

A stylized, futuristic robotic hand in shades of blue and white, reaching upwards. The background is a dark blue gradient with glowing cyan cubes and faint circuit-like patterns.

# **BUSINESS AND INFORMATION TECHNOLOGY CLUB**

## **NEWSLETTER**

**ODD SEMESTER  
2021 - 2022**



# INSIGNIA

INSIGNIA was a combination of both Technical and Pop Culture events that aimed at inculcating the idea of teamwork and also inducing more knowledge on technical related fields.

It also aimed at encouraging students who showed interest in Competitive coding as well.

## INSIGNIA

- **EVENT 1 - Ingenious**

This was a Technology event which consisted of Technology and coding perspective of Insignia and was designed to cater to the students who were interested in competitive coding.

Over 50 participants participated in the Round 1 out of which 44 were shortlisted for the final round which was a pair coding algorithm round wherein the participants thoroughly enjoyed and understood how important teamwork is.

- **EVENT 2 - Kaleidoscope**

Kaleidoscope consisted of the pop culture perspective of Insignia and was mainly focused on catering to students who were interested in pop culture.

This event consisted of two rounds wherein the first round was an Emoji Quiz and the second round was a team based round wherein the participants were divided into a group of two and were asked to guess the current references of pop culture







## TECHNOVERSE

TECHNOVERSE was an entirely Tech based event that was aimed at students who wanted to showcase their knowledge in Technology and also tested their abilities in the current Technology and it's affairs.

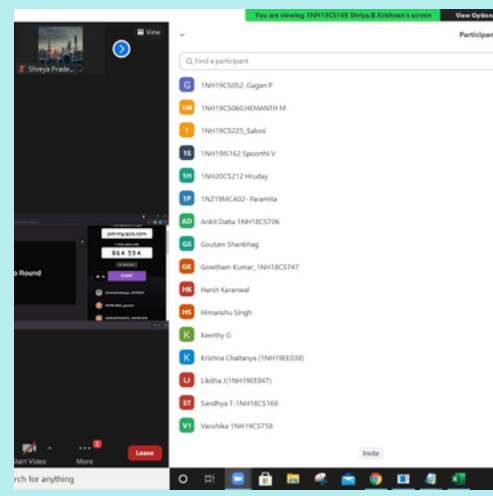
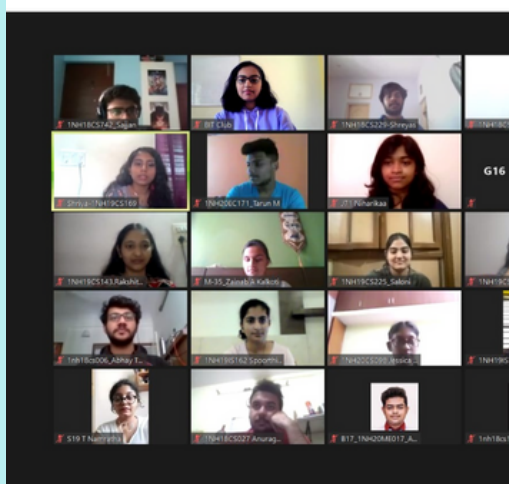
### TECHNOVERSE

- **ROUND 1 - Scavenger Hunt**

This was the online version of Scavenger Hunt which is a competitive game that tests students based on the time as well as giving them Technical Scenarios. The top ten participants were shortlisted for the next round.

- **ROUND 2 - Logo Quiz**

The second round consisted of the participants answering an MCQ quiz about various logos of corporate and technology giants.





## ***FASCINATING BUSINESS FACTS***



- "Yahoo" is an acronym for "Yet Another Hierarchical Official Oracle."
- Apple's iPad retina display is actually manufactured by Samsung.
- Marvel Comics once owned the rights to the word "zombie."
- Amazon.com employees spend two days every two years working at the customer service desk — even the CEO — in order to help all workers understand the customer service process.
- Starbucks spends more on health care insurance for its employees (\$300 million) than on coffee beans.
- Google was originally known as BackRub.
- Facebook is mostly blue because Mark Zuckerberg is red-green colorblind.
- The arrow in the Amazon logo points from A to Z, highlighting the retailer's wide range of products.