

# The BIC Newsletter



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For the students, By the Students

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Artificial Intelligence and Machine Learning Workshop

Dare to Challenge, Dare to Lead

Digital Marketing Bootcamp - A Three Days Workshop

## RESIDENTIAL WORKSHOP

Boston International College (BIC) conducted a transformative residential workshop from the 2nd to the 5th of Jestha, 2080, at Country Villa, Nagarkot, bringing together 44 aspiring BBA, BBA-BI, and BCIS 8th semester students. With a lineup of distinguished resource persons including Shaurab Lohani, Rojisha Shahi Thakuri, Arjun Kanta Mainali and Bibek Bhandari, the participants were immersed in a holistic learning experience, covering the relevant topics of the Professional Mindset, Stress Management and Mental Health, Dining Etiquette, and Sales Mindset respectively.

Saurab Lohani, led the sessions on “Essential Aspects of Personal and Career Development” with his engaging presentations and interactive discussions that embraced professionalism, effective communication, growth-oriented attitude and soft skills for managerial and entrepreneurial competence. In a similar vein, Rojisha Shahi Thakuri provided invaluable insights to the participants on “Mental Well-Being” incorporating the relevant attributes such as self-care, resilience, and the importance of maintaining a healthy work-life balance. In addition, Arjun Kanta Mainali, conducted engaging sessions on the “Intricacies of Formal Dining”, shared invaluable tips and insights on table manners, proper etiquette, and building strong professional relationships through dining experiences. Furthermore, Bibek Bhandari shared his expertise on the “Art of Persuasion, Negotiation, and Effective Sales Strategies”, focused on understanding customer needs, developing persuasive communication skills, and building trust with clients, providing practical insights and real-world examples.

Apart from the focused sessions, the workshop offered a range of activities aimed at the holistic development of the participants. Team-building exercises, group discussions, and networking events provided opportunities for participants to enhance their interpersonal skills, develop teamwork abilities, and broaden their perspectives. The success of the residential workshop at Country Villa, Nagarkot, can be attributed to the diligent efforts of the organizing team, the resource persons' expertise, and the students' active participation.

## CLASSES & SESSION BY INTERNATIONAL FACULTIES & STUDENTS:

BIC, the best management college for professional management and IT education in Chitwan, offers ample opportunities for its students to their holistic brilliance. Here, learners widen the horizon of their knowledge and experience by attending the sessions facilitated by esteemed international faculties and scholars having international exposure. Recently, they have attended the insightful sessions led by Jogendra Singh and Prof. Dr. Mashkur Zafar which covered a range of topics including the startup ecosystem, operation, and service management.

## CORPORATE PERFORMANCE - A ROADMAP FOR THE FUTURE OF FINANCE

Jogendra Singh, Chief Financial Officer (CFO) at Hero Enterprises in India, shared his extensive knowledge and expertise on the startup ecosystem in India with the students of MBA between 12th May to 14th May as well as the students of BBA, BBA-BI & BCIS 8th semesters on 12th May 2023. Drawing important lessons that can be applied to Nepal, Mr. Singh provided the students with valuable insights into the Indian startup landscape. Through engaging discussions and real-life case studies, he highlighted the key factors that contribute to a thriving startup ecosystem, including innovation, collaboration, and government support initiatives. Mr. Singh's sessions left the students inspired and equipped with fresh perspectives on fostering entrepreneurial success.



## PRODUCTION AND OPERATION MANAGEMENT



Prof. Dr. Mashkur Zafar, a distinguished business consultant associated with Analytica, focused on operation and service management for the students of MBA from 6th to 11th May 2023, as well as the students of BBA, BBA-BI & BCIS 8th semesters on 12 May 2023. His sessions delved into various aspects of managing operations and delivering excellent services. With his immense experience and deep understanding of operational efficiency and service quality, Dr. Zafar captivated the students with engaging discussions, practical examples, and real-life case studies. The students gained valuable insights into optimizing processes and ensuring top-notch service quality, equipping them with valuable strategies to excel in this critical area of business.

## INCULCATING VOLUNTEERISM IN UNIVERSITY STUDENTS

Sparsh Ananda Chand, an undergraduate student from the University of Cincinnati, shared his experiences and emphasized the importance of community service for university-level students on 14 May, 2023. Drawing from his involvement in community projects and volunteering initiatives, Mr. Chand highlighted the positive impact of community service on personal development, social awareness, and professional growth. His session encouraged the students to inculcate volunteering culture by actively engaging themselves in community service activities and making a meaningful difference in society.





Overall, the sessions by Jogendra Singh, Prof. Dr. Mashkur Zafar, and Mr. Sparsh Ananda Chand were well-received by the students of BIC. The opportunity to learn from these distinguished international faculties broadened their knowledge and provided them with valuable insights and perspectives from global experts in their respective fields.

## CONTEMPORARY HR PRACTICES WITH MBA SCHOLARS

From 27th to 30th March 2023, MBA scholars at BIC had the honor of hosting Mr. Amit Shetty, a distinguished Senior Human Resource Business Partner at IIFCO Group, as a resource person. Mr. Shetty shared his extensive expertise and offered invaluable insights into contemporary HR practices, enlightening aspiring business leaders with his knowledge and experience.

On the first day of the session, Mr. Shetty emphasized the evolving role of HR in the digital era. Drawing from his experiences at IIFCO Group, he highlighted the transformative impact of technology on various HR functions, such as recruitment, talent management, employee engagement, and performance evaluation, introducing cutting-edge tools, strategies, and best practices that empower HR professionals to adapt and thrive in this rapidly changing technological landscape. Continuing the enlightening series of sessions, the second day revolved around the crucial topic of diversity and inclusion in the workplace. Mr. Shetty shared his insights on how IIFCO Group fosters an inclusive work environment and the resulting benefits for employees and the organization as a whole.



The third day of the session focused on the significance of employee well-being and its impact on organizational success. On the final day of the session, Mr. Shetty brought the spotlight on emerging trends in HR analytics and its role in driving data-driven decision-making. He shared practical examples and showcased how IIFCO Group leverages HR analytics to predict workforce behavior, identify skill gaps, and enhance overall HR effectiveness. MBA scholars gained a deeper understanding of the power of data analytics in HR and its potential to drive strategic decision-making in organizations.

The engaging sessions conducted by Mr. Amit Shetty resonated strongly with the MBA scholars, who expressed their gratitude for the valuable knowledge and practical insights gained during the four-day event. The successful events organized by Boston International College showcased the institution's commitment to exposing its students to industry professionals and fostering a strong connection between academia and real-world practices.

## BCCP SESSION FOR BBA 3RD AND 4TH SEMESTER

BIC has completed BCCP sessions on "Goal Setting and Self-Assessment" for the 4th-semester students of BBA, BBA-BI, and BCIS programs facilitated by Ms. Shailaja Kasaju, the Co-Founder of Tekka Go Local. Similarly, BIC completed the session on "Skilling for Today and Tomorrow" for the 3rd Sem. students facilitated by Ms. Pooja Dangol, a Learning and Development Consultant and Trainer. The sessions were organized on 17 and 18 May, 2023. The programs were organized in collaboration with Skill Lab. BIC expects that these sessions have contributed to equipping our students with 21st-century skills beyond the course curriculum that are required to achieve success in the current workplace.



## SESSION WITH INDUSTRY: CORPORATE PERFORMANCE - A ROADMAP FOR THE FUTURE OF FINANCE

Boston International College conducted an Interactive Program with its industry partners. The program was facilitated by Mr. Jogendra Singh, the President of Finance at Hero Enterprises. BIC is proud to receive the valuable participation of 25 plus entrepreneurs, corporate leaders, bankers, chartered accountants, and other valuable personalities in the session. BIC is indebted to its valuable collaboration partners Chitwan Association of Industries, Narayangarh Jaycees, Rotary Club of Chitwan, Nepalese Young Entrepreneurs' Forum - Chitwan Chapter, and other institutions, for their valuable participation in the program.



## PRESENCE AT INDUSTRIAL EXPO - 2023

BIC Participated in the "7th International Industrial Expo-2023" held from May 5 to May 7 Under the promotional arcade of 'Micro, Cottage and Small Industries Promotion Center', BIC exhibited its Entrepreneurship Development Center - BIC Startups and its achievements. The Winner of DEMO Day 3, Ms. Pratibha Sah, showcased her product 'Eco-Juice Pipes' at the stall. Likewise, BIC Startups also briefed its three years' history of entrepreneurship development to the Honorable Minister Ramesh Rijal, who currently leads the 'Ministry of Industry, Commerce and Supplies' of Bagmati Province.



Moreover, BIC Startups highlighted how it was connecting industry and academia, facilitating research and innovation, and practicing the latest pedagogical approaches in its academic system. BIC was extremely grateful to its collaboration partner Chitwan Association of Industries (CAI) for this wonderful opportunity.

## FOR THE STUDENTS, BY THE STUDENTS

BIC successfully completed its first and second sessions of "For the Students, by the Students" V 2.0. The first session took place in May 3, 2023, between 1:00 PM to 2:00 PM, led by Mr. Bimal Giri, a student of BCIS VI semester on the topic of "Experience Sharing - Why Information Technology?". Mr. Giri emphasized how Information technology has become an integral part of our modern society, revolutionizing the way we live, work, and communicate.







The second session took place in May 8, 2023, from 2:30 PM to 3:30 PM. Initially, Aashika Ghimire, a BBA VI student, delivered a speech on the topic of "Bouncing Back from Failure: How I Turned a Setback into a Comeback." Her presentation focused on strategies for overcoming setbacks and achieving success, even in the face of adversity.

Subsequently, we had Ebisha Poudel, who provided insights on "Tips for Achieving Better Grades and Preparing for a Successful Career." Ebisha's talk included practical tips and advice on how to improve your grades and prepare for a successful career. This session was open to all BBA II semester students, and we encouraged them to attend and take advantage of this opportunity as it was a great chance to learn from peers and experts in the field.

## NON CREDIT SESSION FOR BCIS STUDENTS

### AWS SOLUTION ARCHITECTURE-ASSOCIATE WORKSHOP

BIC completed its non-credit modules on the topic of "AWS Solution Architecture-Associate Workshop" for the students of BCIS VIII semester from 16th to 20th April 2023. The session was led by Mr. Dipak Poudel, Senior Solution Architect, at Genese Solution. The session was focused on the world of AWS Solution Architecture and equipped students with the knowledge and skills necessary to design and deploy scalable, reliable, and cost-effective solutions on the Amazon Web Services (AWS) platform.

**AWS Solution Architecture-Associate**

Participants:  
Students of BCIS VIII semester

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### ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING WORKSHOP



BIC completed its non-credit curricula on the topic of "Artificial Intelligence and Machine Learning Workshop" for the BCIS IV & VI Semester students from 16th to 20th April 2023. The session was led by Mr. Diwaker Ghimire, CTO/Co-founder of Timetracko Inc. & Mentor at GIT Mentorship Cohort. The session provided valuable insights into the world of AI and machine learning and provided the knowledge and skills to leverage these technologies effectively in various domains and industries.

## DARE TO CHALLENGE, DARE TO LEAD

The Boston Center for Entrepreneurship and Leadership organized a program on Friday, May 19 comprising four rounds: Marketing, Sales of Products, Puzzle, and Treasure Hunt, designed to test the participants' entrepreneurial abilities. The program sought to encourage teamwork, critical thinking, problem-solving, and effective communication skills. The Club involved eleven teams and proved to be a resounding success. The program provided an excellent platform for students to showcase their skills, talent and receive valuable feedback. The event also fostered a spirit of creativity, and teamwork among the club members. The club expressed gratitude to participants, judges, and mentors for their contributions.



### Program Winners:

#### First

- Bidisha Chapagain
- Nikita Dhakal
- Samikshya Dhakal

#### Second

- Aayush Poudel
- Roshani Bhandari
- Milan Dura

#### Third

- Barsha Khanal
- Sweekriti Koirala
- Amulya Joshi

## DIGITAL MARKETING BOOTCAMP - A THREE-DAY WORKSHOP

Boston International College has completed a three-day 'Digital Marketing Bootcamp' organized for MBA 1st, 2nd and 3rd Trimester students at Hotel Queens Park P. Ltd, Pokhara. The session was facilitated by Mr Prajwal Karki, the Certified Digital Marketing Trainer and Cofounder of Click Dribble.

The following topics were covered in the Bootcamp:

- Introduction to Digital Marketing: Unveiling the power of online marketing!
- Scenario & Opportunities: Exploring the digital landscape in Nepal & beyond.
- Strategy based on the RASPE technique: Research, Analysis, Strategy, Planning, and Experimentation.
- Content Marketing & Its Benefits: Discovering the secrets to engaging and converting audiences through captivating content.
- The 8-Major areas of digital marketing including SEO, SEM, SSM, Email Marketing, Content Marketing, Affiliate Marketing, mobile marketing and marketing analytics.



In addition, the students gained valuable insights into the significance of websites in digital marketing and personal branding through a wide range of hands-on sessions and practical activities. These activities allowed the students to grasp the fundamental principles of digital marketing and built a foundation such that they can pursue this field further through self-learning.