The event was filled with energy, excitement, and joy as seniors and juniors came together to celebrate the beginning of this new academic journey. The celebration featured engaging games, cultural performances, music, and dance, creating a lively atmosphere and helping the new students break the ice. The highlight of the evening was the 'Mr. & Ms. Fresher' contest, where participants showcased their talent and confidence. The event successfully created a sense of belonging and set a positive tone for the academic year ahead.



# LIFE SKILLS EDUCATION

SEPTEMBER 16 -18, 2025

The Department of Business Intelligence, BKSPMS, Gujarat University, in association with the Indian Red Cross Society, organized a National Level Training on Life Skills Education on 16th, 17th, and 18th September 2025. Guided by Prof. (Dr.) Neerja Gupta, Hon. Vice Chancellor, Gujarat University (Chief Patron), and Dr. P. M. Patel, Hon. Registrar, Gujarat University (Patron), the event was convened by Prof. (Dr.) Mamta Brahmhatt, Professor & Head, DBI.

This three-day training focused on First Aid, CPR, and managing health-related emergencies, equipping participants with essential knowledge and practical skills to respond effectively during critical situations. Students actively engaged in hands-on demonstrations and practice sessions, gaining confidence in handling real-life medical emergencies. The program successfully promoted health awareness, preparedness, and lifesaving skills among participants.

**DBI** Department of Business Intelligence  
BKSPMS, Gujarat University

**NATIONAL LEVEL TRAINING ON LIFE SKILLS EDUCATION**

IN ASSOCIATION WITH  
**INDIAN RED CROSS SOCIETY**

**CHIEF PATRON**  
**PATRON**  
**CONVENER**

**Prof. (Dr.) Neerja Gupta**  
Hon. Vice Chancellor,  
Gujarat University

**Dr. P. M. Patel**  
Hon. Registrar,  
Gujarat University

**Prof. (Dr.) Mamta Brahmhatt**  
Professor & Head (DBI)  
BKSPMS, GU

16<sup>th</sup> September 2025  
17<sup>th</sup> September 2025  
18<sup>th</sup> September 2025

Department of Business Intelligence,  
B. K. School of Professional and Management Studies  
Gujarat University



# LIFE SKILLS EDUCATION

SEPTEMBER 16 -18, 2025

The department extends heartfelt gratitude to the Indian Red Cross Society for their collaboration and support in making this training a grand success.



# NAMO YUVA RUN

SEPTEMBER 21, 2025

## NaMo Yuva Run – Nasha Mukht Bharat

Around 350 students from the Department of Business Intelligence, BKSPMS, Gujarat University actively participated in the NaMo Yuva Run – Nasha Mukht Bharat Marathon held in Ahmedabad on 21st September. The event was organized under the 'Seva Pakhwada' initiative to commemorate the birthday of Shri Narendra Modi and aimed to promote the message of a drug-free India. Under the able guidance of our HOD, Prof. (Dr.) Mamta Brahmabhatt, our students successfully completed the marathon with enthusiasm and dedication, contributing to the vision of a healthier, addiction-free nation.

નશામુક્ત ભારત માટે દોડશે  
ગુજરાતના યુવાનો

આપણા નરેન્દ્રભાઈના જન્મદિવસ નિમિત્તે  
આયોજિત 'સેવા પખવાડિયા' અંતર્ગત

**NAMO YUVA RUN**  
FOR A DRUG-FREE INDIA

21 સપ્ટેમ્બરે આ શહેરોમાં યોજાશે  
'NaMo Yuva Run - નશામુક્ત ભારત માટે' મેરેથોન

- અમદાવાદ
- વડોદરા
- રાજકોટ
- જામનગર
- સુરત
- વલસાડ
- જૂનાગઢ
- ભાવનગર
- ગાંધીનગર
- આણંદ

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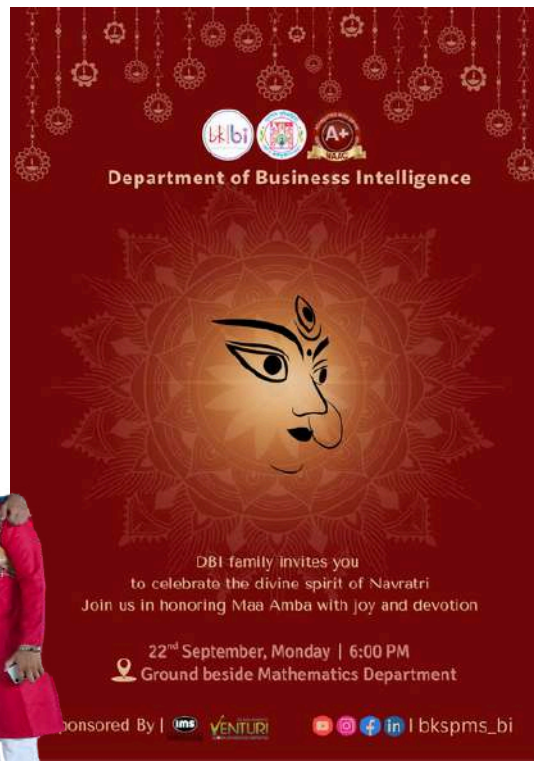
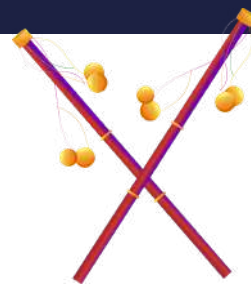


*It was etched into the memory of DBI's legacy of brilliance.*

# Raas NI RAMZAT

SEPTEMBER 22, 2025

The Department of Business Intelligence, BKSPMS, Gujarat University, joyfully celebrated the vibrant festival of Navratri with immense enthusiasm and cultural fervor. Students and faculty came together to honor the spirit of tradition, devotion, and unity through colorful garba performances and festive activities.



The celebration not only highlighted India's rich cultural heritage but also fostered a sense of togetherness, positivity, and community bonding on campus. Such events play an important role in blending academics with cultural values, creating an enriching environment for holistic student development.

4<sup>TH</sup>

# FOUNDATION DAY

OCTOBER 03, 2025

Established in 2020, the Department of Business Intelligence at B.K. School of Professional and Management Studies, Gujarat University, commemorates its Foundation Day, marking five years of academic excellence and progressive growth. Since its inception, the department has been dedicated to fostering a culture of analytical thinking, innovation, and research-driven learning.



**DBI** Department of Business Intelligence  
BKSPMS, Gujarat University

UKLI A+ NAAC

# 4<sup>th</sup> FOUNDATION DAY

3rd October, 2025 | 11:00 AM onwards  
Seminar Hall, Maharshi Vedvyas Shikshan Sankul, Gujarat University, Ahmedabad.

Organised By : DBI, BKSPMS, Gujarat University

In association with: WEB CULTURAL

Sponsored By: IMS VENTURI

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Over the years, the department has organized numerous national-level workshops, seminars, student development programmes, and industry interaction sessions, bridging the gap between academia and industry. Under the able guidance of Prof. (Dr.) Mamta Brahmhatt, the department has continuously strived to equip students with contemporary skills in business analytics, data-driven decision-making, and management practices.

# 4<sup>TH</sup> FOUNDATION DAY

OCTOBER 03, 2025



As the department celebrates this significant milestone, it reaffirms its commitment to advancing quality education, nurturing leadership, and contributing to the dynamic field of business intelligence. The Foundation Day serves as a moment of reflection, appreciation, and renewed dedication towards academic excellence and holistic development.

# Diwali Gifts

## DISTRIBUTION TO SPONSORS

OCTOBER 07, 2025



The Department of Business Intelligence, BK School of Professional and Management Studies, Gujarat University, organized a Diwali gift distribution ceremony to express heartfelt gratitude toward its esteemed industry sponsors and collaborators. The department acknowledged the continued support and partnership of organizations such as Zydus Hospira Oncology, Alpha E Barcode, Techify, Maven, Odoo, Tatvic, AppitSimple, Silver Touch Technologies, F(x)Ai, Inferenz, Rysun, Innovatics, Analytix, IMS, Venturi, Owl Tattoo, Agrawal Mithai Bhandar, and Next Level Ideas. Their collaboration has significantly contributed to bridging the gap between academia and industry, enriching the students' practical learning experience. The initiative reflected the department's appreciation for the valuable associations that drive academic innovation and professional growth.



*Gift*

# GIFTS DISTRIBUTION TO SUPPORT STAFF

OCTOBER 10, 2025

The Department of Business Intelligence, BK School of Professional and Management Studies, Gujarat University, celebrated the festival of Diwali with warmth and appreciation. As part of the celebration, the department extended heartfelt gratitude to the supportive staff who work diligently to ensure the smooth functioning of departmental activities. Their consistent efforts and dedication play a crucial role in maintaining operational excellence. The Diwali gift distribution served as a token of appreciation, symbolizing respect and recognition for their invaluable contributions to the department's success.



# Diwali Lunch

## WITH SECURITY STAFF

OCTOBER 12, 2025

The Department of Business Intelligence celebrated Diwali with a special lunch for the university's supporting staff. This thoughtful initiative was guided by the kindness of our HOD, Prof. (Dr.) Mamta Brahmhatt. The event aimed to appreciate those who serve the university selflessly every day. Their hard work and dedication ensure smooth operations across the campus. The celebration brought smiles, warmth, and festive cheer to everyone present. It reflected the true essence of Diwali – sharing, caring, and togetherness. The lunch created moments of joy and gratitude among all attendees. Such acts of kindness strengthen the spirit of unity within the university family.



# VIKSIT BHARAT PRATIGNA

OCTOBER 13, 2025

The Department of Business Intelligence, BK School of Professional and Management Studies, Gujarat University, proudly participated in the national initiative "Viksit Bharat Pratigya." Faculty members and students collectively took the pledge to contribute toward building a progressive, inclusive, and self-reliant India. The activity emphasized the importance of responsibility, innovation, and integrity among the youth in shaping the nation's future. Through this initiative, the department reaffirmed its commitment to fostering not only academic excellence but also civic consciousness, aligning with the vision of creating empowered citizens dedicated to the mission of a Viksit Bharat.



# *Special Intensive Revision*

## **LEARN, GROWTH, CONNECT**

### **DISCUSSION WITH STUDENTS**

*NOVEMBER 13, 2025*

A meaningful and informative Discussion with Students was organized under the Special Intensive Revision (SIR) initiative on 13th November at the Gujarat University Library Garden. The session aimed to create awareness and encourage dialogue among students regarding the importance of electoral processes and democratic participation.



The interaction was conducted under the guidance of the District Election Officer and Collector, Ahmedabad, providing students with firsthand insights into voter registration, electoral roll revision, and the role of young citizens in strengthening democracy. The discussion offered clarity on procedural aspects while also motivating students to actively engage as responsible voters.




# Special Intensive Revision

## LEARN, GROWTH, CONNECT

### DISCUSSION WITH STUDENTS

NOVEMBER 13, 2025

Students participated enthusiastically, raising relevant questions and sharing perspectives, which made the session highly interactive and impactful. The initiative successfully fostered awareness, civic responsibility, and a deeper understanding of the electoral system among the youth.






## Special Intensive Revision (SIR) Learn, Grow, Connect Discussion With Students

**13 th November**

**:: VENUE ::**  
Gujarat University Library Garden

District Election Officer and  
Collector Ahmedabad

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The event truly reflected the spirit of Learn, Grow, and Connect, reinforcing the importance of informed participation in the democratic process.

# INDUSTRIAL VISIT

DECEMBER 16, 2025

The Department organized an industrial visit to Parle Industries, Bhuj, with the objective of providing students practical exposure to large-scale manufacturing operations and corporate working environments. The visit offered valuable insights into the functioning of one of India's most trusted FMCG brands.

**DBI** Department of  
Business Intelligence



## INDUSTRIAL VISIT

# PARLE PRODUCTS - BHUJ

B.K. SCHOOL OF PROFESSIONAL AND MANAGEMENT STUDIES

GUJARAT UNIVERSITY



During the visit, students were introduced to the complete production process, starting from raw material procurement to final packaging and quality inspection. The technical team explained the importance of automation, hygiene standards, and quality control measures followed at every stage of production. Special emphasis was given to operational efficiency, safety protocols, and compliance with industry standards.

# INDUSTRIAL VISIT

*DECEMBER 16, 2025*

Students also gained an understanding of supply chain management, inventory control, and distribution strategies adopted by Parle to maintain consistency and meet large-scale consumer demand. The interaction with industry professionals helped bridge the gap between classroom learning and real-world industrial practices.



Overall, the industrial visit proved to be a highly enriching learning experience, enhancing students' practical knowledge and motivating them to understand the application of management and business concepts in a real industrial setup. The visit successfully strengthened industry-academia linkage and provided meaningful exposure to corporate operations.

# Yuvaamrut

## GUJARAT UNIVERSITY YOUTH FESTIVAL 2025

The Students of the Department of Business Intelligence, BKSPMS, Gujarat University, actively participated in the Youth Festival "Yuvaamrut 2025" with great enthusiasm and energy. The festival served as a dynamic platform for our students to display their talent across various cultural, literary, and fine arts events. From dance, drama, and music to debate and creative arts, our students represented the department with passion and dedication. Their active participation fostered teamwork, confidence, and a spirit of healthy competition. Yuvaamrut 2025 was a memorable experience, allowing the students of our department to bond, showcase their creativity, and celebrate the vibrancy of youth.





DEPARTMENT  
OF  
BUSINESS  
INTELLIGENCE



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