

Field/Exposure Visit to Sebiz Square and NetSmartz, SAS Nagar, Mohali

20th November 2019

Institution Innovation Council in collaboration with Department of Computer Science and Applications organized a Field/Exposure Visit to Sebiz Square and NetSmartz, SAS Nagar, Mohali on 20 November 2019. The main aim of this visit was to allow students to interact with people of IT companies and start-ups and learn from their experiences. The total number of students who participated in this visit was 30 and number of faculty members was 3. Mr. Sanjay, Community Manager, SIB and SACC, interacted with students and led them to the different workplace environments currently existing in the start-up companies like individual workstations and team cabins. Students visited the company premises and also interacted with their employees. They were exposed to the work culture in IT companies and various facilities provided.

Mr. Chetan Sharma, Founder, Alliance E-Commerce, mentioned students about the pre-requisite training programmes to enter in to the IT world, how they can hone their skills and what they should focus more on according to their professional interests. He answered to different queries of students and answered them to his best possible level. He also mentioned students about various career opportunities after BCA.

In a seminar by Mr. Vishal, Team Lead, Sebiz Square Finishing School, students were elaborated on the concept of “Digital Marketing”. He focused on several topics including the Search Engine Optimization, Google ads, Remarketing, Content Marketing, Social Media Marketing, Influence Marketing, Email and Mobile Marketing. He also encouraged the students to take up free lancing projects through Internet and how they can get experience as well as earn money through online assignments and marketing. The lecture was very exhaustive and students got awareness about diverse opportunities available in this field. In nutshell, through this visit, students were exposed to the start-up culture and were encouraged to generate and execute their own ideas.



