Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and
Research (IICMR)
Approved by AICTE , Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited
Ranked Platinum Category by AICTE-CII for outcomes Linked Technical Institute
An ethical Best Management Institute for Results Interface by CII-DH

# MBA@IICMR

Date: 14/02/2022

## REPORT

**1. Title of the Activity:** Employability Enhancement Programme-Online Impression Management and Email Writing

**2. Date & Venue: 31 Jan 2022.** MBA@IICMR had organized its first Employability Enhancement Programme (EEP) 2022 for Second year MBA Students.

**Time:** 1:30 p.m. – 3: 30 p.m.

## 3. Outcomes of Activity:

1. The students will develop skills to face online interview which includes knowing various online platform for interview, body language ,dressing sense, effective communication and choosing the right atmosphere.
2. The students will develop effective email writing skills.

## 4. Description of the Study:

1. How to handle the interview in online mode.
2. How to write the emails effectively.

This was first EEP session conducted by Ms. Neha Bhosale. The session consists of knowing various application for online mode of interview. It is very important to choose right atmosphere with no noise to give the interview. Firstly right dressing sense is very important then comes right attitude which includes greeting properly and listening and then conveying the information properly. Most importantly internet, the hardware and software should be in place.

Ref.: IICMR/MBA/EEP-2022/1

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## 5. Activity Experience

**Following Steps were covered in the Email writing and Online Impression Management activity:**

1. To write an email identify you audience and choose correct voice.

2. Brainstorm, edit and proof the content of mail.

3. Hamburger Model of writing that is use of paragraphs.

4. Embedded hyperlinks and signature should be checked.

5. For online interview select right atmosphere.

6. Use of 5 Cs-Camera, Communication, Confidence, Clarity and Conciseness for online interview.

7. Voice modulation while communicating and minding the posture.

## 6. Assessment of Activity Outcomes:

Students got acquainted to new online interview platform and are ready for online interviews. Online and Offline students both were engaged in the session. Trainer solved their queries. Students got to know do's and don'ts for online interview. Students have got clear picture on how the writing skills are important. And they should prepare notes or write at least 7 mails in a month.

Feedback:
The Feedback was very good. Students learnt the skills of giving online interview and writing mails effectively. Students rated the session on the basis of Relevance of the Topic, the context of Program, Quality of Content, Delivery of Content, Interest Generated by Speaker and the Overall Opinion about the Speaker. The rating from students stood between 3 to 5. Overall, it was a very good and useful session. Students were happy with the delivery and wanted more sessions from the speaker.

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