

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

Department of Business Administration

Newsletter 2019 - 2020

“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 COMPOSE

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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

2019 -2020

The Department of Business Administration unfurled its activities for the year 2020-2021 with renewed spirit and vigour. On 1st July 2019 the office bearers of the Business Administration Association were elected under the guidance of Ms.S.Gayathri, Assistant professor of BBA Ms. T. Philomin Agnes Bala of III BBA as president, Ms M. Solai preethi of II BBA as secretary and Ms J. Jaya Surya of I BBA as vice president were elected by the students.

Hands on training:

A hands on training session was organised on the topic “Start-ups on small scale industries” on 16th September 2019 in the Star Hall. Mr. Kannan Deputy Manager, District Industries Co-operation presided over the meeting. Rev. Sr. Mary Joyce Baby, Director of Self Supporting Course commenced the meeting and honoured the Chief Guest.

I, II and III BBA students attended the meeting with enthusiasm. Their interaction was highly remarkable.



Outcome of the Event:

The students were able to get knowledge on how to start a business. Mr. Kannan gave a effective speech on concessions provided for emerging a business. The students were highly motivated to start a business. As a result many students were emerging their ideas to start a business. The hidden part of finance was brought out by his speech.

The students asked various questions on how to raise the funds for starting a business. The session was informative and effective.

Student Development Programme

On 29th January 2020 the Department of Business Administration organised a Student Development Programme in the Conference Hall. Mr. Krishna Prasad Nair CEO Aadhi foundations, Coimbatore presided over the meeting. Rev. Dr. Sr. A.S.J. Lucia Rose, Principal commenced the meeting and honoured the Chief Guest.

The Beneficiaries were 360 student comprising of final year students of the departments of BBA, BA English, UG and PG Economics, Commerce Corporate, Commerce (General) attended the meeting with enthusiasm. Their interaction was highly remarkable.

Event Co-ordinators:

1. Ms. S. Gayathri, Head & Assistant Professor
2. Ms. D. Vijaya Lakshmi, Assistant Professor
3. Ms. R. Paul Roja, Assistant Professor
4. Ms. Machado Sneha John, Assistant Professor

Outcome of the Event:

The students were able to get knowledge on registration in Scoop resume bank for good job opportunities, gain job alerts for a period of six months, Placement opportunities from 200+employers. Mr. Krishna Prasad Nair gave a effective speech on Carrier counselling and guidance. The students were highly motivated to enroll for all possible job opportunities.

As a result many students were emerging their ideas to equip themselves to be best professionals. The students asked various questions on how to prepare resumes and crack interviews. The session was informative and effective.



International Conference:

On 23rd October 2019, the Department of Business Administration organised International Conference on the topic “Innovative Practices in Management and Sustainability of Entrepreneurial Ventures”. The conference was inaugurated by Rev.Dr.Sr.A.S.J.Lucia Rose, Principal, Rev.Sr.F.Mary Joyce Baby, Director of self supporting courses and Dr. Fernando Alexandria Associate Professor, Department of Commerce and Dear School of Management and Economics. The Chief Guest of the conference were Mr. I.Sankar Ganesh, Director of Fico Trading NV Suriname – South America and Mr. T. Hari Shankar Thivakar, Director of NextGen Agro and Pharma International Trading, Japan. The technical session-I was carried by Dr.P.Muthukumar CEO of Hosur Public School (HPS), Hosur. Technical session-II was backed by Ms.S.Kalaivaani, Managing Director, Sunshine Enterprises, Bangalore.



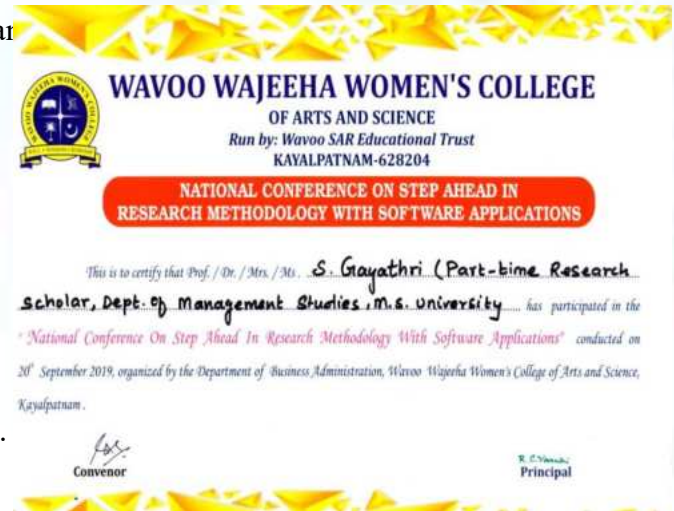
STAFF PARTICIPATION

OFF CAMPUS

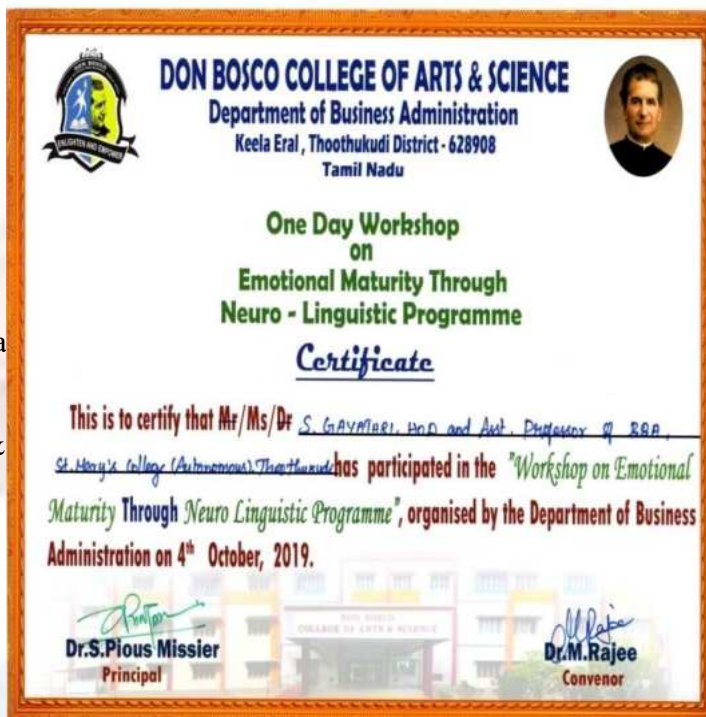
- On 7th of August 2019 Ms. S. Gayathri Head & Assistant Professor participated in one day faculty knowledge sharing programme on the topic “Emotional Intelligence and Innovation in the context of Industry” organised by IBS – ICFAI Business School, Bangalore.



- On 20th September 2019 Ms. S. Gayathri Head & Assistant Professor participated in National conference on “Step ahead in Research Methodology with software application” organised by Department of Business Administration, Wavoo Wajeetha Women’s College of Arts and Science, Kalayapatanam.



- On 4th October 2019 Ms. S. Gayathri Head & Assistant Professor participated in “One – Day Workshop on Emotional Maturity Through Neuro Linguistic Programming” organised by Department of Business Administration, Keela Era



- On 1st and 2nd November 2019 Ms. S. Gayathri Head & Assistant Professor and Ms.D.Vijaya Lakshmi, Assistant Professor attended Two Day National Workshop on “Enhancing Writing Skills for Research NWEWSR – 2019”

On 24th January 2020 Ms. S. Gayathri Head & Assistant Professor and Ms.Machado Sneha John, Assistant Professor participated on National Conference on the topic “Innovative and Sustainability in Rural and Agro Development in Digital Era” organised by Department of Management Studies, FX Engineering College, Tirunelveli and presented and published article on “Role of Women Entrepreneurship in Agriculture – A case of Agropreneur” in Our Heritage Journal published in Volume 68 – Issue – 1 – January – 2020 with ISSN:0474-9030 UGC Care Approved International Indexed and Refereed Journal with Impact factor 4.912 (SJIF).



ON CAMPUS

On 13th September 2019 Ms. S. Gayathri Head & Assistant Professor and Ms.Machado Sneha John, Assistant Professor presented and published a paper in National Conference on “Strategic Human Resource Management – A Global Perspective” organised by Research Enhancement Initiative (2019 – 2020) Sponsored by Marian Research Forum on the topic “Fostering Psychological safety to certify fear free organisation – an overview”.



On 26th November 2019 Ms.S.Gayathri Head & Assistant Ms.D.Vijaya Lakshmi, Assistant Professor, Ms.R.Paul Roja, Assistant Professor, Ms.Machado Sneha John, Assistant Professor participated in Faculty Development Programme conducted in St.Mary’s college (Autonomous), Thoothukudi.



- On 4th October 2019 Ms.S.Gayathri Head & Assistant professor, Ms.D.Vijaya Lakshmi, Assistant Professor, Ms.R.Paul Roja Assistant Professor, Ms.Machado Sneha John, Assistant Professor participated in National conference on “Digital Innovation – A Transformative Tool for Economic growth”

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- On 23rd October 2019 Ms.S.Gayathri Head & Assistant Professor, Ms.D.Vijaya Lakshmi, Assistant Professor, Ms.R.Paul Roja, Assistant Professor, Ms.Machado Sneha, John Assistant Professor participated in International conference on “Innovative Practices in Management and Sustainability of Entrepreneurial Ventures” organised by Department of Business Administration, St.Mary’s college (Autonomous), Thoothukudi.

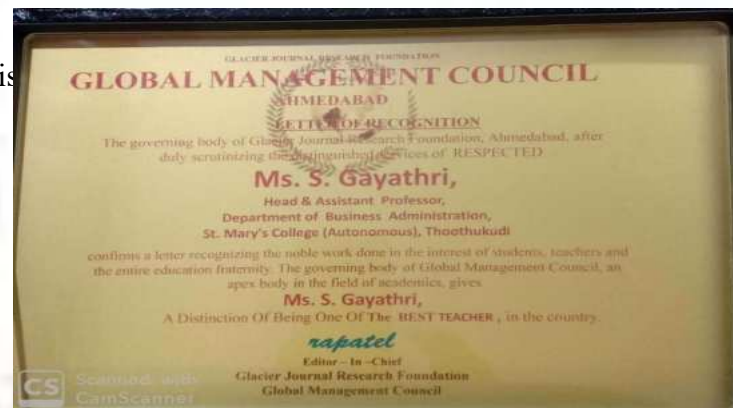


On 22nd November 2019 Ms.Machado Sneha John, Assistant Professor participated in One day staff training programme on Yoga and Meditation at St.Mary's college (Autonomous), Thoothukudi.



AWARDS AND RECOGNITION

- On 9th November 2019 Ms.S.Gayathri, Head and Assistant Professor of Business Administration has been awarded **“Adarsh Vidya Saraswati Rashtriya Puraskar”** by the **“Global Management Council, Ahmadabad”**.



- On 8th March 2020 Ms.S.Gayathri, Head and Assistant Professor of Business Administration has been awarded **“Young Woman in Management for the contribution and achievement in the field of Women Entrepreneurship”** by Venus International Foundation, Chennai.



Students Participation:

ON CAMPUS

- On 15th August 2019 the following students of BBA participated in St.Mary's College (Autonomous) for Independence Day Celebration.

DATE	NAME OF THE PARTICIPANTS	CLASS	NAME OF THE EVENT	PRIZE SECURED
15.08.2019	G. Asikka	II	Choral Singing	I
	M. Dharani	II		
	R. Beniciya	II		
	T. Philomin Agnes Bala	III		
	S. Sona Ratham	III		
	N. Muthu Mari	III	Elocution	Participated
	M. Solai Preethi	II	Slogan Writing	Participated
	M.Esther Joy Blessy	III		
	J.Lincy Violet Angelin	III	Card Making	Participated

- On 13th September 2019 II BBA Students presented and published the following papers in National Conference conducted by Marian Research Forum:

- Janoline.A and Shalini.S - Artificial Acuity in Recruitment
- Solai Preethi.M and Sakthi Haritha.S - A Conceptual study on strategic and design thinking

In which Janoline.A and Shalini.S was awarded with “**Best Paper Presenter**” title.

- On 25th September 2019 the following students of III BBA participated in Corporate Walk conducted by Department of
-

Commerce (SSC), Emporio Zest 2019.

DATE	NAME OF THE PARTICIPANTS	CLASS	NAME OF THE EVENT	PRIZE SECURED
25.09.2019	T. Philomin Agnes Balla	III	Corporate Walk	II
	D. Muthu Abirami	III		
	C. Muthu Lakshmi	III		
	S. Anu Priya	III		
	N. Muthu Mari	III		
	V. Ramalaskshmi	III		
	J. Maria Angel Priskilla	III		
	P. Divya Banu	III		
	C. Muthu Lakshmi	III		

OFF CAMPUS

- On **27th September 2019** the following students participated in ACEFEST 2019 organised by Annammal College Thoothukudi

DATE	NAME OF THE PARTICIPANTS	CLASS	NAME OF THE EVENT	PRIZE SECURED
27.09.2019	A.Amisha Kumari Singh	I	Mime	Participated
	M. Sinthiya	I		
	S.Sakthi Haritha	II		
	R.Sneha	II		
	S.Pratheba	III		
	V.Ramalakshmi	III		

- On **30th September 2019** S.Jeyasree of II BBA participated in Drawing Competition of Gandhi Oru Sahapatham organised by St.Mary's College (Autonomus)
- On **4th October 2019** the following students of II BBA participated in One day workshop on Emotional Maturity through Neuro – Linguistic Programme conducted by Don Bosco College of Arts & Science, Keela Eral

DATE	NAME OF THE PARTICIPANTS	CLASS	NAME OF THE EVENT	PRIZE SECURED
04.10.2019	M. Dharani M.Yogalakshmi K.Harishma Mahalakshmi S. Sakthi Haritha M. Sneka G. Asikka A. Maria Delsia A. Janoline R. Akshi R. Beniciya J. Prathisha	II	One day Workshop	Participated

- On 9th January 2020 the following students were participated in Inter CoOlllege Cultural and Sports meet “Pongaloviyam 2020” organised by Kamaraj College Thoothukudi.

DATE	NAME OF THE PARTICIPANTS	CLASS	NAME OF THE EVENT	PRIZE SECURED
09.01.2020	T.Arokia Helena Francy	III	Ad Mad	Participated
	A.S.Sela Thilo	III		
	R.Sabari Manjula	III		
	S.Pratheba	III		
	L.Subbbulakshmi	III		

- On 10th January 2020 the following students were participated in “ADFEST 2019”-Intercollegiate youthfestival organised by Aditanar College of Arts and Science, Tirunelveli.

DATE	NAME OF THE PARTICIPANTS	CLASS	NAME OF THE EVENT	PRIZE SECURED
	T.Arokia Helena	III		

10.01.2 020	Francy		Ad Mad	Participated
	A.S.Sela Thilo	III		
	R.Sabari Manjula	III		
	S.Pratheba	III		
	L.Subbbulakshmi	III		

- On 16th October 2019 the following students participated in “XIBATE 2019” organised by Xaviers Institute of Business Administration, Palayamkottai.

	A.Janoline	II	Product Launch	Participated
	S.Sakthi Haritha	II		
	M. Solai Preethi	II		
	S. Sona Ratham	III		
	R.Jeyanisha Sweety	II	Ad Mad	
	T.Arokia Helena Francy	III		
	A.S.Sela Thilo	III		
R.Sabari Manjula	III	Ad Mad		
L.Subbbulakshmi	III			
M. Solai Preethi	II	Fashion walk		
U.Joe Snega	III	Best Manager		
Lincy Violet Angelin	III	Logo Designing		

- On 24th January 2020 the following students participated in GESTION DE FIESTA– AGRO FEST 2020 organised by Department of Management Studies Francis Xavier Engineering college, Tirunelveli.

24.01.2 020	U.Joe Snega	III	Best Manager	Participated
	R.Jeyanisha Sweety	II	Ad Mad	
	T.Arokia Helena Francy	III		
	A.S.Sela Thilo	III		
	R.Sabari Manjula	III		
	L.Subbbulakshmi	III		
	M.Yoga Laksmi	II	Product Launch	
	S.Sakthi Haritha	II		
	C.Mahisha Varthini	II		
	B.Shiva Shankari	III		
	S.Sona Ratham	III		
	R.Sneha	II	Business Quiz	
	A.Nivetha	III		
	G.Assika	II	Photography	
	S.Pratheba	III		
	M. Solai Preethi	II	Business Plan	
	T. Philomin Agnes Bala	III		
	S.Jeyasree	II	Poster Making	
	J.Lincy Violet Angelin	III		
R.Jeyanisha Sweety	II	As you Like it		
C.Mahisha Varthini	II			
T. Philomin Agnes Bala	III			

A person wearing a white lab coat is shown from the chest up, holding a yellow pencil in their right hand. The person's hand and pencil are in the foreground, pointing towards the right. The background is a blurred city skyline with various skyscrapers under a clear blue sky. The overall scene suggests a professional or educational setting.

J.Maria Angel Priskila	III		
S.Pratheba	III		
S.Rabina	III		
A.Hema	III		

BOARD OF STUDIES

The Board of Studies Meeting of the Department of Business Administration was conducted on 16.02.2019 at 9.30 a.m. in the department of BBA.

No.ofMembers

Present

External Members : 6

Internal Members : 4

The Chairperson Ms.S.Gayathri, Head of the Department, welcomed and introduced the Board of Studies Members. The following members expressed their inability to attend the meeting:

1.Ms. M. Sharmila (AlumnaeofBBA)

The syllabus and course structure was acknowledged and approved by the Board.

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
09.08.2019	06.12.2019
16.08.2019	13.12.2019
23.08.2019	24.01.2020
06.09.2019	31.01.2020
13.09.2019	07.02.2020
20.09.2019	14.02.2020
04.10.2019	21.02.2020

PTA AND ALUMNAE FOR 2019-2020

The parents Teachers Association conducted meetings regularly for all the parents and the students of the department .The meetings were held respectively for I BBA on January 2020 . Due to COVID -19 for II years and III years were not conducted. The Marian Alumnae meet was organized in 14.02.2020

INDUSTRIAL VISIT 2019-2020

Venue: 'Indian Small & Rural BIZ Expo 19'

Date: 23.12.2019

On 23rd and 24th February 2019 the final year students of Business Administration visited V.O.C. College 'Indian Small & Rural BIZ Expo 19' organized by F.M.S.E. Chennai Forum for Micro and small enterprises (A Unit of Puthiya Thalaimurai Foundation) in Association with V.O.Chidambaram college as all the handmade, Beauty products and Health products were displayed in the college, for creating awareness for students to become future enterprises and they also enhanced training programs for students related to the opportunities for starting small scale industries by,

- Areca Leaves
- Spirulina
- Export and Import Banana Cultivation
- Tailoring
- Computer Service
- Gold Forming
- Plastic Moldings
- Priming Press

Co-ordinator:

1. Ms.A.MariaSahayaSteffi,Asst.,Prof of BBA

Outcome of the Event:

- Our Students of Business Administration attained great awareness by starting small industries in future to become a good women entrepreneur.
- As students were able to have direct contact with the small entrepreneurs, they gained basic knowledge about small business
- Students gain more knowledge by manufacturing different handmade products of their own
- Students were attracted by their natural handmade products and were motivated.
- Students also got awareness by the training programs conducted by them



No. of Projects Undertaken

S:NO	TITLE	REG: NO	NAME
1	A study of Proliferation of Business Franchisees(with special reference to Comibatore)	16SUBA16	MADHUMETHA.K
		16SUBA22	MARISELVI M.
		16SUBA31	REVATHI M.
		16SUBA32	RIBANI F.
		16SUBA37 16SUBA46	SHOBIGA S. YUVANJALIN H.
2	An Empirical study on performance of Event Management (with special reference to selected corporation I south Tamil Nadu)	16SUBA02	ANU
		16SUBA21	DEVADHARSHINI V.
		16SUBA27	MARIESWARI V.
		16SUBA34	NIVETHA A.
		16SUBA39	SANTHANA SARANYA S.

			SUGIRTHA K.
3	A study on viability rate of Non- degree holders (with special reference to Thoothukudi)	16SUBA03 16SUBA25 16SUBA35 16SUBA38 16SUBA41	ASHILA B. MUTHUVEL KANI M. SHANMUGA PRIYA T. SIVA PRIYA S. SUNDHARI M
4	An Empirical study on changing buying behavior of women towards boutique	16SUBA09 16SUBA13 16SUBA17 16SUBA40 16SUBA43	ELENA K. KANAGA VALLI S. MAHA LAKSHMI M. SUMATHI E. VIJAYA LAKSHMI K.
5	A study on rising selected Transpreneur (with special reference to Tamil Nadu)	16SUBA01 16SUBA20 16SUBA26 16SUBA29 16SUBA47	AKSHAL A. MARIA STEPNANANCY E. NICHOTHEMU ARUNYA R. PERCIYAL D. TOSIBA ELOLIA K.
6	A study on impact of celebrity endorsement on consumer buying behavior towards FMCG products (with special reference to Thoothukudi consumer)	16SUBA06 16SUBA11 16SUBA15 16SUBA23 16SUBA42 16SUBA44	CHRISTEENA MASCARENHAS A. INDUMATHI N. LAKSHMI PRIYA S. MATLIN S. TAMILARASI M. VIJITHA SELVARATHI J.
7	A study on independent Women Entrepreneurs (with special reference to selected women entrepreneurs in Tamil	16SUBA07 16SUBA08 16SUBA14	DARIKA SONALI K. DEEPA M. KRISHNAVENI J.

	Nadu)	16SUBA19 16SUBA30 16SUBA36	MARIA SHIRINA S. RASHMA RANI S. SHINY MESH DEBHORA B.
8	A study on upcoming Micro Influencers in YouTube (with special reference to specified You Tubers)	16SUBA05 16SUBA12 16SUBA24 16SUBA28 16SUBA33	CHITHRA JOTHI J. JENIFER R. MUTHU KAVITHA R. PATRICKS BETTILA E. RIVITHA V.