

ANNUAL REPORT JULY 2021- JUNE 2022  
BACHELORS OF BUSINESS ADMINISTRATION (BBA)

The Management course provided by the St. Joseph's College Darjeeling under the self-financed course is a Professional Course which focuses on the all-round development of the student. The course focuses on academic knowledge as well as managerial and entrepreneurship development. The teaching performed last session was a blend of online and offline which somehow for a period of time had barred the department from conducting certain activities and seminar. Although, with the beginning of the offline classes from the month of November, 2021 the department got some flexibility to cope up with the classes and plan for the upcoming students' participation program.

After a winter break from December, the Department resumed from the month of February. The month was occupied with the conduct of University odd semester examination which was also an online examination. The new even semester classes begun from the month of March, 2022. The first program that the student participated was a seminar on Career option in the Air force. In the month of March, the Department organised a Parents Teachers Meeting with the students and guardians of the then 2<sup>nd</sup> and 4<sup>th</sup> semester. It was for the very first time there was a one to one interaction between the Guardians and the teachers where the teachers informed them about their wards performance and progress. The Parents and Guardians also took active participation and gave certain suggestions and shared the shortcomings faced by the ward. The meeting was a concluded with a hope of betterment of the students in all aspects and in-depth participation of both the teachers and the parents.





In the month of April, several activities were conducted both by the DEPARTMENT AND THE COLLEGE. The first such activity took place on 05<sup>th</sup> of April,2022, in the form of “Musical Fest” organised by the cultural committee of the college. All the departments participated in the Inter-departmental musical festival where the students were given a chance to show case their talents in music and dance.



On the 6<sup>th</sup> of April,2022 a career orientation was organised by the Department for the 6<sup>th</sup> Semester students where Research Person were invited from the Xavier Business Kolkata. The topic of the seminar was “Career Orientation and Need for Information Security. The session was dedicated at guiding students in making better choices in all domains of their interest including information and security about career options for MBA graduates and also for upcoming opportunities in the private sectors, mostly focusing in companies like Exide, OYO, Byju’s, Philips, Jio, Bata and many more. The speakers providing the information had rich knowledge and experience both career and academics, and their wand of guidance was a master stroke for many students which proved to be highly informative. The outcome of such

an orientation was that the students got a brief idea of planning their future and also learned about the threats of information security.



The next program conducted by the Department was in collaboration with RICE institute of Siliguri, which was basically a seminar on “Career Counselling and opportunities in Government sectors” on 7<sup>th</sup> of April, 2022. The students of 6<sup>th</sup> semester along with the interested students of the 6<sup>th</sup> semester from the other departments were also invited. The seminar focused on career counselling and prompt skills necessary for clearing through few competitive exams. the outcome of conducting such a seminar was that the students had a brief idea about entering into competitive examination after Graduation and the required skills necessary for it.



On the 13th of April, 2022, BBA second semester students under the supervision of HOD and other faculty staffs gave a presentation on Technological Environment at the seminar hall of SFC. The seminar was accompanied by the even other semester students were there to witness the seminar. The students were given the topic which they had to research, prepare and showcase their work for the objective to spread awareness, which was done with little to no flaws at all.



The next seminar was conducted on the 26<sup>th</sup>, April, 2022, the seminar was organised on the eve of World Intellectual Property Right day by the students of BBA department of second semester in MR Auditorium of St. Joseph's College, Darjeeling. The objective to organise such a seminar was just to give knowledge to students and develop their interest in legal rights that can help them to protect their own creations and inventions resulting from intellectual activity in the industrial, scientific areas and it aimed to show the progress of the field of commerce and industry in our country through the application of Intellectual Property. The students had conducted an extensive research in the locality of Darjeeling to find out the various goods and services that were covered by the intellectual property law. By doing such research the students were able to gain knowledge about various processes that were required to abide by the creator of goods and services within the provisions of intellectual property rights. This was an amazing and informative seminar for the students. This type of seminar is source to increase knowledge and interest in the field of commerce and industry.



Lastly in the month of April, a unit test was conducted based on the completion of syllabus from 28<sup>th</sup> to 30<sup>th</sup> April,2022.

In the month of May the first activity that was conducted was by the students of the 4<sup>th</sup> semester on A Business Concept Presentation on “Marketing Perspectives: Product Planning and Development”. The presentation was an initiative to provide the students a practical orientation in order to supplement their theoretical knowledge. It comprised of the demonstration of different products and services prepared by the students as a part of their business concept project. The presentation enumerated details of idea origination, preparation, marketing strategies, pricing strategies, market segmentation, targeting, and positioning of their products and services in the local market. The students also prepared creative short videos for the purpose of advertising their products and services. The programme encouraged the students to exploit the creative side of their personality, inculcate the entrepreneurial traits and pave the way for future prospects in business as a career.



The next program that was organised by the Department was an awareness program on Menstrual Hygiene on the eve of “Masika Mahotsava” that was observed on 14<sup>th</sup>, May,2022. To organise such an awareness program a research person was invited from DLR Prena Foundation, Miss Anamika Sharma. The objective of conducting such a program was to create awareness among the girls about hygiene and sustainable period. The female students of BBA and Mass Communication department who had participated in the program were enlightened with so many things about their

menstrual cycle. They for the first time got the chance to openly talk about their shortcomings which they felt awkward to discuss with anyone.



In the month of May, the academic syllabus was completed and the last activity for the month was Assignments given to the students by the individual teachers. The questions were based on the chapter completion and syllabus contention. A week time was provided for the submission of the work that was in the first week of June.

In the month of June, a seminar was conducted by “VIGNANA JYOTI INSTITUTE OF MANAGEMENT” Hyderabad, an institute only for business management, for the BBA & B.COM Dept. Addressed by Mr Nitesh Roy. The title of the seminar was “what next after Graduation?”. The motive behind organising such an activity in the department was to engulf among the students the idea of working in the future. The outcome of the program was that the students got an overview idea of what they need to do after Graduation if not they at least got the sense of thinking for their future.



The academic year came to an end with the submission of the assignment of the students and a study leave was provided to the students before they appeared for their University Examination which was to begin from the 22<sup>nd</sup> of June,2022.