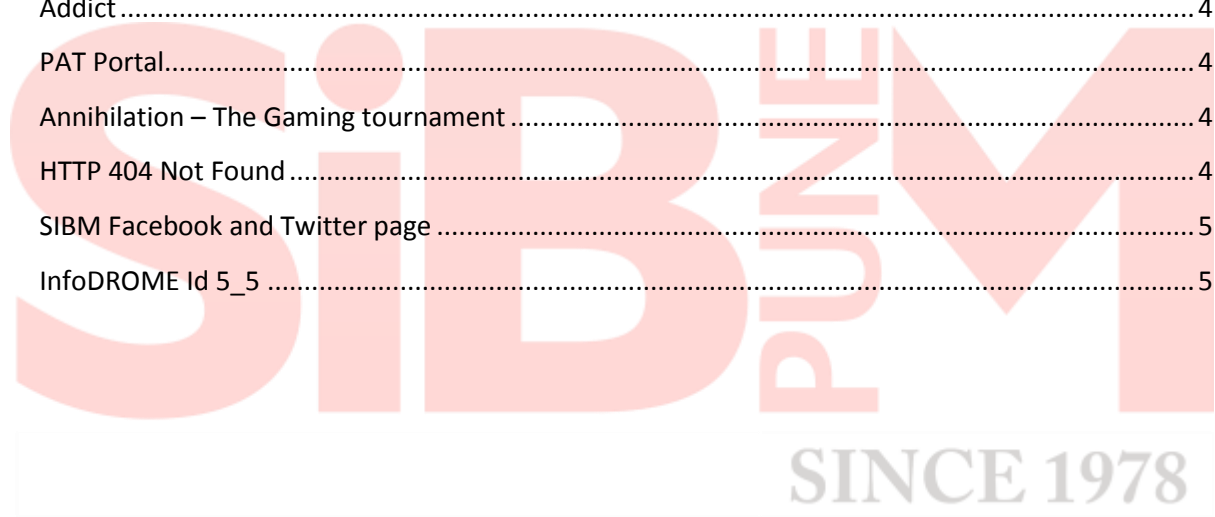


Information Technology Team  
SIBM Pune  
Annual Report 2012-13



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## Introduction

The Information Technology Team works with an objective of using IT as an enabler to add value to all the stakeholders i.e. students, faculty and other administrative staff. The Information Technology team, SIBM Pune has been entrusted with the building of SIBM Pune's strong brand image. The technological edge and the seamless internal processes provided by the team have benefitted the key stakeholders of the institute i.e. the students as well as the major stakeholders like corporates, faculty, aspirants and other council teams.

## Vision

To make use of Information Technology as a platform to enable the students in realizing a complete management experience

## Mission

To create opportunities for students through the use of effective Information Technology that would help them to increase their awareness, knowledge and managerial skills.

## Team Members

**Coordinator:** Afroz Mohammad

### Senior Team (MBA-II):

|                    |                 |
|--------------------|-----------------|
| 1. Afroz Mohammed  | Marketing       |
| 2. Bhargav Kapadia | Marketing       |
| 3. Sukrit Kumar    | Finance         |
| 4. Priyanka Pandey | Human Resources |
| 5. Rishabh Bansal  | Finance         |
| 6. Shashank Jain   | Finance         |

### Junior Team (MBA-I):

|                       |                 |
|-----------------------|-----------------|
| 1. Ekansh Hans        | Human Resources |
| 2. Raheel Anwar       | Marketing       |
| 3. Pawan Kumar        | Marketing       |
| 4. Siddharth Agrawal  | Operations      |
| 5. Shashank Kalyankar | Marketing       |
| 6. Shumpy Saini       | Marketing       |

## Team Responsibilities

In this year the Information Technology team has taken up the following initiatives and completed them to satisfaction.

### Alumni Yearbook Data collection

Any education institute is incomplete without a strong alumni base who accentuates the faith institute entrusted upon them, wherever they venture. The connections students make during the college time are cherished throughout their life by taking them forward as professional and personal contacts. We at Information Technology team collaborate with the Alumni Team by collecting data online in form of pictures and memories from the passing out batch to be used as the input for the “Yearbook”. The design of questionnaire is decided by the Alumni Team and coding, collection and execution is taken care by the Information Technology Team. We are proud to be the part of the Yearbook journey and will continue to be a part of it.

### SPL Super Selector

This was the super selector portal built on the lines of ESPN super selector for the SIBM SPL 5 cricket tournament. In order to make the tournament more inclusive the portal was built so that those who are not playing can also be the part of the “Action”. Players could select their team from the players that they liked and the fate of their team was de[ep]ended on the actual performance by these players in SPL 5 matches.

The portal received huge response with over 200 participating for the prize, it not only increased the awareness about SPL but also make those watching from sidelines part of the event.

### SIBM Blog

SIBM Pune Blog is a window for the outside world to take a look at the trials and tribulations in the life of a SIBM student. The blog is also one of the tools for PR activities and to generate goodwill about Brand SIBM Pune.

This blog has been hosted on [www.sibm.net/blog](http://www.sibm.net/blog) and is a platform to showcase all that is happening on the campus to the outside world especially the alumni and the aspirants. We revamped the existing blog and have identified SPOCs from various council teams from whom we get info of all the events happening on the campus and then we post them on the blog.

## Addict

An ad repository for marketing students to analyse and study the advertisements made for famous brands the portal is made for academic purpose of having quality discussions about the ads and the branding exercise undertaken by the company, the use of brand elements, ambassadors etc. The portal had stopped functioning due to many reasons the team revived it after many efforts and got it up and running.

## PAT Portal

SIBM Pune has some of the best brains in the country pouring in with a rich background and experience. Summer as well as final placement is one such exercise that builds a career path of any student towards achieving his aspirations of being an effective and efficient future manager. Information Technology Team in collaboration with Placement Advisory Team takes up an exercise that helps create a portal for students to apply for companies of their choice online, making the process that much easier and much less stressful, the students can also look at the documents given by the company relevant to recruitment process.

PAT portal also builds a repository of the data that frequents in the minds of first year students while going into the summer recruitment process. The repository contains the insights of the previous batch about the summer as well as final processes, interview questions, group discussions and other frequently asked questions based on company, all at the same place. The Information Technology team take care of the building of the website, managing it, making sure the students fill it and then publishing the same to the junior batch for their perusal.

## Annihilation – The Gaming tournament

This is the gaming tournament organized by the IT team. We organize the tournament across both the batches and 4 different games. This is one time for the students to have some digital fun and compete to enjoy. The gaming received around 150 registers and spanned around 2 days. This was the first event we organized this year it was also a way to introduce the new team to its work.

## HTTP 404 Not Found

A 48 hour marathon HTTP 404 Not Found is an online treasure hunt which is open for students from UG and PG and also the corporate. It is an individual player event where the player can reach the next question only when he gives the correct answer of the current

question. There are around 30 questions that a player has to answer to finish the hunt (quiz). Questions could be of type relate the images, identify the person or place in an audio or video clip. Since it is not a very easy quiz, a Facebook page is also designed for providing the hints to the participants. Any two IT Team member sit round the clock for providing the hints to the participants. Anyone who finishes the quiz first according to the time stamp on our server is declared the winner. Till Transcend 2013 we got the participation of around 400 participation from all over India.

### **SIBM Facebook and Twitter page**

An institute like SIBM Pune needs to keep communicating with people from all walks of life, around the country to understand the pulse of the market and be the frontrunner. Be it online presence that doles out effective insights of events taking place at college or the twitter account wherein a 140 letters message can bring together a lots of ideas, Information Technology team does it all. An account of Facebook account of more than 2750 friends and a twitter handle with more than 1500 followers; the team commands a lot of online presence. Our very own blog, under the purview of the Information Technology team, regularly doles out news and views about the happenings in and around the college.

The team in charge of maintaining the blog, will take their blogging to different social networking sites and improve the number of articles they put up by utilizing resources from the incoming batch. Not only restricting to the online space, they will also develop content in collaboration with every team which will be given to different magazines and print journals highlighting the achievements of SIBM in the academic sphere. This is a year round activity and will be managed by the Information Technology team. In addition, the team will also encourage contribution from students.

### **InfoDROME Id 5\_5**

SIBM Pune has a one stop online portal for the students wherein they can get all the updates, be connected and get valuable links to several places which are required for day to day needs of any SIBM Pune student. Right from attendance module, to placement related updates, from classes/schedules to communication from faculties; infoDROME has become an inseparable part of SIBM student. We, as Information Technology felt the need to upgrade the present setup to a better and a more user friendly infoDROME. The new portal would be filled with applications that the students requested. New personalized chat module, a forum for discussion between faculties and students, an enhanced version of Addict repository are some of the new additions. The new and neat design, easy to access modules and better level of segregation will help administration staff to work out the solutions well.