BABU BANARASI DAS
INSTITUTE OF TECHNOLOGY AND MANAGEMENT
(FORMERLY KNOWN AS BABU BANARASI DAS NATIONAL INSTITUTE OF TECHNOLOGY AND MANAGEMENT)
BBDITM

# Guest Lecture

On

# Integration of AI and ML

Date: 30th April 2025

Department: Information Technology/ REIMAGINE Club

Submitted by:

Dr. Shailja Pandey

Date of Submission:

09 May 2025

# 1. INTRODUCTION

## 1.1 PURPOSE

The guest lecture aimed to expose students to emerging trends in Artificial Intelligence (AI) and Machine Learning (ML) and their applications in achieving business excellence. The session was intended to bridge the gap between academic knowledge and real-world technological application.

## 1.2 TARGET AUDIENCE

The lecture was attended by B.Tech students from the Department of Information Technology, along with faculty members.

## 1.3 OVERVIEW

Organized by the Reimagine IT Club, this online session featured Dr. Ashish Dixit, Associate Professor, Department of Computer Science & Engineering, Ajay Kumar Garg Engineering College, Ghaziabad.
The talk provided an in-depth understanding of AI and ML, how they differ, their synergy with Data Analytics, and their role in enhancing business operations. The session was conducted via Google Meet and witnessed enthusiastic participation from over 120 attendees.

# 2. OBJECTIVES

- To introduce students to AI and ML concepts in a business context.
- To explain the integration of AI, ML, and Data Analytics.
- To provide real-world use cases demonstrating technological impact.
- To foster interest in advanced technologies among aspiring IT professionals.

## 3. Details of the program

### a) Program Schedule

| Date | Time | Activity | Speaker/Facilitator |
|---|---|---|---|
| 30th April 2025 | 03:00 PM to 4:30 PM | Guest Lecture on "Integration of AI & ML for Business Excellence" | Dr. Ashish Dixit, Associate Professor, AKGEC |

### b) Participants

- Number of Participants: 120+
- Demographics: Primarily undergraduate IT students, with participation from faculty.
- Selection Process: Open invitation to all interested students via college mailing list and poster promotions.

## 4. Key Highlights

- Dr. Dixit clarified the difference between AI and ML, making the concepts easy to grasp with real-world examples.
- Emphasis was laid on Data Analytics, popular tools such as Tableau and Power BI, and their integration with AI/ML for business insights.
- Examples covered various domains like healthcare, finance, logistics, and marketing, showcasing the vast potential of intelligent technologies.
- The interactive Q&A session allowed students to engage directly with the speaker.

## 5. Outcomes

- Students gained clarity on how AI and ML work both independently and together in real-world systems.
- Exposure to the career scope and tools used in the industry enhanced motivation and direction.
- Positive feedback from participants emphasized the practical relevance and clarity of the session.

## 6. Challenges and Solutions

### Challenges Faced:

Minor connectivity issues were faced due to network fluctuations during the session.

### Resolution Strategies:

The session recording was shared post-event, and the speaker briefly recapped missed parts once the connection stabilized.

## 7. Conclusion

The session achieved its intended objective of equipping students with practical insights into AI and ML integration. It successfully sparked curiosity and provided a roadmap for learners interested in pursuing these fields. Future sessions are recommended to include hands-on workshops to reinforce learning.

## 8. Appendices

## Photographs:










## Program Brochure/Invitation: Poster attached:




## Feedback Form

The feedback form was provided as a Google Form link and circulated to the official Whatsapp groups to students of 2nd, 3rd and 4th year.

Link:
https://docs.google.com/forms/d/e/1FAIpQLSecvDsAh_8i0v3IlkKVLRgj44pt0g9FfuhGHsnNpVgeXDacOw/viewform?usp=header

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