CAREER COLLEGE OF MANAGEMENT



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Recognised by AICTE, New Delhi.
 Affiliated to Barkatullah University, Bhopal.

From

Date: 01/02/2018

The Director Career College of Management Abbas Nagar Road, Gandhinagar, Bhopal.

To

The Principal,

LECTURE ON DIGITIZATION

- 1. Career College of Management (CCM) is one of the oldest self- financed management Institute in Madhya Pradesh (established in 2009 at By Pass Square, Abbas Nagar Road, Gandhi Nagar, Bhopal). From last one decade, under the aegis of Career Society, Bhopal, CCM providing dynamic education to aspiring students. The MBA program at CCM grooms students to be industry employable by developing them to become sharp and analytical business managers. The ambience is conducive to learning and research, as the nature blended with human excellence nurtures the pupils here.
- **2.** As per guide lines by AICTE and part of Social Responsibility, CCM conducts Career Counseling and awareness on latest trend's workshop at surrounding educational associations.
- **3.** After promoting concepts like Cashless & Online by Prime Minister Mr. Narendra Modi, Digitization became new thirst area of current scenario. For taking care of new needs of students, CCM wants to organize a session on "Digitization" at your college, in which we will highlight certain important points as Cash Less, Plastic money, GIS, GPRS, Digital Lockers, Digital Books, Digital Forms, Digital Library, Digital Marketing, Digital Social Media, Digital profile etc.
- **4.** It is requested that you please take personal interest in the matter and kindly revert with date and time so that the CCM team can guide your students as per latest trends.

Regards

Ms. Shabeena Khan Durrani

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Assistant Professors, Career College of Management, Bhopal

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