



Lloyd Business School
Ladder Of Success

Industrial visit on IBM

Event Report

Event Name: IBM	Event Date: 01. 09.2023
Faculty Coordinators: Mr. Deepanshu Gupta	Event Timings: 10:00Am onwards
Number of Participants: 40	Venue: IBM, Gurgaon

Objectives:

The objective of the visit was to provide students with practical exposure to the real-world application of advanced technologies such as Artificial Intelligence, Automation, and data-driven business strategies within a leading global IT and consulting organization like IBM. The event aimed to bridge the gap between theoretical classroom learning and industry practices by helping students understand IBM's organizational structure, corporate culture, and technology-enabled solutions used in modern business operations. Additionally, the visit sought to enhance students' analytical, communication, and problem-solving skills through interaction with industry experts and to enable them to relate academic concepts to actual technological and managerial practices in the corporate environment.

Detailed Report:

During the visit, students were introduced to several key areas that showcased the integration of technology and business strategy at IBM. They observed real-world applications of Artificial Intelligence (AI), including its use in customer service, data analytics, and predictive modeling to enhance business outcomes. The session also highlighted the role of automation in streamlining workflows by reducing manual effort, minimizing errors, and increasing operational efficiency. Additionally, students gained insights into IBM's approach to business

strategy and innovation, where agile project management and client-centric solutions drive technological value. Interactions with IBM executives provided exposure to corporate culture and leadership, emphasizing the significance of teamwork, effective leadership, and a continuous learning mindset within a technology-driven environment.

Learning Outcomes

The industrial visit offered several significant learning outcomes for the students:

1. **Insight into AI and Automation:** Students observed how AI algorithms and automated processes are applied to optimize operations, improve efficiency, and support decision-making.
2. **Understanding of Business Innovation:** Exposure to IBM's research and development practices helped students appreciate the role of innovation in maintaining business competitiveness.
3. **Real-World Problem Solving:** Students learned how IBM addresses complex business challenges using data-driven strategies and technological solutions.
4. **Professional Interaction:** Discussions with IBM professionals enhanced students' understanding of industry expectations and skill requirements.
5. **Career Perspective:** The visit provided clarity on career paths in technology and management, highlighting the importance of continuous learning in emerging tech domains.

Prepared by:

(Mr. Deepanshu Gupta)

