

APRIL , 2022

THE DEPARTMENT OF BUSINESS ADMINISTRATION

ASUTOSH COLLEGE

### INITIATIVES DURING THE MONTH OF APRIL ,2022



#### Activity one :

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Title of the activity : “ Workshop on Search Engine Optimisation ”

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Nature of the activity : One day offline workshop

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Organisers : The Department of Business Administration in association with IQAC , Asutosh College.

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Interface : Offline

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Venue : BBA Seminar Hall , Asutosh College Training Centre

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Date : 30.04.2022

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Participants : All current students of the department of all the semesters.

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#### Brief Summary :

The department of BBA in association with IQAC Asutosh College organized a One Day Workshop in collaboration with IMS , Kolkata on the topic “ Search Engine Optimisation ” on 30<sup>th</sup> April 2022 from 12:00 PM to 2:00 PM IST. The resource persons were Mrs. Debapriya Banerjee ( Senior sub – editor in ABP Pvt.Ltd). The total number of participants were 80. The convenor for the said initiative was Dr.Rupa Rahila and Dr.Sudip Ghosh & Prof. Pinaki Dey were the Joint Convenors. The students actively enjoyed the participative session and was highly benefitted.

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### Activity two -



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Title of the activity : “ STATA & SPSS ”

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Nature of the activity :Special Lecture

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Conducted by : Prof. Supriyo Das

Assistant Professor & Head ,

Department of Business Administration , Asutosh College

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Interface : Offline

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Venue : BBA Seminar Hall , Asutosh College Training Centre

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Date : 29.04.2022

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Participants : All current students of Semester VI.

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#### Brief Summary :

Special class on application of STATA & SPSS software for business research has been conducted by Prof. Supriyo Das, HOD, Department of BBA on 29-04-2022 at 2.00 p.m. Beyond course curriculum this class has been arranged by Prof. Das, as an extension activity so that students are equipped scientifically to prepare their research project and can improve the value of their research work. Altogether 60 students of BBA for Semester-VI have attended the class. After attending the said class, students have been quite enthusiastic to apply newly learnt software for their research project.