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PEDAGOG NEWS



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Virtual Convocation & Awards Ceremony

On 9th November, a Virtual Convocation & Awards Ceremony was conducted by European International University - Paris.

The Ceremony was attended by allied professionals in their respective fields who have now completed Professional Doctoral Certificate (P.D.C.) with great honour.

We at EIU wish them success in their careers!



Professional Doctoral Certificate Convocation in Thailand

Prof. Joel Farnworth, the Dean of Management Studies at the @European International University conferring with the European International University's unique and most coveted professional award, the Professional Doctoral Certificate (PDC).

The PDC award conferred by EIU today is a vocation-centric certification, meant to acknowledge and appreciate outstanding individuals who have made significant contributions to their community, at both national and international level, and to a specialized field of knowledge and competency.

Partnership with



It is yet another important milestone for the European International University (EIU) - Paris. On this historic day, a Memorandum of Understanding (MOU) has been signed between SCHOLEDGE and EIU-PARIS.

This marks another notable achievement for EIU, and highlights our focus and commitment for academic excellence through high level research activities and production of scholarly publication for the benefit of our immediate, as well as larger communities.

About SCHOLEDGE International Journal of Management & Development ISSN 2394-3378:

Scholedge International Journal of Management & Development (SIJMD) is an international peer reviewed monthly research publication covering management and development areas i.e. Management, Economics, Business, Finance, HRM, Marketing, IT in Business, Industrial Relations, International Business and Management Development.

Scholedge Publication website: <https://thescholedge.org/>

Opportunities:

Faculty and Staff, as well as Students are able to submit scholarly peer reviewed journal articles for publication in the following fields: Management, Education, IT, Social Science, Basic and Applied Sciences, Psychology, Engineering etc.

From this day forward, all Professional Doctorate Candidates of EIU are expected to get their research work published on SIJMD before graduating. Master's level students are also encouraged to get their research work published in this esteemed journal.



A coverage by 24 News for one of the Graduation events for **Abeer Academy of Abeer Medical Group - KSA Abeer Medical Group** students who are from Saudi Arabia, Qatar, Oman, Kuwait, UAE, & India. 26 participants graduating in the programmes such as Customer Relationship Management & Operations Management in Health Sector from **European International University Paris.**

The Three Types of Breaks You Need to Take to Be More Productive

by Prof. Dr. Edward Roy Krishnan

Work can be overwhelming, which is why a lot of people want to be left alone to concentrate when faced with a difficult and time-consuming task. When you know you have a lot to do, you wouldn't want to be disturbed or interrupted by anything, right? That way you can finish more work in the least amount of time. However, recent studies suggest that working non-stop may be counterproductive to productivity. Taking breaks have been shown to have an important role in reducing stress. As you know, stress can impact a multitude of factors relating to your well being and performance. Too much stress from working can lead to depletion of energy levels, decreased mental alertness, demotivation, lack of concentration, reduced mind-body coordination, interpersonal conflict and a lot more, which may all lead to decreased productivity. Constantly working without taking breaks can eventually lead to physical, mental, and emotional exhaustion leading to burnout. If you want to learn more about how to prevent this, this course on stress management can help you.

Taking the Right Break Helps You Be More Productive!

To prevent burning out at work, experts encourage taking breaks everyday in order for the body and the mind to recover from too much stress and pressure. However, if you really want to be more productive, don't just take any break. You need to use your time and breaks wisely. By taking these three types of breaks, you will find yourself working faster and more efficiently compared to when you work non-stop:

1. The Physical Break

Did you ever feel stuck on a problem or running low on creative juices, then decided to take a walk outside for a few minutes and all of a sudden, the solution or a creative idea just pops into your head? When you take a physical break that involves moving and stretching your muscles, changing your environment, and feeling new sensations, your mind works better and more creatively to be more productive. Studies have shown that physical exercise, especially one that involves



the outdoors provides the brain with a much needed chance to wander and explore, thus resulting in increased problem solving abilities and creative thinking. Furthermore, taking a physical break from sitting all day in front of the computer not only improves your posture, blood circulation, and muscle functioning, it can also elevate your mood through endorphins released in your body by exercising. When you're in a better mood after taking a physical break, you'll go back to work feeling happier, healthier, and with more motivation to carry on your work. Physical breaks may involve anything from walking outside for 15 minutes, to walking the dog, to going for a run, or just going up and down the stairs. If going outside is not an option, you can always try indoor workouts that can get the job done as well.

2. The Social Break

Taking a social break may seem counterproductive for a lot of corporate superiors who prevent the use of social media during office hours, and frown upon taking personal calls, and reprimand office chit-chat over the water cooler. However, studies have shown that having breaks that involve socialization and forming social connections are integral in keeping up productivity levels. Workplace socialization improves productivity through improved employee engagement and collaborative efforts. Furthermore, forming meaningful bonds in the workplace also improves employee's overall wellbeing, self-esteem, and thus, productivity.

The social break does not always involve workplace socialization, it can also mean taking a break from your laptop to have lunch with your family, or having coffee with a friend. It may also involve video calling an old friend or chatting with your parents. Experts suggest that even trivial chatter or idle conversations that do not involve work-related topics are essential in reducing workplace stress, sharing wisdom, and improving the quality of work in general.

3. The Spiritual Break

It may seem like there is a huge disparity between spirituality and productivity, but studies have shown that these two seemingly unrelated concepts are actually connected. Taking a spiritual break in the middle of a chaotic workday can drastically help you to be more productive in various ways. This kind of break involves activities that uplifts your soul, like saying a prayer, meditating, listening to positive music, reading scriptures, looking at the beauty of nature or the stars, or anything that connects your soul to something bigger than yourself. Increased spirituality has been seen to improve happiness, feeling of security, mindfulness, and calmness. All of which translate to a higher motivation and confidence, and reduced anxiety and stress, which ultimately increases productivity. If you want to unlock the secrets of unlimited productivity, start scheduling these three types of breaks throughout the day, every work day to train your mind and body to adapt the calm and stress-free mindset and replenish your motivation day after day.



Sotpattana School for the Deaf Pattaya and The Pattaya Orphanage

On the 18th of December, the EIU team including the Director General Prof. Dr. Edward Roy Krishnan, Director of Admissions Ms. Tarntip Kongtevet and the Chief Operating Officer Ms. Tina Yang, visited the Sotpattana School for the Deaf Pattaya and The Pattaya Orphanage with donation and to extend help. Once there, we were astounded as to how much unconditional love, the teachers and their 80-year old Executive Director, Rev. Fr. Michael Weera Phangrak have for the kids. This had inspired us in more ways than one. That is why we at EIU does not only provide Quality International Education but we also actively seek for ways in which we can give back to the society and we constantly engage in activities that would contribute significantly to any Educational Development Projects Worldwide.



How to Build a Successful Online Business

by Prof. Dr. Edward Roy Krishnan

Launching an online business has become more and more doable, even for non-technical individuals who don't know how to drag and drop items on their desktop. With easy-to-follow tutorials, video guides, and tons of resources available online, you start running your business in no time!

The bad news, however, is that not all online businesses are bound to succeed. While creating an online store can be done in just a few minutes, sustaining it for years and decades to come is not guaranteed.

If you are planning to build an online business and you want it to be profitable so much that it can replace your full-time day job, here are 8 practical online business tips you need to keep in mind and follow.

1. IDENTIFY YOUR NICHE.

Before setting up your business, it is important to identify the space or market you'd like to penetrate. Consider what you're passionate about. It would be difficult to sell diving gears, for example, if you have zero interest or experience in diving. Another consideration you should make is the current competition and potential customer base in a particular niche. For instance, if you're planning to provide a web design service for a specific area, how many web designers are already catering to your desired location? Additionally, do you think there is enough potential customers to hire you for your service? Thus, you need to take time and do some research first before deciding what kind of online business you'd like to run.



2. DETERMINE YOUR TARGET MARKET.

Identifying your target market beforehand is important because this will help you determine whether or not you have potential customers who will transact with your business. No matter how grand or attractive your business idea is, if there is no one who will likely buy your products or avail of your service, then you might be wasting your precious time and marketing efforts.

3. CREATE A WEBSITE OR ONLINE STORE.

Once you've identified your niche and learned that you may have a good market in it, it's time to plan out and set up your online business. Start creating your website if you are offering a business or an online store if you will be selling products.

To make your website or online store stand out, here are some tips to consider:

- Use compelling and persuasive copy that will attract your visitors to take action. Upload high-quality photos of your products.
- Use call-to-action words that will encourage customers to make a purchase, such as "Buy Now" and "Grab This Limited Offer".
- Consider search engine optimization. This is the process of using highly searched keywords on your website so that it can easily be searched on Google or Bing.

4. STAY COMPETITIVE ON YOUR PRICES.

Many people think that by increasing their prices, they can make higher profits and acquire ROI faster. This isn't always true. Especially if you're just starting, you have to be willing to offer prices that are better than your competitors, even if it means selling a little cheaper than what you'd like.

Bundle the good price with excellent customer service, outstanding online experience, and a great support, your business will soar up high in no time. When you've finally established your brand and customers keep coming back because of positive experience, you can then maybe consider increasing your prices a little.

5. MARKET YOUR BUSINESS.

The success of your online business will depend highly on the way you market it. Let people know about your products, promos and offers, discounts, excellent customer service, and other "perks" they can get if they choose to transact with your business.

There are several ways of marketing your business. These include online ads, email newsletters, social media marketing, contests, and even partnering with brands or influencers to promote your products and services.

6. FIND OUT WHAT YOUR COMPETITORS ARE OFFERING.

Running out of "gimmicks" to attract new customers? Look at what your competitors are doing and get fresh ideas from them. Maybe the reason why potential buyers are choosing the competition over you is because of their "Buy 1, Take 1" offer. Is this something you can offer? Or can you do something better and more attractive?

7. HIGHLIGHT POSITIVE REVIEWS AND TESTIMONIALS FROM YOUR CUSTOMERS.

Word of mouth is still one of the most effective marketing techniques. Thus, strive to get positive feedback from your customers and highlight these on your website or online store. Of course, the only way to acquire positive reviews is to provide genuine care, support, and service.

8. KEEP IMPROVING.

Just because your business is doing good doesn't mean you can let it stay like that forever. Keep improving. Find out what else your customers want or need from you and offer it to them if you can. Expand your product line. Offer bundled services. Innovate. The more you grow your business, the higher the success you will achieve.

Running an online business may always appear to be challenging at the beginning. However, if you put time, effort, commitment, and patience, you will realize that entrepreneurship can truly be rewarding.

Students' Reviews



"The course material and the video sequences fitted my learning style. Although managerial accounting is not an easy topic to digest, I found the structuring of the course material very good. The provided .pdf files were clear and also enriched with practical examples. I believe that the theory of managerial accounting is important for every entrepreneur and business owner. When it comes to applying numbers and formulas to real-world examples, practising is required. Having an accountant with multiple years of experience in a company can certainly help the management a lot in taking the right decisions."

Michael Stahl
M.B.A. in Information Technology & Systems Management

MGT510: Managerial Accounting



"I thoroughly enjoyed the module and it was a very good revision of "Business Strategy Management" for me.

Everything was brought together in a well thought-out manner and it was easy to see how each section connected to the next. I also learnt some additional performance review and management tools."

Mwamba Chibwe Mutale
M.B.A. in Finance

MGT520: Managing Business Strategy



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*Merry Christmas &
Happy New Year!*

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