



SYNERGY

-The Energy to do Better-



St. Ann's College For Women

Department of Business Management (UG)

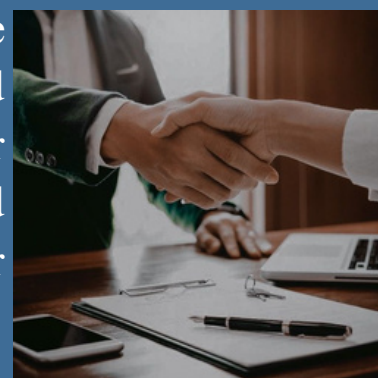
-Learn, Lead, Legacy

(Autonomous), Affiliated to Osmania University
Accredited 'A' Grade by NAAC (4th Cycle), CPE by UGC
Mehdipatnam, Hyderabad -500028

Dear Aspiring Business Leaders,

The business world never stands still, and neither do we! As passionate future professionals, we're dedicated to exploring the latest trends, game-changing insights, and news shaping industries worldwide. In this edition, we'll dive into a diverse mix of topics—from bold entrepreneurial ventures and cutting-edge innovations to mastering marketing strategies and decoding finance. Whether you're chasing big dreams or refining your skills, this newsletter is your go-to guide for staying inspired and ahead of the curve.

But that's not all—this issue celebrates our very own college entrepreneurs, sharing their inspiring success stories and practical advice for thriving in the business world. Whether you're a fellow student hungry for knowledge or a seasoned professional seeking fresh perspectives, this newsletter promises to spark your curiosity and fuel your ambition.



So, grab a cup of coffee, settle in, and get ready to dive into the vibrant world of business! From stories that ignite your entrepreneurial spirit to insights that sharpen your competitive edge, this edition is packed with inspiration and actionable advice.

DEPARTMENTAL ACTIVITIES

Academic Events

Department of Business Management works with the motto “Learn, Lead ,Legacy” 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.

Highlights And Achievements Of The Department 2024-25

MOU'S

- Offering BBA Business Analytics Program in association with Institute of Analytics, UK (IoA ,UK) and ISDC .
- Offering BBA Fin-Tech Program in association with National Stock Exchange Academy (NSE Academy)



- C2FC program with TNS India Foundation delivering 200 hrs of training program including personal and professional effectiveness, Career Readiness, Interview Readiness, Work readiness, Digital Literacy, Analytics-Data visualization and Power Bi

Results

- Overall R22 batch secured 100% pass percentage

Release of Newsletter

- Released 2nd Edition Newsletter- “SYNERGY- the energy to do Better ”on 24th February 2025.



Student Achievements

- Ms.Ramya, Ms.Nikita, Ms. Shirisha, and Ms.Anuritika of BBA final year participated in the 28th AIMA- National Level Chanakya Business Simulation management Game, won First prize in Regional Semi Finals and 1st Runner-up in Regional Finals held at Ashoka school of Business on 5th March 2025 & 6th March 2025.



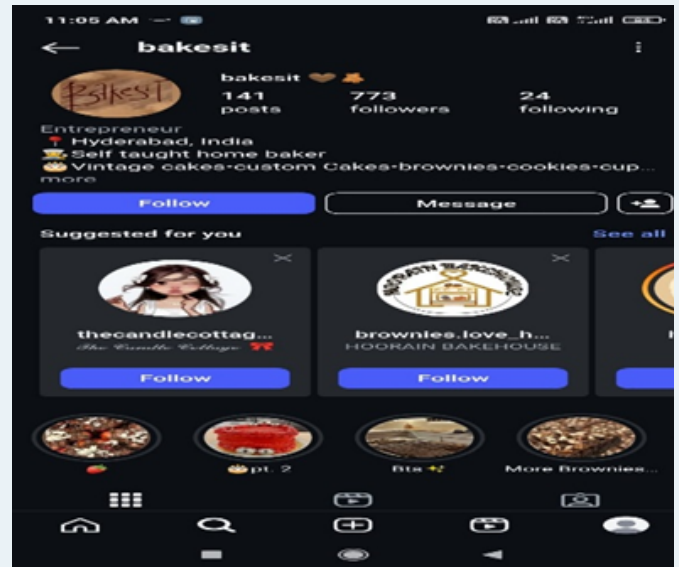
- Ms. Safiyah Rabbani of BBA II Year, Ms. Maryam Ansar of BBA II Year, Ms.Waheeda of BBA BA I Year, were selected as St Ann's Ambassadors for WE-HUB, Govt of Telangana to empower women Entrepreneurs at St.Ann's College for Women.



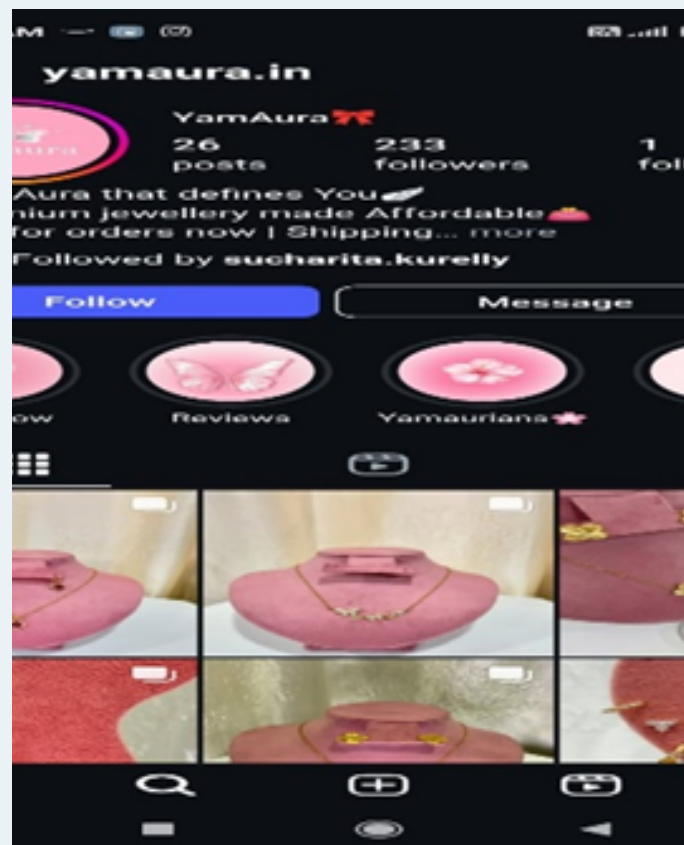
DEPARTMENTAL ACTIVITIES

Student Enterprises

- Bakesit by Ms. Sara of BBA II Year



- YamAura by Ms. Mariyam Ali of BBA III



DEPARTMENTAL ACTIVITIES

Induction Program



- Organized an orientation program for the BBA I year students on 14 August 2024 to acquaint them on the the academic structure, institutional policies, and campus facilities. The session provided insights into the curriculum and various co-curricular opportunities available to students.



- Organised an induction program for BBA I Year Analytics on Empowering Data driven leaders on 18th sept 2024 by Dr. Sheetal Mahendher, Head of Academics, Analytics, ISDC Global.

Academic Events



Guest Lectures

- “Bitcoin as a Financial opportunity” on 9 th Jan 2025 by Ajay Kumr ,IIT (ISM)



DEPARTMENTAL ACTIVITIES

- Comprehensive guide to Life insurance, Pension plans and General insurance ,product plans and procedures on 28th September 2024.



Workshops organised

- A Workshop on “ Questionnaire designing framework “ by Dr Veena Pani on 10th January 2015



ACADEMIC ACHIEVEMENTS



- Two day workshop on” Problem Solving And Ideation “on 17th and 18th Feb 2025 by Mr. Manoj Kumar, BE,MS,Entrepreneur
- Process of Innovation Development, Technology Readiness level: Commercialization of Lab tech and Techtransfers on 13th February 2025 by Mr.Dhanunjay(Ph.D)



Career Awareness and Personality Development

- Personality development and confidence building on 28 th jan 2025 by Ms. Anu Rathore, Personality Development Trainer International Flight Crew.

DEPARTMENTAL ACTIVITIES



•Emerging trends in Business Mangement: Navigating the future of Careers by Dr. K Bala Sri Prasad, associate professor of Vishwa Vishwani Institute of management on 14 th August 2024.



Student Centric Activities

DEPARTMENTAL CLUBS

- Department Organises student centric activities aimed to enhance learning experiences beyond traditional lectures. These activities help students develop strategic thinking, boost communication and public speaking skills, encourage creativity and branding abilities practical skills, critical thinking and problem solving skills , leadership qualities, team building qualities and industry readiness.

Magfluent Club

Motto: Managers' Manage Thyself First.

The Magfluent club of the department Observed Management Week -Eventesia 2024 from 9th December 2024 to 13th December 2024 remembering the contribution of Peter.F.Drucker.

•PROFIT XO



• DEBATE



• LOGO CREATION



• DEFACTO



• THE NAME GAME



Co-ordinators

IIrd Year

Prathyugna Barla
Mokshitha
Waheeda
Harpitha
Harika

IIIrd Year

Sarah Effat
Zaib Fatima
Jhansi

Equinox Club

*Motto: Entrepreneurial quest in
Nurturing Excellence*

- Quick Space -18th September, 2024
- Mini Shark Tank -5th December,2024
- Digital Ad Campaign -9th December, 2024
- Reverse Brainstorming- 28th January,2025



Co-ordinators

IInd Year

Nabiha Ayaz

Vineetha

Tanishqa

Ishiq

IIIrd Year

Rida Fatima

Maryam Ansar

Zohra Fatima

Kehkeshan Moiz



Training Program

- 4 Days training program on Data Analytics by ISDC from 19th November 2024 to 22nd November 2024.
- TNSIF CSR program to equip the students in Fin-Tech courses and make them industry ready .

Field Trip

- BBA I year students visited to Oshon Chocolates, Shamshabad and explored its production process and business operations. The trip provided insights into manufacturing, quality control, and marketing strategies in the confectionery industry.



9th SSR- Student Social Responsibility

- An Outreach activity on “Yoga for Wellness” was organised on 30th January 2025 for Govt High school students at Karwan with an objective to promote Physical and Mental Well being among students.



Student Participation Outside College

- BBA II year and BBA III year students attended ShiftED in HITEC City, where representatives from foreign universities shared insights on pursuing an MBA abroad. The event covered admission processes, scholarships, and global career opportunities, helping students explore international education prospects.

FOUNDER'S FORUM

REVOLUTIONIZING STOCK TRADING FOR MILLIONS

Zerodha's journey is one of bold innovation and disruption. What started as a simple idea to make trading accessible grew into India's largest stockbroker, transforming the investment landscape with transparency, technology, and trust.

The Origin of a New-Age Fintech Dream

In 2010, Nithin Kamath, a young stock trader from Bengaluru, saw how high brokerage fees discouraged ordinary Indians from investing in the stock market. Along with his younger brother Nikhil Kamath, he decided to create a platform that would make trading simple, affordable, and transparent for everyone.

The Kamath brothers envisioned India's first discount brokerage platform—where people could trade stocks online at zero brokerage for investments and minimal fees for intraday trading. The name Zerodha is a combination of “Zero” + “Rodha” (barrier in Sanskrit), symbolizing their mission to remove barriers to investing.

The Challenges & Failures

- **Skepticism from Investors:** Many believed Indians weren't ready to trust online trading platforms.
- **No External Funding:** Zerodha was bootstrapped, forcing the founders to grow slowly without burning cash like competitors.
- **Technology Hurdles:** Building a secure, glitch-free platform from scratch was a huge challenge for a small team.
- **Convincing Beginner:** Zerodha convinced beginners by offering zero brokerage, a simple app, and free education.



Today, Zerodha is India's largest stockbroker with over 1.3 crore clients. It is a profitable unicorn despite being entirely bootstrapped—a rarity in the startup ecosystem. Nithin and Nikhil Kamath became youth icons, inspiring financial literacy among India's younger generation.

The rise of Zerodha exemplifies the challenges and opportunities of disrupting deeply rooted industries. It stands as an inspiration for aspiring entrepreneurs, proving that bold vision and consistent execution can transform an entire ecosystem. Zerodha's success story is a testament to how innovation, transparency, and resilience can drive lasting impact in the fast-evolving world of finance and technology.



“Focus on solving problems, not raising money. If you solve a real problem well, money will find you.”

FOUNDER'S FORUM

All Behind the Scenes—How Netflix Knows What You'll Watch Next

Ever wondered how Netflix always seems to suggest shows you love even before you know you want to watch them? The answer lies in the power of Artificial Intelligence, specifically machine learning and behavioral analytics.

• MINI GLOSSARY:

Collaborative Filtering: A technique that recommends content by finding similarities between users' preferences.

Neural Networks: AI models inspired by the human brain, designed to recognize complex patterns and learn from data.

Cold Start Problem: A challenge faced when AI systems try to make recommendations for new users with little to no prior data.

• STUDENT SPOTLIGHT:

"Data Whisperers of Campus"

Meet the students turning raw numbers into smart strategies:

- **Riya (Commerce):** Uses Power BI to visualize club budgets and spending patterns.
- **Arjun (Tech Club):** Built a Python-based dashboard to track and analyze event attendance.
- **Mehak (Psychology):** Leveraged Tableau to study student stress levels through survey data.

• WHY IT MATTERS:

- AI is not just for coders. Today, tools like Power BI, Tableau, Python, and Google Sheets with AI plugins are accessible to students from all streams.
- Data is the new oil. Whether you're in marketing, finance, psychology, or even literature data-driven decisions are reshaping how we learn, create, and lead.

Netflix isn't just a streaming service—it's a data-driven powerhouse. With over 250 million users, it processes ****petabytes of data**** daily to:

• Predict viewer preferences

Based on your watching patterns, pause times, rewinds, and even the time of day you watch.

• Personalize thumbnails

Did you know that Netflix changes the thumbnail image of the same show based on what you've previously watched? If you often watch comedies, you might see a smiling character. If you lean toward thrillers, a more intense shot is shown.

• Optimize content creation

Netflix uses AI models to decide what kind of shows to fund. That's part of why "Stranger Things" or "Money Heist" were massive hits. AI helped spot emerging trends and viewer demand.

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font.

MARKETING MATTERS

Headstarts your Guide To Marketing Success

• SURFER SEO

Surfer SEO is the ultimate wingman for content that actually ranks. It's revolutionized the way marketers tackle SEO by blending AI smarts with real-time optimization. Whether you're aiming for Google's top spot or trying to impress AI chatbots like ChatGPT and Gemini, Surfer helps you structure your content. From keyword strategy to content outlines, it's your secret weapon for climbing the search ranks with ease.



• JASPER AI

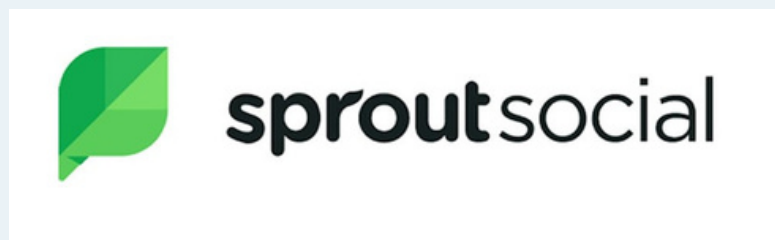
Jasper AI is like having a genius marketing assistant that never sleeps. Whether you're whipping up a blog post, crafting catchy ad copy, writing irresistible product descriptions, or polishing social media content. With built-in SEO smarts and tone-matching magic, your content doesn't just sound good, it performs. As the first truly intelligent and intuitive workspace made just for marketers, Jasper isn't just a tool, it's a full-blown transformation for your marketing game.

• SEMRUSH

Semrush is the digital marketing detective every brand needs in 2025. From tracking your competitors' every move to uncovering the perfect keywords, Semrush helps you stay five steps ahead. Now supercharged with AI suggestions and GPT-powered topic research, it takes your SEO and PPC strategies to the next level. Whether you're diving into site audits, tracking backlinks, monitoring domain authority, or boosting online visibility, Semrush delivers sharp, data-driven insights that power real results.

• SPROUT SOCIAL

Sprout Social is the powerhouse every social media marketer dreams of. It's more than just a scheduler, it's your all-in-one command center for managing, analyzing, and growing your brand online. With advanced publishing tools, deep audience insights, and sharp social listening features, Sprout helps you spot trends before they go viral and understand what your audience really wants. Its unified platform empowers teams to turn social data into real business results, boosting brand strength, sharpening strategy, and driving serious revenue.



• CANVA

Canva has taken the design world by storm, and it's only getting better. Hailing from Australia, this all-in-one graphic design platform has completely transformed how brands approach visual marketing. Thanks to Magic Studio, you can now create stunning social media posts, videos, and ad creatives powered by generative AI. Whether you need a logo, a photo edit, a collage, or a sleek video, Canva does it all in one powerful, user-friendly app.

HR HORIZONS

The top career development resources to grow your career

• EMERGING TRENDS IN HR– 2025 OUTLOOK

1. E Data-Driven HR: Predictive analytics for retention and productivity
2. AI in Recruitment: Screening resumes using AI tools
3. Hybrid Work Models: Flexible work is here to stay
4. HR Tech: Chatbots for employee queries
5. Employee Experience: Focus on mental health & engagement

• WHAT HR LOOKS FOR

Today's hiring decisions go beyond qualifications. Recruiters now seek a well-rounded mix of technical expertise (such as Excel or Canva) and essential soft skills like communication and teamwork. Equally important is adaptability, emotional intelligence, and alignment with company culture—along with a growth mindset that reflects a willingness to learn and take initiative.



• RESUME USING AI ERA

With ATS in use, resumes must be bot-friendly. Use keywords from the job post, clean formatting, and save as PDF.

Avoid tables, fancy fonts, or graphics. Quantify impact (“Increased engagement by 40%”) and include both hard and soft skills clearly.

• INTERVIEW TIPS

Recruiters increasingly favour candidates who come prepared. A clear understanding of the company, STAR-based answers to behavioral questions, and confident self-introductions create lasting impressions.

Even post-interview gestures—like a well-timed thank-you email—continue to add value and reflect professionalism



IN DEMAND COURSES FOR HR STUDENTS

1. HR Analytics & people analytics
2. Talent Acquisition & Recruitment strategies
3. Strategic Human Resource Management
4. Performance Management & Employee Engagement
5. Diversity, Equity & Inclusion (DEI) in HR
6. HR Technology & Digital Transformation
7. Learning & Development
8. Compensation & Benefits
9. Employee Relations & Labour Laws
10. Change Management & Organizational Development



**HR takeaway: Skill gets you noticed
Mindset gets you hired**

FINANCIAL CHRONICLES

Areas where the youth can invest and grow financially

1. Mutual Funds: Mutual Funds The Hassle-Free Way to Grow Your Money

A mutual fund is like a group project but with money. Instead of you picking individual stocks or bonds (which is kinda stressful), a mutual fund collects money from lots of people like you and invests it in a mix of different things stocks, bonds, gold, etc.



2. Index Funds: Index Funds The Chill Wealth Builders. Too busy with college deadlines to track stocks 24/7? Index funds got your back. They're like the tortoise in the finance race: slow, consistent, and surprisingly powerful.

An Index Fund is a type of mutual fund that doesn't try to beat the market it simply tries to copy it.



3. Crypto: The Internet's Wildest Currency. Crypto (short for cryptocurrency) is digital money.

But not like your Paytm wallet or UPI — it's not linked to any bank or government. It runs on blockchain technology, which is like a super-smart public diary that safely records every transaction.



4. REITs – Real Estate Investment Trusts :

It's like owning a piece of property without owning the whole thing.

A REIT is a company that collects money from people and invests it in real estate like offices, malls, or hotels properties that earn rent or increase in value over time. When you invest in a REIT, you're owning a tiny part of those properties and earn a share of the income. Kind of like being a mini-landlord without buying an actual building.



ANALYTICS AVENUE

“Where Data Speaks, Analytics Listens.”

IGNITING YOUR CAREER IN BUSINESS ANALYTICS

1. Python Programming: A favourite in the analytics domain, Python is known for its simplicity and vast libraries. It enables:

- Data Cleaning & Transformation
- Statistical Modeling
- Predictive Analysis

2. Data Visualization & Tableau Power BI:

- Telling stories with data is as important as analysing it.
- Tableau and Power BI allow professionals to:
- Create interactive dashboards
- Identify hidden trends
- Deliver insights to stakeholders visually

3. DBMS & SQL: The Foundation of Data Management:

- Structured Query Language (SQL) is the lifeline of relational databases. Every analyst must master:
- Query Writing
- Data Aggregation & Joins
- Database Schema Design
- DBMS (Database Management System) helps in storing, retrieving, and securing organizational data, an essential foundation for all analytics operations.

4. Excel & VBA: The Analyst's Power Tools:

- Excel with VBA (Visual Basic for Applications) remains a powerful tool for:
- Data Manipulation
- Report Automation
- Interface Building with Macros &
- Custom Functions

5. Why Choose IOA – Institute of Analytics (UK)?

IOA offers internationally recognized certification programs designed to prepare aspiring analysts for the real world. Their curriculum is aligned with current industry trends and includes practical, hands-on training in:

- AI & ML
- Python & SQL
- Data Visualization Tools
- Business Intelligence Strategies



SYNERGY CAPTAINS

“WHERE SYNERGY MEETS COORDINATION”

FACULTY COORDINATOR

Mrs. D. Sujatha, HoD

STUDENT COORDINATORS

Safiyah Rabbani [BBA 3rd Year]

[BBA 2nd Year]

Mahwish

Prathyugna

Rida Siddiqui

Afiya Sana

Areeba Tahmeen

Zakiya Rashida

Rafiya Waheed

Simra Siddiqui

Waheeda

Pavithra