



NEW HORIZON COLLEGE
COLLEGE CODE - 7604

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Affiliated to Bengaluru North University
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| Topic : | SEMINAR ON “ E-COMMERCE INSIGHTS:UNVEILING REAL LIFE BUSINESS STRATEGIES |
| Date of Event and Venue: | 24/06/2023 |
| Time of Event: | 10.00AM |
| Profile of Guest Faculty: | |
| Objective: | The Objective of the Seminar was to provide an Overview of E-Commerce platform and unveil real life business strategies |
| Description of the Event: | <p>. Description of the Program:</p> <p>A seminar on “E-commerce Insights: Unveiling Real-Life Business Strategies” on June 24, 2023, for B.Com. second semester students.</p> <p>The session began with welcoming and introducing the resource person, Mr. Akshay Pissey, and Mr. Likith, who had accompanied the resource person. Mr. Akshay Pissey has more than six years of working experience in the field of E-commerce.</p> <p>The resource person initiated the session by introducing the basics of E-commerce. The distinction between B2C (Business-to-Consumer) and B2B (Business-to-Business) e-commerce models was explained. Examples of prominent B2C platforms like Amazon and B2B platforms like Alibaba were provided to illustrate the differences.</p> |
| Outcome | The objective of the session was achieved as students expressed their satisfaction with the seminar content, noting its relevance and the value gained from the discussions and presentations. The event successfully provided a comprehensive overview of e-commerce, addressing both theoretical concepts and practical industry examples. |





Flipkart

Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, alumni of the Indian Institute of Technology Delhi and former Amazon employees.

