

2021-22

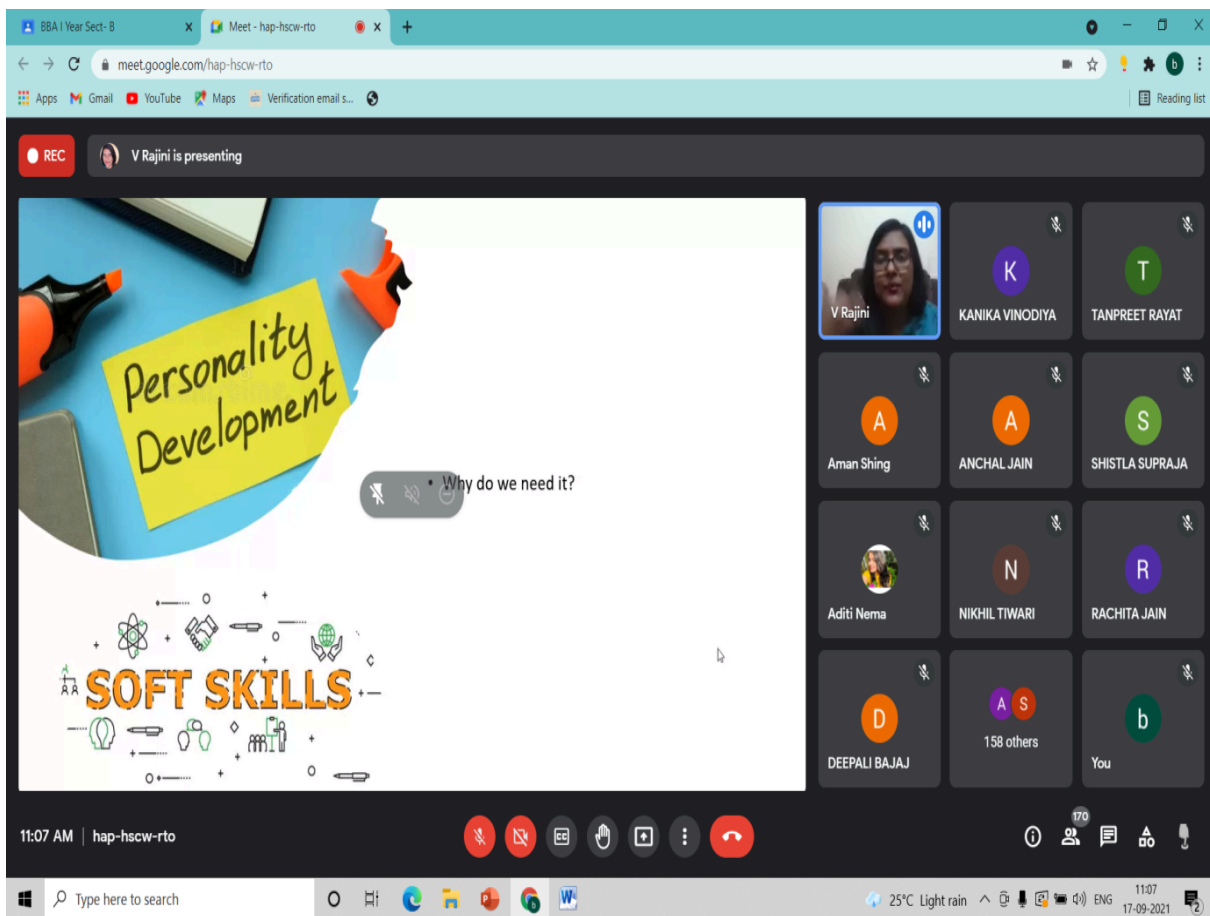
**DEPARTMENTAL
ACTIVITY**

SEPTEMBER 2021:

- 1. Guest Lecture on Soft Skill:**

The department of management orchestrated a Guest Lecture on Soft Skill by V Rajni, IBS, on 17th of September 2021, Time 10:45-12.45 pm (Skill Enhancement)

The session commenced with a welcome note by Mrs. Shraddha Shrivatava. All the faculty members and the students of BBA were present there. Dr V Rajni started the session on personality development and soft skills at 10:45 am. She elaborated on the significance of Personality Development and Soft Skills in the success of eminent personalities. She explained the VOCA world - volatile, uncertain, change, ambiguous. She defined the significance of Self Awareness, Attitude, Goals setting, body language, SWOT Analysis, Meditation, Dress make up a man, Perception, outer impression, dressing, and grooming. The session was attended by 200 students.



During her entire session, she discussed the following points-

1. Self -Awareness
2. Personal Grooming

3. Attitude
4. Goal setting
5. Listening skills
6. Body language
7. Communication skills
8. Read more often and develop new interests
9. Having an opinion
10. Manners and etiquette

The session was concluded by Mrs. Shweta Suri with a vote of thanks at 12.45 pm.

The screenshot shows a Google Meet interface. At the top, the browser tabs include 'BBA I Year Sect- B', 'Meet - hap-hscw-rto', and 'New Tab'. The address bar shows 'meet.google.com/hap-hscw-rto'. The main content area displays a presentation slide with the following text:

- Who are these?
- They are eminent PERSONALITIES

The slide also features four portraits of prominent Indian figures: a man in a suit and glasses (left), a woman in a dark turtleneck (top right), a man in a white shirt and tie (bottom left), and a man in a dark turtleneck (bottom right). On the right side of the screen, a grid of participant thumbnails is visible, including SAHIL PATEL, V Rajini, Apoorva Mishra, ASHUTOSH MISH..., zeeshan khan, Sahil Malviya, bba101 101, ADITYA JAIN, Amit Chakravorty, SHISTLA SUPRAJA, 147 others, and You. The bottom of the screen shows the Windows taskbar with the time 10:48 AM, the meeting ID hap-hscw-rto, and system icons for weather (24°C Light rain) and date (17-09-2021).

Browser tabs: BBA1 Year Sect-B, Meet - hap-hscw-rto


Address bar: meet.google.com/hap-hscw-rto

Navigation: Apps, Gmail, YouTube, Maps, Verification email s...


Meeting controls: REC, V Rajini is presenting

Self awareness

"Knowing yourself is the beginning of all wisdom."
—Aristotle



EPIC Inspirational Quotes



S Strengths
W Weaknesses
O Opportunities
T Threats

KNOW YOUR EMOTIONS

ENTERTAINED	EMBARRASSED	ANGRY
SHY	BORED	TIRED
WORRIED	FROWN	AFRAID

PERSONALITY

Participant grid:

- V Rajini
- SHISTLA SUPRA...
- Aditi Nema
- ADITYA JAIN
- Sujal Bawaria
- KANIKA VINODI...
- 113 others
- You

In-call messages

Sujal Bawaria 11:03 AM
Owner banna ha

Narendra Modi 11:16 AM
Wish me happy birthday 🎉

V Rajini 11:19 AM
Work qualities

V Rajini 11:22 AM
profile

V Rajini 11:25 AM
PJ

Jordi Shing 11:34 AM
Jonny bhayya ko andar lelo

V Rajini 11:39 AM
https://www.mindtools.com/pages/article/newTMC_05.htm

Send a message to everyone

11:45 AM | hap-hscw-rto

System tray: Type here to search, 26°C Light rain, 17-09-2021

2. International E Conference on Sustainable Development:

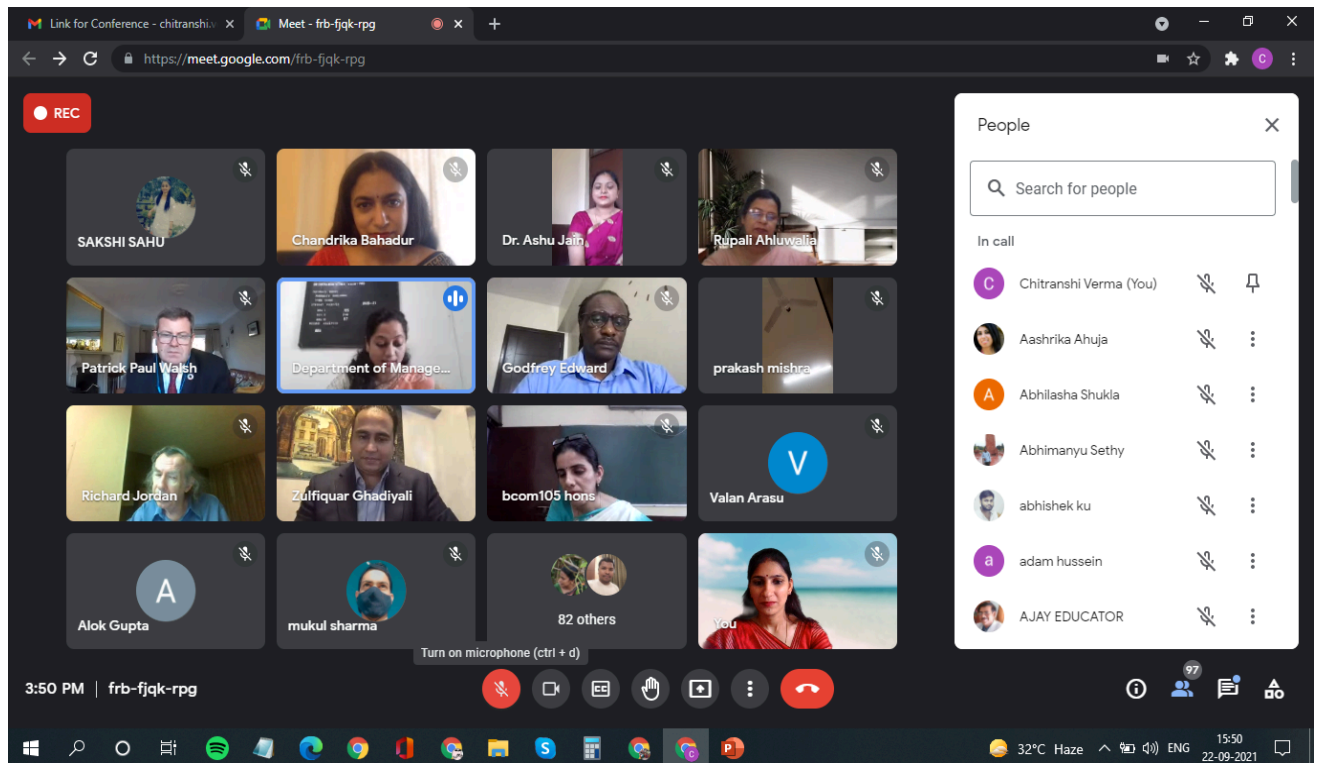
International E Conference on Sustainable Development was organized by the Department of Commerce and Management, on 22nd September, 2021, from 2.30 pm to 4 pm.

The webinar started with an introduction by Dr. Chitranshi Verma at 2.30 pm. Thereafter the objectives of the webinar were dictated by Dr. Sonal Rai.

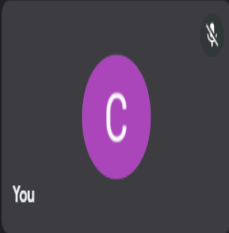
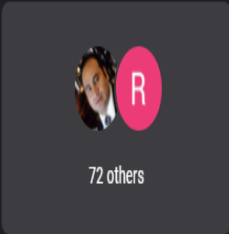
Overall the conference was addressed by our Principal Rev.Dr. G.Vazhan Arasu (Patron of the conference), St Aloysius College, Jabalpur. After the introduction, the conference started with the research and development lectures on the topic of sustainable development. The keynote speakers of the conference were as follows-

1. Our 1st speaker was Prof. Patric Paul Walsh, member of the scientific committee of ICSD who was introduced by Dr. Anshu Jain.
2. Our 2nd speaker being Prof. Zulfiqar Ghadiyali, Global peace ambassador, United Nations University for Peace, Abu Dhabi, introduced by Dr. Rashmi Patras, HOD, Dept of Management.
3. Our 3rd speaker was Dr. Chandrika Bahadur, Director SDG academy, SDSN, introduction by Dr. Tarvinder Kaur.

The session was ended by Dr. Rupali Ahluwalia with questions and answers. The total no. of participants was 105. The few pics of the conference were as-



REC



In-call messages

If you are enjoying this, you can join the SDG Academy Community of Practice to continue sharing best practices, challenges, and a passion for sustainable development with like-minded organizations around the world. Click this link to learn more and apply: <https://www.unsdsn.org/sdg-academy/community-of-practice/>

To learn more about how to build a sustainable and inclusive planet, take one of the SDG Academy's free courses on edX. Get started at edx.org/school/sdgacademyx/

Find out more about the SDG Academy in our 2021 Annual Report and at sdgacademy.org/

Anupam Kumar Pandey 4:16 PM
UN SDG Action Zone starts today as well. How can

Send a message to everyone

4:21 PM | frb-fjqk-rpg



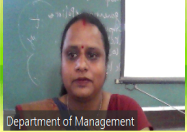
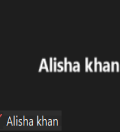


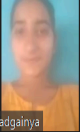













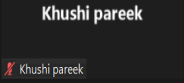
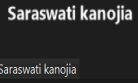
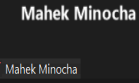
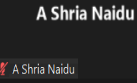
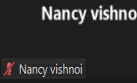
Microphone, Video, Chat, Hand, Share, More, End Call













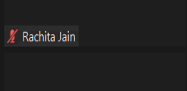
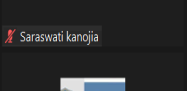
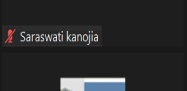










OCTOBER 2021:








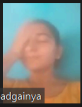
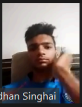
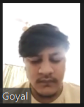
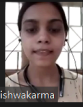
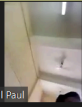
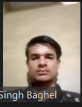
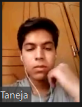
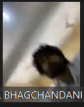





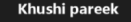

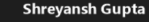

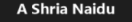
3. Guest lecture on Life skills and Time Management:

(10 am- 11.30 am) on 12th of October 2021 (Skill Enhancement)

The session commenced with a welcome note by Dr. Rashmi Singh. The introduction was given by Dr. Rashmi Patras. All the faculty members and students of BBA were present in the session. Lt.Col. E.Praveen Wilson started the session on life skills and time management at 10 am. He elaborated on what is the significance of time management and life skills for career advancement and growth in the success of students. He explained the goal is the key element in setting time management. Besides this, he also gave three basic elements for success as Hard Work, Time utilization, and patience. The session was attended by 178 students and faculty. Finally, the session was concluded by giving a warm thankyou note by Mrs. Shradhdha Srivastava.

 Praveen Wilson	 Sami Nisar	 Department of Management	 Alisha Khan	 TANPREET RAYAT
 Mrs. Rashmi A Patras	 ritika badgaimya	 Rajvardhan Singhai	 Tushar Goyal	 Jaya Vishwakarma
 Reshail Paul	 Kartik Singh Baghel	 RAHUL BHAGGHANDANI	 Shubh Taneja	 Shreyansh Gupta
 St. Aloysius' College Jabalpur, India	 Dhani Awasthi	 S.Supraja	 Amit Singh	 Rachita Jain
 Khushi pareek	 Saraswati kanojia	 Mahek Minocha	 A Shria Naidu	 Nancy vishnoi

 Adarsh Yadav	 RAHUL BHAGCHANDANI	 Praveen Wilson	 Sami Nisar	 Department of Management
 Alisha Khan	 TANPREET RAYAT	 Harshita Pal	 Mrs. Rashmi A P...	 St. Aloysius' College Jabalpur, India
 Shubh Taneja	 Dhani Awasthi	 SHOBHIT MISHRA	 S.Supraja	 Pranjal mishra
 Amit Singh	 Anchal jain	 Rachita Jain	 Khushi pareek	 Saraswati kanojia
 Shreyansh Gupta	 Mahek Minocha	 A Shria Naidu	 Nancy vishnoi	 Chitranshi Verma

 Adarsh Yadav	 Praveen Wilson	 Sami Nisar	 Department of Management	 Alisha Khan
 TANPREET RAYAT	 Mrs. Rashmi A Patra	 ritika badgainya	 Rajvardhan Singhai	 Tushar Goyal
 Jaya Vishwakarma	 Reshail Paul	 Kartik Singh Baghel	 Shubh Taneja	 RAHUL BHAGCHANDANI
 St. Aloysius' College Jabalpur, India	 Dhani Awasthi	 S.Supraja	 Amit Singh	 Rachita Jain
 Khushi pareek	 Saraswati kanojia	 Shreyansh Gupta	 Mahek Minocha	 A Shria Naidu

Zoom Meeting

Recording...

Participants (59)

Q Find a participant

DO Department of... (Co-host, me) [Mute] [Unmute]

St. Aloysius' College Jabalpur... (Host) [Mute] [Unmute]

PW Praveen Wilson [Mute] [Unmute]

AS A Shriya Naidu [Mute] [Unmute]

Adarsh Yadav- [Mute] [Unmute]

A Aditya Gupta [Mute] [Unmute]

AP Aditya Patel [Mute] [Unmute]

AK Alisha Khan [Mute] [Unmute]

AS Amit Singh [Mute] [Unmute]

AJ Anchal Jain [Mute] [Unmute]

AA Aryendra Anya [Mute] [Unmute]

AA Ashwani Anilendran [Mute] [Unmute]

AP Astha Pandey [Mute] [Unmute]

AK Ayush Kanojija [Mute] [Unmute]

Chitranshi Verma [Mute] [Unmute]

DB Deepali bajaj [Mute] [Unmute]

Invite Mute All

Type here to search

29°C Haze 1023 12-10-2021

4. Roleplay competition for BBA students:

The Department of management had organized a roleplay competition on the 22nd of October. There were three groups namely Group A Group B and Group C.

The topic for the roleplay activity for Group C was - Privatisation Of Firm



The topic for the roleplay for Group B was the Significance of coordination among levels of Management





5. Webinar on "Scope of Business Analytics":

The Department of Management, St. Aloysius College, Autonomous, Jabalpur in Collaboration with ICAI Business school, Hyderabad, had organized a Webinar on "Scope of Business Analytics" for Students on the 23rd of October 2021, from 11:30 am

to 12:30 pm. It is a Student Knowledge Sharing Program for future managers. (Skill Enhancement)



Recording You are viewing Dr. Vanita Joshi's screen View Options

Scope of Business Analytics - PowerPoint

FILE HOME INSERT DESIGN TRANSITIONS ANIMATIONS SLIDE SHOW REVIEW VIEW

Vanita Joshi

Thumbnails

Structured Unstructured

Variety

Volume

Value

Velocity

Location Data

Machine Data

Mobile

RFID

SMS

ERP

Sensor Data

Social Networking

Point of Sale

Clickstream

Real-Time

Big Data

ECOSYSTEM

You are muted. Press ALT+A to unmute your microphone, or press and hold the SPACE key to temporarily unmute.

Dr. Rashmi Singh

Dr. Rashmi Singh

Dr. Vanita Joshi

IBS

Amit Chakravorty-MP

SAT 2

zeeshan khan

SHAINA JOSEPH

Unmute Start Video

Participants 70

Chat

Share Screen

Reactions

Leave

Zoom Meeting

Recording

NEW Drag and drop to reorder videos

Dr. Rashmi Singh

Dr. Rashmi Singh

zeeshan khan

Amit Chakravorty-MP

SHAINA JOSEPH

SHAINA JOSEPH

Anjali Shivhare

Yashraj Patel

Harshal

Ayush satwani

Dhananjay Swa...

Dhananjay Swamy

Shivani Rajak

Rachita Jain

Toshit

RAKSHA AGNIH...

Kriti Dubey

Kriti Dubey

Nikita verma

Department of...

A Shria Naidu

VEDANT DIXIT

Archi Gupta

Archi Gupta

Alisha khan

Aishwarya Soni

Arshad

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Umaiya Arifa

Deepali bajaj

Deepali bajaj

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Participants 78

Chat

Share Screen

Reactions

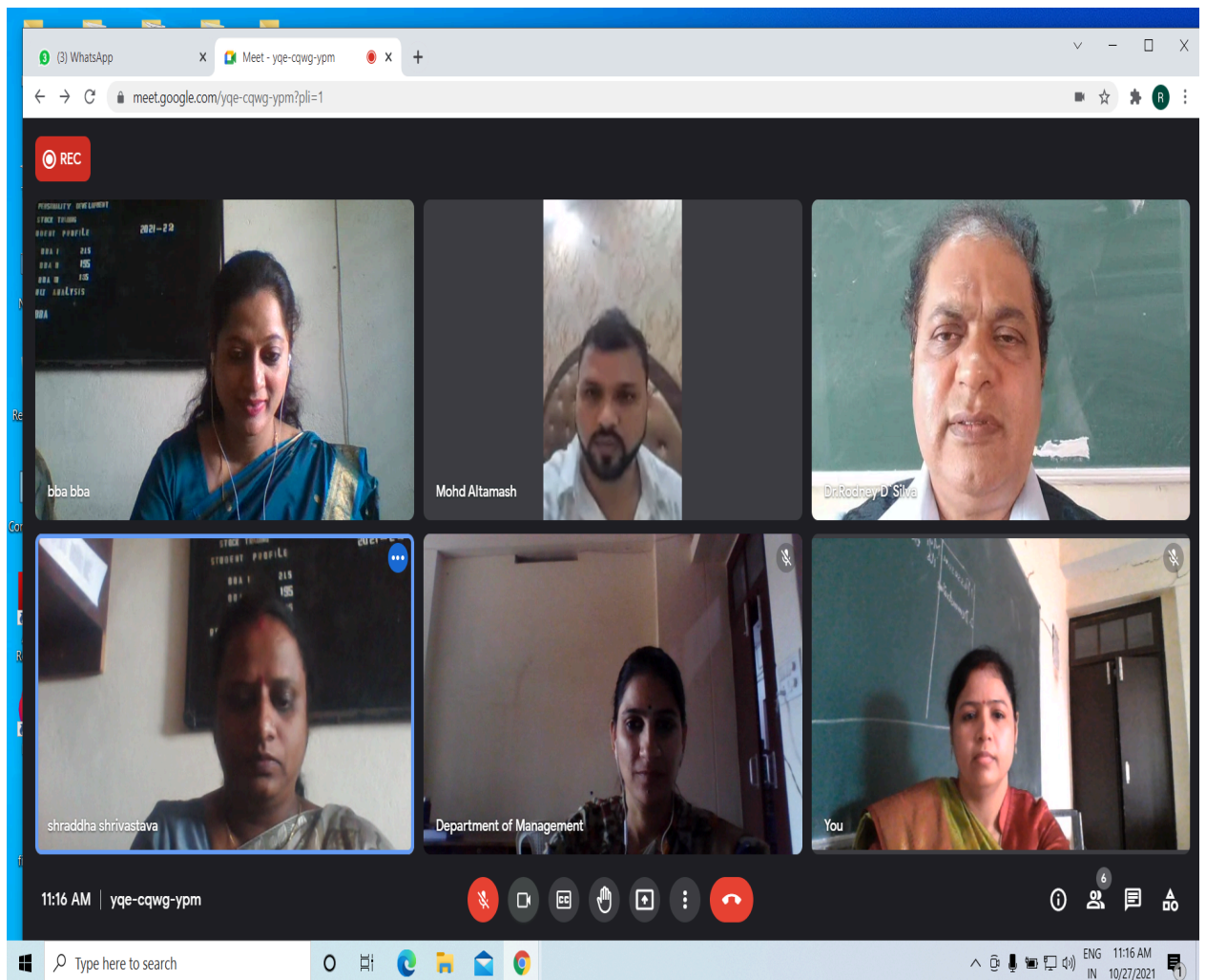
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ENG 11:48 AM IN 10/23/2021

6. Board of Studies:

Department of Management Conducted Board of Studies on the 27th of October, 2021. The meeting started at 10:00 am with the prayer by Mrs. Rashmi Patras (Head of the Department) in the presence of Academic Council member Dr Rodney D'Silva, Representative Ex-Student Alumni, Mr. Md. Altamash and all the faculty members. Dr. D'Silva recommended three changes in the nomenclature of Business Management (BBA I Year). Further, he appreciated the new syllabus that is being introduced in the year 2022 as Diploma in Business Analytics. Overall it was a very successful meeting. The meeting was concluded at 11:30, with a vote of thanks by Dr Rashmi Singh.



7. Extension Activity - A visit to old age home on 30th of October 2021 (Extension Activity):

Samarpan Club with a vision of building a caring community of students with harmony and happiness, works towards providing welfare services to those in need. Every year the club takes up initiative in extending hands to the society's underprivileged sections.







NOVEMBER 2021:

8. Case Study Presentation Organized for BBA-1st year Students: (Skill Enhancement):

Department of Management studies has organised a case study presentation for BBA first year students on 13th Nov, 2021 at 9 am- 10am under the guidance of faculty coordinator Dr. Richa Dixit Bajpai. A total of 38 {28(online) and 10 (offline)} students participated in the presentation. Both positive and negative aspects of pandemic covid 19 were discussed by the students. The theme of the case study was “Consequences of Pandemic Covid 19 situation in India”.

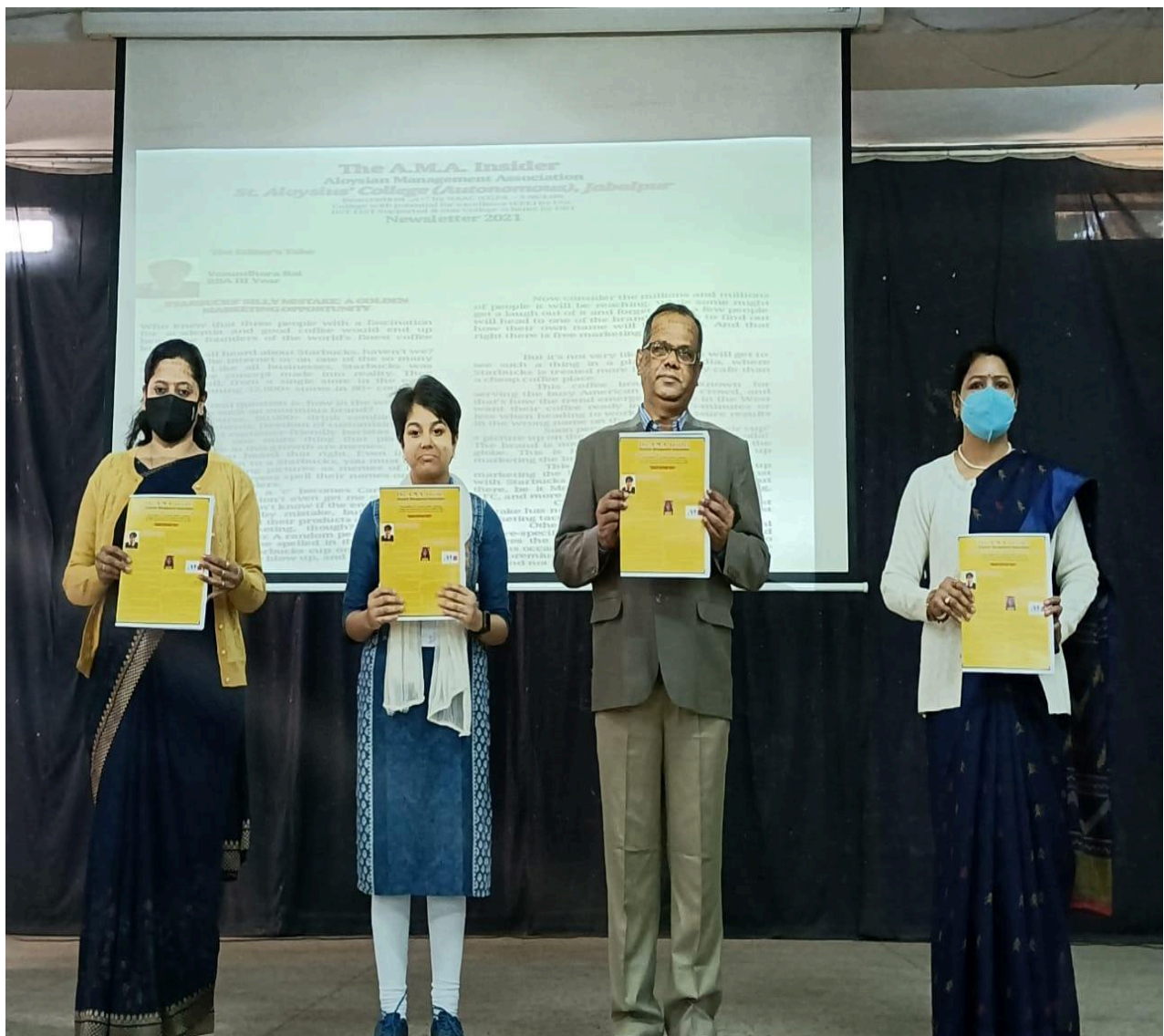
The screenshot shows a Google Meet interface during a presentation. The main window displays a slide titled "Case Study Presentations on 'Consequences of Pandemic Covid 19 situations in India' 13.11.21 (First yr Sec C) By Dr Richa Dixit, DOMS". The slide is presented in a Microsoft PowerPoint application. The meeting controls at the bottom show the time as 9:50 AM and the meeting ID as ssq-wnoq-bnf. A list of participants is visible on the right, including SANYA MEHANI, SARANG KANOJIYA, SHEIKH AASIM, SHUBHANGI VISHWAKAR..., SUJOY SAMUEL, TUSHAR GOYAL, VIVEK SINGH, and YASHIKA PRITHYANI. The interface also shows a recording indicator (REC) and a "You're presenting to everyone" notification.



9. News Letter released in the Assembly:

The Departmental Newsletter was released on 25th November 2021, during assembly by the BBA students.

The theme of the business letter was, “What shaped the business world of the 21st century”. It covers all department related issues and placements activities for this current year.



DECEMBER 2021:

10. Two Days International Faculty Enrichment Program:

A two days (organized on 3rd and 4th of December) International Faculty Enrichment Programme was organized by Department of Management under the Aegis of Internal Quality Assurance Cell (IQAC), St Aloysius College (Autonomous) Jabalpur, (M.P.) on “Towards Enhanced Digitalization: Mentoring the Mentors” on 3rd and 4th December, 2021.

The two days IFEP was proposed to examine and re-analyse the significance of professors, as indicated in the quotation. “A mentor empowers a person to see a possible future, and believe it can be obtained.” Faculty members' primary responsibilities include imparting knowledge, inspiring, and advancing students to the next level. However, it has been demonstrated that having a strong mentor early in one's career may make the difference between success and failure in any area. Therefore, mentoring is a crucial tool in assisting us in bringing the most out of our students in order to achieve their goals. This program provided faculty members with the opportunity to enhance their individual mentoring abilities while also supporting the institution in building efficient mentor-mentee relationships.

Opening remarks for the IFEP were given by Honorable Principal, Father Rev. Dr G Vazhan Arasu, St. Aloysius College, and Jabalpur. He emphasized upon Skill based learning and training students for their overall development. Thereafter, objectives of the IFEP were presented by Dr. Siby Samuel Convener, of IFEP (Coordinator, Internal Quality Assurance Cell).

The Moderator of the entire IFEP was Dr. Chitranshi Verma (Asst Prof. Department of Management) The Program progressed with the inaugural function. Speaker of the Day I was introduced by Dr. Sonal Rai (Dean, Dept. of Commerce and Management St Aloysius College Jabalpur) at 12:30 PM. The Keynote Speaker for Technical Session I was Prof. Jayakar Chelleraj, Principal (Rtd.) Bishop Heber College Trichy, India. During his session he mainly focused on the “Realigning mentors for contemporary stewardship”.

The second day of the Technical Session II was introduced by Dr. Ashu Jain. The keynote speaker was Prof. Zehra Altinay, Turkey, Director of Educational Sciences Department, Near East University, Nicosia Turkey. She mainly talked about the “Mentoring in digital Era”, which was followed by a brainstorming session.

The Day II of IFEP session started at 12:30 PM with Introduction of the speaker by Dr. Rupali Alluwalliya (Head – Dept. of Commerce). The Keynote Speaker- Prof. Dileep Kumar M., Pro Vice Chancellor GNS University, Bihar, India elaborated on Mentoring – Meta Cognitive Application in Teaching. In which he gave highlights of the accelerator based research and its

significance over conventional techniques. Participants interacted with the experts and among themselves during the session.

The Speaker of Technical Session IV was introduced by Mrs. Shraddha Shrivastava. Keynote Speaker- Prof. Caren Karaatmaca. Head of Psychology Department, University of Kyrenia, North Cyprus explained on Understanding the students changing Psychology and ways to module them productively.

All the speakers talked about their enriching experience on Mentoring students at the FEP. Thereafter, Vice Principal Dr. Kallol Das gave his concluding remarks. He focused upon being Empathetic as a Mentor”.

After these insightful technical sessions Valedictory session started with the report by Mrs. Rashmi Patras (Coordinator – IFEP (Head- Department of Management) Vote of thanks for the day I was proposed to by Mrs. Shraddha Shrivastava and for Day II was proposed by Dr. Rashmi Singh.

The FEP received a lot of positive feedback from faculty members. There were 140 enthusiastic participants in total, who took part in the 2-day online FEP. Each session was 45 minutes and included open questions, answer sessions. Google Meet was the platform used and the session links, feedback links were shared at the end of day II. The registered participants were engaged in a special What Sapp group and by email.

The two days IFEP experienced an overwhelming response from teaching fraternity across several universities. A total of 140 participants registered for the event. Four eminent experts from various parts of India and abroad were invited to share their wisdom and vast experience on the topic. The expert speakers guided the participants on various aspects of research.

Also, the queries of the participants were well addressed by the speakers. During this 2 days Program, there were 4 sessions followed by participants’ feedback. These sessions included varied topics in the domain of Mentoring in the digital era, which gave insight to participants of various methodologies used and evolved in special circumstances and the changes required to deliver the best education while keeping quantity and quality at best. The participants’ feedback claims that participants found this IFEP quite beneficial. E-certificates were issued to the participants who successfully completed the program.

The event was a success under the able guidance of Father Rev Dr G Vazhan Arasu, Principal, St. Aloysius College, and Jabalpur. The Convener of the IFEP was Dr Siby Samuel, Coordinator, Internal Quality Assurance Cell (IQAC) Coordinator – Mrs. Rashmi Patras, Head- Department of Management;

Chief Organizing Secretary – Mrs. Shraddha Shrivastava;

Organizing Secretary –

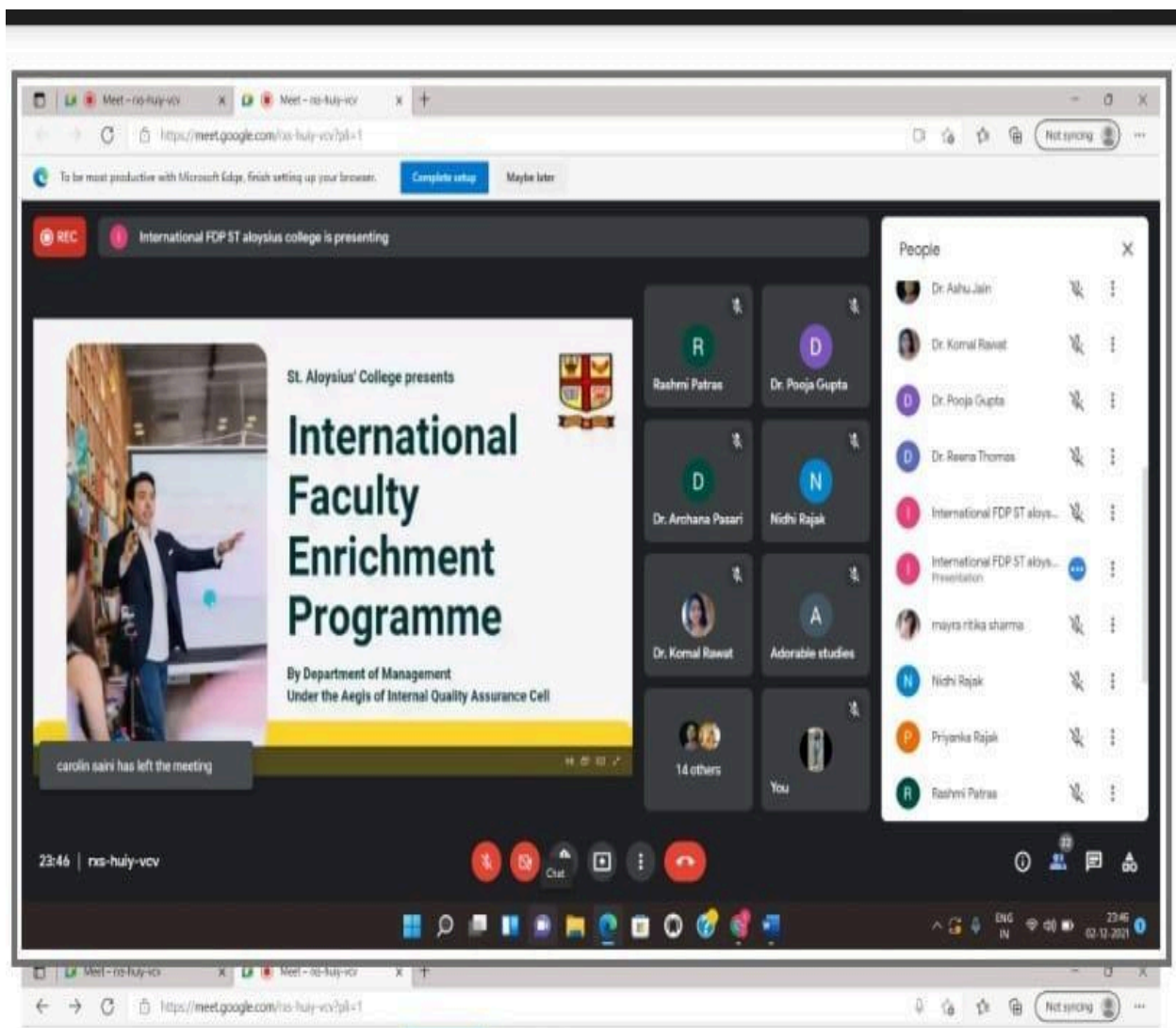
Dr. Chitranshi Verma

Dr Rashmi Singh

Dr. Richa Dixit

Mrs Sweta D Suri Mrs. Aparna Dhengra

Four eminent experts from various parts of India and abroad were invited to share their wisdom and vast experience on the topic.



REC International FDP ST aloysius college is presenting

Objectives of The Programme

- Focusing on the ways in which one can become a better mentor and formulate an effective development plan for their mentees.
- To increase sensitization to the process of mentoring and towards better awareness of the mentor-mentee dynamics in the changing era.
- To enhance effective and innovative mentoring skills for successful meta cognitive application of teaching.
- To help better understand the changing psychology of the students and learn effective ways to mould them productively.
- To realign the mentors for contemporary stewardship.

00:12 | rrs-huly-vcv

Participants: Rashmi Patrao, Chitranshi Verma, Joyakar Chatteraj, Dr. Dildeep Kumar Koohta, Siby Samuel, Valan Arasu, Vishwas Patil, 90 others, You.

To be most productive with Microsoft Edge, finish setting up your browser. [Complete setup](#) Maybe later

REC International FDP ST aloysius college is presenting

00:07 | rrs-huly-vcv

Participants: Valan Arasu, Rashmi Patrao, Chitranshi Verma, Joyakar Chatteraj, Vishwas Patil, HARSH SONI, International FDP S..., Siby Samuel, 75 others, You.

Browser: <https://meet.google.com/rrs-huly-vcv/join>

To be most productive with Microsoft Edge, finish setting up your browser. [Complete setup](#) Maybe later

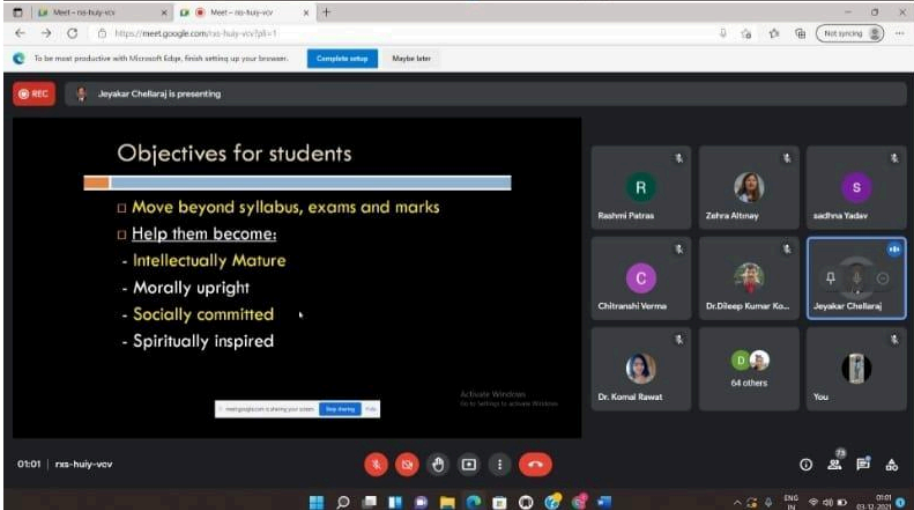
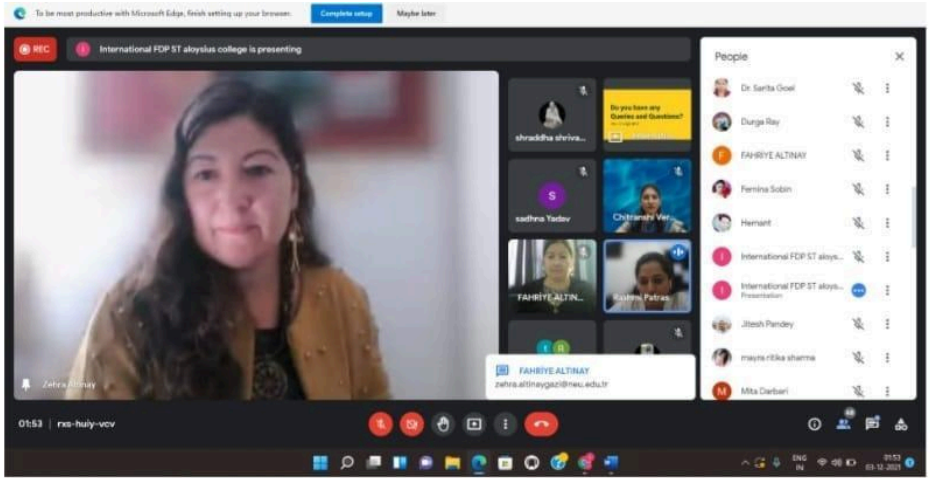
REC International FDP ST aloysius college is presenting

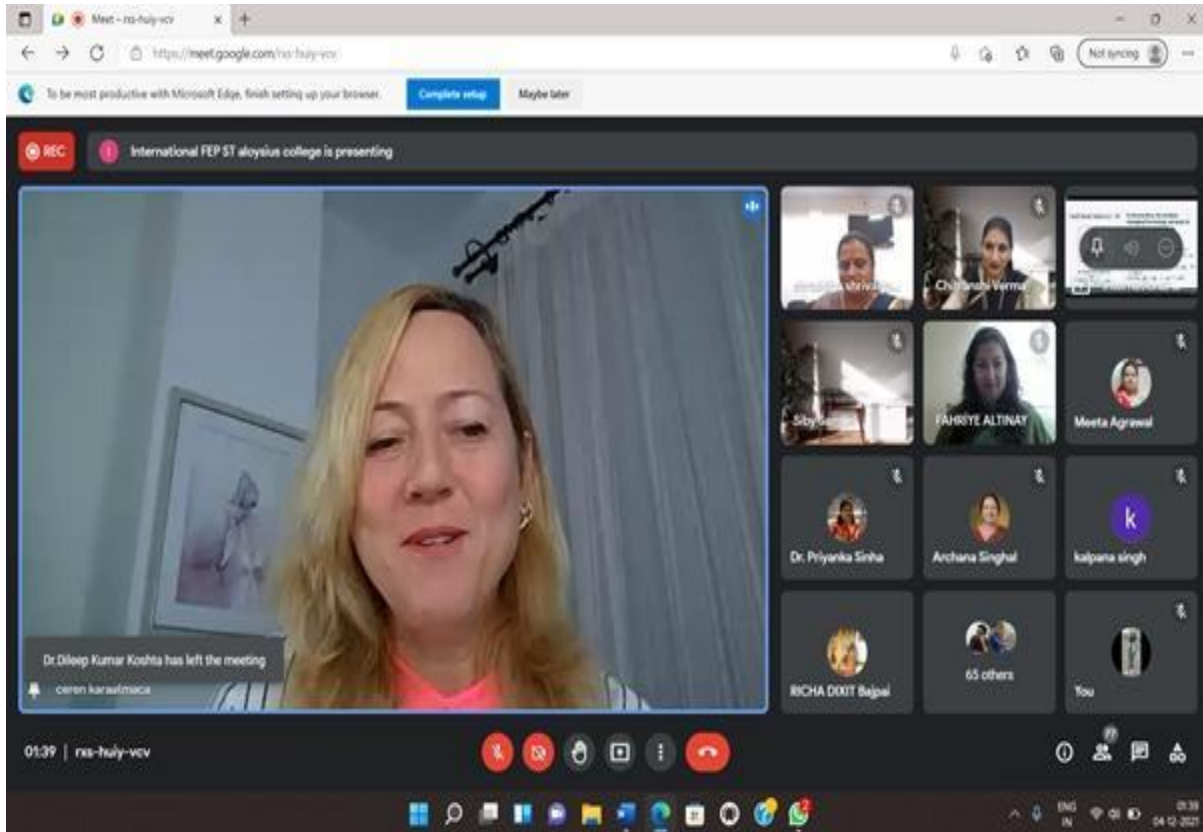
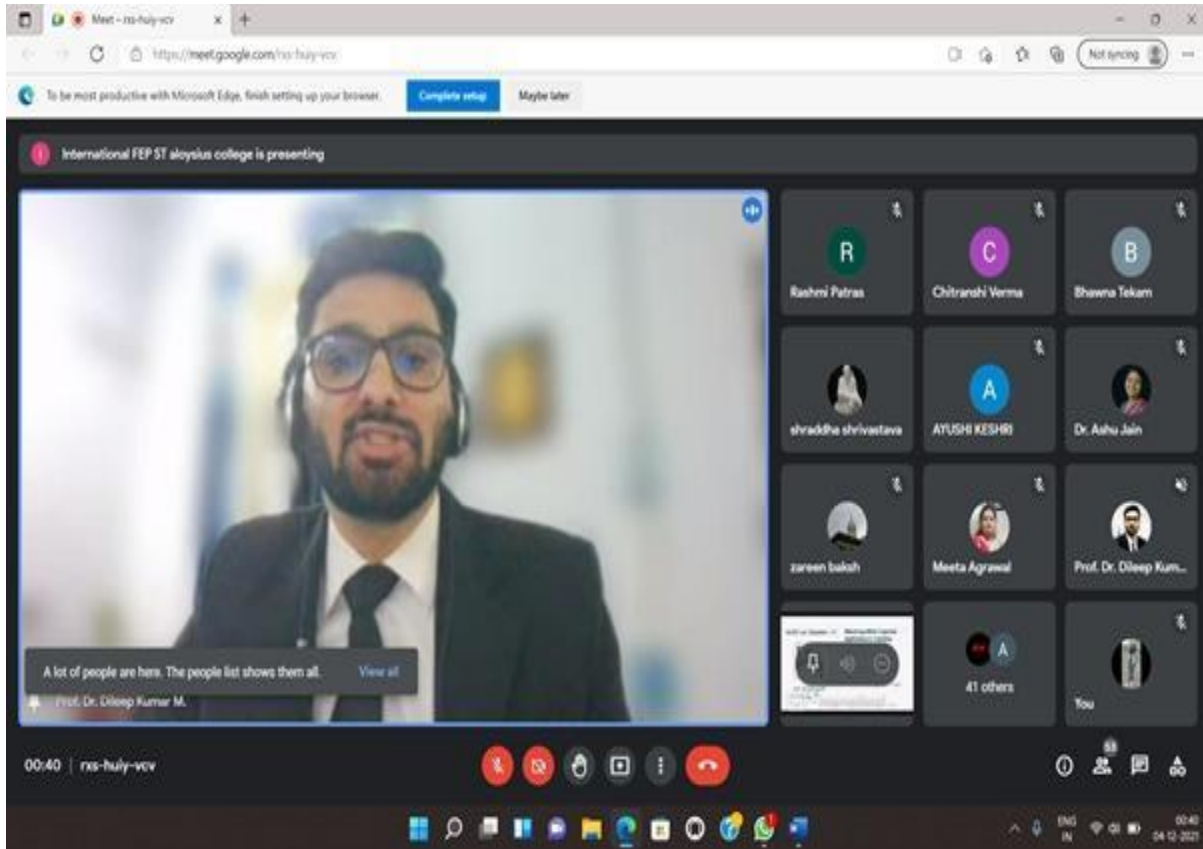
00:53 | rrs-huly-vcv

Participants: Rashmi Patrao, shradha shriv..., sohdra Yadav, Chitranshi Verma, FAHRIYE ALTIN..., Zahra Altany, 40 others, You.

People List:

- Dr. Sarita Goel
- Durga Ray
- FAHRIYE ALTINAY
- Fernina Sobin
- Hemant
- International FDP ST aloys...
- International FDP ST aloys... International
- Jitesh Pandey
- maya rika sharma
- Mita Chatterji





Meet - rrs-huly-vv

https://meet.google.com/rrs-huly-vv

To be most productive with Microsoft Edge, finish setting up your browser. [Complete setup](#) Maybe later

REC International FEP ST aloysius college is presenting

Rashmi Patra	SAIT Counseling	Chitransh Ver...	Zehra Altunay
ceren karadim...	Meeta Agrawal	FAIRIYE ALTN...	Rashmi Singh
[Muted]	RICHA DIXIT Ba...	Archana Singhal	kalpana singh
Muhammed Per...	RACHT RAJPUT	43 others	You

02:36 | rrs-huly-vv

02:36 04/12/2021

11. Guest Lectures on Marketing in VUCA World- (Skill Enhancement):

A guest lecture was organized by the department of management. The coordinator was Dr Chitranshi Verma. Mr. Abhishek Agrawal, Director Time, was the key speaker for BBA 2nd year. The session started at 10 am to 11am on 11th December 2021. He elaborated the concept of marketing with respect to-

V-Volatile

U-Uncertainty

C-Complexity

A-Ambiguity

He also discussed the issues related to career growth of the students.



ST. ALOYSIUS' COLLEGE

(AUTONOMOUS), JABALPUR (M.P.)

Reaccredited 'A+' Grade by NAAC (CGPA 3.68/4.00)
College with Potential for Excellence (CPE) by UGC
DST-FIST Supported

Presents a Seminar On

Marketing In VUCA World



Mr. Abhishek Agarwal

Director T.I.M.E.

Ex Manager, Citibank

Alumni ISB Hyderabad

Saturday, 11/12/21, 10.00 AM



ZOOM Platform

In Association with



T.I.M.E.

Triumphant Institute of
Management Education Pvt. Ltd.
JABALPUR CENTRE
CAT | GMAT | CLAT | IPM

For Details Contact

Dr. Chitranshi Verma

St. Aloysius College

12. Guest Lectures on Business Intelligence- (Skill Enhancement):

A guest lecture was organized by the department of management. The coordinator was Mrs. Rashmi Patras. Dr Pooja Khushwaha, Jaipuria Institute, Indore, was the key speaker for BBA, the whole year. The session started at 10 am to 11am on 17th December 2021. He elaborated the concept of business intelligence with respect to the business and youth. Total of 300 students participated including 70 offline and the rest 230 online.





13. Skill Enhancement Classes for PG students:

PG students of all the streams (Arts, Science, Commerce) participated in the skill enhancement Chitranshi. This was conducted from 6th Dec -14th 2021 Dec (11.30-12.30 am).

Total no. of 230 PG students participated in the programs. The detailed courses and topics covered were as under-

Date	Name of Person	Topics Covered
6 Dec	Dr Richa Dixit	Attitude and perception
7 Dec	Mrs. Saikrishnan Naidu	Basics of personality and communication skills
8 Dec	Mrs. Shweta Suri	CV preparation
9 Dec	Mr Sandeep Sinha	Interview skills
10 Dec	Mr Atul Rawat	Corporate Etiquette: From campus to Corporate
11 Dec	Ms. Snehal Malpani	Grooming: An art of self-presentation
13 Dec	Dr Rashmi Singh	Group Discussions
14 Dec	Dr Chitranshi Verma	Students assessment

Meet - Skill Enhancement Cl... x | Inbox (651) - place.sac@gmail.co... x | My Drive - Google Drive x | From Campus to Corporate - Go... x | +

meet.google.com/qvs-tewz-jqv?pli=1&authuser=1

REC atul rawat is presenting

12:48 PM | Skill Enhancement Classes

23°C Haze 10-12-2021

Meet - Skill Enhancement Cl... x | Inbox - bba101@staloyuscolle... x | Inbox (651) - place.sac@gmail.co... x | My Drive - Google Drive x | Interview Skills (9th Dec'21) - Go... x | +

meet.google.com/qvs-tewz-jqv?pli=1&authuser=2

REC

1:18 PM | Skill Enhancement Classes

24°C Haze 09-12-2021

REC Snehal Malpani is presenting

The slide features a yellow header with the word 'PRODUCTIVITY' in blue. On the left, there are several colorful lightbulbs hanging from above. In the center, a hand is shown holding a pen and writing the word 'productivity' on a dark surface. To the right, a chalkboard displays the word 'Knowledge' with a lightbulb icon and the words 'Education', 'Information', 'Experience', 'Analysis', and 'Learning' around it. At the bottom left, there is a graphic of a hand with numbers 1 through 10.

- AGNISH CHATTE...
- RAMSHA KHAN
- Priyanka Bairagi
- Snehal Malpani
- MOHAMMED JA...
- MADHU KUMARI
- 80 others
- You

In-call messages

Let everyone send messages

Messages can only be seen by people in the call and are deleted when the call ends.

MANSI TYAGI 12:11 PM
I

NUPUR DASH 12:11 PM
i

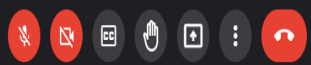
Priyanka Bairagi 12:12 PM
yes... am also in the middle

Tejas Kahandal 12:12 PM
Thoughts-actions-habits-reality

You 12:17 PM
students those who have joined after 12, kindly write your streams in chat box

Send a message to everyone

12:17 PM | Personal & Professional grooming



14. Webinar on career avenues in Digital Marketing by Jaipuria Institute of Management Indore in collaboration with the Department of Management St. Aloysius College (Skill Enhancement):

Webinar on Career Avenues in Digital Marketing by JIM, Indore.

24th January 2022

By- Toshit M. Philip

St. Aloysius College (Autonomous), Jabalpur

The meeting dated 24.01.2022 was conducted by the Jaipuria Institute of Management, Indore in collaboration with The Management Department of St. Aloysius College (Autonomous), Jabalpur. This meeting was coordinated by Dr. Jagdish Bhawat and hosted by Prof. Roomi Shainy.

The meeting encapsulated diverse topics like Types of Digital Marketing, Careers in digital marketing and the roles of DM managers, SEOs, SEMs, E-Mail marketers & social media specialists. Owing to the current onslaught of COVID-19, the medium of the meeting was online and conducted on Zoom.

The meeting was scheduled for 09:00 A.M. however, due to certain technical issues, it started at 09:30 A.M. and continued till 10:30 A.M. The webinar consisted of primarily one-way communication with seldom instances for interaction from the audience end. The session concluded with a 10-minute question and answer session where students had the opportunity to clear their doubts which were promptly and elaborately answered by the host.

Zoom Meeting | You are viewing Romi Sainy's screen | View Options

Participants (40)

- Find a participant
- jagdish bhagwat (Co-host)
- S Sahil Valecha
- Amit Yadav
- Abheinv Prince
- AK Abhijay koshta
- AB Aditi Bari
- AB Afsana Begam
- A Aishwarya Shivhare
- BK Bajjeet Kaur
- B Bhagyshree Dubey 2208cpc
- DJ Deekshant Jaiswal
- Deepanshi Jagwani
- Ganesh.P. Tiwari
- GK Gaurav Kushwaha
- H Harsh Soni
- Himanshu Pandey

Unmute | Start Video | Participants | Chat | Share Screen | Reactions | Leave

ENG IN | 9:24 AM | 1/24/2022

FEBRUARY 2022:

15. Guest lecture on Resume Building by Ms. Sanaya Nayak (Training and Development Coach):

16.

On 5th February 2022., Ms. Sanaya Nayak, a distinguished Training and Development Coach, delivered an insightful guest lecture on Resume Building, providing invaluable guidance to our audience. Drawing upon her extensive expertise in human resources and career development, Ms. Nayak emphasized the crucial role resumes play in shaping professional trajectories.

During her engaging session, Ms. Nayak highlighted the significance of tailoring resumes to reflect individual skills and accomplishments, ensuring they align with the specific requirements of prospective employers. She stressed the importance of a well-crafted professional summary, showcasing a candidate's unique value proposition. Ms. Nayak also shared practical tips on optimizing the resume format, emphasizing clarity, and the use of action verbs to enhance impact. The number of participants was 48.



Miss Sanaya Nayak
Training and Development Coach

WHAT YOU WILL LEARN

- **The science of Resume Building**
- **Professional Communication Skills**
- **Personal Brand Building**
- **Internships Guidance**

Date- 5th Feb 2022

Time- 9:00 AM





16. Corporate World in the New World:

Department of Management, St. Aloysius College Autonomous in collaboration with Pune Institute of Business Management is organizing a National Webinar on " Corporate World in the New Normal " on the 15th of February 2022, at 11.30 AM The session was attended by 115 students.

SPEAKER- MR. DINIAR PATEL, Managing Editor, Residents and Supplements, The Times of India.

Convener- Dr. Rashmi A Patra, Head, Department of Management.

Coordinators: Mrs. Shraddha Shrivastava, Dr Chitranshi Verma & Dr Rashmi Singh



INVITATION
LIVE WEBINAR

Pibm
www.pibm.in

ST. ALOYSIUS COLLEGE AUTONOMOUS, JABALPUR
In association with
PUNE INSTITUTE OF BUSINESS MANAGEMENT, PUNE

ORGANIZES WEBINAR ON
**CORPORATE WORLD IN THE
NEW NORMAL**

SPEAKER



MR. DINIAR B. PATEL

Managing Editor (Innovations) &
Resident Editor (Supplements, MH)
THE TIMES OF INDIA



DR. RASHMI A. PATRAS

Head, Dept. of Management
**ST. ALOYSIUS COLLEGE
AUTONOMOUS, JABALPUR**

**EVENT
COORDINATORS**

MRS. SHRADDHA SHRIVASTAVA
DR. CHITRANSHI VERMA
DR. RASHMI SINGH



15TH FEBRUARY 2022, TUESDAY



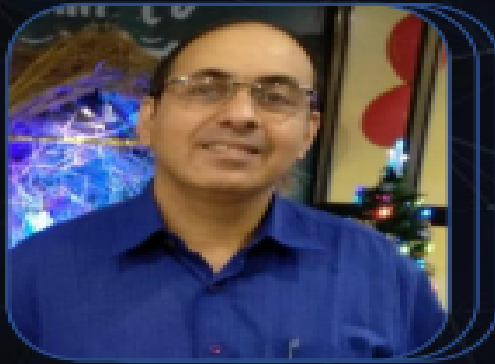
11:30 AM

Join here:

<https://bit.ly/3I1yeND>

Or scan here:





Mr. Diniar B. Patel

The Times of India

Managing Editor (Innovations) & Resident Editor
(Supplements, Maharashtra)

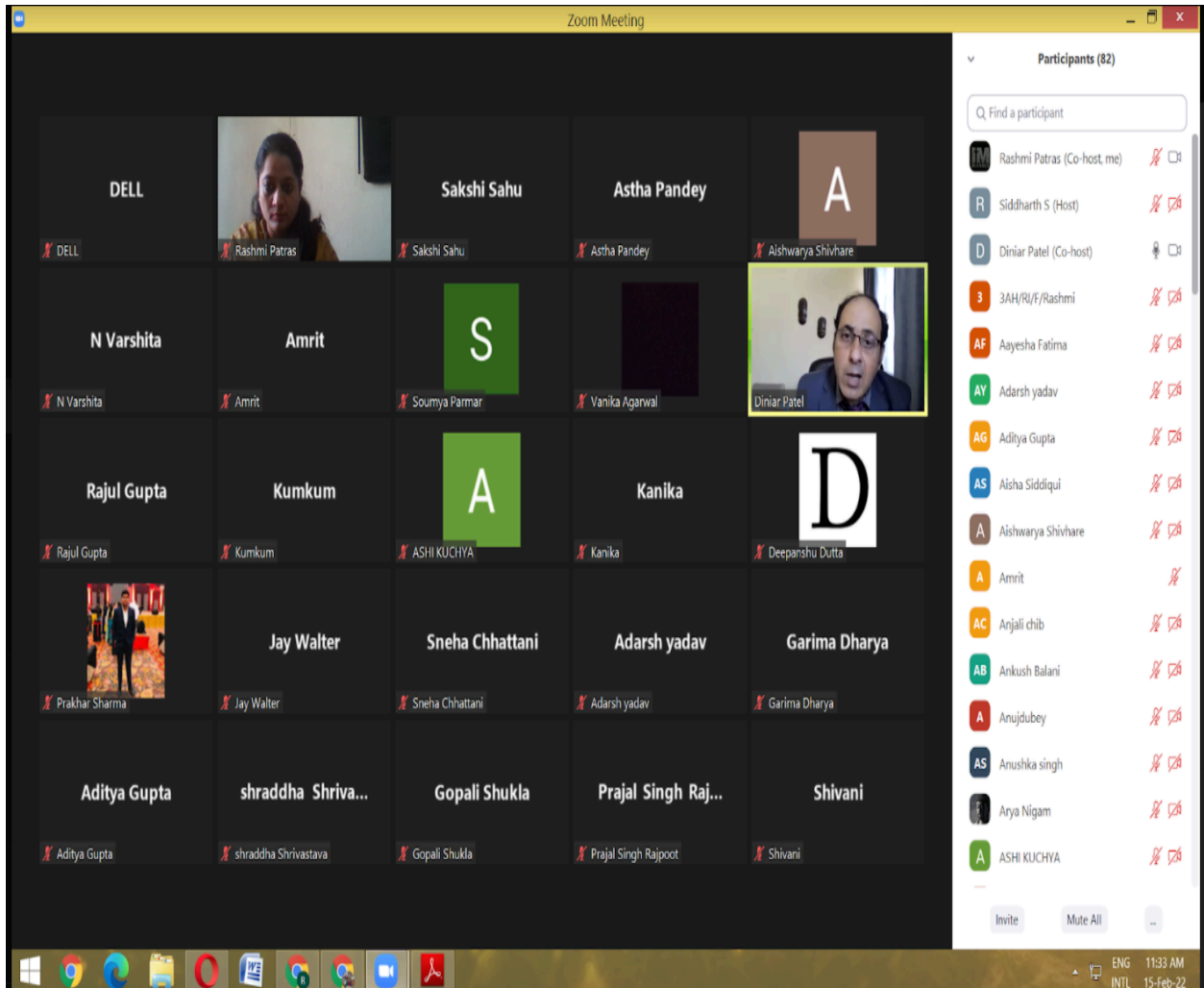
Mr. Diniar B Patel has been a journalist for over 27 years and has worked with multiple reputed dailies including **The Telegraph** and **The Statesman**, besides **The Times of India** and **Business Standard**. He helped D P Ahuja and Company, a patent and trademark attorney's firm to produce a magazine on IPR. In March 1998, he joined **The Statesman** in Kolkata and became one of the country's youngest columnists. His present role involves ideating and providing traction to existing and new clients who are looking at innovative creativity in print. All through his journalism career, he has worked towards updating and upskilling. He has worked with high profile clients like **Vodafone** and **Lakme**. He is presently working on a book which is going to hit the stands shortly.

Education

- Bachelor of Arts (English Honours) - St. Xavier's College, Calcutta
- Leadership Programme - Indian School of Business (ISB), Hyderabad

Highlights

- Started his career as Assistant Editor in Business Standard
- Was the creative mind behind started TOI Plus editions for cities like Pune, Kolhapur, Aurangabad, Nashik, Nagpur & Goa
- Started the Yo! Bureau in Pune, where School & College going students under 18 were made editors for a day
- Gave Education Times a fresh look by introducing campus information apart from news on colleges and new courses being offered
- Recently have been promoted to Managing Editor (Innovations) looking into a Rs.450 crore category with teams reporting to him across India



Mr Diniar enlightened students on “Corporate world in the new normal”

Major Takeaways of the session were paradigm shift on working culture – work from home - flexi-timing, major discovery in entertainment sector - Netflix and amazon prime, Gaming industry, mushroom growth in online shopping, Significance of Product value – Branding by striking relationship between customer and product, environment is changing, customer choice, change in demography, Convenience and discount service, concept of work smart spaces, digital payment. Session was concluded by Dr Rashmi Singh.

17. Parents Teacher meeting:

The Department of Management has organised a PTM for BBA I Year Students on 19.02.2022.





MARCH 2022:

18. Educational Trip:

Department of Management has organized an Educational Trip for BBA III Year Students on 4th of March 2022.



19. ALOYSIAN MANAGEMENT ASSOCIATION:

The Department of Management has organized an AMA from 7th of March to 13th of March 2022. Various Academic and Cultural Activities were organized for BBA Students.

The poster features a central dark sphere with a glowing horizon line. The word "Saturnalia" is written in a large, elegant cursive font across the sphere, with a trail of five stars above it. Below "Saturnalia", the text "AMA FEST 2022" is written in a clean, sans-serif font. Two golden laurel branches are positioned on either side of the sphere. The background is solid black.

Aloisian Management Association
Presents
Saturnalia
AMA FEST 2022

On 13th March , 2022
Prerna Hall, St. Aloysius' College,
Entry fee (Submit to class teacher): 250/-
Participation link:
<https://forms.gle/7c9CpenazLRwYTz28>



Clash f Minds

This is none other than AMA's own
debate competition where
participants will take a side, i.e., for or
against on a given topic

Date: 7th March, 2022

Topic will be provided a day before the
event

Incharges: Shruti Pandey & Vasundhara
Rai (BBA 3rd Year)

Contact: 9340727926, 8962215007





Talk it Out

Talk it Out is AMA's Group Discussion event where participants will have a civil yet intense exchange of their opinions and facts on a given topic

Date: 7th March, 2022

Topic will be provided a few days before the event

Incharges: Hitesh Sadani & Megha S.
(BBA 3rd Year)

Contact: 8959108000, 6268636795





Think on Your Feet



This is your extempore, where you will be provided with the topic on spot. No prior topics will be given for this event.

Date: 9th March, 2022

Topic will be provided on spot

Incharges: Bhakti Jain & Simran Agrawal
(BBA 3rd Year)

Contact: 9301483899, 9752674859





Ad Mad Show

In this, you'll be required to form a group of 4-6 students and the leader from each unit will pick a chit. You will be given 5 minutes to prepare an advertisement for the product in your chit. There will be a selection round first and the finalists will compete against each other in the main event on 13th March.

Date: 10th March, 2022

Incharges: Bhakti Jain & Rishika Arya
(BBA 3rd Year)

Contact: 9301483899, 9301667283





Sound of Music

This is the event is for all the Arjit Singhs and Shreya Ghoshals of the Management deparment. Auditions will be held for this competition and the finalists will be performing at the main event on 13th for the title of the winner. Students can participate in the solo, duo or group categories

Audition Date: 7th March, 2022

Timing: 11:30 onwards

Incharges: Khushboo Jain & Megha S.
(BBA 3rd Year)

Contact: 9755227051, 6268636795





Shake it Up

Time to let the dancer in you flow out as AMA's dance competition is here! Students can participate in the solo, duo or group categories. Auditions will be held and finalists will be competing with each other on the final day on 13th.

Audition Date: 8th March, 2022

Timing: 11:30 onwards

Incharge: Rishika Arya & Vasundhara Rai
(BBA 3rd Year)

Contact: 9301667283, 8962215007





Content Creation

This event calls out to everyone who loves to create digital content like reels, videos, vlogs, photographs, and more! Use your creativity and let your talent flow! You can even recreate scenes from your favorite shows and movies.

Videos should not be more than 5-minutes long and under 1GB

Submission link will be provided shortly

Incharge: Manvi Shukla & Rovin

Singh(BBA 3rd Year)

Contact: 9131636341, 9808259862





Poster Making

This event is for the ones who love to express themselves through art. You'll be given a topic on which you have to make a poster or collage. The winner will be announced on the main event day, i.e., 13th

Submit your entries before 9th March

Topic: World Peace

Incharge: Himmat Singh & Rishi Dubey
(BBA 3rd Year)

Contact: 9131660298, 7489219421





Who knows the Most?

If you think we forgot about the brainiacs, then you're completely wrong! This quiz competition is for all those geniuses who love to gather knowledge from around the world.

Date: 13th March, 2022

Incharge: Khushboo Jain, Simran
Agrawal (BBA 3rd Year)

Contact: 9755227051, 9752674859



St Aloysius College (Autonomous), Jabalpur

Management Department

Report on the Aloysian Management Association

Saturnalia -2022

A.M.A. Saturnalia - 2022 Report

“Saturnalia-2022, the Management Fest was organized in our college from March 7th to 13th. This Departmental Management Fest was held with the objective of encouraging the B.B.A Students to hone their Managerial skills like Team building, Creativity, Critical and Analytical thinking ability, etc.

This mega event was planned for seven days with various activities as follows:

Day 1: The Aloysian Management Association’s much awaited annual fest, ‘Saturnalia’, took off on 7th March, 2022 with the debate competition called ‘Clash of Minds.’

Student in charges Shruti Pandey and Vasundhara Rai, along with the assistance and guidance of teacher in charge Dr Chitranshi Verma successfully pulled off the event that had 15 participants in attendance. The entire department of management along with our esteemed judges, Dr. Niharika Singh, Assistant prof from the dept of Eng and Dr. Hephzibah B. John, Assistant prof from the Dept of Tax Commerce were present to witness these young minds debating on the topic ‘Social Media has improved human communication.’ The event also held a rebuttal round where the ‘against the motion’ team came out as the winners.

DAY 1 - Debate Competition, 7th March 2022:



DAY 2 - Group Discussions, 8th March 2022:

The group discussion was all about discussing ideas and thoughts with AMA Saturnalia's group discussion competition called 'Talk it Out'. The student in-charges Megha S. and Simran Agrawal coordinated well under the guidance of teacher in-charge Dr. Rashmi Singh to make this event a grand success.

27 participants were divided in groups of 5 and 6 and talked on various topics like 'Space missions are a wastage of resources for a resource-starved nation like India', 'Is work from home the future of doing work and many more in presence of the entire management department and honourable judges Dr. Mary Raymer, asst. Prof. from the Dept of Eng and Mrs. Sukhvinder Kaur Walia, coordinator of the Dept of computer science. The judges picked out the topics for each group on spot from a bowl and the groups were given 8 mins to speak.

GROUP DISCUSSION:





Day 3 – Extempore, 9th March 2022:

9th March 2022 had AMA Saturnalia's extempore competition called 'Think on Your Feet' where all the 11 participants were given a topic, 2 minutes to think on their matter, and 3 minutes to speak. The participants were indeed quite witty and quick on their feet since everyone spoke as if they were given the topics 2 months ago and not 2 minutes. Color theme was green.

Our esteemed judges, Dr Soma Guha, asst. Prof. from the Dept. of Eng and Mr. Enosh Philips, Asst prof from the Dept of biotechnology were present to witness the event along with the entirety of the Management department. We were able to make this event a success through the combined efforts of the teacher in-charge Mrs. Shweta Suri and student in-charges Bhakti Jain and Simran Agrawal.





ALOYSIAN MANAGEMENT
ASSOCIATION
Present
SATURNALIA
DEBATE COMPETITION
2021-2022

Topic- Social Media has Improved Human Communication

ST. ALOYSIUS' COLLEGE
JABALPUR



VIRTUS IN ARDUO

Day 4 - Poster Competition, 11th March 2022:

11th March 2022 was the day for the artists who tend to express themselves through their colourful art. Through AMA Saturnalia's poster making competition, 15 participants portrayed their various perspectives on the topic 'World Peace' with some colorful and visually appealing art pieces. Our honorable judge Mr. Virendra Kumar from the department of education was present along with teacher in charge Dr Richa Dixit Bajpai and student in charges Himmat Singh and Rajveer Vasdev. Theme was red.





Day 5 – Content creation, 12th March 2022:

Together with this, AMA held the content creation competition where 23 participants showcased videos of different kinds like vlogs, short films, and more on various topics of their choice. Our respected judges and technical experts Mrs. Sukhvinder Kaur Walia, coordinator of the dept of Computer Science, and Mr. Swapnil Justin, asst prof from the dept of computer science, along with the dept of management, teacher in charge Mrs. Shweta Suri, and student in charges Manvi Shukla and Rovin Singh were astounded by the creativity and skills of our students. Theme was black.



Day 6 - On March 13th 2022:

Activity 1: Business Quiz: Event Started with the first activity of the day Business quiz there where 30 participants in the groups of 6 with 5 members in each group. Names given to these groups were Planning, Organizing, Staffing, Directing, Controlling. Winning team was team “Controlling”.





Activity 2: Newsletter Release

The young do not know enough to be prudent, and therefore they attempt the impossible, and achieve it, generation after generation.’ With this quote by Pearl S. Buck, Departmental Newsletter was released by Rev. Dr G Vazhan Arasu, Father Principal, in the presence of Head of the Department Dr. Rashmi Patras, teacher in-charges Mrs. Shraddha Shrivastava and Mrs. Aparna Dhingra, along with student in-charges Shruti Pandey and Toshit M. Philip. The theme chosen for this newsletter was ‘Role of Youth in a 5 Trillion Dollar economy’ and some brilliant writers from the management department have beautifully put out their thoughts on the matter.



PRIZE DISTRIBUTION

Now I would like to invite our honorable chief guests, Rev. Dr. G. Vazhan Arasu and Dr. Kallol Das on the stage for the prize distribution ceremony.

First we have the AMA Saturnalia's debate competition, or clash of minds as we called it. The winners of Clash of Minds- debate competition is:

The best speaker from group 1 is – Shirish Naidu (BBA III year)

The best speaker from group 2 is- Chanjot Singh (BBA III year)

The best speaker from group 3 is- Shruti Pandey (BBA III year)

The best speaker from group 4 is- Khushboo Jain (BBA III year)

The best speaker from group 5 is- Aditi Bari (BBA II year)

And the overall best speaker from all the groups was Shirish Naidu (BBA III year)

AMA Saturnalia's Group Discussion event, also known as 'Talk it Out'

Then we have AMA Saturnalia's Extempore Competition, also called 'Think on your feet'

The second runner-up of the extempore competition is- Devyanshi Patel (BBA II year)

The first runner-up is- Aiysha Siddiqui (BBA II year)

The title of the winner of the extempore competition goes to- Chanjot Singh Wadhwa (BBA III year)

Now, let's shift to the artistic side of the event. The second runner-up of the poster making competition are Khushboo Jain BBA III year and Vaishnkha Mehroliya (BBA II year)

The first runner-up of the poster making competition is- Roopal Parashar BBA I year

And the poster that stunned us all, that is, the winner of the poster making competition is - Aiysha Siddiqui BBA II year

Then comes the content creation event. The second runner-up of the competition is-

The first runner-up of the content creation event is-

The winner of AMA Saturnalia's content creation competition is-

Organizing team- St. Aloysius College, Jabalpur with Father Principal

St. Aloysius College, Jabalpur with Head


Students have learnt and enjoyed a lot and the event was dispersed with a sincere hope that such a mega event should be organized time and again giving the students a chance to display their talents.







20. Newsletter Release - Third quarterly newsletter released on 24th of June 2022.



THE A.M.A REVIEW

Aloysian Management Association
St. Aloysius College (Autonomous) Jabalpur
Quarterly Newsletter
Issue: III Quarter 2021-2022

From the Editor's Desk



Sana Akhtar
BBA II year
Editor

Inside the world of BLACKHAT!

What Exactly Is Blackhat Marketing?
Blackhat marketing is the use of tools, strategies, and basically anything that violates Google's or any other website's or App's guidelines/TOS in order to enhance a website's ranking or get an advantage over competitors, and frequently to generate online income.

A History of Blackhat
When Google was founded in 1998, the method they used to rank sites was rather simple: the more connections to a site, the higher it showed in search results. A site with 100 other sites linked to it will outrank a site with just 50 other sites linking to it. Google now ranks websites based on over 200 parameters, and when it comes to links, quality always trumps quantity. Indeed, many website owners who paid 'SEO companies' to rank their website discovered that they had just paid for thousands of spam comments on blogs and had their site hit with a Google Manual Webspam action, which means their site has no chance of ranking and may have even been removed from Google search results completely!

An exploration of the tiny, very profitable, and always on the verge of legality world of Blackhat Internet Marketing.
It is not uncommon for a Blackhat marketer to earn \$1,000, \$2000, or even \$10,000 every DAY online!

The advent of social media has had a significant influence on blackhat Internet marketing. Why strive to rank a website when you can reach millions of people in minutes via social media (Facebook, Instagram, Snapchat, and YouTube)? As you are surely aware from HubPages, visits = money. The more people that visit your site/offer/affiliate link, the more money you will make.

A large portion of BlackHat marketing is based on fake/mis-sold material. For example, links to free downloads of commercial software, free movies, games, game hacks/cheats, and so on. The BlackHater will offer you anything for free if you click this link, download his App, or sign up for something. 99.99 % of the time, you will receive nothing and he/she will make a few dollars; increase that by a few hundred or thousand and you can see how they are making megabucks.

The market for computer games/app-based games is HUGE and many of these games allow/require you to pay real money to advance through the game faster. So people look for 'hacks/cheats/cracks' for these games to help them move quicker, and the number of fake 'hacks/cheats/cracks' for games is immense! There will be thousands of videos offering that by performing any of the above, you can receive something you normally have to pay for for free. You will not receive a virus or anything nasty on your computer by clicking those links; there is significantly more money in BlackHat marketing than in malware installation!

There are even negative SEO services available! If your website is in No.2 position on Google and your competitor is holding that golden No. 1 spot, you could try and get them demoted or even de-indexed. Or you could just pay someone to spam your competitor's site with thousands of spammy links, making Google think that site is trying to game the system and BOOM, you're in pole position!

Big Brand Buying Fake Social Media Followers
For years, influencers and corporations have purchased phoney followers.

Instagram is a massive app with enormous potential for selling a product or service, particularly in the fashion/food/health/tech niches. Accounts with a large number of followers appear credible. However, gaining followers without good content is difficult. However, purchasing a few thousand followers (mainly from bot-created accounts) is easy - Instafame! And it's not only BlackHatters; the huge household name brands do it as well!

"The best way to avoid falling victim to a scam is to know how the scam works".

-Mr. A. Fraudster, London.

Here's what they do:

1. Buying followers
2. Posting the exact same content across networks
3. Automation
4. Spamming social networks
5. Staffing keywords
6. Hidden text
7. Buying or exchanging links
8. Cloaking
9. Article spinning
10. Using Doorway pages

There aren't any genuine benefits, anyhow. Your phoney followers will go quickly. They aren't even actual folks that are interested in your services or products. Forget about impressing people with exaggerated viewership statistics that don't provide actual value.

Have You Ever Gone To the 'Darkside'?

When Social Media is Your Market



Sami Nisar Sheikh

BBA II year

Various modes of communication have evolved and influenced daily life over time. Social media has become the technique of expression in the twenty-first century, allowing us to communicate our beliefs, thoughts, and manner in an entirely new way. This mode of communication has also had a significant impact on corporations, where businesses have realised that without a proper plan and social media strategy, they have no hope of standing out in the continuously changing marketplace. Modifying digital liberty companies must take many steps to ensure an effective social

media presence and keep marketing theories into account in order to improve their brand in various ways, if this can be done collectively.

The brilliant development of local area sites, like Twitter, Facebook and LinkedIn, have usher the world into another time of virtual entertainment. The worldwide reach is absolutely magnificent, to such an extent that if Facebook were a country, it would be third biggest, close to China and India. Some even say that this is the greatest shift since the modern upheaval, and that implies that the world has a fresh out of the plastic new playing knoll at its middle, online entertainment is any sort of web-based media that invigorates support, transparency's discussion, connectors and feeling of local area. The virtual entertainment peculiarity has a significant effect. Virtual entertainment has changed research techniques. This permits brands to discuss better with their purchasers, and escalate their relationship with them. The publicising scene has not been saved from web-based entertainment impact. Organisations are currently more cautious with publicising; primarily in expectation of customer reaction and keeping away from unforeseen goofs to forestall a viral buyer reaction in organising destinations. Online entertainment assumes a cross breed part in the advancement blend. It permits organisations to converse with their customer base and, simultaneously, it permits regulars to converse with each other. Forming clients' conversations to guarantee they are adjusted to the association's objectives is the association's best significance. Organisations have begun given that their customers with systems administration stages, and have involved them during websites and other virtual entertainment devices. Social media is seen by Marketers today as an incredible chance to support piece of the pic figures. Advertisers are quite cheerful to see the social web as another arrangement of channels through which to advertise their labour and products. Online entertainment advertising is an intriguing issue for organisations. It permits organisations to lay out a correspondence channel with its clients, market their items, develop brand value, and lift customer base faithfulness. However, as it is a two-way channel, it requires exertion and mind to deal with this correspondence. Disappointed clients can dissent without holding back, accomplishing numerous different clients effectively and harming the brand's picture. To stay away from the gamble of harming the brand's picture instead of further developing it, the organisation ought to adjust their online entertainment showcasing with the worldwide advertising system of the organisation. To do this, the business ought to pick the profile of individuals

that matches its objective section and speak with them in a manner that is profitable and exploitable.

Social Media Marketing: A Scope to New Generation



Anamika Chatterjee

BBA II Year

The Internet has changed people's lifestyles as well as habits. Primarily every human being has a need and wish to communicate with others and exchange information, ideas, news etc. We Humans are essentially social animals. Communication and interaction is vital for the Human Society. People love to socialise and interact with one another. Gone are the days when one had to write a letter or book a telephone call to speak to a friend or relative living across the country. Today technology enables one to be in touch with friends and family across the globe instantaneously.

When we talk of social networking we are not just referring to chatting and other blogs and forums where people discuss certain topics. We seem to be using social media for sharing videos, movies, music, photos and all of the information that one would want to share.

Social media marketing is a phenomenon and this is a medium that no marketing Organisation can afford to ignore or be absent from. The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has purpose-built data analytics tools that allow marketers to track the success of their efforts.

Social media networks represent markets and customers who are online and listening. With a captive audience being available, marketing companies can reach out to the prospective customers and help build opinion about their products and services as well as initiate discussion about their products with the help of those who are interested as well as those who have been customers of the company. Marketers can learn a lot and get real feedback about their product and experiences

interest in others who are watching and following the topic.

Social media allows marketers to connect and engage potential customers where they are at: LinkedIn, Twitter, YouTube, Facebook, Instagram, and even some of the younger platforms like TikTok. With a strong social media strategy and the ability to create engaging content, marketers can engage their audience. Social media will continue to be an important strategy in 2022, and companies can always find ways to advance their approach.

Social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole. Combining ideas from commercial marketing and the social sciences, social marketing is a proven tool for influencing behavior in a sustainable and cost-effective way. Social marketing is not the same as social media marketing!

Society, Media and the Tactics in Between



Aditi Bari

BBA II Year

We Human Beings are elementally social animals. Internet technology has changed the way we interact. There have been meaningful and systemic changes around the globe because of social media platforms. But, we are being too naive to understand that it has changed our lives drastically. The tools that have been created today are starting to erode the social fabric of how society works. We have created a world in which online connection has become more primary, especially for the younger generation. The entire generation is of people who are raised within a context where the very meaning of communication, the very meaning of culture is social media. It has become a focal point of our life. Even the corporate world has seen a huge growth spike in the past two decades. There are numerous factors that have given such a tremendous rise to businesses worldwide. People have utilised various tools and platforms to showcase their business, promoting their growth and profitability. One of the most effective boosters of such impressive corporate growth is the rise in small businesses. Moreover, in the hour of digital proficiency, these startups and organisations use social media as a marketing tool. As a result, these enterprises show a massive increment in their performance numbers. However, designing an impactful social media strategy is

as a tool then they should take time to identify the needs and then create social media tactics accordingly.

One of the biggest confusions and challenges that lie ahead of any business opting for social media strategy is selecting an appropriate social media platform. There are numerous channels growing every day. A business can utilise any platform from LinkedIn, Twitter, Facebook, Instagram, and many others. But, a business should choose the platform that aligns with its objectives or goals. Their business operations also determine the channel they will select. However, every business tries to play safe and picks either Facebook or Twitter for communication due to its worldwide presence and usage. Many marketers have proposed an innovative design for sharing content with the audience. They call it a distribution calendar. This calendar involves allocating a particular type of content on particular days. It is pivotal to know what makes a social media strategy a successful one.

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Achievements

Sana Akhtar

- A. Presented Research paper in International Conference - entitled "Impact of Agricultural Technology on Indian Farmers: A case study on Indo-Gangetic Plains of Uttar Pradesh" in INTERNATIONAL CONFERENCE ON MACHINE VISION AND AUGMENTED INTELLIGENCE (MAI 2022) to Mr. Nitin Gadkari- Minister of road transport and highways of India ;hosted by National Institute of Technology Jamshedpur, India.
- B. Research Publications as Book Chapter- Sana Akhtar and Impact of Agricultural Technology on Indian Farmers: A case study on Indo Gangetic Plains of Uttar Pradesh in Lecture notes in Electrical engineering, 2022 Springer (scopus/web of sc)

Aditi Bari

1st Position at AN INTER-COLLEGIATE STUDENT LEVEL PAPER PRESENTATION COMPETITION on the topic THE NEW NORMAL AND ITS IMPACT ON THE BUSINESS WORLD-22 and won a cash prize of ₹2000 ;Organised by Department of Management, SCC in collaboration with St. Aloysius College, Jabalpur in association with IQAC, St. Claret College.



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• Mrs. Rashmi A. Patras +91 9267298890
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Mrs. Sushama Devi Mishra
+91 9826617224