



Report on College Nexus Board Designed by the Department of Business Administration

On October 11, 2023, the students of the Department of Business Administration showcased their creativity and knowledge by designing the College Nexus Board. This initiative aimed to provide valuable insights into various business concepts and celebrate the achievements of notable personalities in the field. The board encompasses five key topics: the 7Ps of Marketing, Top Indian Business Tycoons, Lady Entrepreneurs' Achievements, Steps to Reach Success, and Various Concepts of Marketing, Finance, and HRM.

Topics Featured on the Nexus Board

- 1. 7Ps of Marketing**
 - The board prominently displays the 7Ps framework: Product, Price, Place, Promotion, People, Process, and Physical Evidence. Each element is explained succinctly, highlighting its significance in creating effective marketing strategies. Visual aids and examples from real-world businesses are included to enhance understanding.
- 2. Top Indian Business Tycoons**
 - This section celebrates the contributions of prominent Indian business leaders. Their journeys, leadership styles, and impacts on the Indian economy are illustrated, providing students with inspiration and practical insights into successful entrepreneurship.
- 3. Lady Entrepreneurs' Achievements**
 - Highlighting the accomplishments of women in business, this part of the board features stories of influential lady entrepreneurs. Their paths to success and contributions to various industries are presented, emphasizing the importance of gender diversity in entrepreneurship.
- 4. Steps to Reach Success**
 - A motivational guide is provided, outlining the essential steps to achieving success in any career. This section includes practical advice such as setting clear goals, continuous learning, networking, and resilience. Inspiring quotes from successful business figures are also integrated to motivate students.
- 5. Various Concepts of Marketing, Finance, and HRM**
 - This segment serves as a refresher on core business concepts. Key principles of marketing strategies, financial management, and human resource management are summarized, aiding students in their understanding of these critical areas. Charts and diagrams are used for visual representation of complex ideas.

Conclusion

The College Nexus Board designed by the students of the Department of Business Administration serves as a comprehensive resource that combines educational content with inspirational narratives. It encourages students to explore various aspects of business and



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Tripura University Reg. Code: 17

Jubatara, P.O. Lembucherra, Tripura West Pin-799210

Phone: 0381-2915930, +91 9402315672


email- principalhccagt@gmail.com

Web: www.holycrosscollege.in

"Educating hearts and minds"

recognizes the achievements of key figures in the industry. This initiative not only enhances learning but also fosters a sense of community and motivation among students.

Report prepared by: *Mr. Subhajit Paul, Assistant Professor,
Department of Business Administration, Holy Cross College, Agartala*

 12.10.23

Head

HEAD
Dept. of Business Administration
HOLY CROSS COLLEGE, AGARTALA

Department of Business Administration
Holy Cross College, Agartala



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