EDITOR'S CORNER

-Sahana S

The time has come for SCIT to welcome the new batch of MBA 2022-24. The college is abuzz with exciting new faces, and SCIT is gearing up to welcome students for a memorable term.

The orientation program for the new batch is happening in full swing, where the students are getting to know about the college and what they can expect from their two-year course. The sessions are filled with talks by industry experts and faculties providing guidance and support for the new batch.

We are also proud to present this month's Star Alumni, Ms. Vaishali Banerjee. This edition contains two insightful articles from the Web and Media archive. Read along to know more about the events.

Don't worry about being successful but work toward being significant and the success will naturally follow.

OPRAH WINFREY

WHAT'S INSIDE

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INDUCTION CEREMONY 2022

-Sourav Kumar

A new chapter has started at SCIT, this new academic year the university has welcomed new faces with in-campus induction sessions that sailed off with positivity to inspire the young generation partaking in induction for the 2022-2024 batch.

The induction started with a brief introduction to the master's program that consists of everything that a SCIT student dreams of, from significant insights into leading industries to exceptional takeaways from senior students. The overall goal of this induction is to help new students acclimate to new surroundings, develop bonds with fellow students and teachers and be sensitive toward various social issues and life lessons. From the very first moment, students were excited to turn a new chapter of their lives and participated in the conversation to explore different topics with industry experts through guest lecture series.

The first guest who came forward to enlighten new students was Dr Rajani- as a professional in the field, she highlighted the significance of IT in the ever-evolving industries and how it is changing our lives. Throughout her lecture, students comprehended how IT has opened new doors of opportunities for the young generation.

Another inspiring guest lecturer who inspired with his presence was- Mr Clevin Dsouza who taught the value of learning in life. He also highlighted how students can continue their learning with online courses, certifications and lectures to stay ahead in their respective industries.
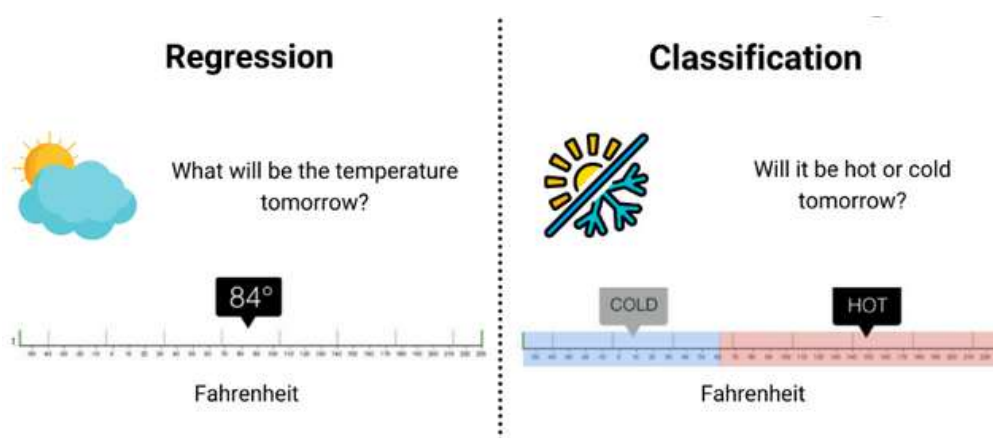
ARCHIVES FROM PAST

Web and Media Committee is highly psyched to rollout a new novel section – 'Achieves from past'. Hereafter, we are going to bring you gold of an article every month from our very own chronicles.

Now, let's relish **Regression and Classification**

On 30 November, 2020 there was an e-GL on the topic 'Regression and Classification' by Ms. Divya Chaurasia, working as a Consumer Insight Specialist at Google. She explained the working of supervised and unsupervised machine learning model with an example each. Supervised machine learning algorithm knows the desired output. Both Regression and Classification are a part of Supervised Machine Learning algorithm. The only difference is that Classification is for discrete variables meanwhile Regression predicts output for continuous variables. Classification is the systematic grouping of units according to their common characteristics. 'Will it rain tomorrow?' is an example of classification. She explained the difference between Clustering and Grouping, the main difference being clusters don't have labels.

She briefed about different types of regression like linear regression, logistic regression, ridge regression, lasso regression, polynomial regression and Bayesian linear regression. The speaker focused on linear regression and logistic regression which are basic and understood by the majority of the clients. A Logistic Regression gives the probability and Linear Regression gives the value. Both are well proven algorithms and not black box algorithms. She next spoke about linear regression like single linear equation and multiple linear equation. Logistic Regression is actually a linear classification problem because it gives the probability. As we increase the complexity of the model the computer's computation power increases and the control is lost on the parameters which determines how the model should behave. To know the revenue on advertising spends prediction using advertising data linear regression can be used. For spam detection logistic regression can be used. The speaker elaborated on the confusion matrix consisting of true positive, true negative, false positive and false negative giving examples related to a student getting admit based on GRE score.

The speaker then focused on two important parameters: the sensitivity and specificity. Sensitivity tells whether one is able to capture all the true positives or not. Specificity tells us whether one was able to capture all the true negatives or not. It's a risky call if a person has cancer and the model shows false negative, predicting he won't get cancer even though he is highly likely to get cancer. In such cases to increase the specificity all the type 2 errors need to be reduced. The speaker ended the discussion with business cases for Regression and Classification. One of the interesting business case studies was how Ensemble Regression is used to predict sales for one of the largest technology clients in the USA in marketing spends on print, digital ad campaigns. The session ended by intrigued students clearing their doubts which the speaker answered graciously.

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Now, let's relish **Corporate Charcha Data protection and privacy in the new virtual networking era**

On 10th April 2021, there was a panel discussion initiated by the ITBM Guest Lecture committee with Dr. Shaji Joseph as a faculty mentor. The theme revolved around data protection and privacy. Millions of personal data records are regularly exposed in data breaches, which criminals use to commit fraud or identity theft. The first panelist was Mr Vishal Kalro, currently associated with Adobe as the Global Head of Technology and Security Alliance. Mr. Vishal talked about how every country has laws to protect their citizen's data. The intent is to make data secure, available on a right-to-know basis and to be available with consent.

He explained how in the old times, privacy was always a concern, there were shredders to destroy the high information containing papers. Data security is an issue the way data is shared in the modern times especially during the pandemic times where the digital data is being generated enormously. With GDPR laws, organizations have started taking the permission of the owners for the security of the data. Also with this law, the companies use data in the minimum ways possible as they know they will be accountable for the same. Also, how over time, the small vendors online will be implementing GDPR soon.

The second panelist was Mrs. Rehana, currently associated with EY as a senior Consultant with multiple certifications like CISA, CISM, CRISC, COBIT 5, ISO 27001 LA. She is also an active member of ISACA Hyderabad Chapter. Along with that she is also an alumnus of SCIT and is a passout of the 2015 batch. Mrs. Rehana, enlightened the audience on the users' readiness to face the risk. Users should see what measures the organization is taking to protect the data. According to GDPR, the user needs to give consent to the organization. After the consent the organization can use it anyway so it is essential on drawing the line on how much data is shared online. She suggested reading the terms and conditions before downloading an app. Also testing the Attackers side on the network. The approach needs to be proactive, where there is continuous assessment of threats as there's never 100% security.

The third panelist was Mr Vikas Goyal who is currently associated with FIS as an IT Security Director. He is also an alumnus of SCIT and is a passout of the 2007 batch. He talked how the data shared on the internet needs to be controlled. With the ocean of data being generated daily, it is difficult to implement the data regulations. Most of the anti-virus fail as they create a signature of the known issues of the virus. New viruses, worms, ransomware come at a very fast pace. New technology such as End Points Detection and Response helps knowing if there is a corrupt file or a non-corrupt file. Until people don't realize what they are sharing the government can't do anything. It's the foremost responsibility of the organization in protecting the data. Technological controls can succeed if the auditors know technology along with auditing.

The fourth panellist was Mr. Karthik Kumar, an IT Advisory Management Consultant working as a manager at PwC India. He is also an alumnus of SCIT and is a pass out of the 2014 batch. He talked about the Cyber attacks which are planned both on the government and private digital platforms and the issue of private data not being private data for another country. He also briefed about the Cyber threats as the world is moving very fast in terms of Fintech companies and digital payments. A lot of FinTech companies have emerged post demonetization and COVID-19 acted as a catalyst in the digital transformation. Without implementing the policies, it's not useful.

Cyber threat is for the Pharmaceutical sectors too as due to the pandemic they have to store the data on cloud. The research papers, lab reports, patents, formula for vaccines have to be secured as hackers are looking for a loophole. As rightly quoted by Gary Kovacs- 'Privacy is not an option, it shouldn't be the price for getting on the internet'. All the major e-commerce companies do data profiling for all the individuals to recommend better videos and generate revenue by the user data.

In the end the panellists emphasized on the importance of being up-to-date with the latest technologies which can be possible by doing certifications and being part of various projects as a part of experiential learning. The fruitful discussion ended with questions and answers.

STAR ALUMNI

VAISHALI BANERJEE

-Khyati Thakur

Vaishali Banerjee is a Senior Manager at Cvent. She is an alumni of Symbiosis International University. She received the Chancellor's Gold Medal for 1st Rank in University in December 2012. She has pursued MBA ITBM from SCIT in the year 2010-2012.Vaishali is currently working with Cvent as a Senior Manager, Strategic Projects & PMO. At Cvent, she is responsible for collaborating with CXOs and the Senior Leadership team to transform global processes and operations. She is also responsible for end to end delivery of large cross-functional, multiple stakeholder and multi-million dollar programs and strategic initiatives.

The core part of her role is to focus on critical problem solving, providing business acumen across sales, marketing, IT and other departments. She has also done various certifications like Certified AGILE SCRUM MASTER, TCN Track A Architecture Governance Certified. She is a strategic executive with over eight years of experience in global strategy and business operations across multiple domains like marketing, sales, technology. Proven success in helping teams define and execute growth agenda, reduce inefficiencies, non-value adds and derive actionable insights. The skills include strategic planning, project planning and management, process re-engineering, critical problem solving, leading end to end strategic transformations, stakeholder and risk management. SCIT is honored to name Vaishali Banerjee as the Star Alumni of June 2022.

Star Alumni

Vaishali Banerjee

Web & Media

WNM

Prof.
Vidyavati Ramteke

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