



St. Mary's College (Autonomous)  
Re-accredited with 'A+' by NAAC (4<sup>th</sup> Cycle)  
Thoothukudi-628001, Tamil Nadu

Department of Business Administration

Newsletter 2018 - 2019

“There are no secrets to **SUCCESS.** It is the result of preparation, hard work, and learning from **FAILURE.**”  
- Colin Powell



*WE HOPE YOU'RE HAVING A GREAT START TO THE YEAR! IN THIS EDITION OF OUR NEWSLETTER, WE'RE EXCITED TO SHARE SOME EVENTS OF OUR DEPARTMENT.*



**NO MATTER HOW SMALL, EVERY SUCCESS COUNTS.**

To build a successful business, you must start small and dream big.

WIKI COMIX

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Welcome to the latest edition of the Department of Business Administration's newsletter. This publication reflects the collective energy, achievements, and aspirations of our vibrant academic community. It is not merely a record of past events, but a celebration of the dynamic ideas and innovations that shape the future of business education.

In today's fast-paced and interconnected world, the role of business education extends beyond equipping students with theoretical knowledge. Our goal is to nurture critical thinkers, visionary leaders, and socially responsible professionals who can navigate complex global challenges. At the heart of this mission lies our commitment to academic excellence, research, and community engagement.

This year, our department has made significant strides in these areas. From the launch of cutting-edge courses tailored to emerging industry trends to impactful collaborations with leading organizations, we continue to evolve and set new benchmarks. We are also proud of the achievements of our students and faculty, who exemplify resilience, creativity, and determination in everything they do.

In this edition, you will find insights into our latest initiatives, inspiring success stories, and a glimpse into the exciting events and opportunities that lie ahead. We invite you to engage with our content, share your feedback, and contribute to our journey of continuous growth.

As we look to the future, let us embrace innovation, foster collaboration, and uphold the values that define us as a department. Together, we can shape the leaders of tomorrow and make a meaningful impact on the world.

Thank you for your continued support and commitment to excellence.

Warm regards,

Dr.S.Gayathri

Assistant professor and Head

Department of Business Administration

# ACTIVITIES

## 2018 -2019

The Department of Business Administration unfurled its activities for the year 2020-2021 with renewed spirit and vigour. On 3rd July 2018 the office bearers of the Business Administration Association were elected under the guidance of Ms.S.Gayathri, Assistant professor of BBAMs. M. Mahalakshmi of III BBA as president, Ms U. Jose Snega of IIBBA as Secretary, and Ms R. Jeyanisha Sweety of I BBA as vice president the students were elected by the students.

Association Meeting on 14.08.2018 on the Topic “Consumer Psychology” the Resource Person of the day was Mr.P.Sam Charles Osborn MSW., Social Worker Thoothukudi.

BBAians Sandhai'18 was organised by the Students of BBA on 26.10.2018 and the Profit from sale Rs.10,400/- was offered to a poor Student of our College



## BOARD OF STUDIES

The Board of Studies Meeting of the Department of Business Administration was conducted on 24.2.2018 at 9.30 a.m. in the department of BBA.

### No. of Members Present

External Members :

- Mrs. S. Anbuselvi :Asst. Prof of BBA, Lady Doak College, Madurai.
- Dr. Ganesan Malathy :University Nominee, Head of BBA, VOC College.
- Ms. D. Annie Rose Nirmala :Asst., Prof of MBA, FX Eng., College, Tirunelveli.
- Mr. S. Ragavendra Sakthi Ram :Industrialist.
- Ms. M. Sharmila :Alumnae Representative.
- Ms.J.Amala Joe Praveena :Student Representative.

The evaluation pattern was Revised and Acceted by the Board of studies members.

### Mentor- Mentee

The system is designed to support and foster the holistic development of each student within the department. Each teacher is responsible for a group of 10 to 13 students, overseeing their academic progress and overall well-being. A key component of this approach is the Tutor-Ward Meeting, held every Friday from 2:30 p.m. to 4:00 p.m., where the teacher focuses on addressing the psychological needs of the students. During these sessions, the teacher maintains detailed records of each student's academic performance and personal data. Throughout the semester, students meet with their mentor a total of seven times in the odd semester and seven times in the even semester to ensure consistent support and guidance.

ODD:	EVEN
10.08.2018	07.12.2018
17.08.2018	17.12.2018
24.08.2018	18.01.2019
07.09.2018	25.01.2019
14.09.2014	11.02.2019
21.09.2018	18.02.2019
05.10.2018	25.02.2019

### PTA AND ALUMNAE FOR 2018-2019

The parents Teachers Assoaciation conducted meetings regularly for all the parents and the students of the department .The meetings were held respectively for I BBA on .08.12.2018 whereas for II BBA on 06.10.2018 and for III BBA on 08.02.2019. The Marian Alumnae meet was organized on 02.03.2019

## Students Activities

### ● Students Activities: (Off Campus)

On 21.08.2018 the following students of BBA were participated in the event conducted by Annammal College, Thoothukudi and won the Prizes,

Mime –III Prize	
1. E.Maria stepna nancy	-III BBA
2.V. Rivitha	-III BBA
3.S.Siva priya	-III BBA
4.K.Sugirtha	-III BBA
5.H.Yuvanjalini	-III BBA

### Poster painting

V. Rivitha - III BBA

On 26<sup>th</sup> September 2018, the following students of BBA were participated and won the Overall Shield in the Inter – Collegiate Management Meet “BuminFest’18” organised by the Department of Business Administration, V.O.C College, Thoothukudi.



### Best Manager – II Prize

1. Elena - III BBA

### Business Quiz – I Prize

1. S.SivaPriya - III BBA  
2. E.MariaStepna Nancy - III BBA

### **Logo Creation – I Prize**

1. V.Rivitha - III BBA
2. A. Christina Mascharnes - III BBA

### **3 – Minutes to Shine:**

1. S.SivaPriya - III BBA
2. E.Maria Stepna Nancy - III BBA
3. V.Rivitha - III BBA
4. J. Vijitha Selvarathi - III BBA

### **Ads Up:**

1. S.LakshmiPriya - III BBA
2. M.Maha Lakshmi - III BBA
3. J.VijithaSelvarathi - III BBA
4. A.Arockia Helen Francy - II BBA
5. S.SelvaThilo - II BBA

### **Student Activities: (On Campus)**

On 13.08.2018 the following students of BBA were participated in the event held at St. Marys college, for “Independance day celebration”

### **Rangoli**

- 1.S.Rajeswari -II BBA
- 2.C.Malavika -II BBA
3. M.Amutha -II BBA
4. S. Kohila -II BBA
5. R.Sabari manjula -II BBA

### **Card making –II Prize**

- 1.J. Maria angel Priskilla -II BBA

### **Slogan writing**

- 1.S. Rajeswari -II BBA
2. M. Esthu Joy Blessy -II BBA
3. S. Suba Sri Rajam -II BBA

### **Sports**

#### **4x100m Relay(Women) – III Prize**

Jeyanisha Sweety.R - I BBA

#### **100 m Hurdles – I Prize**

Jeyanisha Sweety.R - I BBA

### 400m Hurdles(Women) - III Prize

Jeyanisha Sweety.R - I BBA

### Staff Participation: (On Campus)

- On 20.07.2018 Ms.S.Gayathri Head & Assistant Professor ,Ms.D.Viajalakshmi Assistant Professor of our department were participated in the National Seminar on **“Fostering Transparency: Routing out Plagiarism A to Z”** Conducted by the Department of Library and Research Forum of St.Mary’s College,Thoothukudi.

### Staff Participation: (Off Campus)

- On 5.1.2019 Ms.D.Vijayalakshmi Assistant Professor of our Department was Participated in One day Faculty Development Programme on the Topic **“Neuro Linguistic Programme”** Organised by The Department of BBA Don Bosco Arts & Science College,Keela Eral.

### November 2018 to 2019: (Even Semester)

#### Staff participation: (Off Campus):

- On 14.02.2019 Ms.S.Gayathri Head & Assistant Professor of our department participated ,Presented and Published paper in the UGC Sponsored one day National Seminar on **“Current Business and Economic Conditions in India”** organised by the PG & Research Department of Commerce, Sadakathullah Appa College(Autonomous).



### **Students Participation (On Campus):**

- Our students participated in the Sports day celebration held in our college on 9<sup>th</sup> February 2019 and won the following prizes.

#### **Volley Ball: Runners**

- 1.C.Mahisha Varthini – I BBA
- 2.S.Sakthi Haritha – I BBA
- 3.M.Yoga Lakshmi – I BBA
- 4.R.Jeyanisha Sweety – I BBA
- 5.S.Jeyasree – I BBA
- 6.S.Sree Lakshmi – I BBA

#### **Relay (4x100mts): III Prize**

- 1.S.Sakthi Haritha – I BBA
- 2.R.Jeyanisha Sweety – I BBA

#### **Discuss Throw: II Prize**

- 1.S.Sakthi Haritha – I BBA

#### **100 metres hurdles: I Prize**

- 1.R.Jeyanisha Sweety – I BBA

### **Students Participation (Off Campus):**

- Our students participated in CS Carnival “CORPROVA 2019” held at St.Xavier’s College (Autonomous), Palayamkottai on 31<sup>st</sup> January 2019 and won the overall shield.

#### **Executive Fashion Parade: I Prize**

1. H.Yuvanjalini – III BBA
2. K.Madhumetha – III BBA
3. S.Lakshmi Priya – III BBA
4. M.Mahalakshmi – III BBA
5. K.Sugirtha – III BBA
6. E.Maria Stepna Nancy – III BBA
7. S.Pratheba – II BBA
8. T. Arockia Helen Francy – II BBA





9. A.Janoline – I BBA

**Business Cartooning: II Prize**

1.V.Rivitha – III BBA

**Craft from Waste:**

1.K.Sugirtha – II BBA

2.M.Dharani – I BBA

**Paper Presentation: I Prize**

1. T.Philomin Agnes Bala – II BBA

2. M.Solai Preethi – I BBA

**Corporate Quiz:**

1.S.Siva Priya – III BBA

2. E.Maria Stepna Nancy – III BBA

**Logo Designing: III Prize**

1. A.Christeena Masarehas – III BBA

**Product Launching: II BBA**

1.V.Rivitha – III BBA

2.A.Christeena Mascarenhas – III BBA

3.J.Vijitha Selvarathi – III BBA

4.U.Jose Snega – II BBA

5.M.Solai Preethi – I BBA

6. S.Sakthi Haritha – I BBA

7.C.Mahisha Varthini – I BBA

**Business Memes:**

1. K.Toshiba – III BBA

**Turn Coat**

1.A.Janoline – I BBA

- Our students participated in Biz-Fest 2019 held at Don Bosco College of Arts & Science, Keela Eral, on 25<sup>st</sup> January 2019.

**Business Quiz:**

- 1.E.Maria Stepna Nancy – III BBA
- 2.S.Siva Priya – III BBA

**Best Manager:**

- 1.Philomin Agnes Bala – II BBA

**Ad Zap: I Prize**

1. Mahalakshmi – III BBA
- 2.Lakshmi Priya – III BBA
3. Selva Thilo – II BBA
4. T.Arokia Helena Francy – II BBA
5. Subu Lakshmi – II BBA

**Three Minutes to Shine: I Prize**

- 1.V.Rivitha – III BBA
- 2.S.Siva Priya – III BBA
- 3.E.Maria Stepna Nancy – III BBA
- 4.A.Christeena Mascarnhas– III BBA
5. J.Vijitha Selvarathi – III BBA



On 23<sup>rd</sup> February 2019, the following students of BBA have participated and won the Runner Up shield in the State Level Inter Collegiate Competition “HERACLES’19” conducted by the Department of Commerce, Holy Cross Home Science College, Thoothukudi. The following are the prize winners.

**Logo Designing - III Prize**

- 1.V.Rivitha - III BBA

**Business Model - II Prize**

- 1.T.Philomine Agnes Bala - II BBA
- 2.M.Solai Preethi- I BBA

**Flip Flop - III Prize**

- 1.A.Janoline - I BBA

**Group Dance - I Prize**

- 1.S.Siva Priya - III BBA
- 2.K.Elena - III BBA
- 3.T.Philomine Agnes Bala - II BBA



- 4.S.Pratheba - II BBA
- 5.J.Maria Angel Priskila - II BBA
- 6.S.Sreelakshmi - I BBA
- 7.S.Jeyashree - I BBA

#### **Corporate Walk**

- 1.K.Elena - III BBA
- 2.Vijitha - III BBA
- 3.Christeena - III BBA
- 4.Sabari Manjula - II BBA
- 5.M.Solai Preethi- I BBA
- 6.Janolin - I BBA
- 7.Abirami - I BBA
- 8.Jeyanisha Sweety - I BBA

#### **Industrial Visit 2018-19**

**Place:**AavinMilk Factory,Tirunelveli.

**Date:**24.10.2018

On24<sup>th</sup>October2018,II-andIII-yearstudentsofBusinessAdministrationDepartment visitedAavinMilkFactoryTirunelveli.WeStartedtravellingfromthecollegecampusat9.30 a.m.and wereached theAavinMilk Factorywithin 2 hours.

Aavin Milk Factory Tirunelveli is the main branch of milk production and preparing dairyproducts.TheytaughtaboutthemanagerialstructureofAavin,Laboureandfullprocess of milk product production.They are the most important milk suppliers of Southern Tamilnadu.

#### **Co-Ordinators:**

1. Ms.S.Gayathri,Head&Asst.Prof.ofthe Department.
2. Ms.D.Vijayalakshmi,Asst. Prof.

#### **Outcomeof the Event:**

- The Students of Business Administration were able to learn about the proper managementcriteriaof theAavin and havean opportunitytoresearch on the factory.
- StudentswerelearnedaboutthepracticalprocessofDocumentationinMilkProducts .
- Andlearnabouttheproperhandlingandstorageofmilk,differentpoliciesregarding auction and other further activities in concern with milk.
- Studentsweregot knowledgeabout thestandard ofmilk that theywere producing.



## No. of Projects Undertaken

S:NO	TITLE	REG: NO	NAME
1	A study on 360 degree performance appraisal among employees(with special reference to Ramesh Flowers Pvt., Ltd)	15SUBA01	I.ALICE JENIFER
		15SUBA08	L. LAFINI
		15SUBA28	E. SHANMUGA PRIYA
		15SUBA34	J. VINIBA
2	A study on Public Attitude towards effectiveness of Public Service Advertisement of the Child Imprinted by P&G Company(SHIKSHA School), (with special reference to Authoor, Thoothukudi District)	15SUBA04	J.BAPILA
		15SUBA29	S.SIVASANKARI
		15SUBA31	R.STERLIN
		15SUBA33	L.ULAGAMMAL
3	A study on Brand Preference and Brand Awareness among Rural Customers(with special reference toHindustan Unilever Limited)	15SUBA11	D. MARIA SELVAM
		15SUBA12	DURKA
		15SUBA18	V.MEHALA
		15SUBA25	M. REVATHI R. SARANYA
4	A study on the sustainability of Mompreneur in connecting to Mother Workers( with special reference to Grace Food Products, Thoothukudi)	15SUBA02	J.AMALA JOE PRAVEENA
		15SUBA05	K.DHEEPA
		15SUBA17	V. RAMASELVI
		15SUBA19	SANGEETHA POTHURAJ
5	A study on Quality of Work Life among Employees(with special reference to DSF Group of Companies, Thoothukudi)	15SUBA13	A.MERCILA
		15SUBA24	G. SARANYA
		15SUBA30	A. STEPHY
		15SUBA32	K. THANGA JEYANTHI
6	A study on Motivating Factor of Women Entrepreneurship(with special reference to Thoothukudi District)	15SUBA06	S. JENITTA
		15SUBA21	P.SANTHANA ESAKKI
		15SUBA23	A. SARA
		15SUBA35	P. YUGALAKSHMI

7	A study on Supermarket Low Margin centre Identification from Thoothukudi city, Tamil Nadu.	15SUBA14 15SUBA20 15SUBA22	A.MERSY SUDHA P.SANGEETHAGANESAN C. SHABADEENA
8	A study on Customer Relationship Management in Textile Industry (with special reference to Thoothukudi and Tirunelveli District)	15SUBA07 15SUBA09 15SUBA10  15SUBA16	S. KAVITHA L. MAHALAKSHMI V. MARIA SELVAM DURKA S. MIKKY JOYCE