



SYNERGY



-THE ENERGY TO DO BETTER-

ST. ANN'S COLLEGE FOR WOMEN

DEPARTMENT OF BUSINESS MANAGEMENT (UG)

(AUTONOMOUS), AFFILIATED TO OSMANIA UNIVERSITY ACCREDITED 'A+'
GRADE BY NAAC (3RD CYCLE) COLLEGE WITH POTENTIAL EXCELLENCE BY UGC,
MEHDIPATNAM, HYDERABAD-500028



WELCOME TO THE FIRST EDITION OF BBA NEWSLETTER!

AS ASPIRING BUSINESS PROFESSIONALS, WE ARE COMMITTED TO STAYING UP-TO-DATE WITH THE LATEST TRENDS, NEWS, AND INSIGHTS IN THE WORLD OF BUSINESS. IN THIS NEWSLETTER, WE WILL DISCUSS ON A RANGE OF TOPICS, FROM ENTREPRENEURSHIP AND INNOVATION TO MARKETING AND FINANCE.

WE WILL ALSO FEATURE VARIOUS STUDENT ENTREPRENEURS FROM OUR COLLEGE, HIGHLIGHT SUCCESS STORIES AND PROVIDE TIPS AND ADVICE ON HOW TO SUCCEED IN THE BUSINESS WORLD.



WHETHER YOU'RE A FELLOW STUDENT, A BUSINESS PROFESSIONAL, WE HOPE YOU FIND THIS NEWSLETTER INFORMATIVE AND ENGAGING. SO SIT BACK, GRAB A CUP OF COFFEE, AND ENJOY THE READ!

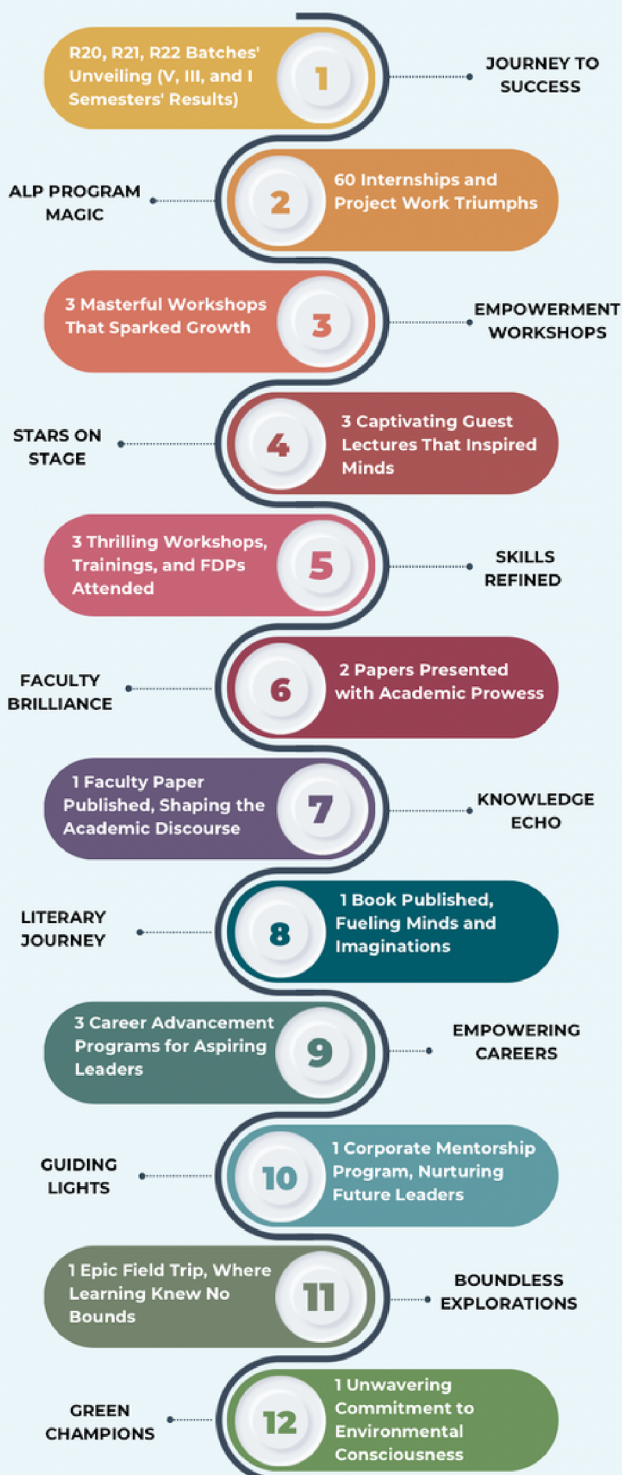


DEPARTMENTAL ACTIVITIES

HIGHLIGHTS OF THE DEPARTMENT 2022-2023

Department of Business Management works with an objective of **Nurturing** student's intellectual ability, executive personality and managerial skills by **Developing** unique leadership qualities and **Transforming** assertive and effective executives for business.

UNLEASHING BRILLANCE



RESULTS

- R20 batch V Semester students secured 99% pass percentage.
- R21 batch III Semester students secured 96.5% pass percentage.
- R22 Batch I Semester students secured 95.6% pass percentage.

STUDENTS AS RESOURCE PERSONS

- 1) Ms. Mounika Desitti (BBA final year) was a Guest Speaker at "Startup EXPO" organised by GNIT.
- 2) Ms. Afra Mahboob (BBA final year) was One of the Panellist at ED talk vol. 13 organised by Edventure Park.



DEPARTMENTAL ACTIVITIES

WORKSHOPS

1. One Week workshop on “KNIME Software for data Analysis” from 22nd August 2022 to 26th August 2022.
2. Two day Workshop on “Entrepreneurship and Innovation as Career Opportunity” was organized on February 2nd and 3rd.
3. Two day Workshop on “Design thinking, Critical thinking and Innovation design” was organized on 14th and 15th February 2023



CAREER AWARENESS AND ADVANCEMENT

1. Learning and Career opportunities in Agribusiness, Plantation, Food and Agri exports “ was organized for BBA III year on 16th March 2023 . Resource person was Dr. Venugopal , Asst prof , IIPM
2. ”Crafting a winning Resume & Mastering Interviews” on 25th March 2023. Resource person was Dr. Neha Singh .
3. A Session on “ Career Prospects and Overseas Education “ with a special Focus on “ EU Business School”

STUDENT SOCIAL RESPONSIBILITY- AN OUTREACH ACTIVITY

As a part of student Social responsibility BBA I years organized a enlightening session to the students of VII standard students of Bhojgutta High School on Career Prospects, Eve Teasing and Entertainment Activities on 6th April 2023.



#Green Challenge 2022

It is one of the best practices of the department which was eventually organized in the month of January 2023 to promote Environmental Consciousness among students . Department has taken the initiative to bring up the students for a sustainable cause by organising Green Challenge 2k23 was organized for BBA I, II and III year in the Month of January 2023. The activities were namely “Get Waste Do best”, “Each one Plant One”, “Plant in a nut”.



DEPARTMENTAL ACTIVITIES

MAGFLUENT CLUB ACTIVITIES

The club has conducted various activities during 2022-23 with an aim to create a stimulating and challenging atmosphere for students to hone their management skills in order to become dynamic leaders in the business world.



EQUINOX CLUB ACTIVITIES

Activities conducted by Equinox Club for year 2022-23 are Reimagining- If I Knew, Quick Space, Entrepreneur Logic Puzzles.



CORPORATE MENTORSHIP

Corporate Mentorship session Signifies the students the impact of effective resume writing , 21 century essential skills to acquire good Career Opportunities. Resource Person Mr. Thakur Arun Singh , IIM Calcutta and Mrs.Roohi Zainab, IIM Calcutta.



GUEST LECTURES

- A Knowledge gaining session on “Act and Laws On Women Protection ” on 6th July 2022.
- Guest Lecture on “Succession Planning “ was organized on 7th December 2023.
- “Effective Project Report Preparation “ was organized for BBA III, B.Com Hons & B.Com FT on 8th December 2023.

FIELD TRIPS

Field trips were organized for the year 2022-23 to “ Bisleri Water Plant” on 20thFebruary 2023



STUDENT ACCOMPLISHMENTS

THE COCOA BEAN CO.

The Cocoa Bean Co. is a home bakery run by Nida Khan, a final year BBA student at St. Ann's. Nida started The Cocoa Bean Co. in 2019, at the age of 16. Located in the heart of the city at Lakdikapul, their menu includes a variety of desserts like cakes, cupcakes, doughnuts, cinnamon rolls and cheesecakes. The Cocoa Bean Co. has a relatively large customer base, and also sets up stalls in college fests and exhibitions. They have also been featured on The Siasat Daily.



NUTRISH.APP

Led by Mounika Desitti, a versatile BBA student, Nutrish.app provides tasty and Nutritious food at your doorstep!

Her VISION is "To promote eating healthy a New Normal". Experience it's signature dish, the Palak roll, available for order on their website and Instagram page. Join us on this culinary journey towards a healthier lifestyle!



NABILA MEHENDI ARTIST

Nabila mehendi artist, a student of BBA 2nd yr at St. Anns is a skilled and certified henna artist specialize in creating beautiful and personalized designs with years of experience that will leave you mesmerized. Which includes variety of designs like khafif, floral, Indian etc. Whether it's for weddings, festivals, or any occasion, my passion for henna artistry shines through in every stroke. Book your appointment today and let me bring your henna dreams to life!



FOUNDER'S FORUM

AIRBNB'S JOURNEY: FROM RAGS TO RICHES

Airbnb's journey is an extraordinary story of entrepreneurial perseverance, innovation, and disruption. Born out of necessity and driven by a relentless pursuit of success, Airbnb transformed the travel and hospitality industry, turning a basic air mattress rental into a billion-dollar empire.

In 2007, Joe Gebbia and Brian Chesky came up with the idea of renting out their apartment with air mattresses and breakfast included. They started with a simple website and three air mattresses, earning \$240 on their first day. Recognizing the potential, they enlisted Nathan Blecharczyk to develop a professional website and became the co-founders of Airbnb.

The early days were challenging, with the website going unnoticed. However, the founders persevered and even pitched their idea at the 2008 Democratic National Convention. To gain attention, they launched an innovative offline marketing campaign with cereal boxes, generating \$30,000 in sales. This caught the attention of investors, leading to acceptance into Y Combinator and funding injections.



Facing rejection from investors and struggling to prove profitability, Airbnb encountered obstacles such as low revenues and limited visibility. They identified the issue of low-quality photos on their platform and took action by capturing high-resolution photos themselves. This simple change resulted in a doubling of weekly revenues. Through persistence and determination, Airbnb secured funding from investors, ultimately achieving a valuation of \$25 billion.

The journey of Airbnb showcases the challenges entrepreneurs face while building an idea. It serves as an inspiration, reminding aspiring entrepreneurs to think bigger, embrace challenges, and persevere against adversity. Airbnb's success story highlights the possibilities that lie ahead for those who dare to dream big and embark on their own transformative journey towards success.

**“THE ENTREPRENEUR ALWAYS
SEARCHES FOR CHANGE, RESPONDS
TO IT, AND EXPLOITS IT AS AN
OPPORTUNITY.”**

-PETER DRUCKER

FOUNDER'S FORUM

EXPLORING ABUNDANT RESOURCES FOR ENTREPRENEURS IN INDIA

India has emerged as a thriving hub for entrepreneurs, offering a plethora of resources and support systems to nurture and foster innovation. Budding entrepreneurs in India, including Telangana, have access to a diverse range of resources to support their entrepreneurial journey. By leveraging these resources effectively, aspiring entrepreneurs can accelerate their growth and contribute to the nation's entrepreneurial success.

Incubation Centers and Accelerators:

Telangana houses prominent incubation centres like T-Hub, WE Hub, and Innovation Sandbox. These centres provide mentorship, networking opportunities, and access to infrastructure, helping startups thrive in their early stages.

Government Schemes and Initiatives:

Initiatives like the Startup India program offer tax exemptions, funding support, and streamlined regulatory processes to encourage entrepreneurship. Telangana's government has launched the Telangana State Innovation Cell (TSIC) and the Telangana Academy for Skill and Knowledge (TASK) to promote innovation and skill development.

Financial Support and Funding:

Entrepreneurs can explore financial support options such as startup loans from the Small Industries Development Bank of India (SIDBI) and funding from angel investors, venture capital firms, and crowdfunding platforms like Ketto and Wishberry.

Networking and Industry Events:

Participating in industry events, conferences, and startup meetups facilitates networking with industry experts, like-minded individuals, and potential investors. Events like TiEcon and Nasscom Product Conclave provide valuable platforms for networking and learning.

Skill Development and Entrepreneurship Programs:

Skill development programs and entrepreneurship courses offered by organizations like the National Entrepreneurship Network (NEN) and entrepreneurship development cells in universities equip entrepreneurs with essential skills and knowledge.

Online Platforms and Communities:

Online platforms such as YourStory, Inc42, and Entrepreneur India provide valuable insights, news, and success stories from the startup ecosystem. Social media platforms like LinkedIn, Twitter, and Facebook offer opportunities to connect with industry professionals and join relevant communities.

MARKETING MATTERS

MASTERING THE MARKETING GAME: EFFECTIVE STRATEGIES FOR SUCCESS

In today's highly competitive business when it comes to marketing, there are numerous reputable sources that provide valuable insights, trends, and best practices. Here are some recommended sources for marketing information:

- **HubSpot:** HubSpot's blog covers a wide range of marketing topics, including inbound marketing, content marketing, social media marketing, and email marketing. They also offer free resources such as templates, e-books, and webinars.
- **Moz:** Moz is a leading authority on search engine optimization (SEO) and provides excellent resources for understanding and improving organic search visibility. Their blog, Whiteboard Friday videos, and beginner's guides are highly informative for marketers.
- **Neil Patel:** Neil Patel is a renowned marketing expert, and his website offers in-depth articles, videos on various marketing topics. He covers SEO, content marketing, social media, and conversion optimization.

- **Social Media Examiner:** As the name suggests, Social Media Examiner focuses on social media marketing. They provide insights, tutorials, and case studies related to platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube, helping marketers make the most of their social media efforts.

- **Content Marketing Institute (CMI):** CMI is a go-to resource for content marketers. Their website features articles, research reports, and webinars on content strategy, creation, distribution, and measurement. They also host the annual Content Marketing World conference.

- **Google Think with Google:** Think with Google provides industry insights, research, and trends across various marketing channels. It offers data-driven articles, case studies, and marketing resources to help businesses stay ahead in a rapidly changing digital landscape.



HR HORIZONS

THE TOP CAREER DEVELOPMENT RESOURCES TO GROW YOUR CAREER

Certification Programs:

HR certifications, such as PHR (Professional in Human Resources) and SPHR (Senior Professional in Human Resources), demonstrate expertise and dedication to the field, enhancing career prospects.

Online Learning Platforms:

Websites like LinkedIn Learning, Coursera, and Udemy offer a wide range of HR-related courses and certifications that can be completed at one's own pace.

Mentorship Programs:

Connecting with experienced HR professionals through mentorship programs or networking events can provide valuable guidance and insights.

HR Conferences and Seminars:

Attending industry conferences and seminars allows HR professionals to learn from experts, gain new perspectives, and expand their professional network.

Books and Publications:

Reading HR-related books, articles, and industry publications can offer valuable insights and best practices.

Webinars and Podcasts:

Participating in HR webinars and listening to HR-focused podcasts can be a convenient way to stay informed and learn from industry experts.

Networking Platforms:

Build and maintain a strong professional network outside the organization. Networking can lead to potential career opportunities and provide valuable insights.

Stay active on social platforms like:

LinkedIn

Naukri

Indeed

Monster.com

“THE GREATEST
ASSET OF A
COMPANY IS ITS
PEOPLE.”



FINANCIAL CHRONICLES

AREAS WHERE YOUTH CAN INVEST MONEY

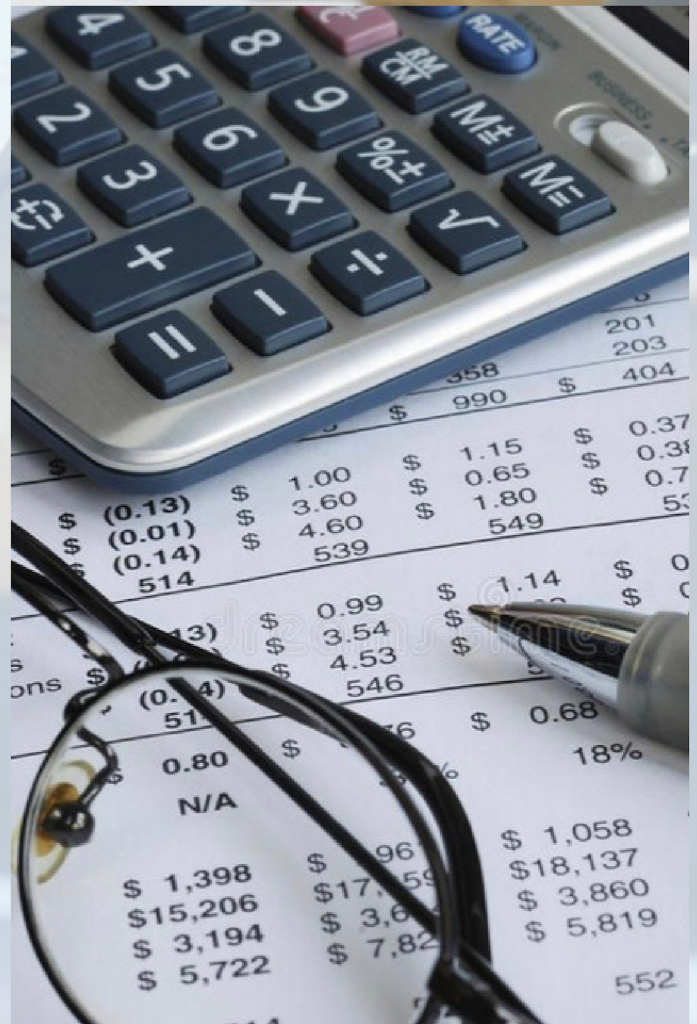
1) Stock Market: Investing in individual stocks or exchange-traded funds (ETFs) can provide opportunities for long-term growth. Research and select companies or sectors that align with your interests and have potential for future growth.

2) Index Funds : These funds track a specific market index, such as the S&P 500, and offer diversification across a wide range of stocks. They are a popular choice for long-term investing due to their lower fees and broad market exposure

3) Mutual Funds : Managed by professional fund managers, mutual funds pool money from multiple investors to invest in a diversified portfolio of stocks, bonds, or other assets. They can be a suitable option for those who prefer a hands-off approach

4) Exchange-traded funds (ETFs): Similar to mutual funds, ETFs offer diversification across multiple securities but trade on stock exchanges like individual stocks. They often have lower expense ratios than mutual funds and can be bought and sold throughout the trading day.

5) Robo-Advisors: These digital platforms provide automated investment management services based on your risk tolerance and financial goals. They typically use algorithms to create and manage a diversified portfolio on your behalf.



ANALYTICS AVENUE

PROGRAMMING LANGUAGES TO KICKSTART YOUR CAREER AS A BUSINESS ANALYST

As a business analyst, having a solid understanding of programming languages can be a valuable asset in your career. Programming languages allow analysts to work with large datasets, automate repetitive tasks, and perform complex data analysis. In this article, we will explore some of the most popular programming languages that can help kickstart your career as a business analyst. From Python to SQL, we will discuss the features and advantages of each language and how they can be applied in a business analysis context.

Excel Programming language:

Excel programming language, also known as Visual Basic for Applications (VBA), is a powerful tool for Business Analytics. VBA allows users to automate repetitive tasks, build custom functions and procedures, and create user interfaces. Its main functions are data manipulation, data visualisation, custom functions, macros and user interfaces.

R Programme

R is a powerful open-source programming language widely used for business analytics and data analysis.

Useful for Data cleaning and reprocessing, Data Visualization, Statistical Analysis, reporting and integration with other tools. Its popularity in the data science community means that there is a large ecosystem of packages and resources available for users.

Python Programme

Python is a popular programming language that is widely used in the field of business analysis. It is a versatile language that can be used for a wide range of tasks, from data cleaning and manipulation to machine learning and predictive modeling. Python is an essential tool for any business analyst who wants to work with large datasets and automate repetitive tasks.

Tableau

Tableau is a powerful data visualization tool that is widely used in the field of business analysis. It allows analysts to create interactive and visually appealing dashboards and reports that can help organizations make informed decisions. Tableau is an essential tool for any business analyst who wants to communicate complex data in a clear and concise manner.

SQL

Structured Query Language (SQL) is a powerful tool that is widely used in the field of business analysis. SQL is a programming language that is used to manage and manipulate data in relational databases. It is a standard language used by most database management systems, and it is essential for business analysts to be proficient in SQL to perform their tasks effectively. SQL is an essential tool for business analysts.

SYNERGY CAPTAINS

"WHERE SYNERGY MEETS COORDINATION!"

FACULTY COORDINATOR

Mrs. D. Sujatha [HoD]

FINAL YEAR STUDENTS

Afaf Mohiuddin

Bhavi Patel

Ifrah Ahtesham

Desitti Mounika

Naina Dugar

Nida Khan

SECOND YEAR STUDENTS

Asha Kursheed Begum

Jetling Nivedita

Rida Nushrath

S.Sana Tasleem

Shealina Murtuza

