



# KARIM CITY COLLEGE, JAMSHEDPUR.

## DEPARTMENT OF BUSINESS ADMINISTRATION



## DEPARTMENTAL ACTIVITIES

### SESSION 2023-2024


**KARIM CITY COLLEGE, JAMSHEDPUR**  
DEPARTMENT OF BUSINESS ADMINISTRATION

2023

Organises a lecture on- *Management Education: "The Need of the Hour"*

**SOUL 1.0**  
Seeking Opportunities for Understanding and Learning

RESOURCE PERSON



**PROF. (DR.) PRABHAT KUMAR PANI**  
NEP - Coordinator, Kolhan University, Chaibasa

Managed By: KCC - Management Club

At 12 noon On 26th September In BBA Classroom

**KARIM CITY COLLEGE, JAMSHEDPUR**  
DEPARTMENT OF BUSINESS ADMINISTRATION

Organises a lecture on:

**ETHICS & CORPORATE CULTURE**

GUEST SPEAKER



**ABUSAAD AHMAD SIDDIQUI**  
Director (Engineering & Projects) KCC Group of Companies

Managed By: KCC - Management Club

On 07 October, 2023 At 11:30 AM In BBA Classroom

**KARIM CITY COLLEGE, JAMSHEDPUR**  
Department of Business Administration

*Grooming Session*  
for Students of B.B.A Sem - 1, Session (2023-2024)

HIGHLIGHTS

- Mock Group Discussion
- Interview Techniques
- Professional Attire
- Communication skills
- Resume writing

RESOURCE PERSON



**Dr. Basudhara Roy**  
Assistant Professor, Department of English, Karim City College

18<sup>th</sup> December, 2023  
11:30 am  
BBA classroom

**KARIM CITY COLLEGE, JAMSHEDPUR**  
Department of Business Administration

Join Our Webinar

**MANAGEMENT: THE ROAD AHEAD**

RESOURCE PERSON



**PROF. (DR.) AFTAB ALAM**  
JAMIA MILLIA ISLAMIA, NEW DELHI

Patron: Dr. Mohammad Rezaq, Principal, Karim City College, Jamshedpur

Convener: Dr. Aftab Alam, coordinator, Department of Business Administration, Karim City College, Jamshedpur

13 January 11:00 AM

JOIN HERE

[meet.google.com/vdh-txho-glt](https://meet.google.com/vdh-txho-glt)

# Teacher's Day Celebration

Teacher's Day is celebrated in India every year on 5th September to pay tribute to Dr. Sarvepalli Radhakrishnan, former President of the country and a visionary educator and also to appreciate the role played by teachers in the life of students "The Leaders of Tomorrow". Teachers provide the power of knowledge and education and create possibilities for better future. Karim City College, Department of Business Administration, celebrated this day with great enthusiasm on 5th September, 2023 at 12:00 noon in the BBA classroom. The whole event was planned and Organized by College KCC-Management Club.

Students Who Organised The Event

1. Umme Habiba (who leded the event)
2. Zaheer Fatma
3. Tahjabeen Khatoon
4. MD. Akram Rashid
5. Sohail Khan
6. Amaan Ahman





For this program college Principal Dr. Mohammad Reyaz was in chair as a chief Guest and graced the occasion with his presence. Welcome Note was addressed by Dr. Aftab Alam, Coordinator of Department of Business administration, All the Teaching Faculties and non-teaching staffs were present.



Furthermore the students performed various cultural activities like songs, poem, shayari etc. The talented students like AFIFA ZAMAN and SONU KUMAR YADAV delivered a beautiful speech on teacher's day poetry delivered by MEHAR PERVEEN, shayari was delivered by AYISHA DINARIYA and TABASSUM PARVEEN.

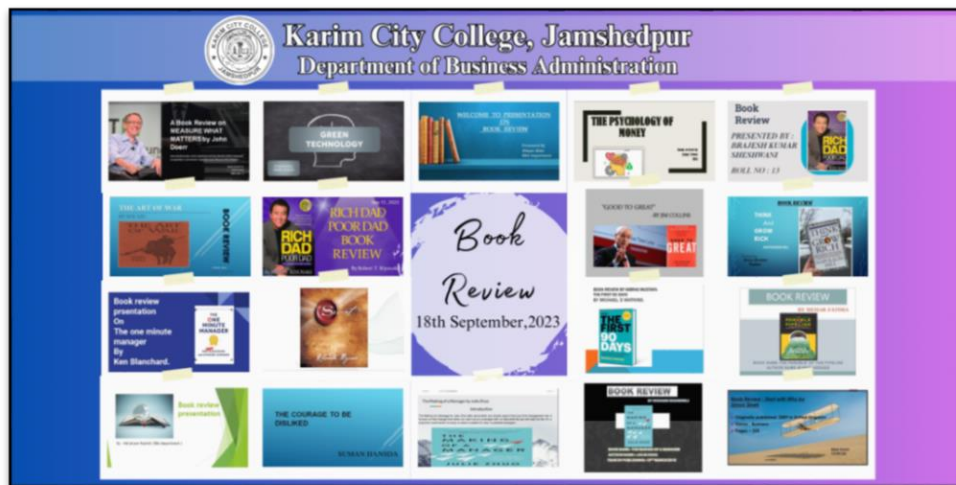


# Book Review Competition

Book review Prelims has been organized on Wednesday, 13<sup>th</sup> September, 2023 and Final on Monday 18<sup>th</sup> September, 2023 at 1:00 pm. In BBA Classroom

The students were asked to present book review on any general books i.e. Professional, Self-help, Biography, Autobiography, Books on travel experience or any other book except novel (not specifically related to any curriculum subject).

The Shortlisted 9 participants again gave their final presentation, in front of Principal Dr. Mohammad Reyaz and other Jury Members, Dr. G. Vijayalkshmi, Dr. Rashmi Akhtar and Dr. Fouzia Tabassum from Faculty of Commerce, Karim City College, Jamshedpur. On the basis of their presentation and evaluation on the basis of Bibliography, Introduction, Thesis, Supportive Content and Conclusion. Jury members finalized the 3 participants as per their highest score.





**Skills Focused– To acquaint students about:**

- 1) Central idea of book
- 2) Evaluation of book
- 3) Understanding how author handled subject

**Outcomes – Students will able to**

- 1) Discuss the finding
- 2) Assess the strength and weakness of the book
- 3) Opine about the thoughts of author

**List of Rankers:**

Position I- Ms. Afifa Zaman, BBA Sem-I

Position II- Mr. Sohail Khan, BBA Sem-I

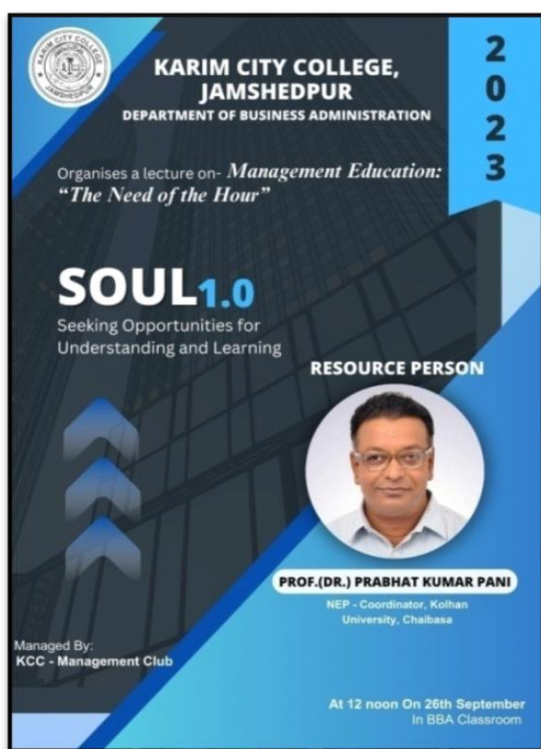
Position-III- Mr. Sonu Kumar Yadav, BBA Sem-I



All the participants were awarded with the certificate of presentation and the three winners were awarded with the Trophy.

## SOUL 1.0

SOUL 1.0 (Seeking Opportunity for Understanding and Learning) A series of Lectures of Guest Lecture was conducted by the Department of Business Administration, Karim City College, Jamshedpur on 26<sup>th</sup> September 2023 at 12.00 noon. **Resource Person Dr. Prabhat Kumar Pani**, has taken a Lecture on topic “**Management Education “The Need of the Hour”**” for BBA 1<sup>st</sup> semester and all students of Vocational Courses in the BBA Classroom. Total of around 80 students and teachers participated in this programme.



**Dr. Prabhat Kumar Pani** passed B.Com. (Hons.) from St. Xavier’s College, Ranchi under Ranchi University, Ranchi and M. Com. Degree from Sambalpur University, Orissa. His area of interest is ‘Finance and Management’. He has been into teaching for past 39 years and is engaged in extensive research activities.

The speaker explains the development of management education and detailed about management. He said in his presentation that initially Marketing, Finance and Human Resource Management were considered as functional area of management, but now management education covers much more functional area like Operations, Information Technology, International

Business, Supply Chain Management, retail and much more to add to the list. **He also Focused on NEP 2020 that Management education, at a glance, is ignored on the NEP draft committee report of K. Kasturirangan.** Management and technology education are the two main pillars of a progressive country's future. It is stated in the report as 'technical education improves management education too.

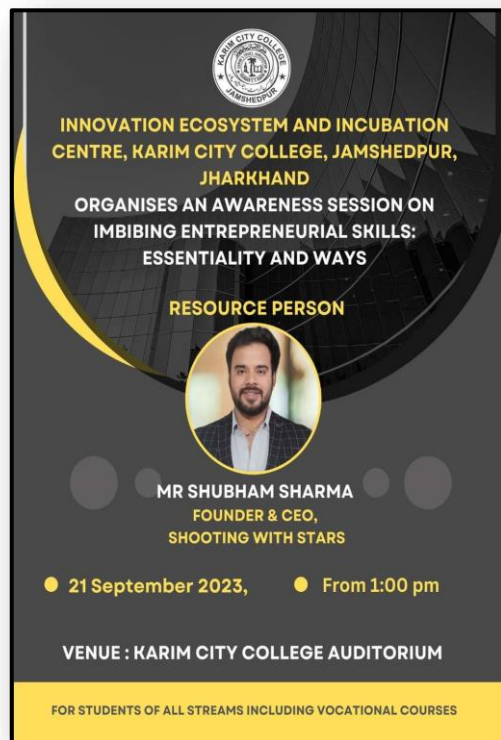


### **HE ALSO PUT THE SUGGESTION FOR IMPROVEMENTS IN MANAGEMENT EDUCATION**

- 1. Dedicated Governmental Body for Management Education*
- 2. Quality of Faculty*
- 3. Curriculum Design and Developing Material Relevant to The Indian Context*
- 4. Emphasizing Research*
- 5. Corporate Governance for B-Schools*
- 6. Triad of Academic-Industry*
- 7. Customization of Specialisation*
- 8. Multiple Perspectives*
- 9. Exposing to Real Business Issues*
- 10. Inculcating a Global Mindset*

# Entrepreneurship Development Program

Innovation Ecosystem And Incubation Centre, Karim City College, Jamshedpur, organized an awareness session on **Imbibing Entrepreneurial Skills: Essentiality And Ways** for the students of Department Of Business Administration on **21st September 2023**, in the auditorium at **1:00 pm**.



In this program the chief guest Mr. Shubham Sharma was invited to share his views on the topic and guide the students positively about the entrepreneurship and digital marketing.

Digital marketing considers how individual tools or digital channels can convert prospects. A brand's digital marketing strategy may use multiple platforms or focus all of its efforts on 1 platform. For example, a company may primarily create content for social media platforms and email marketing campaigns while ignoring other digital marketing avenues.



He also talked about the types of digital marketing like:-

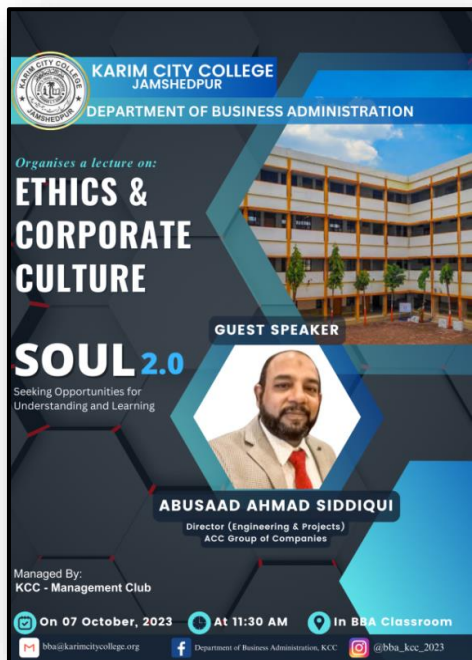
- SEO
- SMM
- CONTENT MARKETING
- INFLUENCER MARKETING
- E-MAIL MARKETING



# SOUL 2.0

Empowering Students: Soul 2.0 Lecture Session Explores Ethics and Corporate Culture

In a stimulating lecture session titled Soul 2.0, held at Karim City College in Sakchi, Jamshedpur, students were enlightened on the intricate nuances of ethics and corporate culture. The event, organized by the dynamic students of the Department of Business Administration and the Karim City College Management Club, proved to be an intellectually enriching experience for all attendees.



One of the key highlights of the session was Mr. Siddiqui's profound exploration of the significance of ethics in the corporate world. He elucidated how ethical behavior not only fosters a positive work environment but also builds trust among stakeholders, paving the way for sustainable growth and success.

The lecture was a deep dive into the intricate fabric of corporate culture. Mr. Siddiqui shared his vast knowledge, offering a comprehensive understanding of the diverse elements that constitute corporate culture. The event was graced by the presence of esteemed teachers, adding an aura of wisdom to the proceedings. Dr. Neha Tiwari, the Head of the Department of Mass Communication, and Dr. B. N. Tripathi, Chief Controller of Examination, shared their valuable insights, enriching the discourse on ethics and corporate culture.



The collaborative efforts of the Department of Business Administration and the Management Club were evident in the seamless execution of the Soul 2.0 lecture session.

In the spirit of empowerment and enlightenment, the Soul 2.0 lecture session at Karim City College stands as a testament to the institution's commitment to nurturing socially responsible and ethically conscious future leaders.



## Fresher's day Celebration

Every student eagerly awaits right from their time of admission for their most remarkable event of the college "FRESHER'S PARTY". 6th of November 2023 was a memorable day in the life of every fresher of the academic year 2023-2027 batch at Karim City College, Sakchi, Jamshedpur. The fresher's day was filled with excitement, joy, music, enthusiasm, laughter and happiness.



It is the day where all the students finally bond and unite to celebrate being part of the college. Students were welcomed with so much of enthusiasm which was organized by Department of Business Administration.

As a trend of the college, the party began with the auspicious prayer to almighty. Which is considered as very sacred and symbol of prosperity. The occasion was graced by the presence of Principal, BBA Coordinator and all faculty members. The Principal Dr. Mohammad Reyaz addressed the gathering by welcoming the students through his motivational speech. The Coordinator Dr. Aftab Alam motivated the students by his inspiring thoughts.

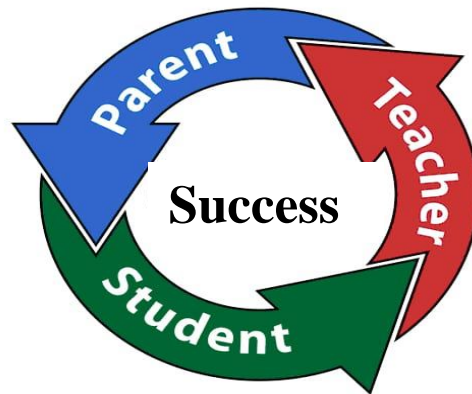


The Programmed was structured in the four categories based on Entertainment, Games, Ramp Walk for Mr.& Ms. Fresher's of 2k23 and the DJ.

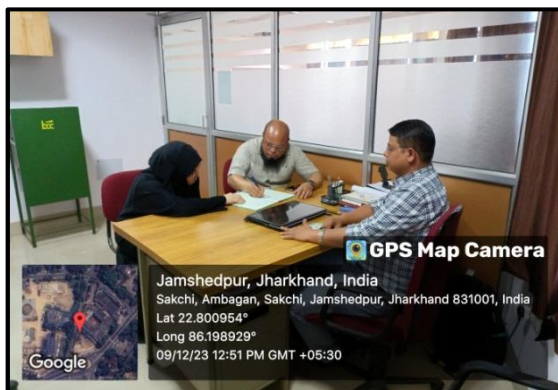


## Parent – Teacher Meeting

A Parent-Teachers Meeting was conducted on 07-12-2023 from 11:30 am – 2:30 pm in the Department of Business Administration to discuss about Departmental activities, student progress and performance. The parents were intimated through the student official WhatsApp groups well in advance. The Meeting was organised for BBA Semester I (2023-2027).



The main purpose of the meet was to create a common platform, where teachers and parents come together to enrich the student's educational experiences and discuss variety of issues, regarding all round development of students



Coordinator Dr.Aftab Alam and faculty members interacted with the students and their parents. They talked on the responsibilities and duties of both the students and the parents in upbringing the students as responsible citizens of the country. They also highlighted the weak point of the students who are not regular for lectures. They urged the parents to keep track of their pupils about the friend circle they are in and also check their daily notes given by the Professors.



## THE AGENDA OF THE MEETING WAS:

- ✓ To Welcome the parents and make them aware about the progress and performance of their ward and to provide information about various student oriented activities and schemes run by the college/department.
- ✓ Suggestion from the parents if any and any other subject was also considered.



## Grooming Session

Well-groomed people have one thing in common – they radiate confidence and good vibes. For the purpose of improving the self-esteem of the students, the department arranged a grooming session. The grooming session started with an welcome note by Aryan Kumar Singh the member of management club on December 18, 2023 in the Department of Business Administration which was held from 11:30AM to 12:30PM. The Resource Person for the Grooming Session was Dr. Basudhara Roy, Assistant Professor, Department of English, Karim City College Jamshedpur.



She is a highly professional and qualified teacher who has completed her studies from BHU. She addressed the students on the importance of self-grooming and its benefits. She provided all information and instructions regarding the session to the students of BBA.

The grooming session covers various topics such as Mock Interviews, Group Discussion, Resume Writing, Professional Attire, Communicational Skills, Body Language etc. She also spoke about the factors that contributed to a successful interview and a good first impression.

The session came to an end with a vote of thanks given by Afifa Zaman the member of management club.



*The Students Of BBA Semester 1 Along With Resource Person And The Faculty Members Right After The Grooming Session.*



# Webinar Session

The 1<sup>ST</sup> Event held under WEBINAR SERIES of Expert Talks, Held on: 13<sup>th</sup> January 2024, was based on Management. The webinar-cum-workshop was intended to give the students a fair idea about the application of Management in today's world. The discussion started with the question "What is Management" to assess the knowledge of the students and to break the ice. The distinguished speaker spoke at length on how building team work often requires mastery of a number of nuanced concepts.

## The Speaker

Prof. (Dr.) Aftab Alam

Ph.D. USA, MBA, (Aligarh) MPhil, M. Com (Aligarh) Adjunct Professor at DoMS (Department of Management Studies) Jamia Millia Islamia for Executive MBA Program-Area- General Management, Marketing and Strategic Management Coordinator NAAC (National Accreditation and Assessment Council) Bangalore, Higher Education of India (Govt of India) so far accredited more than 15 Institutions across the Country.

KARIM CITY COLLEGE, JAMSHEDPUR  
Department of Business Administration

Join Our Webinar

**MANAGEMENT:  
THE ROAD AHEAD**

Resource Person

Saturday  
13 January

Time  
11:00 AM

Patron  
Dr. Mohammad Reyaz  
Principal, Karim City  
College, Jamshedpur

Convener  
Dr. Aftab Alam, coordinator,  
Department of Business  
Administration, Karim City  
College, Jamshedpur

**PROF. (DR.) AFTAB ALAM**  
JAMIA MILLIA ISLAMIA, NEW DELHI

JOIN HERE

meet.google.com/vdh-txho-git

bba@karimcitycollege.org Department of Business Administration bba\_kcc\_2023



A lot more has changed due to the pandemic, making professionals realize that their role will not stay the same in the contactless world tomorrow. The webinar was aimed at gaining insight into the latest Industry trends and related career opportunities in Management.

The speaker started the session by providing an insight about some key statistics concerned with the management in industry and major technology trends that have took the world by storm in the year 2024. Main areas which were emphasized upon include –Basic Principles of Tomorrow, about Team Work, Hybridization in today’s industry.



We received good response from the students and also they gave very good feedback. The resource person thanked the organizers for arranging the live webinar. At the end of the webinar Afaq Alam the member of Management club delivered the vote of thanks. He thanked the Resource Person, Principal, Coordinator, Faculty members, participants and other officials for their active support for making the programme to be successful.

