A.V.C COLLEGE OF ENGINEERING
Approved by AICTE,Affiliated to Anna University,Chennai
Accredited by NBA & NAAC with 'B' Grade(CGPA '2.73')
An ISO 9001:2008 Certified Institution
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ISO 9001 REGISTERED
"20 years of Excellence in Technical Education"

Department of Management Studies

"Creating Samrajya"

If anyone can do, we will also do; if nobody can do, we shall do←←←

JANUARY 2000 To JUNE 2000

DIRECTOR'S DESK

DEAR FRIENDS,

I am happy to communicate to you all though this edition of the MBA Newsletter. I am indeed happy to note that the MBA Department has been making steady and sustained progress through conducting various programs. Many finance courses have been conducted to improve the finance knowledge of finance students. Also finance guest lecture and marketing course have been taught. This newsletter brings together the accolades and memories of the events organized during the second semester. I invite you to share this joy with me. It gives me great pleasure to outline the activities carried out during the even semester.I hope the staff and students will continue to strive so that the DOMS scales newer heights in the arena of Higher Education.

Dr.G.Sridevi
Director-DOMS

DEPARTMENT OF MANAGEMENT STUDIES

Placement oriented training activities are conducted to the students during working Saturdays. Based on the students interest, they joined in any one of the club HR Club, Marketing Club, Finance Club and ED club.

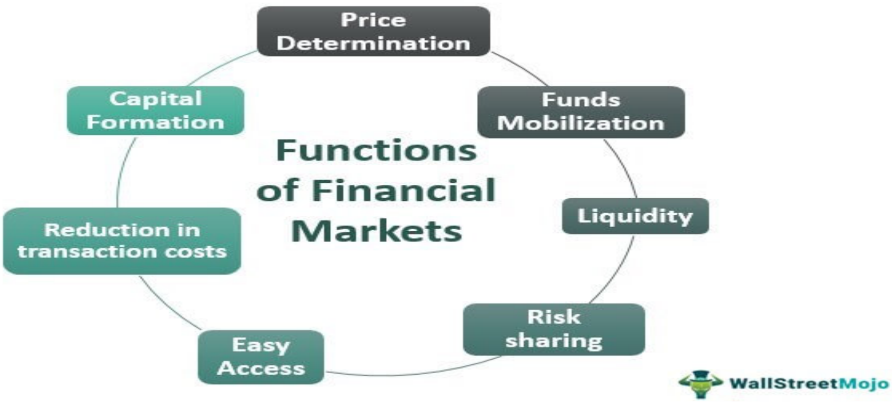
FINANCE CLUB CONTRIBUTION

Definition:

Capital market is a market where buyers and sellers engage in trade of financial securities like bonds, stocks, etc. The buying/selling is undertaken by participants such as individuals and institutions.

Description: Capital markets help channelise surplus funds from savers to institutions which then invest them into productive use. Generally, this market trades mostly in long-term securities.

Capital market consists of primary markets and secondary markets. Primary markets deal with trade of new issues of stocks and other securities, whereas secondary market deals with the exchange of existing or previously-issued securities. Another important division in the capital market is made on the basis of the nature of security traded, i.e. stock market and bond market



Prepared by

Nithish S- I MBA

Vigneshwaran B - I MBA

HUMAN RESOURCE CLUB CONTRIBUTION

MOTIVATIONS AND ITS TYPES

Motivation is the inner drive that directs a person's behavior toward goals. Motivation can be defined as a process which energizes, directs and sustains human behavior. In HRM the term refers to person's desire to do the best possible job or to exert the maximum effort to perform assigned tasks. An important feature of motivation is that it is behavior directed towards goal.

Why is motivation important?

Motivation is important in getting and retaining people. Motivation tools act as the glue that links individuals to organizational goals, In addition, make individuals go beyond the job and be creative.

Motivational Benefits offered by PepsiCo.Inc to its employees

PepsiCo employs more than 290,000 employees around the world, with a presence not only in North America but also in Latin America, Europe, Africa, the Middle East, South Asia, Asia Pacific, Australia, New Zealand and China. The company offers following motivational benefits to its employees.

Financial Benefits : Paid Internships, Matching 401k contribution, Financial education programs, Tuition assistance, Gym Membership Discount

Health and Wellness Benefits : Fertility Assistance, Adoption Assistance, Surrogacy Assistance, Childcare benefits, On-Site Fitness Center, Non Primary Caregiver Leave, Medical Insurance.

Extra Mental Health Benefit : Primary Caregiver Leave, Workplace Benefits, Flexible Work Arrangements, Flexible Work Arrangements, Work Opportunities outside the countries, Employee/Business Resource Group.

Prepared by

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MARKETING CLUB CONTRIBUTION

DIGITAL MARKETING

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

What Are the Basics of Digital Marketing?

In a nutshell, digital marketing refers to any marketing methods conducted through electronic devices which utilize some form of a computer. This includes online marketing efforts conducted on the internet. In the process of conducting digital marketing, a business might leverage websites, search engines, blogs, social media, video, email and similar channels to reach customers.

Unlike traditional marketing—which is static and often referred to as "one-way" communication—digital marketing is an ever-changing, dynamic process. Stated otherwise, customers cannot interact with business through a billboard or print ad, whereas digital marketing provides an avenue for two-way communication between a business and its actual or prospective customers.

These days, screen time is at an all-time high for many people. Digital marketing takes advantage of this reality, promoting business products and services across the internet. In this way, businesses ensure that their marketing efforts are more likely to reach customers, by targeting them where they spend most of their time.

From startups to enterprise businesses, a multifaceted digital marketing approach can lead to significant commercial benefits. Successful digital marketing strategy generally involves a combination of various methods, including online advertising, search engine optimization and marketing, social media marketing and management and content creation, among others.

Are There Different Ways to Conduct Digital Marketing?

Digital marketing is a broad term that encompasses many different channels for promoting business interests to prospective customers. Depending on the business needs and goals, there are countless ways to conduct digital marketing. It is not a cookie-cutter exercise.

That being said, there are several common methods for conducting digital marketing, including:

- **Search Engine Optimization (SEO)** — SEO is the practice of improving ranking within major search engines to increase online traffic.
- **Search Engine Marketing (SEM)** — SEM leverages paid online advertising to increase website visibility within search engines. SEM is often used in conjunction with SEO.
- **Pay-Per-Click (PPC)** — PPC is an online method for advertising where a business only pays for its ads when a person clicks on them.
- **Social Media Marketing (SMM)** — SMM is the practice of using social media channels to promote business products or services. The use of social media influencers, often referred to as influencer marketing, is prevalent in SMM.
- **Email Marketing** — Email marketing enables businesses to send branded, promotional content directly to prospective customers via email. The use of automated newsletters is common in this context.
- **Affiliate Marketing** — Affiliate marketing is a performance-based exercise that enables revenue sharing and pay-per-sale (PPS) compensation within a common network.
- **Content Marketing** — Content marketing refers to the publishing and distribution of text, video or audio materials to customers online. Blogs, videos and podcasts are common ways for businesses to engage in content marketing.

- **Native Advertising** — Native advertising involves blending marketing materials into a medium, making the underlying message and marketing purposes equally important. Sponsored content, in which one business posts its own content on a different website, is a common method of native advertising.

Prepared by
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ENTREPRENEURSHIP DEVELOPMENT CLUB CONTRIBUTION

Top 10 Indian Startups 2020

Company	Industry	Funding (US $)
1. One97 (Paytm)	Commerce and Shopping	4.4 B
2. Ola Cabs	Transportation	3.8 B
3. OYO	Travel and Tourism	3.2 B
4. ReNew Power	Energy	2.8 B
5. Snapdeal	Commerce and Shopping	1.8 B
6. Swiggy	Food and Beverage	1.6 B
7. BYJU'S	Education	1.4 B
8. BigBasket	Commerce and Shopping	1.1 B
9. Delhivery	Logistics	935 M
10. Zomato	Food and Beverage	915 M

Source: Crunchbase May 2020

DISFOLD

Faculty incharge	**Student Co-ordinator**	**Director**
Mrs.R.Renukadevi	Shanmugasudhan P	Dr.G Sridevi
Dr.M.S Gayathri	Aishwarya D	