



Regional College of Management, Bangalore

Dt.27-08-2023

Events Organizing Committee MINUTES OF THE MEETING

The meeting of events organizing committee commenced with welcome note by coordinator of the committee, Dr.B.Ismail zabiullah to the member present. The coordinator presented the agenda along with recommendations and requested the chairman to throw light on the issues and the discussion was started. The below mentioned points of the agenda were discussed and the resolutions were made on the same.

Agenda: Discussion on the below mentioned Program/ Activities to be organized.

- 1. Organizing Online Workshop on Web Analytics Fundamentals
for Ist Year MBA students.**
- 2. Date: 20-08-2023 was finalized to organizing the same**

Resolution: It is resolute to conduct/ organize the above-mentioned Activities /Programs on the dates mentioned against **it**.




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Devanahalli, Bangalore



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Dt: 28-07-2023

Event Organizing Committee

CIRCULAR FOR STUDENTS

All the students of Ist year MBA are hereby informed to attend the below mentioned activity/program. The details of the same are mentioned below.

- 1. Name of the Activity: Online Workshop on Web Analytics Fundamentals**
- 2. Date: 02-08-2023**
- 3. Time: 11.00 A.M to 1.00 P.M.**
- 4. Venue: MBA Class Room No 02 & 03 Ground Floor, RCM Bangalore**

Copy to:

- 1) President Sir for Information.
- 2) Member of the Committee
- 3) All Faculty Members
- 4) Notice Board
- 5) File




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Events Organizing Committee

List of Events Organizing Committee members present in the meeting and their signatures

S.No	Name	Designation	Position in the Committee
01	Shri.Ashis Pal	Principal	Chairman
02	Dr.B.Ismail zabiullah	Asst.Professor	Co-ordinator
03	Shri.Sudip Kumar Sen	Professor	Member
04	Shri.Kamal	Dean	Member
05	Shri.Sowrish	Professor	Member
06	Shri.Ramana Reddy	Professor	Member
07	Smt. Manjula	Asst.Professor	Member
08	Sri.Smitha	Asst.Professor	Member
09	Shri.Veeresh	Asst.Professor	Member



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A Report on Online Workshop on Web Analytics Fundamentals Dt.02-08-2023

On 02-08-2023 an online work shop on web analytics was organized for the students of Ist year II Sem. MBA. Mr. Shanmuka was the resource person for the workshop. He commenced the workshop with an introduction to web analytics. Further he added that, Web analytics is the activity that will provide information about different aspects of a website, as well as help you answer some of the questions related to the traffic and overall performance. It is one of the most widely used drivers of long-term business growth, since web analytics helps business leaders and owners by pointing out problem areas that can be improved to accelerate lead conversion. After the introductory remarks he started discussing different modules related to web analytics fundamentals the details of the same are mentioned below.

Module 1. Definition, Types & Importance

Module 2. Understanding Measurement Plans & its Building, Segmenting Data, Web analytics for business success, Conversions and Conversion funnels, Conversion rate Optimization.

Module 3. Web analytics tools, Google and Adobe analytics, Challenges of web analytics

After the explanation of each module the students are supposed to answer a short quiz, participate in the discussions and practical exercises to reinforce the concepts covered. An e-certificate of achievement was awarded by **accenture** to the students who met the eligibility criteria for the award of the same, after successful completion of the workshop. The 91 participants expressed their satisfaction on the above workshop and thanked the organizers.

Outcome: The participants were Knowledge about the fundamentals of web analytics basics, tools and data and its measurement plan.

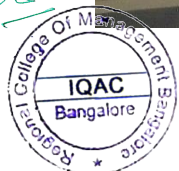



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Photo graphs of Online Workshop on Web Analytics Fundamentals Dt.02-08-2023

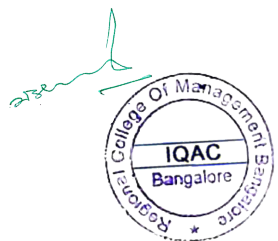


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Students participating in the Online Workshop on Web Analytics Fundamentals




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