

ST. FRANCIS COLLEGE FOR WOMEN

HYDERABAD

ACADEMIC YEAR-2024-2025 REPORTS

REPORT 1

JUNE, 2024

Guest Lecture: The Ultimate Guide to MBA

SDG 4: Quality Education

Venue: Gerosa Hall

Time: 12:10 to 1:10 pm

Date: 21st June, 2024

Strength: 60 students, 1 faculty member

The Department of BMS organized a Guest lecture on The Ultimate Guide to MBA after Graduation on June 21, 2024. The resource person, Mr. Puneet Sharma, the Chief Mentor at IMS Hyderabad with experience of over 12 years in mentoring students graced the session. The event was organized for the second and third-year students of BMS in the Capitanio Hall of the UG block during the Zero hour.

The department organized a one-hour session to educate students about the various types of MBA programs available, the application process, and the top colleges to consider. Mr. Puneeth provided valuable insights into why pursuing an MBA from a reputed institution significantly enhances a student's resume. He presented compelling facts about the potential increase in job opportunities, higher salaries, and accelerated career growth associated with obtaining an MBA from a reputable institute. Mr. Puneeth also informed the students about the numerous offers and opportunities that business schools provide for women. He emphasized that with adequate preparation, third-year students could successfully pass the CAT entrance exam while also debunking the many myths surrounding the entrance exam and its line of questioning.

The students posed their questions to Mr Puneeth who answered all their queries promptly. The session was attended by 100 students of BMS II and III who found the session useful and engaging. The session provided valuable insights and guidance to the students. It was an enriching experience that will help the students to make better decisions about their future career path.

REPORT 2

JULY, 2024

Workshop: Emotional Well Being Through Self-Awareness

SDG 3: Good Health and Well-Being

SDG 4: Quality Education

Venue: Gerosa Hall

Time: 8:45 am to 10:45 am

Date: 11th July, 2024

Strength: 60 students, 1 faculty member

The Department of Business Management Studies organized a workshop, “Emotional Well-Being through Self-Awareness” on 11 July, 2024. The resource person for the same was Ms. Geeta S Kumar, Assistant Professor and Consultant Psychologist, Department of Psychology. The event was organized for the students of BMS-1 in the Gerosa Hall of the UG Block.

The workshop entailed various activities to help students get more in touch with their emotions and learn how to deal with the various ups and downs that come in life. It focused on how to navigate overwhelm in teenage life through sustainable methods that would help the students through the years. Ms. Geeta Kumar highlighted the importance of striking a balance between work and personal life and the need for mental resilience for the same.

This session helped students understand mental health; comprehensively identify and process emotions, and learn how to effectively express them.

The workshop was attended by 60 students of BMS-1. It was really an engaging and pragmatic session that helped all students with emotional awareness and provided a better understanding of the importance of mental well-being.

Ms. Geeta Kumar addressing the girls



REPORT 3

JULY, 2024

Guest Lecture: Session I: Life After BMS Annual BMS Alumna Lecture Series

SDG 4: Quality Education

SDG 9: Industry, Innovation and Infrastructure

Venue: Gerosa Hall

Time: 8:45 am to 10:45 am

Date: 15th July, 2024

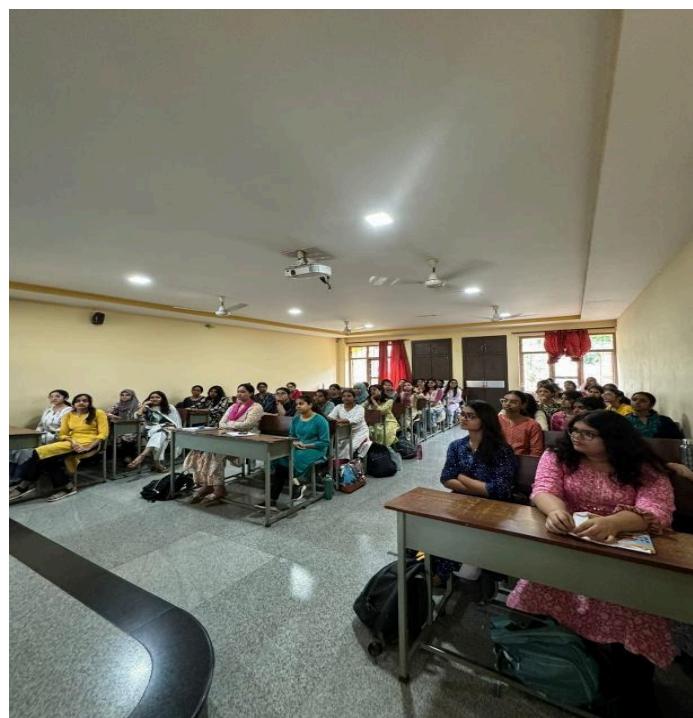
Strength: 60 students, 1 faculty member

The department of Business Management Studies has organised an alumni lecture series on the Life after BMS on 15th July, Twenty-twenty Four (15-07-2024). The resource person for the same were Ms. Ramya Bairy, Key Accounts Manager at Zomato and Ms. Shagun Thota, Sales Development Representative at Secureworks (Dell Technologies). The lecture was organised in room no.316 of UG block.

The two-hour session was planned to provide an acumen on 'The Life after Bms'. The Alumni present today, Ms.Thota and Ms.Bairy bridged the gap between the current students of BMS and the successful alumni, offering insights into potential career paths and industry trends. They have also shared their experiences in the college and their unique journey of three online semesters. The duo began with an ice breaker session and talked about the importance of a holistic college experience, the significance of networking and willingness to show up to new opportunities. They also emphasised on resilience and how important it is to learn the lesson of failure while also addressing the common challenges faced in the field. While talking about their achievements, experiences, and their journey, they gave an insider view into the corporate world and the importance of authenticity and how one should stay true to themselves. At the end of the session, the duo discussed the various opportunities on internships, online self-learning programs, and student exchange program. They also have briefed about their own experiences with the internships and the exchange programs.

The lecture was attended by 60 students of BMS-1. It was an informative and galvanizing learning experience; the interactive Q&A session further enriched the experience. Overall, the lecture was a significant success, providing a real-world perspective that is crucial for career development, and it had left a lasting impact on all the participants.

Photo-1



REPORT 4

JULY, 2024

Guest Lecture: Session II: Life After BMS Annual BMS Alumna Lecture Series

SDG 4: Quality Education

SDG 9: Industry, Innovation and Infrastructure

Venue: Gerosa Hall

Time: 8:45 am to 10:45 am

Date: 19th July, 2024

Strength: 60 students, 1 faculty member

The Department of Management Studies arranged a guest lecture as a part of its Alumni Lecture Series on 19th July, 2024. The resource person for the session was Ms. Manogna Rajagopal, Batch of BMS 2011-14, former recruiter at Teach for India and The Nudge Institute. The session was organised for the students of BMS I and II in the Gerosa Hall, 3rd floor of the UG block.

The session took the students down the memory lane as the speaker recounted her experiences before, during, and after BMS. She began her 'Journey of Listening to Myself' by discussing her early experience as a professional singer. As she progressed in life, her needs shifted towards a broad canvas, talent development, and exposure, prompting her to pursue BMS, a course that met all of her requirements. She emphasised her involvement in BMS, stating that the course shaped her professionally and restored her positive sense of self. Ms. Manogna ensured interactivity by encouraging students to self-reflect and listen to their inner voice. She portrayed resilience by narrating her difficulties and mistakes, advising the students to step outside of their comfort zone and seize opportunities to build themselves. The speaker expressed her passion for education and purposeful work, outlining her commitment to Teach for India and The/Nudge's mission. She outlined her future plans, which include returning to her love of music by pursuing music therapy at Berklee College of Music, as well as establishing Inner Child Speaks and Life Support for Anuraaga, which aligns with the Teach for India mission.

The insightful session left the students motivated to take ownership of their learning, develop a sense of individuality and follow their passion.



REPORT 5

AUGUST, 2024

Workshop: Leading Yourself First

SDG 3: Good Health and Well-Being

SDG 4: Quality Education

Venue: Gerosa Hall

Time: 8:45 am to 10:45 am

Date: 20th August, 2024

Strength: 60 students, 1 faculty member

The Department of Management Studies arranged a workshop on 20TH August, 2024. The resource person for the session was Ms. Rohini Raju, Managing Director and Trainer, Rave Institutes. The session was organised for the students of BMS III in the Auditorium , 3rd floor of the PG block.

The session commenced with an introduction to the critical importance of leadership and communication for management students. The concepts were introduced through the "Picture Perfect" activity, which effectively demonstrated the differences between one-way and two-way communication. Following this, the discussion delved into the definition of effective communication, covering its key elements, the four pillars, and the seven C's of communication. Ms. Rohini Raju highlighted the significance of assertive communication, emphasising its role in enabling students to express their opinions confidently without being passive or aggressive. This concept was reinforced through a role-play activity, where groups were presented with various scenarios to illustrate the distinctions between assertive, passive, and aggressive communication styles, and how these approaches influence outcomes. The session then shifted focus to leadership, exploring the essential qualities of effective leaders. The principles of "Leading Yourself First" and "Lead by Example" were underscored as crucial takeaways. The workshop concluded with a group activity where teams of 6-7 students were tasked with designing and styling an outfit using limited resources, including stationery and newspapers. This exercise not only fostered creativity but also provided a practical demonstration of resource allocation, task delegation, and the display of leadership qualities.

This workshop significantly benefited students by deepening their understanding of leadership and communication. Through interactive activities, they gained practical skills in assertive communication, learned to differentiate between communication styles, and explored key leadership qualities. These experiences enhanced their ability to lead and communicate effectively, preparing them for future professional challenges.



REPORT 6

AUGUST, 2024

Day-Long Industry Connect Programme for BMS I

SDG 4: Quality Education

SDG 9: Industry, Innovation and Infrastructure

Venue: Finecab Wires and Cables Pvt. Ltd.

Time: 8:00 am to 4:00 pm

Date: 15th July, 2024

Strength: 57 students, 1 faculty member

The Department of Management Studies organized the Industry Connect Program in collaboration with Acumen Connect on August 8, 2024, for first-year students. The visit was held at FineCab Wires and Cables Pvt. Ltd. in Patancheruvu, with Mr. Satyanarayana and Mr. Shyam, Operations Managers, as resource persons. The goal was to provide students with practical insights into the company's operations and bridge the gap between theoretical and practical knowledge. A pre-visit session included company introductions, safety instructions, and worksheets focusing on five key areas: Industry Layout, Manpower and Automation, Labor Division, Raw Material and Waste Management, and Quality Control. Students observed the production process of cable wires made from Aluminium and Copper. After the tour, the group had lunch at a local restaurant and returned to the college by 4:20 pm. The visit provided valuable learning, enhancing academic knowledge with practical experience in the industry.

REPORT 7

NOVEMBER, 2024

Guest Lecture: Mastering Markets: Trading and Technical Analysis

SDG 4: Quality Education

SDG 9: Industry, Innovation and Infrastructure

Venue: Gerosa Hall

Time: 10:00 am to 11:00 am

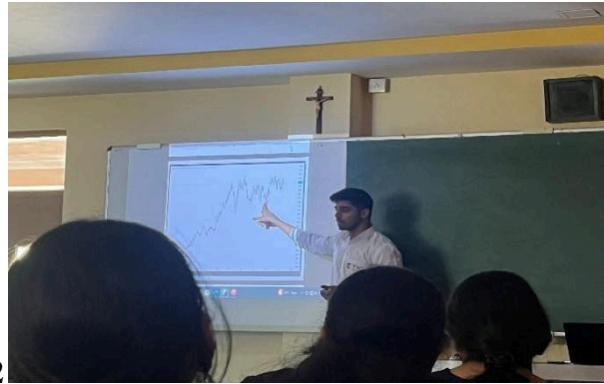
Date: 19th November, 2024

Strength: 57 students, 1 faculty member

The Department of Management Studies arranged a session on “Mastering Markets: Trading and Technical Analysis on 19th November 2024. The resource persons for the session were Mr. Parth. P. Gajakosh, NISM Certified Market Trainer, TIC, The Investor Co, former International Markets analyst and trader, and Ms. Sweta, Strategy Consultant specializing in Operations who is driven by her passion for financial literacy and strives to empower women to achieve financial independence, committed to turning her vision into reality through TIC, The Investor Co. The session was organized for the 2nd year students of BMS in Room 314, UG Block, 3rd floor.

The speaker, Mr. Parth began the session by outlining the need for investment by exploring the benefits such as generating money, improving one's quality of life, and outpacing inflation. Then, descriptions of different financial asset classes to invest in were laid out with an aim to encourage investment among the students. The speaker went on to discuss the functioning and operations within a stock market, its main players, and the segments of firms one can choose to invest in. Demonstrating the computation of SIP using a website, the resource persons explained to the students the benefits of passive investment. By graphically depicting and assisting students in interpreting a stock chart, its essential components, and the entry and departure points of investments, the session further explored trading and technical analysis of the stock market. The speaker then informed the audience about the rationale behind why technical analysis works and why it is vital, also explaining the reasoning as to why markets move. The session came to an end with the resource persons briefing the students regarding TIC, The Investor Co, underlining the purpose of its establishment.

The session was informative, engaging, and insightful, allowing the students to venture into the area of financial literacy helping them comprehend the importance of investment, and spreading awareness about other related aspects.



REPORT 8

NOVEMBER 2024

Annual Industrial Tour for BMS II

SDG 4: Quality Education

SDG 9: Industry, Innovation and Infrastructure

Location: Chennai and Pondicherry

Date: 11th November, 2024 to 14th November, 2024

Strength: 55 students, 1 faculty member

The Department of Management Studies organized an Industrial Trip (Edu-venture) for second year BMS students from November 8th to November 14th, 2024, in collaboration with Acumen Connect, an Ed-tech platform. The trip, aimed at providing practical knowledge of business and industry, involved 50 students and was led by Ms. Mahnoor Sahrash, Department Head of BMS.

The journey began on November 8th at 6:30 pm with a train ride to Chennai, arriving at 8:00 am on November 9th. After breakfast and freshening up, the group traveled to Mahabalipuram for sightseeing. Their first stop was the St. Thomas Church in Chennai, known for its Gothic revival architecture. Following this, they visited the Shore Temple in Mahabalipuram, an iconic 7th-century temple with scenic views. The Pancha Rathas, a group of monolithic rock-cut buildings, was the next attraction. Students also explored local sculptures, the lighthouse, and enjoyed shopping in Mahabalipuram. The day concluded with travel to Pondicherry for dinner and overnight stay.

The Department of Management Studies organized an Industrial Trip (Edu-venture) for second-year BMS students from November 8th to November 14th, 2024, in collaboration with Acumen Connect. The trip, involving 50 students, was led by Ms. Mahnoor Sahrash, Department Head of BMS.

On the second day, the group began with a hearty breakfast before heading to Auroville, an experimental township focused on community living and sustainability. Students explored landmarks like the Matrimandir, a golden spherical meditation space, and the Banyan Tree, symbolizing unity and peace. After a peaceful visit, the students enjoyed a traditional lunch, followed by a visit to the Swaram Musical Garden, where nature's sounds blend with musical instruments. The afternoon continued with shopping at Auroville's artisan stores, offering handmade products and organic goods. The group then traveled to White Town, known for its colonial architecture, where students enjoyed exploring cafes and the cultural atmosphere. The

day ended with a fun DJ night at the resort, creating memorable moments from the day's adventures.

The Department of Management Studies organized an Industrial Trip (Edu-venture) for second-year BMS students from November 8th to November 14th, 2024, in collaboration with Acumen Connect. The trip, which included 50 students, was led by Ms. Mahnoor Sahrash, Department Head of BMS.

On the third day, the students began with a hearty breakfast before embarking on a scenic cycling ride to the French Colony, where they explored the picturesque surroundings and unique architecture of Pondicherry. After a delicious lunch, the group visited the Chunnambaram Boat House for an exciting afternoon on the water, followed by relaxation at Paradise Beach. The students enjoyed some sun and unwinding by the beach. As evening approached, the group headed to a lively pool party, where they enjoyed music, splashes, and a fun atmosphere. The day concluded with a delicious dinner, providing a chance to reflect on the exciting experiences and anticipate the adventures yet to come.

The Department of Management Studies organized an Industrial Trip (Edu-venture) for second-year BMS students from November 8th to November 14th, 2024, in collaboration with Acumen Connect. The trip, involving 50 students, was led by Ms. Mahnoor Sahrash, Department Head of BMS.

On the fifth and final day, students checked out of their accommodations in Chennai and headed to Adani Kattupalli Port, a modern multiterminal port located north of the city. After an induction on safety protocols, including fire safety and CPR procedures, students enjoyed a hearty breakfast at the port. They then visited various areas within the port, including the warehouses, granite yard, container area, and loading stations. The guide explained the port's layout, operations, and the commodities it handles, emphasizing its environmental focus and use of renewable energy.

After a fulfilling lunch, the group returned to Chennai and headed to the railway station. The journey home was filled with reflections and heartfelt "sugarcubes," as students cherished the memories and experiences of their Eduventure.

REPORT 9

Annual National Conference: The Future of Business in an Uncertain World: An Interdisciplinary Approach

SDG 3: Good Health and Well-Being

SDG 4: Quality Education

SDG 16: Peace, Justice and Strong Institutions

Venue: Gerosa Hall

Time: 10:00 am to 4:00 pm

Date: 26th and 27th November, 2024

Strength: 200 students, 8 faculty members

The Department of Management Studies organized “National Conference,” on the 26th and 27th of November, 2024. The Conference was held within campus grounds, in Gerosa Hall from 9:00 am to 2:00 pm

The third technical session of the series was held on the 27th of November 2024 from 10:00 am to 11:30 am, it began with a formal felicitation ceremony honouring the Technical Chair, Mr. Sanjay Pulipaka, and the Industry Expert, Dr. Afshan.

Followed by the felicitations Mr. Sanjay Pulipaka delivered an engaging address, unravelling the concept of geopolitics and its implications on business practices. He emphasized that at the current times of globalization, an understanding of the broader geopolitical context is crucial for businesses to navigate the world. He drew from historical and contemporary examples to highlight key lessons from significant events such as World War I, World War II, and the Cold War. He further talked about current trends, such as multipolarity and went on to give examples such as direct influence of oil price change on the airline operating costs. In the rapidly evolving geopolitical environment, business strategy is not just about efficiency alone’It needs to include resilience by identifying opportunities through challenges.

The session featured the presentation of five research papers that shed light on various aspects of geopolitical forces and their influence on global businesses. The first one being “The US-China Trade Tensions and the Rise of De-Risking in Global Supply Chain Preferences” by Ms. G. Rithika and Ms. Aamirah, this paper examined the ongoing trade tensions between the United States and China.

The second presentation “Impact of Emerging Economies on the World: A Case Study of Indonesia” by Ms. Varshini, Ms. Anshi and Ms. Gunnika Goel delved into Indonesia’s growing role as an emerging economic power.

The third presentation “Reputation Recovery Strategies in the Face of Geopolitical Brand Boycotts” by Ms. Hamsa Abburi Focused on the challenges multinational corporations face due to geopolitical tensions, this research offered a strategic framework for managing brand reputation and recovering from geopolitical crises such as boycotts and sanctions.

The fourth presentation “Fragile Links: The Effect of Geopolitics and Disruptions in Global Supply Chains” by Ms. Bhavana Nomula, Ms. Nishika Chaturvedi explored how geopolitical disputes and conflicts create vulnerabilities in global supply chains.

The fifth presentation being “A Research Study on Supply Chain Resilience in the Semiconductor Industry” by Ms. Anam Aamer and Ms. Mahveen Fatima explained the fact that the semiconductor industry’s heavy reliance on specific regions makes it particularly susceptible to geopolitical disruptions.

The event concluded with the closing comments by Dr. Afshan, serving as the session’s Industry Expert, who gave an impressive narrative over the interplay of geopolitics, geography, and economics. She emphasized that in this world, capturing markets is more critical than acquiring territories and that these strategic priorities have been changing for countries and businesses.

She explained how geopolitics directly impacts the decisions and strategies of industry, Dr. Afshan also gave an overview of the research papers presented.

The session showcased the importance of geopolitical literacy in business strategy, through expert insights and innovative research, participants gained valuable perspectives on the role of geopolitics in shaping global business dynamics.



REPORT 10

DECEMBER, 2024

Workshop: Is Degree Enough

SDG 4: Quality Education

SDG 8: Decent Work and Economic Growth

The Department of Management Studies arranged a workshop on 13th December, 2024. The resource person for the session was Mr Sudhanshu Bhaskar, Founder, InsightBlend Analytics LLP. The session was organised for the students of BMS in the Gerosa Hall, 3rd floor of the UG block.

The workshop began by encouraging participants to reflect on their career aspirations through questions about their dream jobs, salary expectations, and whether their current academic qualifications were sufficient to achieve those goals. This introspection set the stage for deeper discussions on aligning education with professional ambitions. One of the key takeaways was the emphasis on practical skills. Students learned how competencies such as communication, problem-solving, and adaptability could complement their academic degrees and make them more competitive in the job market. Interactive group activities allowed students to engage with their peers, discuss real-world topics such as the role of social media, evaluating college courses, and analyzing Spotify's personalization strategies which bridged the gap between theoretical concepts and their practical applications, fostering a deeper understanding of industry trends.

Additionally, the session introduced the Pareto Principle, or the 80/20 Rule, to highlight the importance of focusing on high-impact activities in both academic and professional settings. This helped students identify and prioritize areas where they could achieve the most significant outcomes with minimal effort. The workshop also included an overview of data analysis, emphasizing its growing relevance across various industries. Students were introduced to the basics of data storage, cleaning, and visualization, equipping them with a foundational understanding of how data-driven insights influence decision-making.

In conclusion, the workshop provided students with a broader perspective on career readiness by highlighting the importance of combining academic qualifications with practical skills and strategic thinking. Through engaging discussions and actionable insights, participants left the session better prepared to navigate their career journeys with confidence and clarity.



REPORT 11
JANUARY. 2025
Workshop: Data Analysis using PLS-SEM
SDG 4: Quality Education

The Department of BMS (had organized **A Workshop on Data Analysis using PLS-SEM Software** on 6th January, 2025. The resource person for the same was Ms, Neha Venkateswaran, BMS Batch of 2021-2024, currently working as Transaction Risk Investigator at Amazon.

40 BMS III students attended the workshop and actively participated. Neha was able to explain how PLS-SEM Software for Data Analysis works in a simple and effective manner. The session was interactive and there were a lot of queries the students had regarding the finer details of the software. The workshop was coordinated by Dr. Mahnoor.

