

Expert Talk Report

The graphic is a promotional poster for an expert talk. At the top, it features logos for SRKAY CONSULTING GROUP, Uka Tarsadia University, and the Maliba Campus. The main title is 'IT: The Epicenter of Business Strategy' in large, bold, black letters. Below the title, it says 'For B.TECH & MBA Students !!'. The poster is divided into sections. The top left section is orange and contains the text 'The Human, The Machine & The Market. Powered by IT.'. The top right section is black and contains the date '30th SEP 2025', the time '10:30 AM', and the venue 'PT Hall, Uka Tarsadia University'. Below this, there are three topics listed: '01 Business Strategy', '02 Design Thinking', and '03 AI & Market Trends'. The bottom section features a photo of Ankit Sharma, a man with glasses and a beard, wearing a light blue blazer and holding a microphone. To his left, the text reads 'Expert Talk', 'ANKIT SHARMA', 'Project Manager, SRKay Consulting Group', and 'Certified SAFe POPM'.

Title of the Session: “IT: The Epicenter of Business Strategy”

Date: 30th September, 2025

Speaker: Mr. Ankit Sharma

Project Manager, SRKay Consulting Group

Organized by:

- C.G. Patel Institute of Technology (CGPIT)
- SRIMCA – MBA
- Training & Placement Cell, Uka Tarsadia University, Maliba Campus, Bardoli

Venue:

PT Hall, Uka Tarsadia University

Audience:

More than **600 students** from **B.Tech (CGPIT)** and **MBA (SRIMCA)** actively participated.

Session Theme:

“The Human, The Machine & The Market – Powered by IT”

Key Points Covered:

1. Business Transformation through IT

- How IT drives innovation, decision-making, and strategic growth.
- Case studies of IT-enabled competitive advantages.

2. Design Thinking

- Human-centered approach to solving business challenges.
- Role of creativity, empathy, and innovation in IT-driven solutions.

3. AI & Market Trends

- Impact of Artificial Intelligence on business models and industries.
- Latest market trends powered by machine learning, automation, and analytics.
- How AI is reshaping customer behavior and global markets.

4. Role of the Human Factor

- Importance of skills, adaptability, and leadership in a technology-driven world.
- Balancing human intelligence with automation and digital tools.

5. The Market Perspective

- IT as a catalyst for new market opportunities and global competition.
- Use of data-driven insights for business strategy.

6. Problem-Solving Activity

- A **problem statement** was presented to students to encourage analytical and innovative thinking.
- Students worked on possible solutions and discussed their approaches.
- The speaker provided **valuable suggestions and feedback**, guiding them on how to refine their ideas with industry relevance.

7. Career Opportunities for Students

- Emerging roles in IT, AI, and digital business domains.
- Importance of aligning academic learning with industry expectations.

Outcomes of the Session:

- Students gained clarity on the **strategic role of IT** in shaping modern businesses.

- Learned how **Design Thinking and AI** are transforming industries.
- Understood the **market trends** that will drive future innovations.
- Developed **problem-solving skills** by working on a live case/problem statement.
- Benefitted from **direct guidance and suggestions** from the industry expert.

Conclusion:

The Expert Talk by **Mr. Ankit Sharma** on *"IT: The Epicenter of Business Strategy"* was a highly enriching and interactive session. With over 600 students in attendance, the event combined knowledge-sharing with problem-solving activities, giving students practical exposure alongside theoretical insights. The session not only broadened their understanding of IT, Design Thinking, and AI-driven market trends but also prepared them to think critically and align their learning with industry needs.