



## WORKSHOP REPORT

Title	<b>APPLICATION FOR USING BSmart APP</b>	
Department	Department of Management Studies	
Date	26 <sup>th</sup> June, 2024	
Time	09:00 - 10:00am	
Speaker	Mr. T E Manikandan	
Brief Description	<p>The Department of Management Studies had organized a workshop to familiarize participants with the BSmart App, highlighting its features, functionality, and benefits. The session provided an overview of the app's purpose and significance, followed by a detailed walkthrough of its main features such as real-time market updates, news articles, expert analysis, and personalized watchlists.</p> <p>Demonstrations illustrated how to leverage the app for business insights, using practical examples to show its role in informed decision-making. Participants engaged in hands-on activities, explored the app on their devices, and participated in interactive Q&amp;A sessions. The workshop concluded with a feedback session and networking opportunities, aiming to empower attendees with the knowledge and skills to effectively utilize the Business Standard App for their growth.</p> <p><b>Topics Covered:-</b></p> <p><b>News Updates:</b> The app offers real-time news updates related to business and the economy, keeping users informed about current events and trends in the business world.</p> <p><b>Leadership Videos:</b> A collection of videos featuring insights from industry leaders and experts, providing valuable knowledge and inspiration for aspiring business professionals.</p> <p><b>Quizzes and Polls:</b> Interactive quizzes and polls are designed to test users' knowledge on various topics and engage them in learning activities. This feature makes learning more dynamic and engaging.</p> <p><b>Case Studies:</b> The app includes a library of case studies that users can download. Recent updates have added support for PowerPoint (PPT) attachments and infographics, making the content more engaging</p>	



and easier to understand. Users can also earn certificates for participating in case studies.

**Business Jargons:**

A glossary of common business terms helps students familiarize themselves with industry-specific language, essential for their studies and future careers.

**Resume and Interview Tips:**

The app provides guidance on creating effective resumes and preparing for job interviews, offering tips and best practices to help students present themselves professionally.

**Communication Tools:**

The app facilitates communication between students and professors, allowing them to share course materials, notes, and other relevant information seamlessly.

**Conclusion:**

The BSmart app by Business Standard is an interactive platform specifically designed for B-school students and professors. It offers a comprehensive range of features including real-time business news updates, leadership videos, interactive quizzes, and detailed case studies. Recent updates have further enhanced its functionality with downloadable case studies, infographic-rich content, and performance improvements. Overall, BSmart enriches the learning experience by providing valuable resources such as business glossaries, resume tips, and interview guidance, fostering enhanced communication between students and faculty in a dynamic and engaging manner.



# NEW HORIZON COLLEGE OF ENGINEERING



**NEW HORIZON**  
COLLEGE OF ENGINEERING

Department of Management Studies  
In association with  
**BUSINESS STANDARD**  
Presents

**Workshop on**  
**Application for using**  
**Bsmart APP**

📅 26 June 2024 | 9 AM to 10 AM  
📍 Falconry Hall

 **Speaker**  
**T E Manikandan**  
Manager - Market Development

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