



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, Accredited by NAAC with "A" Grade)
Madagadipet, Puducherry - 605 107



DEPARTMENT OF
COMPUTER SCIENCE AND BUSINESS SYSTEMS

TechBizz Club
ANNUAL REPORT
(Academic Year: 2023 to 2024)

Submitted by
Mrs. K. Devika
Assistant Professor
Faculty Coordinator

ABOUT TECHBIZZ CLUB

The **TechBiZZ Club** of the Department of Computer Science and Business Systems is dedicated to exploring the dynamic convergence of technology and business innovation, guided by the overarching theme of **“Empowering Future Leaders through the Integration of Technology and Business Intelligence.”** The club serves as a vibrant platform where students transform theoretical knowledge into practical, industry-relevant solutions that address real-world business and technological challenges. TechBiZZ nurtures analytical thinking, strategic decision-making, and entrepreneurial skills. By fostering creativity, collaboration, and leadership, the club prepares students to excel in technology-driven enterprises and competitive global markets. TechBiZZ aims to produce technically proficient and business-savvy professionals capable of leading digital innovation and sustainable growth in modern organizations.

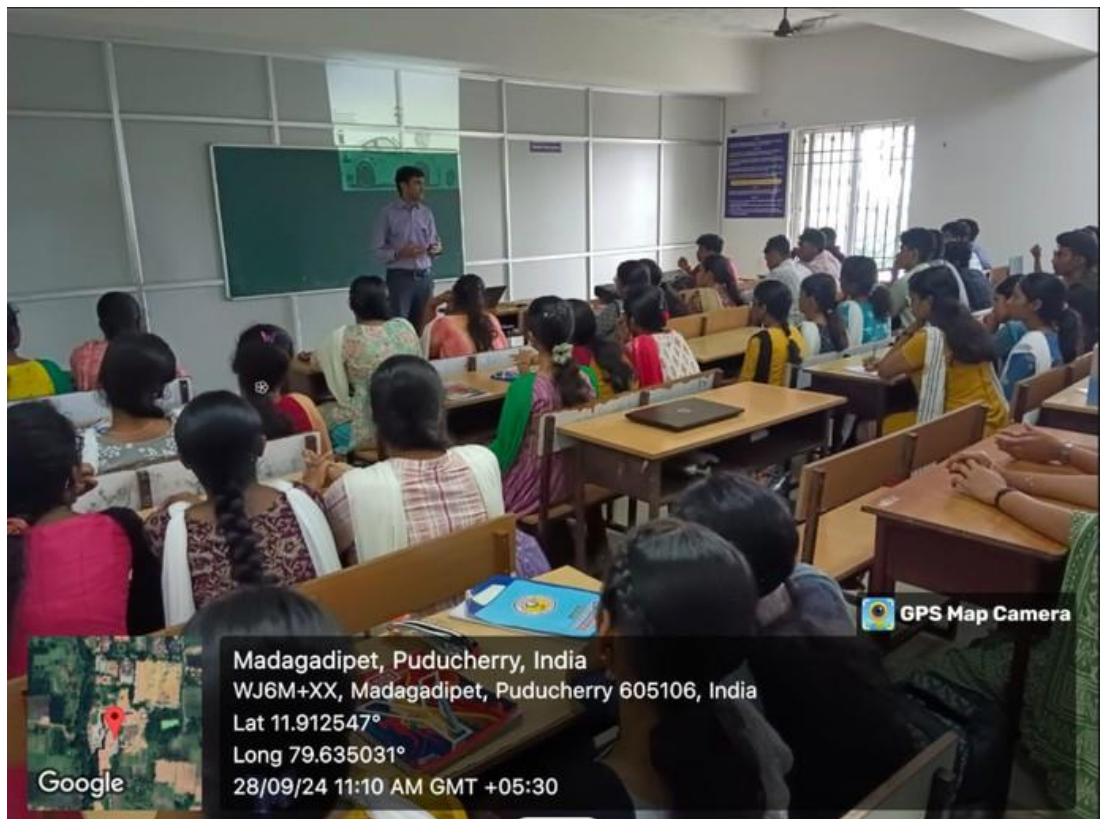
Objectives of TechBiZZ Club

The primary goal of TechBiZZ club are as follows:

- To develop practical skills in technology-driven business solutions.
- To promote innovation and entrepreneurial thinking.
- To enhance analytical and strategic decision-making abilities.
- To update members on emerging technologies and business trends.
- To prepare students for competitions, placements, and startup initiatives.
- To encourage team work and interdisciplinary collaboration.



PHOTO GALLERY



Digital Marketing SEO Strategies

This seminar connects the technical world of web development with the commercial world of marketing. It explains the "Black Box" of Search Engine Optimization (SEO)—how Google decides which websites appear on the first page. Students will learn the technical aspects (crawling, indexing, site speed) and the creative aspects (keyword research, content strategy). The session explores how businesses use digital tools to build a brand presence and convert casual visitors into paying customers.

- Total Number of Participants: 65
- Year of Students: I/I
- Venue: Sri Manakula Vinayagar Engineering College, Madagadipet, Puducherry
- Date: 28.09.2024
- Event Coordinator:
- Mode of Seminar: Offline Club Activity

OBJECTIVES OF THE SEMINAR

- Search Algorithm Mechanics: To explain the technical criteria search engines use to rank pages, such as "Core Web Vitals" (loading speed), mobile-friendliness, and secure connections (HTTPS).
- User Intent Analysis: To teach students how to research keywords to understand what users are actually looking for (Informational vs. Transactional queries).
- Analytics & Tracking: To introduce tools like Google Analytics, showing how businesses track user behavior (bounce rate, session duration) to optimize their websites.

OUTCOME OF THE SEMINAR

- Optimization Checklist: Students will leave with a technical checklist to audit any website and improve its visibility on search engines.
- Marketing Funnel Knowledge: Participants will understand the concept of a "Conversion Funnel" (Awareness -> Interest -> Decision -> Action) and how digital tools support each stage.
- Career Versatility: Students will gain a skill set that allows them to work not just as developers, but as "Growth Engineers" or technical marketers.

LIST OF EVENTS

S.No	<i>Title of the Events</i>
01	<i>Business Intelligence with Power BI</i>
02	<i>Digital Marketing and SEO Strategies</i>

PHOTO GALLERY



Preface


The *TechBiZZ Club* of the Department of Computer Science and Business Systems, Sri Manakula Vinayagar Engineering College, serves as an innovative platform dedicated to fostering technical excellence blended with business acumen among students. The club is established with the vision of integrating computing technologies with modern business practices, thereby bridging the gap between engineering solutions and industry-driven management strategies. TechBiZZ actively encourages students to explore emerging domains through hands-on workshops, industry-oriented training programs, expert talks, hackathons, case study discussions, startup mentoring sessions, and collaborative projects, the club promotes experiential learning and practical exposure beyond classroom teaching. By nurturing analytical thinking, problem-solving abilities, leadership qualities, and entrepreneurial mindset, TechBiZZ prepares students to become future-ready professionals capable of adapting to dynamic technological and business environments. The club emphasizes interdisciplinary collaboration, encouraging students to combine technical proficiency with strategic decision-making and innovation management skills. The successful functioning of TechBiZZ is driven by a committed team of office bearers, including the President, Vice President, Treasurer, Technical Lead, and Business Strategy Lead, who work collectively with enthusiastic members to conceptualize, organize, and execute impactful academic and co-curricular initiatives. Their coordinated efforts ensure that the club consistently aligns its activities with industry requirements and institutional goals.



Faculty Coordinator
Mrs. K. Devika



HoD/CSBS
Dr. N. Danapaquame



IQAC Coordinator
Dr. Arivalagar A A



Director Cum Principal
Dr. V.S.K. Venkatachalapathy

ABOUT THE DEPARTMENT

The Computer Science and Business Systems Department bridges computer science with strategic business applications, making it a popular choice among students looking for CSBS colleges in Pondicherry and the best CSBS engineering college in Tamil Nadu. This interdisciplinary unit equips learners with the skills to navigate today's fast-changing tech scene and its impact on business. SMVEC is recognised among the top CSBS colleges in Pondicherry for its innovative teaching methods and industry-aligned syllabus. Developed in collaboration with TCS, the curriculum integrates technical knowledge with business acumen, equipping students to address the multifaceted challenges of the modern business world.

Vision

To predict and shape future technology and business trends while producing technically adept graduates who can meet global demand. By maintaining its standing among the top 20 computer science engineering colleges in Tamil Nadu, the department aims to lead regional innovation with the updated CSE Syllabus.

Mission

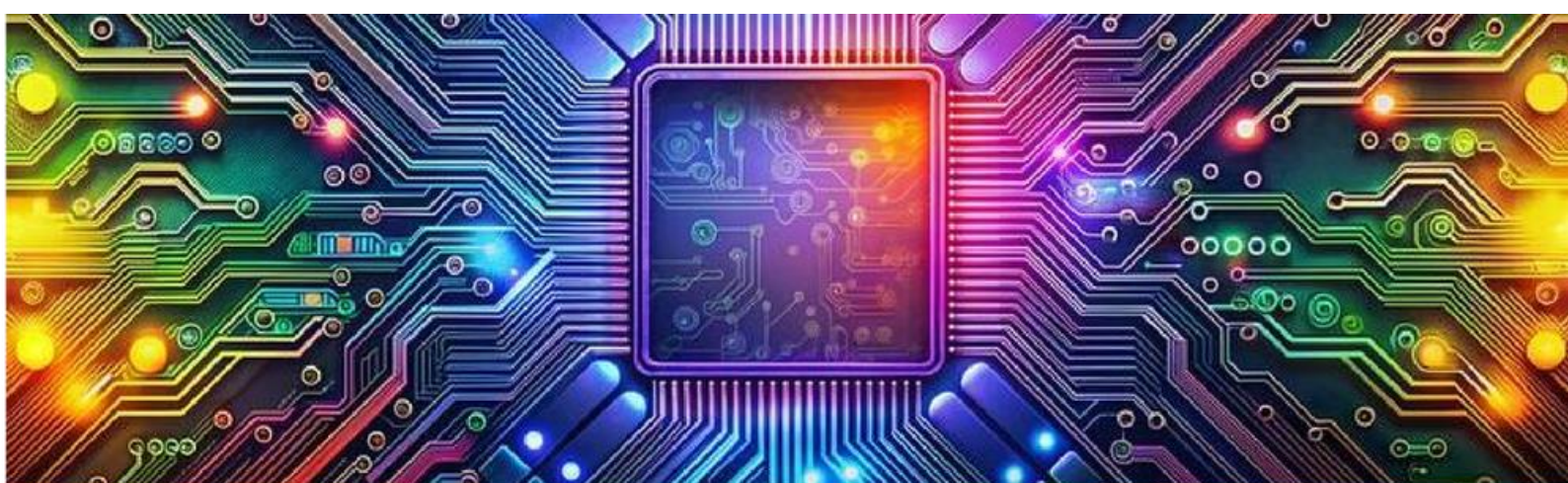
Implement innovative teaching tactics and a current curriculum to share information. Prepare graduates for the fast-paced IT field by teaching them fundamental computer and business skills.

Foster research and encourage ideas that keep us among the best CSE colleges in Pondicherry.

Instill moral values and ethical duties in graduates, training them to be socially responsible.

Programmes offered

- B.Tech - Computer Science and Business Systems



Business Intelligence with Power BI

This data-centric workshop focuses on the intersection of technology and business strategy. In the modern world, raw data is useless without insight. This session teaches students how to use Microsoft Power BI to transform messy, complex datasets (like Excel spreadsheets containing thousands of sales records) into interactive, visual dashboards. Students will learn the art of "Data Storytelling"—choosing the right visualization to highlight trends, outliers, and opportunities that can guide business decisions.

- Total Number of Participants: 60
- Year of Students: II/III
- Venue: Sri Manakula Vinayagar Engineering College, Madagadipet, Puducherry
- Date: 04.09.2024
- Event Coordinator:
- Mode of Seminar: Offline Club Activity

OBJECTIVES OF THE SEMINAR

- ETL Processes (Extract, Transform, Load): To teach students how to clean and prepare data—fixing errors, removing duplicates, and formatting columns—so it is ready for analysis.
- Visual Analytics: To demonstrate how to use slicers, maps, and drill-down charts to allow users to explore data interactively rather than just looking at static tables.
- Business Logic Implementation: To explain how to calculate key business metrics (KPIs) like "Year-over-Year Growth" or "Profit Margin" using DAX (Data Analysis Expressions) formulas.

OUTCOME OF THE SEMINAR

- Interactive Dashboard: Students will create a professional-grade Sales or Performance Dashboard that they can publish and share via a web link.
- Decision-Making Skills: Participants will learn to look at a chart and answer the question "So what?"—deriving actionable business strategies from data patterns.
- Data Literacy: Students will improve their ability to read complex charts and understand the statistical significance behind the number