



**MANIPAL UNIVERSITY
JAIPUR**

MUJ/Q&C/021/F/1.01

Event Report Format



**MANIPAL UNIVERSITY
JAIPUR**

FACULTY OF MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS & COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

Creating an impact through social media visibility

07 September, 2022

**Head
Department of Business Administration
Manipal University Jaipur**

Dr Birajit Mohanty
HoD, Business Administration



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1. Introduction of the Event

The Event has been conducted on “Creating an impact through social media visibility” by School of Business and Commerce. The session has been taken up by Ms. Dhawani Mishra, Corporate Trainer and Educationist. Trainer talks about how one can increase it’s visibility on digital platforms from career point of view. To increase visibility on digital platform what need to be taken care of. How career opportunity increases for the students is being elaborated

2. Objective of the Event

- The objective of the event was to make student understand the use of digital platform for increasing their visibility in terms of career advancement.

3. Beneficiaries of the Event

Students and the faculty members are the beneficiaries who got insight about how to use digital platform such as LinkedIn, twitter for their career advancement.

4. Details of the Guests

Mrs. Dhawani Mishra Conducting training sessions for professionals and students. She is a Corporate Trainer and Educationist.

5. Brief Description of the event

The event has been conducted to make student aware about how digital platforms are now a days making a great reach within the corporates as well as in the world. Speaker discussed about the skill set required by a individual to post on professional details on digital platform. He also elaborated on the Do’s and Don’t’s while posting on digital platforms for professional perspectives.

6. Program Scheme

SEMESTER VI

Course No.	Subject Code	Subject Title	L	T	P	C
	BB2103	Business Communication	3	0	0	3



Lecture No	Topics	Session Outcome	Mode of Delivery
1	Introduction to the course	To acquaint students with the course.	General Discussions
2	Introduction to Business Communication – Its role, and applications	To understand the role, and Applications of communication in Business.	Online Lecture and Discussion
3	How the communication process follows	Learn about the effectiveness of feedback in communication process, and the importance of the communication process.	Online Lecture and Activity.
4-5	Levels of Communication: Extra personal Communication, Intra-Personal Communication, Inter-Personal Communication, Organizational Communication. Mass Communication.	Understand the different levels of communication and the advantages of communication.	Online Lecture and Discussion
6-7	Flow of Communication: Introduction, Downward Communication, Upward Communication, Lateral or Horizontal Communication, Diagonal Communication	Learn the importance of the flow of communication in organizational communication.	Online Lecture, Giving real time examples and discussion.
8-9	Barriers of Communication: Intrapersonal Barriers Wrong Assumptions, Varied perceptions, Differing Backgrounds, Wrong Inferences, Impervious Categories, Categorical Thinking	Understand the basic concept of communication barriers and intra-personal communication barriers.	Online Lecture and Discussion
10-11	Barriers of Communication: Intrapersonal Barriers Limited Vocabulary, Emotional Outburst, Communication Selectivity,	Understand the concepts of the interpersonal barriers of communication.	Online Lecture and Discussion
12-13	Organizational Barriers Too many Transfer Stations, Fear of Superiors, Negative Tendency, Use of Inappropriate Media, Information Overload	Understand the concepts of the organizational barriers of communication.	Online Lecture and Discussion



14-15	Introduction and definition of non – verbal communication. Different types of the Non – Verbal Communication Kinesics: Introduction and definition, Personal Appearance, Posture, Gesture, Facial Expression, Eye Contact	Understand the vital role of non-verbal communication. Also learns how important the non – verbal communication for presentation skills.	Online Lecture Video and presentation
16-17	Introduction and definition of non – verbal communication. Different types of the Non – Verbal Communication Kinesics: Continued...	Understand the vital role of non-verbal communication. Also learns how important the non – verbal communication for presentation skills.	Online Lecture Video and presentation
18	Another Type of Non – Verbal Communication: Proxemics: Introduction and definition: Intimate, Personal, Social, Public	Learn How space matters in effective communication.	Online Lecture and presentation
19-20	Another Type of Non – Verbal Communication: Paralinguistics: Quality, Volume, Pace/Rate, Pitch, Articulation, Pronunciation, Voice Modulation, Pauses Chronemics	Learn How speech and time management plays an important in presentation skills	Online Lecture and presentation
21-22	Introduction about the technical communication – Letter Writing	To make understand about importance, purpose of business letter writing and structure of business letter writing.	Online lecture
23-24	Introduction to sales letter and job application letter	To explain the different functions and things to remember for writing sales letter and application letter	Online Lecture
25-26	Introduction to claim and adjustment letter writing	To explain the different functions and things to remember for writing sales letter and application letter	Online Lecture
27-28	Introduction to interviews, objectives, types of interviews	Learn the importance of the flow of communication in organizational communication.	Online Lecture, and Role play activity.
29-31	Introduction to group communication, Group discussions, types of group discussions	Learn the importance of group communication and importance of group discussion and types of group discussion	Online Lecture, and activity.

32	Introduction to memo writing	Understand the basic concept memo and its usage in business	Online Lecture, and discussion.
33-34	Introduction to meetings, purpose of meetings, preparation for meetings	Understand the role and purpose of holding meetings and process required for preparation of meetings	Online Lecture and Class Discussion
35-36	Traits of a Good Listener Dos and Don'ts of the Effective Listening	Learn the traits of a good listener, and the manner of effective listening.	Online Lecture and General Discussion

8. Screenshots of the event

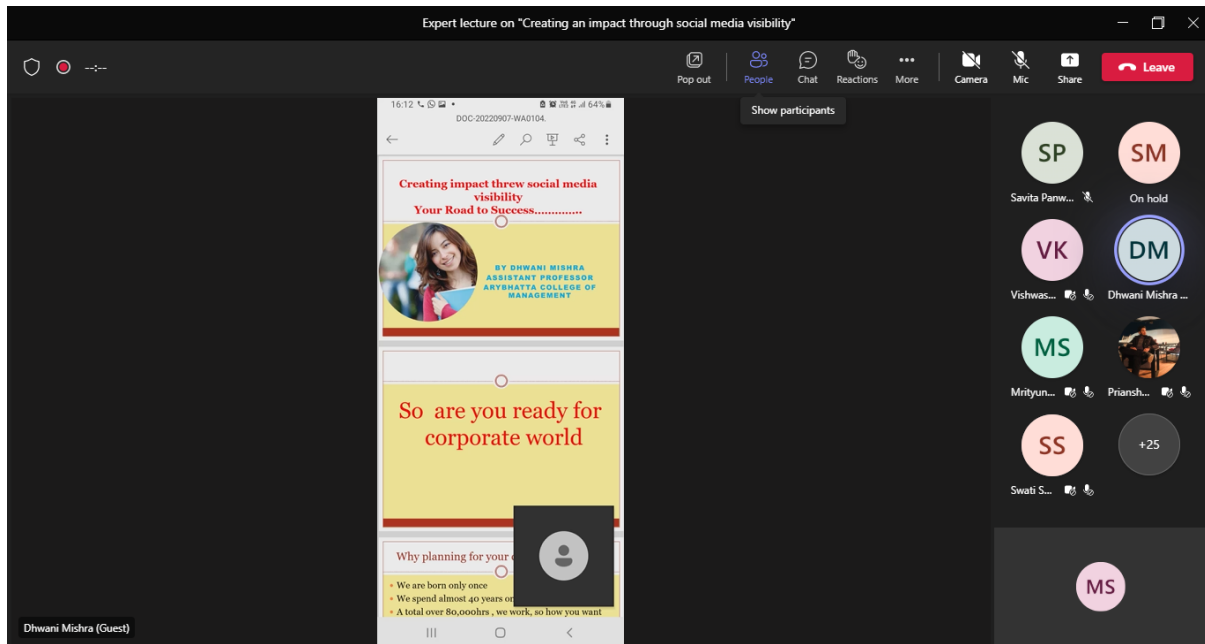


Figure 1 Dr Meenakshi Sharma inviting Guest Speaker

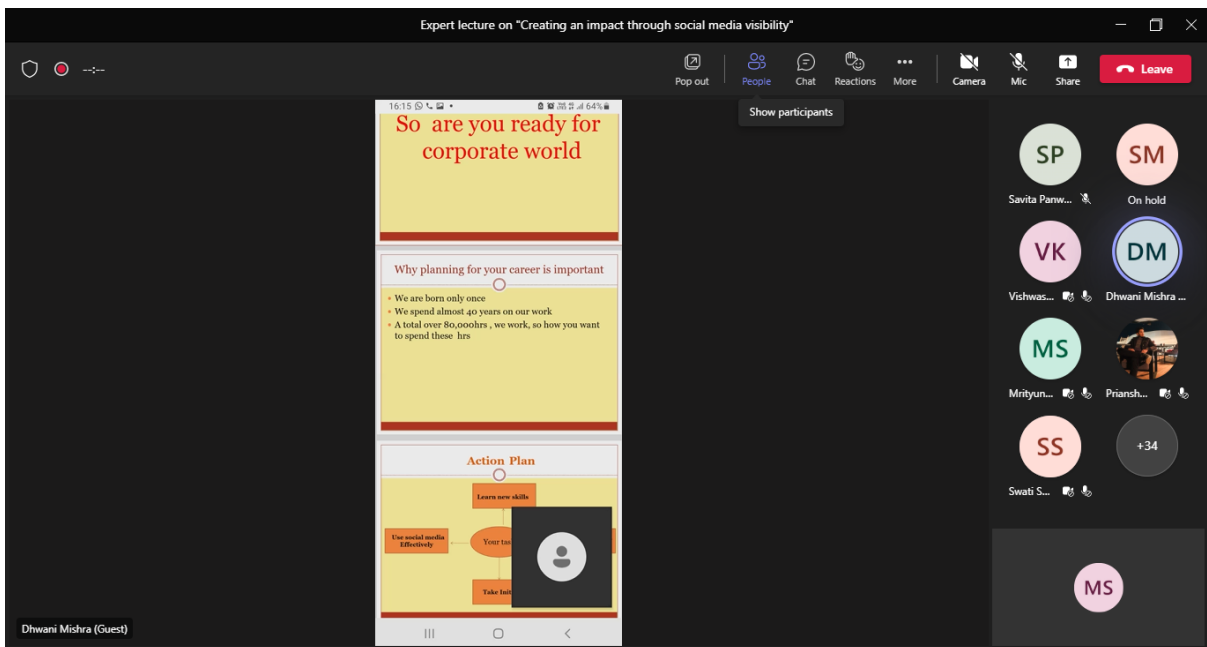


Figure 2 Mrs. Dhwani explaining the action plan required for digital platform visibility

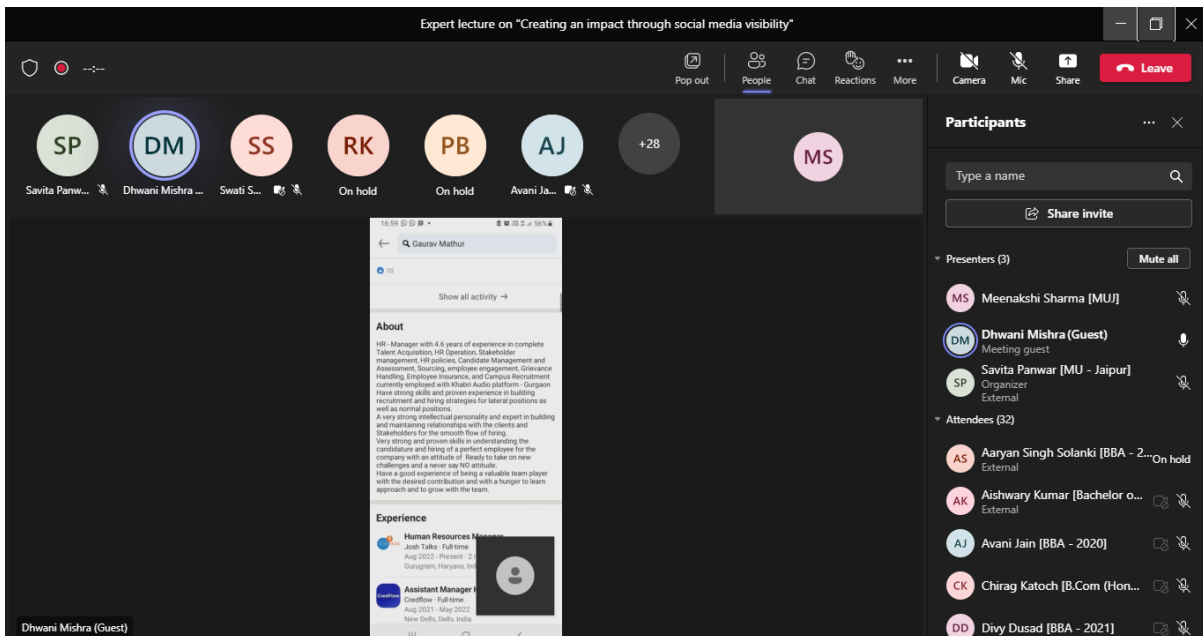


Figure 3 Discussing what to write on the digital platform.

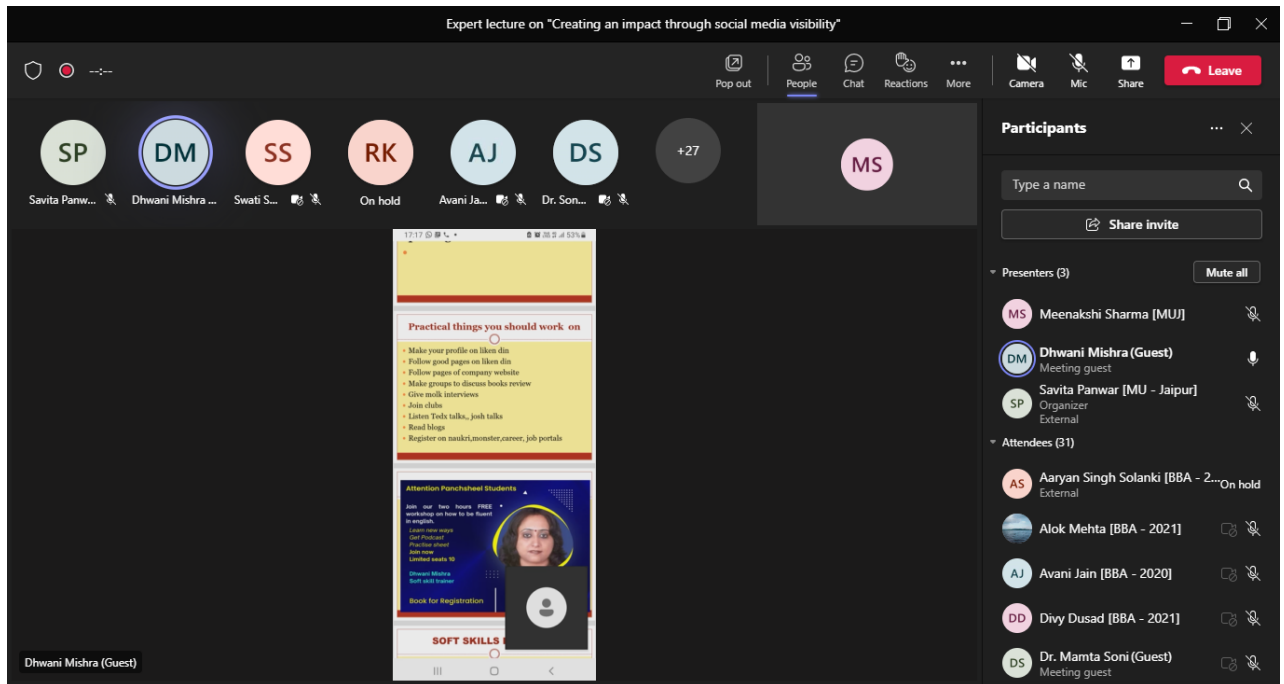


Figure 4 practical things on which one should work upon



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9. Brochure of the event

 **MANIPAL UNIVERSITY
JAIPUR**
(University under Section 2(f) of the UGC Act)

**Faculty of Management and Commerce
School of Business and Commerce**

*Expert session
on
“Creating an impact through social media visibility”
By
Ms. Dhvani Mishra, Corporate Trainer and Educationist*

Date: September 7th, 2022 **Time: 4 pm-6pm on MS Teams**

Convenors
Dr. Meenakshi Sharma, Assistant Professor, Department of Business Administration
Dr. Savita Panwar, Assistant Professor, Department of Commerce



https://teams.microsoft.com/l/meetup-join/19%3ameeting_NmQwZTk5MjctMWY5Zi00ZjBILWIwNzAtNTIwMzM4ZjVkJmY2%40thread.v2/0?context=%7b%22id%22%3a%22a1608842-8390-4bfb-90af-89ae3ab30761%22%2c%22oid%22%3a%2298af64ef-32ac-4ddf-a023-244052c7adb4%22%7d

10. Attendance of the Event

Total attendee-

S.No	Reg. No.	Name of The Student	Department
1	Mr.Ambuj Jain	Guest Speaker	
2	Dr.Meenakshi.Sharma	Faculty	
3	Dr.Savita Pawar	Faculty	
4	210901126	Mayuri Shanta	BBA
5	210901138	Maivya Saini	BBA
6	210901351	Vivek bohara	BBA
7	210901144	Sara Thakur	BBA
8	210901268	Paurush Sharma	BBA
9	210901277	Anjana Meher	BBA
10	210901108	Arnav agrawal	BBA
11	210901222	Sourabh Kumar Jajpura	BBA
12	210901261	PIYUSH MANGAL	BBA
13	210901091	Nitin Sabnani	BBA
14	210901358	ANUJ KANDOI	BBA
15	210901361	JAYANSH SHARMA	BBA
16	210901364	DEVANSH KHURANA	BBA
17	210901057	Akshat Choudhary	BBA



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18	210901043	Harsh Karnani	BBA
19	210901284	Ayush Kumar	BBA
20	210801229	Dhruvi Choudhary	BBA
21	210901203	Ritik Kumar	BBA
22	210901219	Rahul Jain	BBA
23	200901287	Vishal Thakran	BBA
24	200901289	Rajeev Gujjar	BBA
25	200901291	Ishan sharma	BBA
26	200901294	Harsh Garg	BBA
27	200901298	Rajeev Sharma	BBA
28	200901302	ANURAG CHOUDHARY	BBA
29	200901011	Mehar Ahuja	BBA
31	200901020	Tejaswi Ujwal	BBA
32	200901023	Devansh garg	BBA
33	200901029	Saral dasot	BBA
34	200901033	Akshit kothari	BBA
35	200901034	Uday Kaushik	BBA
36	200901039	Mukul Agarwal	BBA

11. Link of MUJ Website


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