

#### Chief Convener

**Prof. Dr .K. Ravichandran**

Chairperson  
School of Business Studies  
Madurai Kamaraj University  
Madurai.

#### Convener

**Prof. Dr. M. Sivakumar**  
Head of the Department i/c  
Department of Commerce  
Madurai Kamaraj University  
Madurai.

#### Organising Secretary

**Dr. K. Uma**  
Assistant Professor  
Department of Commerce  
Madurai Kamaraj University  
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#### Organising Members

**Dr. S. Rosita**  
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#### For all correspondence

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**MADURAI KAMARAJ UNIVERSITY**

(University with Potential for Excellence)

(Re-accredited by NAAC with "A" " in the 4<sup>th</sup> Cycle)

**Department of Commerce**



with the support of  
**RUSA-MKU**

### IOT IN BUSINESS ANALYTICS

(4<sup>th</sup> - 8<sup>th</sup> April, 2022)

Registration Form

Name:

Designation:

Name & Address of the Institution:

Email ID:

Mobile No:

#### Payment Details

Name of the Bank

Reference No:

Amount:

Date:

Signature



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### Department of Commerce



with the support of  
**MKU-RUSA**

Organizes

**Five Day Workshop**  
on

### IOT IN BUSINESS ANALYTICS

On

(04<sup>th</sup> - 08<sup>th</sup> April, 2022)



**Department of Commerce**  
**Madurai Kamaraj University**  
**Madurai – 625 021**

#### About the University

Madurai Kamaraj University is on its relentless journey for 50 years and has passed through the tests of accreditation towards reaching the status of Excellence. The University has been ranked A++ with the score of CGPA 3.54 by the NAAC. The University came into being through a bill passed in the Legislative Assembly of the State in the year 1965. Thus, it is a statutory university owned and funded by the Government of Tamilnadu and the University Grants Commission. This University is a member of Association of Indian Universities and one of the fifteen Universities in India with a status of University with potential for Excellence recognised by the Universities Grants Commission, New Delhi. As on date, it covers four revenue districts of Madurai, Virudhunagar, Dindigul and Theni for its regular Academic Programmes. Currently it holds a total of 77 renowned Departments and 20 Schools. In addition to the Departments and Schools, the University has 21 academic centres and 21 quasi-academic supportive units. Madurai Kamaraj University strongly believes in de-centralized and participatory governance. As a visionary step, academic and administrative autonomy has been granted to select Schools. The University has established linkages with community through its various outreach activities.

#### About the Department

The Department of Commerce was started in the academic year 1983-1984. During its inception, M.Com Course was offered. From the academic year 1984-1985, M.Phil and Ph.D. Programmes were introduced. Currently, the

Department is Offering M.Com., M.Phil., and Ph.D. Programmes. The Department has created a record of having awarded more than 200 Ph.D.'s. This department have produced more number of academicians to various universities and colleges.

#### Rashtriya Uchcharat Shiksha Abhiyan (RUSA)

RUSA has sanctioned 20 crores and has released a sum of 10 crores as first instalment for improving the infrastructure. Upgraded 82 conventional class rooms as ICT/ Wi-fi enabled smart class rooms and to create a centralised 300 seated languages and computer lab under RUSA fund. Fitness centres are established in all the 8 hostels. In addition, under RUSA Phase - II the University is committed to Nation Building through promotion of Research and Innovation. The Innovative eco system and entrepreneurship hub exist in the University, aim to nurture young talents in the emerging research themes.

#### About the Workshop

The Internet of Things (IoT) is a major trend driving the next stage of the business, the enhancement of business processes and solutions with sensors, devices, gateways and platforms. By gathering all their data in one place, businessman can make intelligent decisions and design more efficient processes. This allows them to meet the rising demand for high-quality, customised goods at a lower cost, with faster turn-around times. IoT is n't simply about gathering data. Data also needs to be analysed and enriched to deliver insights

businesses can act upon. This is where artificial intelligence, robotic process automation, and analytics come in. Intelligently designed software uses these tools to uncover hidden trends, optimise business processes, and support workers. This programme explores us new insights, boost efficiency, and trains to make more informed decisions.

#### Objectives of the Workshop

- IoT in Business
- IoT models
- Entire business analytics
- Protection of devices and data
- Hands on training on IoT instruments and
- Better business opportunities.

#### Registration Fee

- ▲ Participants are expected to send the Registration form duly filled in, along with the registration fee.
- ▲ Registration Fee: Rs.200/-
- ▲ Register on or before 02-04-2022
- ▲ Entry restricted to 50 members only.

#### Mode of Payment

- ▲ SBI Online payment
- ▲ SBI A/c Name: RUSA Development Fund
- ▲ A/c No: 40793475393
- ▲ IFSC Code: SBIN0002235
- ▲ Last Date for Registration: 02-04-2022