

E- Business Lab

**The ICFAI University Tripura**

**Kamalghat, Sadar, Tripura West-799210**

**Approved by the UGC under section 2(f) of UGC act 1956**

## **Report on E- Business Lab**

The ICFAI University, Tripura has introduced E-Business lab in the academic year 2018-2019 at the basement floor of the academic block for MBA final year students' in order to facilitate all the practical activities of domain knowledge in the field of management. The objective of the lab is to help the students to simulate the real life experience of management domain. The business lab offers research facility in the area of social media marketing and stock market analysis and financial data analysis. Statistical data analysis techniques with software package and accounting package are shown to the students for their hand on practice. This Lab is the platform wherein students get the opportunity to practice their theoretical knowledge learned in the class room on their own hands

In social media marketing following concepts are practiced in the lab for the MBA Marketing specialised students

Search Engine Optimization, Website Analysis, Content Strategy, Link Building, Page Ranking, Social Network , Search Engine Marketing : Campaign Management, Measurement & Optimization, Display Network, Mobile Advertising, Video Advertising, Shopping Advertising Social Media Marketing: YouTube Marketing, Facebook Marketing, Micro-blogging and Twitter, Photo Sharing –Instagram, LinkedIn Marketing, Content Marketing – Definition, Intersection of SEO, Social Media and Content; Consumer Behaviour, Content Marketing Channels, Content Writing, Content Strategy and Challenges, Blog Marketing, Image Marketing, Video Marketing, Email Marketing, Event Marketing, B2B Marketing, Press Release . Ecommerce and Payment Solutions: Types of online payments, Online

Payment Instruments, Net-Banking, Third party payment gateways, Mobile Wallets, Cash on Delivery.

For the MBA Finance electives students following concepts have been practiced in the E-Business lab:

Live of Indian stock markets, BSE, NSE and different stocks performance have been shown to the students; some tasks like ratio analysis and financial statement analysis have been given to them for practice in lab downloading financial statements of different listed companies.

Websites like Investing.com, opstock.com, charting.com, screener. in have been used for technical and fundamental analysis of the stocks.

Accounting skills have been developed by using accounting package (Tally software) . Students have practiced how to make accounting entry in the tally and preparing final accounts with help of the software.

MBA students have one Management thesis course of six credits which is based on research works on business problem. Students are getting lab support where they practice how to entry their data from questionnaire in the SPSS software. Students are able to practice statistical data analysis with help of SPSS by their own.

Following Executive members for the E-Business Lab:

Lab Instructor: Sujit Sutradhar (Social Media Marketing)

Tally Trainee : Mr. Samarjit Saha

Faculty In charge of Social Media and Online marketing: Prof. Paobal Chakraborty

Resource Persons: Dr. Dhananjoy Datta Dr. Sujit Deb and Prof. Somnath Chakraborty

Admin Officer : Mr. Rakesh Debbarma

**E Business lab is located in the Basement floor.**

### **Infrastructure**

The lab is equipped with computers, printers along with software packages like SPSS and Tally Accounting package, share trading software, Winnou campus management software ERP package etc.



**Mr. Sujit Sutradhar is demonstrating social media marketing to MBA marketing specialisation students**



**Mr. Samarjit Saha has shown how to use accounting package (Tally software)\_ for MBA finance Students**



**Resource Persons along with the MBA students in the E-Business Lab**