

St. Mira's College for Girls, Pune
(Autonomous – Affiliated to SPPU)

Assignments: 2022-2023

Business Studies Department

Subject Teacher: Jyoti Chintan

Assignments: 2022-2023

Participative Learning

SY BCOM – Business Communication

Semester III & Sem IV

Participative Learning

***BUSINESS
COMMUNICATION
ASSIGNMENT***

Introduction: Kajal Parihar - 3056

Raahat Tamboli - 3026

Title: Article Review



Demand for freshers to shoot up

IT, e-commerce, tech start-ups and telecom top the list

BISWAJIBAN SHARMA
New Delhi, August 18

AS MUCH AS 59% of employers intend to hire freshers during July-December 2022, a 42% increase compared to the previous year, indicating a significant recovery in economic activity. According to the bi-annual 'Career Outlook Report' by TeamLease EdTech, India outperforms other geographical regions across the world significantly for the current half year.

Terming India a sunshine location for entry level jobs globally, the report found that Bengaluru emerged as the leading city for fresher recruitments.

The report further added that the IT, e-commerce & technology startups and telecommunications are the most promising sectors for freshers with 65%, 48% and 47% employers, respectively showing the intent to hire during the coming six months. The IT sector is expected to hire 100,000 freshers to meet the rising demand, it said.

Shantanu Rooj, founder & CEO, TeamLease EdTech, said: "The sentiment around entry



■ IT, e-commerce, and telecommunications would be the most promising sectors for freshers with 65%, 48% and 47% of employers showing the intent to hire

■ Within a year, freshers hiring sentiment has seen a 42% increase and we are optimistic that this will go up rapidly in the coming years as well

■ Tech capital Bengaluru to lead fresher hiring

level jobs and fresher-hiring is significantly improving in India. This indicates that the employability of the country's youth has undergone a value driven change over the last few years".

Moreover, there is a huge demand for jobs across 5G-centric technologies such as Internet of Things (IoT), artificial intelligence (AI), robotics and cloud computing in the telecom sector, with majority of companies hiring freshers.

The optimism in hiring activities that reflected in a record placement season across campuses this year, is a sign of not just the rebound-

ing economy but also employers' confidence in hiring new resources and strengthening their talent pipeline.

"While employers are keen to hire freshers, they have also become very particular that candidates should have the right mix of domain and soft skills."

"Today, industry knowledge takes precedence and therefore academic institutions are also creating skill focused blended learning programs which are fortifying the employability of students and making them job ready for future roles", adds Neeti Sharma, co-founder and president, TeamLease.

Bengaluru emerged as the leading city for freshers with 68% employers projecting the intent to hire, followed by Mumbai (50%) and Delhi (45%).

In H1 2022, hiring sentiment of employers in Bengaluru, Mumbai and Delhi stood at 59%, 43% and 39% respectively.

In H2 2021 (same period last year), the hiring sentiment for employers in these three cities was 43%, 31% and 27%, respectively.

The locations which have shown slow hiring sentiment are Kochi (2%), Indore (2%), Coimbatore (3%) and Chandigarh (5%).

Objectives:

1. Freshers are ready to learn and experiment innovative ideas for the company.
2. Freshers thrive and stick around for a long time with the organization.
3. Company can start hiring freshers with lesser salaries and get much more in return.



BASIC INTRODUCTION TO THE GROUP -

BUSINESS COMMUNICATION ASSIGNMENT
SEM 4, JANUARY 2023.

TOPIC - TELEPHONIC ETIQUETTE

ANUSHRI PRASADE - 3802
LALITA KUMAWAT- 3804
HRITHIKA KAHOL - 3805
YUKTA PILLAY - 3811
ARYA VARDHAMAN - 3812
JYOTISHREE RAUT - 3818

About the etiquette -
(What is Telephonic etiquette)

Communication through a Telephone plays a significant role in any Business organisation. The modernization and digitalization of Businesses have led to various channels of communication, such as automated answering machines, texting, emails, etc. However, some people still prefer Telephone communication. It always gives a personal touch, more

IMPORTANCE OF TELEPHONIC ETIQUETTE -

In business and your personal life, first impressions are important. First impressions, more often than not affect the long-term reputation of the company. Telephone conversations can be the first form of communication a customer has with a business. If a customer has a bad experience on the phone, they may have a negative view of the business that never changes; no matter how hard you try. Having good telephone etiquette plays a large part in maintaining a strong connection with your customers and ensuring an air of professionalism. Good telephone etiquette can separate you from the rest of the market and encourage customers to call back once more.

Message delivered through the skit -

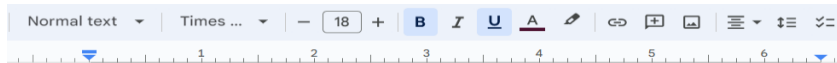
As our skit displays the difference between good and bad telephone etiquette and how the good etiquette helps the Business but the bad etiquette puts the business in certain loss. Telephone etiquette is a very famous way to change your message and speech content.

SY BCOM – Business Communication

Semester III & Sem IV

Participative Learning:





BUSINESS MANAGEMENT ASSIGNMENT 1

(Submitted to Jyoti Chintan Ma'am)

NAME	CLASS	ROLL NO
DALE HALSTEAD	SY B.COM C	3403
AKANCHHA YADAV	SY B.COM C	3466

CASE STUDY: DIRECTING

CASE STUDY

'O.K', said Chidambaram, the marketing manager, at the annual sales meeting. 'We must beat last year's sales by at least 20%. I am leaving it up to each of you divisional sales managers to determine exactly how you will do the job in your division. Let me have your views for review by next Friday. Any questions. There were no questions and the meeting was over.

REPORT ANALYSIS: DIRECTING

Through this case study, we observe Mr. Chidambaram's attitude and approach towards his employees in the meeting. His approach portrayed lack of delegation, incomplete forecasting, lack of team management skills, strategic implementation skills and consequently low employee turnover.

To interpret his approach, firstly there is a lack of delegation skills as he expects the employees to come up with their own strategies and achieve their targets. Such dependability can lead to frustrated employees and therefore not contribute to the success and growth of the firm. Secondly, in the annual sales meeting, there was no strong forecasting that was discussed with all the team members which can blindside the employees and weaken their resolve to fulfill the company objectives. Forecasting is valuable to businesses as it gives the ability to make informed business decisions and develop success driven strategies and tackle any (predictable or unpredictable) barriers in the future. To further add, in this case Mr. Chidambaram lacks team management skills and as such doesn't share a common objective with his team to achieve their individual and collective targets and as a result he is not able to manage and delegate the team to achieve the set target, therefore reducing work productivity and performance to a miniscule percentage.

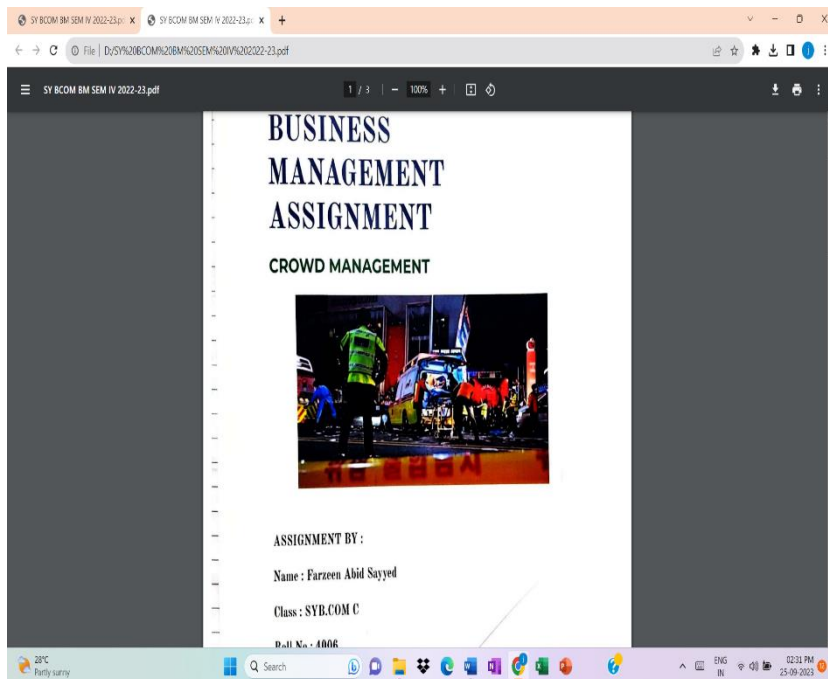


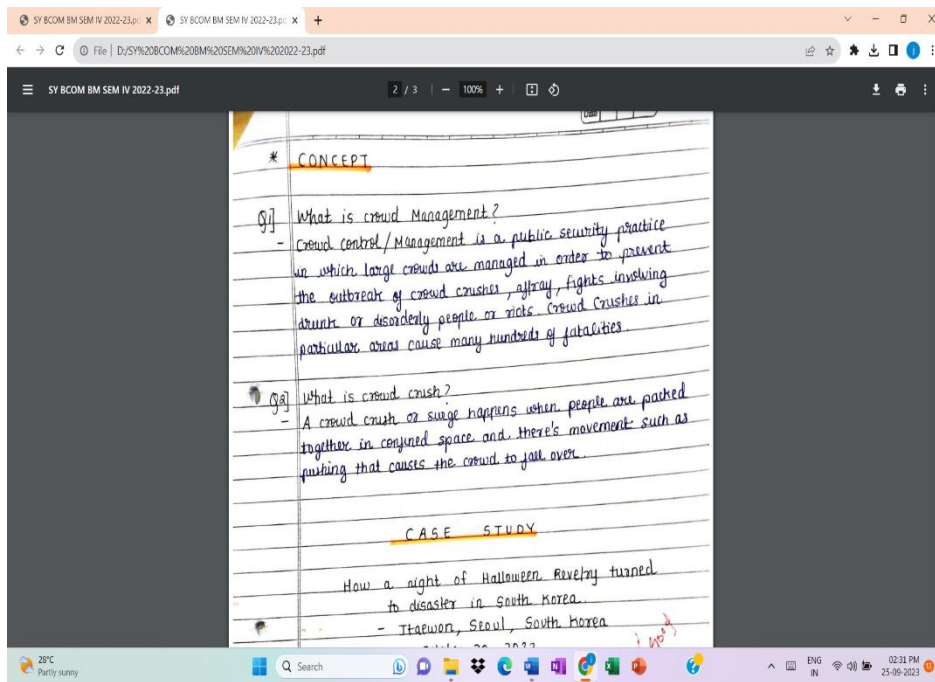
Example: Tata Group is an excellent example of Directing. Ratan Tata is a formidable force. Through his initiatives and effort, he is able to direct and guide his employees therefore pushing their limits and driving them to success. Through his Committees he is able to manage and formulate policies effectively, and as such there is smooth functioning and cooperation with his employees and that is majorly due to top-notch directing.

BIBLIOGRAPHY

Book Name: Management- Theory and Practice

Author Name: C.B Gupta







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PU/PN/AC/015/(1962)
College Code:- 013

Circular No:-

Date:- 03.09.2022

CIRCULAR

On 12th September 2022 from 12pm onwards, a Guest lecture will be organized for FY BCom and FY BA students on 'A Success Story of an Entrepreneur' by the commerce department in room no 301.

Asst. Prof. Jyoti Chintan
Coordinator

(Dr. Jaya Rajagopalan)
Principal Incharge



**St. Mira's College for Girls and Centre for Women Entrepreneurship, Pune
Autonomous Affiliated to Savitribai Phule Pune University**

**A Success Story of an Entrepreneur
Self-Driven Activity: CWE & IIC
FY BA & BCOM – 12th September 2022**

Picture: 1



Teacher in-charge
Mrs. Jyoti Chintan



A Success Story of an Entrepreneur

Self-Driven Activity: CWE & IIC
FY BA & BCOM – 12th September 2022

Picture: 2



Teacher in-charge
Mrs. Jyoti Chintan



St. Mira's College for Girls, Pune
Affiliated to Savitribai Phule Pune University
Department of Commerce
Self-Driven Activity – CWE & IIC
{Guest Lecture for the year 2022-2023}

On 12th September 2022, a Guest lecture was organized for FY BCom and FY BA students on the subject 'A Success Story of an Entrepreneur' in Room no 301.

The session was interactive and gave students, insights on how to successfully run a business. The speaker also shared the challenges she faced successfully in her entrepreneurial journey.

There were 60 students who participated in this session.

Jyoti Chintan



St.Mira's College for Girls and Centre for Women Entrepreneurship, Pune
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A SUCCESS STORY OF AN ENTREPRENEUR -12th September 2022

Class: FY Bcom & FY BA Business Entrepreneurship

Self Driven Activity: CWE & HC

Venue: Room no. 301

Time: 12pm onwards

List of Attendances

Sr.N	Participants Name	Signature
1	Shravani Satav	<u>Shravani</u>
2	Arva Killedar	<u>Arva</u>
3	Prakriti Sawhney	<u>Prakriti</u>
4	Prajakta Gavhane	<u>Prajakta</u>
5	Krishnika Raman	<u>Krishnika</u>
6	Aarchee Muley	<u>Aarchee</u>
7	Disha Rithe	<u>Disha</u>
8	Samruddhi Jagdale	<u>Samruddhi</u>
9	Soniya Chavan	<u>Soniya</u>
10	Rupali Gorde	<u>Rupali</u>
11	Kavita Sen	<u>Kavita</u>
12	Nitu Sen	<u>Nitu</u>
13	Aditi Gaikwad	<u>Aditi</u>
14	Sanika Ubale	<u>Sanika</u>
15	Prishkila Rai	<u>Prishkila</u>
16	Masira Baig	<u>Masira</u>
17	Sateja Patil	<u>Sateja</u>
18	Priyanka Parmar	<u>Priyanka</u>
19	Sakshi Kshirsagar	<u>Sakshi</u>
20	Anushka Thakuria	<u>Anushka</u>
21	Saumya Mathur	<u>Saumya</u>
22	Mridurhmita Das	<u>Mridurhmita</u>
23	Hasi Rabha	<u>Hasi</u>
24	Aarya Chavan	<u>Aarya</u>
25	Anuja Jadhav	<u>Anuja</u>
26	Anisha Gawade	<u>Anisha</u>
27	Tejawani Kamble	<u>Tejawani</u>
28	Resham Salve	<u>Resham</u>
29	Pooja Maurya	<u>Pooja</u>
30	Siddhi Ramdam	<u>Siddhi</u>
31	Janhavi Chavan	<u>Janhavi</u>
32	Riddhi Soni	<u>Riddhi</u>

Signature



St. Mira's College for Girls and Centre for Women Entrepreneurship, Pune
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A SUCCESS STORY OF AN ENTREPRENEUR -12th September 2022
Class: FY Bcom & FY BA Business Entrepreneurship
Self Driven Activity: CWE & IIC

Venue: Room no. 301

Time: 12pm onwards

33	Priyanka Parab	Priyanka
34	Akanksha Chardane	Akanksha
35	Ashwini Mayas	Ashwini
36	Monika Sharma	Monika
37	Eve Khumpila Tripura	Eve
38	Sadiya Mulla	Sadiya
39	Neha Parhad	Neha
40	Aishwarya Puneekar	Aishwarya
41	Neha Pawar	Neha
42	Sakshi More	Sakshi
43	Khushi Sonawane	Khushi
44	Anusha Tawa	Anusha
45	Shubhangi Udare Undare	Shubhangi
46	Manisha Jangid	Manisha
47	Anjali Jangid	Anjali
48	Anjali Wankhede	Anjali
49	Mahek Sharma	Mahek
50	Heeba Inamdar	Heeba
51	Yashita S Kumari	Yashita
52	Stella Samuel	Stella
53	Rashmi Girhe	Rashmi
54	Sakshi Gupta	Sakshi
55	Kashaf Shaikh	Kashaf
56	Muskan Shaikh	Muskan
57	Anusha Pawar	Anusha
58	Maithili Kaware	Maithili
59	Khushi Oswal	Khushi
60	Asha Bhandarkar	Asha

Total Number of students attended: 60
Resource Person and Teacher : 02

Teacher Incharge: Mrs. Jyoti Chintan

Jyoti Chintan

Dr. Jaya Rajagopalan
Principal Incharge





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PU/PN/AC/015/(1962)
College Code:- 013

Circular No:-

Date:- 03.09.2022

CIRCULAR

On 13th September 2022, from 12pm onwards, a Guest lecture will be organized for Sy BCom students on 'Effective ways of writing Business Reports' by the commerce department in room no 301.

Asst. Prof. Jyoti Chintan

Coordinator

(Dr. Jaya Rajagopalan)

Principal In charge



St. Mira's College for Girls, Pune
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Commerce Department

A Guest Lecture

(For the year 2022-2023)

On 13th September, 2022, a Guest lecture was organized in room no 301, on 'Effective ways of writing Business Reports' for the Sy BCom students. Ms. Anoushka Sachdev Alumni serves as the technical coordinator for Northern Trust.

The speaker focused on how to write a good business report, and how to construct appropriate words for a statement in a report, she also emphasized that report writing needs a thorough knowledge and research of a subject.

There were fifty participants were present for this session. It was a very interactive session; and provided students with a useful insight to write a good report.

Signed
Teacher In-charge
Jyoti Chintan

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St. Mira's College for Girls, Pune

(Autonomous – Affiliated to Savitribai Phule Pune University)

Pictures: 1 & 2

Guest Lectures on Effective Report Writing Skills

13.09.2022

Picture 1



Signed

Teacher In-charge

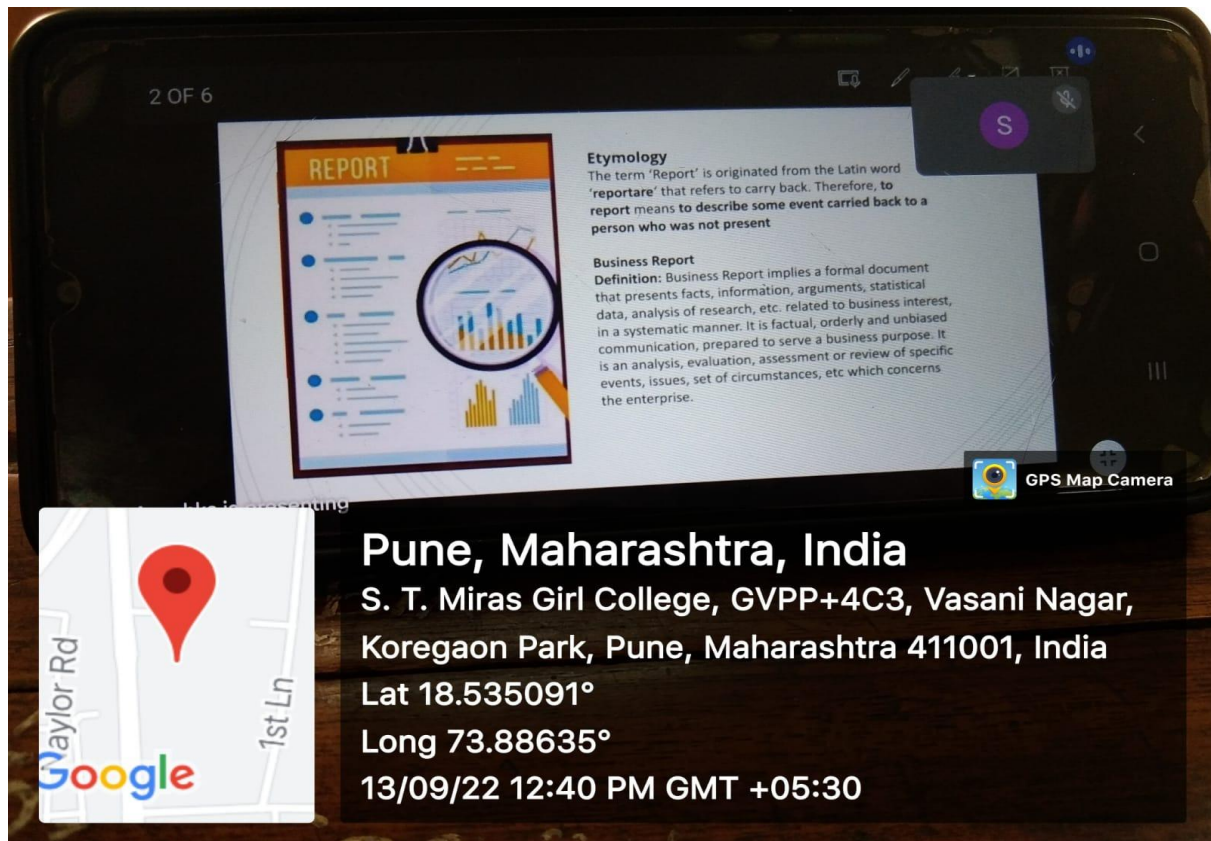
Jyoti Chintan



Guest Lectures on Effective Report Writing Skills

13.09.2022

Picture: 2



Signed

Teacher In-charge

Jyoti Chintan



St. Mira's College for Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)
Event Name: Effective Ways of Writing Business Reports.
Venue: Room no. 301.

Time : 12pm onwards

Date: 13/09/2022

List of Participants:

SR N O	NAME	CLASS	SIGNATURE
1	Gautami Patel	SYBCOM A	<i>Gautami</i>
2	Riya Baxetto	SYBLOM A	<i>Riya</i>
3	Nidhi Mundada	SYBLOM A	<i>Nidhi</i>
4	Almela Joy	SYBLOM A	<i>Almela</i>
5	Deepali Naik	SYBLOM A	<i>Deepali</i>
6	Amanya Sawant	SYBLOM A	<i>Amanya</i>
7	Afreen Shaikh	SYBLOM A	<i>Afreen</i>
8	Srushti Kolaki	SYBLOM A	<i>Srushti</i>
9	Rakshita Pillay	SYBLOM B	<i>Pillay</i>
10	Priya Pandey	SYBLOM A	<i>Priya</i>
11	Alisha Jagtiani	SYBLOM A	<i>Jagtiani</i>
12	Phatnoli Madnur	SYBLOM A	<i>Phatnoli</i>
13	Kajal Parihar	SYBLOM A	<i>Kajal</i>
14	Raahat Tamboli	SYBLOM A	<i>Raahat</i>
15	Kshitiya Palarge	SYBLOM A	<i>Kshitiya</i>
16	Mona oihal	SYBLOM A	<i>Mona</i>
17	Aditi Nikam	SYBLOM A	<i>Aditi</i>
18	Ankita Shinde	SYBLOM A	<i>Ankita</i>
19	Tejal Dalvi	SYBLOM A	<i>Tejal</i>
20	Fiza Shaikh	SYBLOM A	<i>Fiza</i>

John



21	Kanchan Mourya	SYBcom A	<u>Kanchan</u>
22	Payal Patole	SYBcom A	<u>Patole Pl.</u>
23	Amruta Patil	SYBcom A	<u>Patil</u>
24	Sana Shaikh	SYBcom A	<u>Sana</u>
25	Pooja Mhaske	SYBcom A	<u>Pooja</u>
26	Rukanya Shaikh	SYBcom B	<u>Shaikh</u>
27	Shweta Chinta	SYBcom B	<u>Shweta</u>
28	Pachi Karande	SYBcom B	<u>Pachi</u>
29	Mohini Kore	SYBcom B	<u>Mohini</u>
30	Lakshmi. Madhu.	SYBcom-B	<u>Lakshmi</u>
31	Priya D. Rajawat	SYBcom-B	<u>Priya</u>
32	Neha Bange	SYBcom-B	<u>Neha</u>
33	Akshata Jadhav	SYBcom-B	<u>Akshata</u>
34	Shilpa Jadhav	SYBcom-B	<u>Shilpa</u>
35	Vidya Pandhal	SYBcom-B	<u>Vidya</u>
36	Tanvi Munde	SYBcom-B	<u>Tanvi</u>
37	Rakshita Pillay	SYBcom-B	<u>Rakshita</u>
38	Ghanashree Pawar	SYBcom-B	<u>Ghanashree</u>
39	Sanika Tattu	SYBcom-B	<u>Sanika Tattu</u>
40	Pavitra Ravi Ganeshkar	SYBcom-B	<u>Pavitra</u>
41	Hritika Kanoj	SYBcom-B	<u>Hritika</u>
42	Ruchi Gandhi	SYBcom-B	<u>Ruchi</u>
43	Tanavi Kudalkar	SYBcom-B	<u>Tanavi</u>
44	Samsuddhi Badal	SYBcom-B	<u>Samsuddhi</u>
45	Anushka Thul	SYBcom-B	<u>Anushka</u>
46	Shivanjali Kale	SYBcom-B	<u>Shivanjali</u>
47	Khushi Garande	SYBcom-B	<u>Khushi</u>

Shrinika



48	Sneha Dhabekar		
49	Sakshi Bambe	SX BCOM B	<u>Sneha</u>
50	Sejal Lokhande	SY BCOM B	<u>Sai</u>
51		SY BCOM B	<u>Sejal</u>
52	50 Participants		
53	Mos Tyoti Chintan		
54	Jhabin		
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