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SYMBIOSIS INSTITUTE OF BUSINESS
MANAGEMENT, NAGPUR

Penumbra

monthly issue

"If you don't build your dream,
someone else will hire you to help
them build theirs."

-DHIRUBHAI AMBANI

In the world of business, attitude is your secret sauce for success!

As MBA students, you're not just here to learn about balance sheets and market trends; you're here to cultivate a winning mindset. So, whether you're tackling a tough assignment or gearing up for an internship, remember: your attitude determines your altitude!

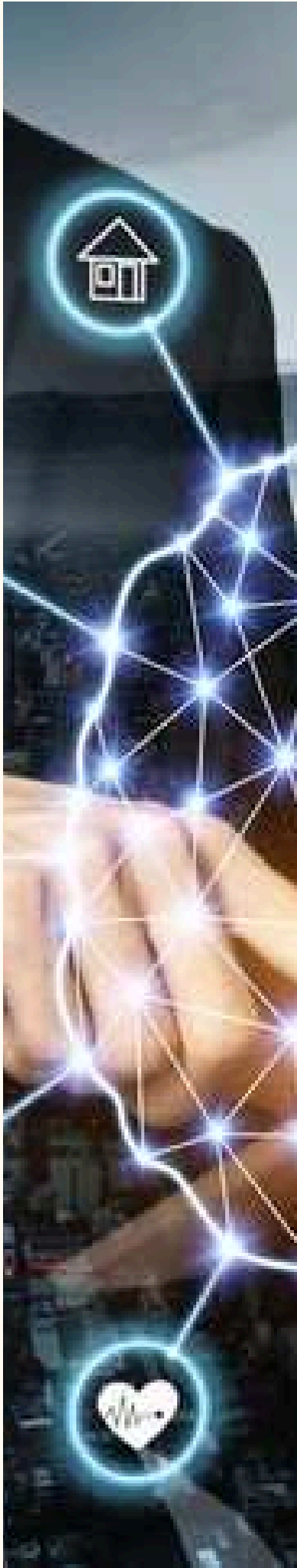
Approach every challenge with a can-do spirit, every setback with resilience, and every opportunity with enthusiasm. Let's turn "I can't" into "I'll find a way" and "I won't give up" into "I'm unstoppable!"

With the right attitude, the sky's not the limit - it's just the beginning of your incredible journey!



In this Issue:

- Tech tips 101
- Crossword puzzle
- Smart Remarks: Tales from the lecture hall



MASTERING THE DIGITAL EDGE

ESSENTIAL TECH TIPS FOR MBA STUDENTS & FACULTY

Productivity Tools:

- Trello: Organize tasks, projects, and team collaborations using this intuitive project management tool.
- Notion: An all-in-one workspace where you can write, plan, collaborate, and organize. Great for managing class notes, to-do lists, and project plans.
- Evernote: A powerful note-taking app that captures and organizes notes, ideas, and tasks across multiple devices.

Mobile Apps for staying updated with tech-related news:

- Flipboard
- TechCrunch
- Feedly
- Medium
- Pocket
- Hacker News
- The Verge

Data Analysis and Visualization:

- Tableau: A powerful tool for data visualization, enabling you to create interactive and shareable dashboards.
- Google Data Studio: A free tool to create customizable reports and dashboards using data from various sources.

Research and Writing:

- Mendeley: A reference manager and academic social network to organize research, collaborate with others online, and discover recent developments.
- EndNote: A reference management tool that simplifies the process of writing research papers and managing citations.

Presentation Tools:

- Prezi: An alternative to traditional slide decks, offering dynamic and interactive presentations.



Financial Tools:

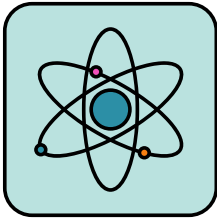
- QuickBooks: An accounting software package developed to manage sales and expenses and keep track of daily business transactions.
- Bloomberg Terminal: Provides real-time data, news, and analytics for financial professionals. Familiarity with this tool can be a great asset.

Learning Platforms:

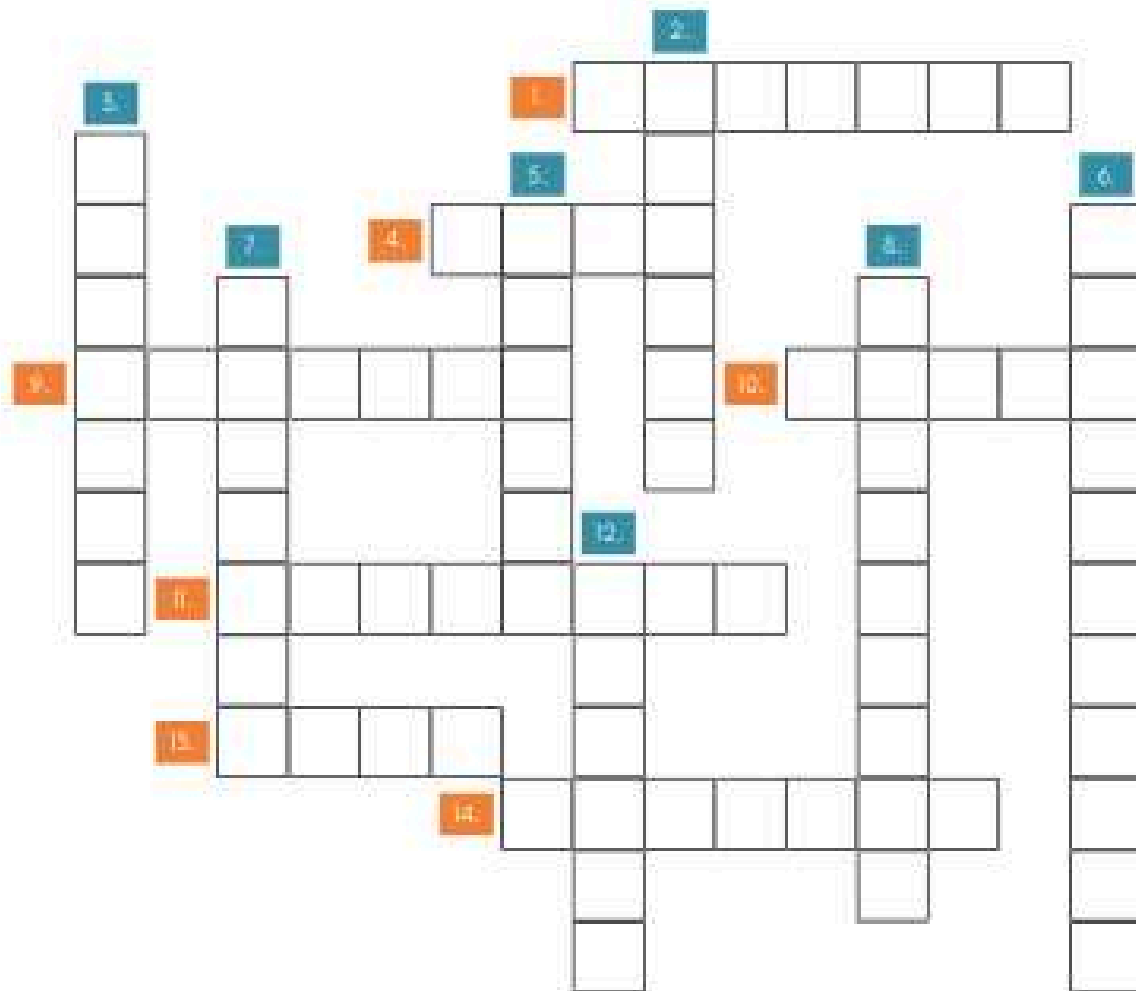
- **For Marketing Students:** “Inbound Marketing” Certification from HubSpot Academy; Certifications in “Google Analytics and Ads” from Google Digital Garage; “Consumer Behaviour” in Indian Market from NPTEL; “Digital Marketing in Emerging Markets” offered by IIM Bangalore from edX
- **For HR Students:** “Understanding Diversity & Inclusion in India” from NPTEL; “Indian Social and Organizational Culture” offered by ISB from Coursera
- **For Operations Students:** Audit options for courses such as “Operations Analytics” (University of Pennsylvania) from Coursera; “Supply Chain Management in India” from NPTEL; “Lean Operations in Indian Industries” offered by IIM Bangalore
- **For Business Analytics Students:** Python and data science tailored practical learning from Kaggle Learn; “Data Analytics for Indian Business” from NPTEL; “Advanced Data Science for Indian Enterprises” offered by IIT Roorkee from Coursera
- **For Finance Students:** “Indian Financial Markets: A Strategic Perspective” from NPTEL; finance basics (including interest rates, stocks, and bonds) from Khan Academy; Courses on financial accounting, corporate finance, and investment analysis from SWAYAM; “Economics of Money and Banking in India” offered by IIM Calcutta from Coursera
- **For FABM Students:** Courses on agribusiness and sustainable agriculture from AgMOOCs (Special platform for agricultural studies); “Agri-Business Management in India” from NPTEL; “Sustainable Agriculture Practices in India” offered by University of Agricultural Sciences, Bangalore from Coursera

Marketing Tools:

- Hootsuite: Manage all your social media accounts in one place, schedule posts, and analyse performance.
- Mailchimp: An email marketing platform that allows you to create campaigns, automate emails, and track analytics.
- Google Analytics: A robust tool to track and report website traffic, crucial for digital marketing strategies.



CROSSWORD PUZZLE



ACROSS

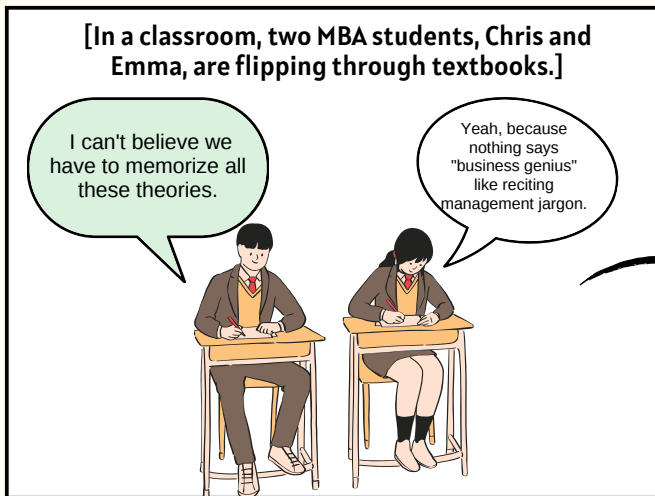
1. poisonous metalloid used historically in medicines and rat poison
4. precious metal often used in jewelry
9. only metal that is liquid at room temperature
10. radioactive noble gas
11. strong and lightweight metal often used in aerospace applications
13. noble gas used in neon signs; glows with a distinctive reddish-orange color
14. lightest metal, highly reactive

DOWN

2. radioactive element discovered by Marie and Pierre Curie
3. halogen found in seawater
5. essential gas for respiration; supports combustion and forms oxides
6. radioactive element named after physicist Albert Einstein
7. noble gas used in fluorescent lights
8. precious metal commonly used in catalytic converters
12. essential for thyroid function

"Smart Remarks: Tales from the Lecture Hall"

PANEL 1



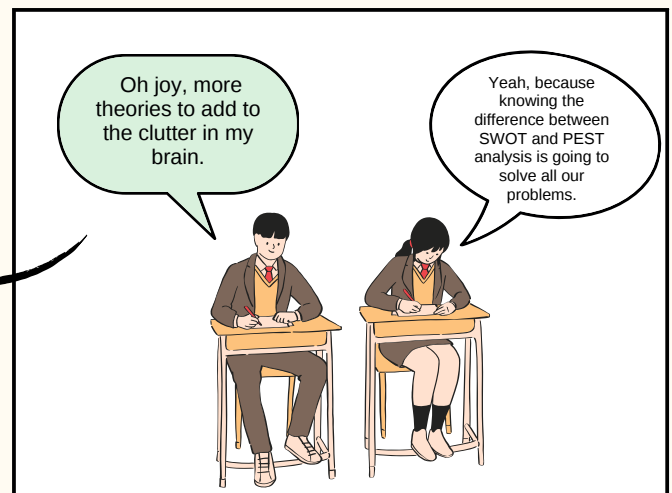
PANEL 2



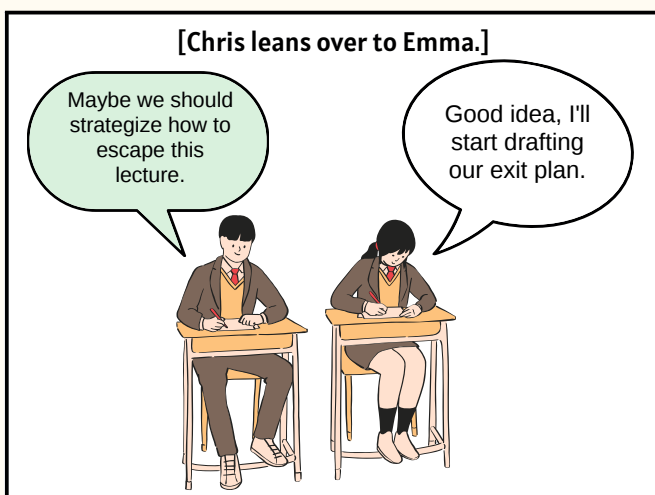
PANEL 4



PANEL 3



PANEL 5



PANEL 6

