

Department of Business Administration
Holy Cross College, Agartala
Jubatara, Lembucherra, West Tripura, PIN: 799210
(Affiliated to Tripura University)
Accredited by NAAC with A+ Grade (2nd Cycle) and
Approved by AICTE

Report on College Nexus Board designed by the students of Department of Business Administration

On February 11, 2025, the students of the Department of Business Administration once again demonstrated their creativity and knowledge through the Nexus Board. This initiative aims to highlight key business concepts and emerging trends, providing students with valuable insights into the corporate world.

Topics Featured on the Nexus Board:

1. Digital India

The central theme of the board revolves around Digital India, emphasizing the country's transformation towards a digitally empowered economy. Various aspects such as e-commerce, digital marketing, and financial transactions are highlighted, demonstrating the growing importance of technology in business.

2. E-Commerce and Digital Marketing

The board showcases the latest trends in e-commerce and digital marketing, including social media platforms, online branding, and customer engagement strategies. Logos of popular platforms like Facebook, Twitter, YouTube, and Instagram are included, signifying their impact on modern business.

3. Top 10 E-Commerce Sites

A section lists the top 10 e-commerce platforms, helping students understand major industry players and their influence on global trade.

4. Financial Awareness and Currency Representation

The board also displays images of various currencies, reinforcing financial literacy among students. This section connects business with real-world financial transactions, emphasizing the importance of international trade.

5. Business Administration Insights

The board integrates core business concepts related to commerce, finance, and marketing, making it an essential learning resource.


Conclusion

The Nexus Board 2025 successfully presents a blend of business innovation, digital transformation, and financial literacy. Designed by the students of the Department of

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Business Administration, it serves as an engaging and informative platform, fostering awareness of current business trends and economic advancements.

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Enclosure: Geo Tag Image of the Nexus Board (Image taken on 12th February, 2025)

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