

2021-22

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.



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>

The poster features a central image of a planet Saturn with its rings, set against a dark background. The planet is surrounded by golden laurel wreaths. The text is in a mix of serif and cursive fonts, with 'Saturnalia' in a large, elegant cursive script.



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 department. 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



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.





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 colourful 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-

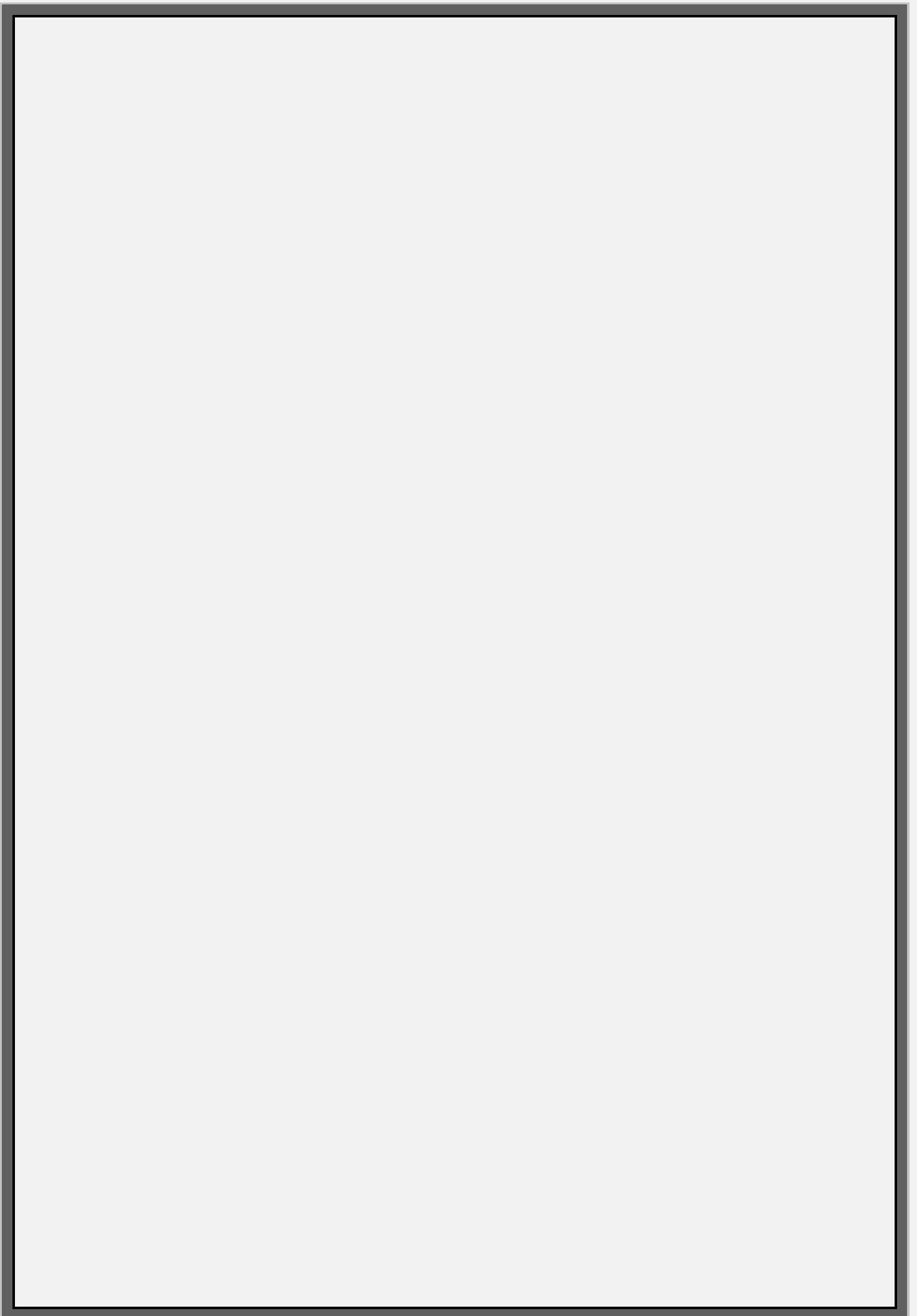
Organizing team- St. Aloysius College, Jabalpur with Father Principal

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.







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.



- **Work Academy**
- **Leadership Learning**
- **Soft Skills**

- **Some Business Facts You Probably Didn't Know**
- **Yahoo! is an acronym for "You've reached your Official Online"**
- **Apple's first video display is actually manufactured by Samsung**
- **Microsoft invented the "right to be forgotten" feature**
- **The world's first video game was a computer game called "Spacewar!"**
- **The first computer to be a single chip in silicon was the Intel 4004, which was developed by the American firm Intel Systems**
- **Google's first search engine was "BackRub", not "Google"**
- **Google bought the Linux operating system for more than \$100 million in 2000**

THE A.M.A. INSIDER

NEWS LETTER 2021

THE A.M.A. INSIDER

NEWS LETTER 2021

- MEMBERS**
- 1. All the students of the college
 - 2. All the faculty members
 - 3. Parents of the students
 - 4. Members of the community
 - 5. Alumni of the college
 - 6. All the staff members of the college

VARIOUS EVENTS AND WEBINARS HELD BY THE DEPARTMENT 2020-21



Webinar on Stress Management | Webinar on Business Etiquettes & Practices

VARIOUS GUEST LECTURES ON PERSONALITY AND SOFT SKILL DEVELOPMENT



The A.M.A. Insider
Aloysian Management Association
St. Aloysius College (Autonomous), Jabalpur
 Reaccredited "A" by NAAC (CGPA - 3.88/4.0)
 College with potential for excellence (CPE) by UGC
 DST-FIST Supported & Star College Scheme by DET

NEWS LETTER 2021

The EdTech Edge

STUDENTS' CHOICE: EdTech

Who knew that these people with a reputation for academic and good value would end up being the leaders of the world's most talked-about industry?

With all kinds of EdTech products and services, it's not surprising that EdTech is the world's most talked-about industry. It's not surprising that EdTech is the world's most talked-about industry. It's not surprising that EdTech is the world's most talked-about industry.

EdTech's Edge

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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, \$2,000, 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 BlackHatter 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 phony 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. Stuffing 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 phony followers will go quickly. They aren't even 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 ushered 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 pie 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.

Editorial Board

Chief Patron : Rev. Dr. G. Vazhan Arasu,
Principal, St. Aloysius College,
Jabalpur

Chief Editor : Dr. Rashmi Patra, Head,
Department of Management

Teacher Editor: Dr. Chitranshi Verma, Asstt. Prof.,
Department of Management

Student Editor: Sana Akhtar, BBA II Year

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. Clare College.



Jatarnalia
AMA FEST 2022



Department of Management

Diploma in Business Analytics

ST. ALOYSIUS COLLEGE (AUTONOMOUS)
CENTRE OF VALUE ADDED COURSES

About Course

Course Price: Rs. 15000
Registration Price: Rs. 500*

Contact: Department of Management and Department of Computer Science for further information.

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