

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kaumarswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC)

LITERARY CELL

Report of the Event Conducted

Department: MBA-BU

Date: 3-4-2023

Sl. No.	Particulars	Event related Details			
1.	Event*	Literary Activity			
2.	Title of the Event	Essay Writing			
3.	Date	3/04/2023			
4.	Time	1:00-2:00 PM			
5.	Venue	Class Room			
6.	Resource Person 1 Details** (Profile to be enclosed)	NA			
7.	Topics Covered	NA			
8.	Resource Person 2 Details** (Profile to be enclosed)	NA			
9.	Topics Covered	NA			
10	No. Faculty Participants(Enclose a copy of	Internal:	1	External:	NA

Sl. No.	Particulars	Event related Details			
	names with signatures)				
11	No. Student Participants (Enclose a copy of names with signatures)	Internal:	44	External:	NA
12	Faculty Coordinator/s	T.Nayana			
13	Student Coordinator/s	NA			
14	Total Expenditure (Details to be enclosed)	NA			
15	Sponsors and Amount (if any)	NA			
16	Agenda of the Event (Enclose a copy)	Essay writing is imperative for student's development. And although learners are always snowed under with writing assignments and look for any way possible to leave off such a burden of their shoulders-often by turning to academic services. Students often have to make decisions as to what to include in a paper when writing essay.			
17	Report uploaded on college website? If yes, give details:				

Sl. No.	Particulars	Event related Details
18	Report sent to media? If yes, give details:	No
19	Report uploaded in Social Media? If yes, give details:	No
20	Certificates Printed? (Enclose a copy***)	No
21	Feedback Collected? (Enclose a copy***)	No
22	Summary of the Event (Minimum 100 words)	<p>Essay writing was conducted for the students of 1st semester in the class room on 3-4-2023 from 1:00-2:00 PM as a part of literary cell activity. "Importance of Communication & Role of Social Media in providing news" was the topics given to students to write essay. The activity was conducted to improve the communication skills of students and it helps to increase the understanding and the process of learning. It strengthens creativity and useful for the future career of students. It helps to develop the logical thinking and writing style of students. Overall it was a good experience for the students. Essay writing might appear as nothing but a simple task. Although this assignment is common, you can't underestimate its benefits. Essay writing helps students think critically and quickly provide logical content.</p>

Sl. No.	Particulars	Event related Details
	and explanation. (The log files need to be attached)	

Notes:

* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature fest, etc.

** Name / Organization / Designation / Area of Expertise

*** Format Copy need to be attached and hard copy need to be filed

PS: Whichever column is not applicable, write as NA.


Event Coordinator


IQAC


HOD/Director


Principal

STUDENTS PARTICIPATED IN ESSAY WRITING



Name: Vijay Madhav
 Class: MBA-BU-C Section

Importance of Communication

Communication is a very important part of our day to day life. It helps in our personal, social and professional growth. The word 'Communication' is derived from the Latin word 'Communicare' it means to share. It is the act of sharing ideas, emotions, and feelings between two or more people.

There are many changes taking place in the corporate world, it has become an important tool in the management analysis and managerial process. While considering all these aspects, the success of any business, professional depends upon proper communication. We are aware of the need for and importance of communication as it is a general phenomenon. Communication is playing a vital role in every individual's life. Life goals, communication skills exist.

The 50% to 80% of working time is spent on various kind of communication. We are reading, writing and listening to our co-workers and having more conversations with our supervisors.

Name: Sanjay Sajan
 MBA-BU

Importance of Communication
 Role of social media in providing news.

Role of social media in providing news

In the 21st century, the predominant medium of communication was newspapers, wall papers, radio, television and other media, but with world started moving towards digitalization, globalization of media and also with the invention of mobile phone, communication started entering into the market. The communication of social networking became very easy as people used to access the news through the digital media. And in this digital world plays a very major role because we receive the news through the social media. And social media has become the most prominent way for providing news.

There are many examples for social media where they are being used as the means to facilitate or spread the news to the citizens of the nation. The major example are Facebook, WhatsApp, YouTube etc. There are many advantages of using the above mentioned platform to facilitate the news as compared to provide the news through the print media. If you use social media to provide the news, then the cost is not as high as if you use print media. It is a great tool for the bloggers who are providing a great information to their clients. The current state of importance of news, national & international. There are also disadvantages accompanying with the usage of social media. But overall it is a good tool for an individual to use to know news. He has to choose the news and enter kind of news he has to read and draw the knowledge.

Name: Sanjay Sajan
 MBA-BU
 C Section

Importance of Communication

Introduction: Communication helps you to connect with people and the other person. Communication is very important in any situation. Communication helps you to share all the things that are in a relationship. One needs to know how to communicate with others properly.

Importance of Communication

- Communication is key to sharing a good relationship with your family members. Family members share their happiness, sorrow and stress through communication.
- Communication is the most important factor that helps you share a good relationship with your family. Without communication you wouldn't know many things about the members of the family.
- Very rarely communication leads to having a sustainable relationship with other members of your family.
- Communication is not merely telling someone about with which you are & what you don't.
- Communication requires the formation of communication institution. And every institution tends to flow the words to the recipient.

Name: Sanjay Sajan
 MBA-BU
 C Section

Importance of Communication

Introduction

Communication is very important of our day to day life. It helps us in our personal, social and professional growth.

The word 'communication' is derived from the Latin word 'communicare' which means to share. We are aware of the need for the communication as it is a general phenomenon.

Summary:

Nowadays communication is playing a vital role in every walk of an individual. Wherever he exists, communication also exists. There are many changes taking place in the corporate world. It has become an important tool in the management analysis and managerial process. While considering all these aspects, the success of any business/profession depends upon proper communication.

To have mastery in communication that particular person should have knowledge about language skills namely listening, speaking, reading and writing as it is a tool of all kind of effective communication which is mentioned here.

STUDENT ACTIVITY OUTCOME

ATTENDANCE SHEET

JAYANANDA BAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE Sirajepet, Mahabubnagar Dist., Karnataka/Andhra Pradesh - 508002		
Internal Quality Assurance Cell (IQAC)		
LITERARY CELL		
(ESSAY WRITING)		
Date: 14/02/2023	Time: 1:00 - 2:00 PM	
Sl. No.	Name of the Student	Signature
1	Shruthi Jayaram	[Signature]
2	S. Krishna S. S.	[Signature]
3	Geetha K.	[Signature]
4	Geetha M. S.	[Signature]
5	Vikas J.	[Signature]
6	[Signature]	[Signature]
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