

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

Department of Business Administration

Newsletter 2020 - 2021

“ 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.

Ako Dangote

© 2019





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,

Ms.S.Gayathri

Assistant professor and Head

Department of Business Administration

ACTIVITIES

2020 -2021

The Department of Business Administration unfurled its activities for the year 2020-2021 with renewed spirit and vigour. On 29th July the office bearers of the Business Administration Association were elected under the guidance of Ms.S.Gayathri, Assistant professor of BBA Ms. Alagu Maansi of III BBA, Ms. SriLakshmi Preethi II BBA and Ms.Krithika of I BBA, were elected as the President, Secretary and Vice-President respectively.

The Association meet of Business Administration was conducted on 12th October 2020 through Google Meet. Mrs. S.A.Rahmath Ameena Begum, Head & Assistant Professor, Department of Business Administration Wavoo Wajeetha Women's College of arts & Science, Kalypatnam was the chief guest. . Mrs. S.A.Rahmath Ameena Begum shared her words of wit on "Learn to earn – The individual behaviour". I, II and III BBA students attended the meeting.

ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI
RE - ACCREDITED WITH 'A+' GRADE BY NAAC
DEPARTMENT OF BUSINESS ADMINISTRATION

CORDIALLY INVITES YOU FOR THE
ASSOCIATION MEETING

TOPIC: LEARN TO EARN - THE INDIVIDUAL BEHAVIOR

SPEAKER: MRS. J. A. RAHMATH AMEENA BEGUM,
ASSISTANT PROFESSOR & HEAD
DEPARTMENT OF BUSINESS ADMINISTRATION,
WAVOO WAJEETHA WOMEN'S COLLEGE OF ARTS & SCIENCE,
KALYPATNAM.

DATE: 12/10/2020

VENUE: GOOGLE MEET **TIME: 3 TO 4 PM**

TO JOIN CLICK ON THE LINK BELOW
<https://meet.google.com/ksu-cara-utl>

WITH SPECIAL BLESSINGS FROM
REV. DR. SR. A.S.J. LUCIA ROSE
PRINCIPAL
ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

REV. SR. F. MARY JOYCE BABY
DIRECTOR
SELF SUPPORTING COURSES
ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Success happens as a result of preparation



Department of Business Administration (SSC) has organised an online webinar titled “Challenges experienced by young entrepreneurs: strategies to way forward ” on 30/05/2020. Our resource expert was Dr.Mr. Ankit Katrodia, Faculty of Economics and Management studies, North West University, South Africa. He hosted the meeting via Zoom. Invitation was circulated to several institutions in and around India through Whatsapp. Around 317 participants registered from various parts of India. We received a very good feedback from the participants.

A hands on training session was organised on the topic “Web programming” on 6th & 7th April 2020 through Google Meet. Ms.R.Paul Roja, Assistant Pffessor of BBA ,St.Mary’s College(Autonomous), Thoothukudi handled the session. I, II

and III BBA students attended the training with enthusiasm. Their interaction was highly remarkable.

International Webinar was organised on 30th May 2020 through Google Meet. Prof. Dr. Ankit Katrodia, Faculty of Economics & Management Studies, North West University, South Africa was the resource expert. He shared his views on “Challenges Experienced by Young Entrepreneurs: Strategies to way Forward”. The Beneficiaries were 316 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.

National Webinar was organised on 3rd November 2020 through Google Meet. Dr. Sheena, Associate Professor, School of Management, National Institute of Technology Karnataka, Mangalore was the resource person. She expressed her views on “Discovering Me! A Travel Through One’s Cognitive Journey”. The Beneficiaries were 253 student comprising of various colleges. Their interaction was highly remarkable.

On 5th and 6th of February 2021, International Conference in collaboration with Institution Innovation Council was organised. Global Virtual Conference on Start ups to Scale Up: Phases, Strategies, Innovations & Development was organised by the Department. **Ms. Santhi Durairaj MS., MBA., Ph.D.** Sr. SAP FICO Techno Functional Consultant, Pleasanton, California, United States, **Krishnendu D’costa**, CEO, Shaanan Portfolio Management, Suriname, South America. **Dr. B. Charumathi**, Professor & Head Department of Management Studies were the Resource Persons. Students of BBA, Research Scholars, Professors of Various Global Institution attended the conference.

St. Mary's College (Autonomous) Thoothukudi
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Department of Business Administration

ORGANIZING

**TWO DAYS ONLINE COURSE ON
 WEB PROGRAMMING**

**6th & 7th April 2020
 4 to 5 PM**

About the Department
 The Department of Business Administration was established in the Academic Year 2010-2011. It has been stepping stone of our students to pursue professional course related to Management. The Autonomous status of the Institution enables the department to keep abreast of the latest Developments. The Department with well-versed faculty members molds the students in an efficient way.

About the online course
 Enrich students in writing markup and website coding using HTML and help them portray best and build entrepreneurial web page, which would make students become a techy-preneur in this technologically influenced and competitive business zone.

Registration Fee: Rs 100
 For Registration please click the below link
<https://forms.gle/2PRdSKqJ1J224KHs6>
 For More Details Contact: **Ms. S. Gayathri**
 Head & Assistant Professor
 9600627052

With Special Guidance from
Dr. A. S. J. Lucia Rose, Principal
 St. Mary's College (Autonomous) Thoothukudi

COURSE DIRECTOR Ms. S. Gayathri Head & Assistant Professor	TECHNICAL COORDINATOR Ms. R. Paul Raja Assistant Professor
COURSE COORDINATOR Ms. D. Vijaya Lakshmi Assistant Professor	COURSE COORDINATOR Ms. Machado Sneha John Assistant Professor

**ST. MARY'S COLLEGE (AUTONOMOUS)
 THOOTHUKUDI**
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DEPARTMENT OF BUSINESS ADMINISTRATION

Organizes
National Webinar
 On
**DISCOVERING ME! A TRAVEL THROUGH ONE'S
 COGNITIVE JOURNEY**

Resource Person: DR. SHEENA
 Associate Professor
 School of Management
 National Institute of Technology Karnataka
 Surathkal, Mangalore

Date: 03/11/2020 Time: 10 am Venue: Google Meet

To join click on the link below
<https://meet.google.com/xnp-cqru-gfr>

With Special Blessings From

Rev. Dr. Sr. A. S. J. Lucia Rose Principal St. Mary's College (Autonomous) Thoothukudi	Rev. Sr. Flora Mary Secretary St. Mary's College (Autonomous) Thoothukudi	Rev. Sr. F. Mary Inyoc Baby Director, SSC St. Mary's College (Autonomous) Thoothukudi
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CONVENOR
Ms. S. Gayathri
 Head & Assistant Professor
 Department of Business Administration
 St. Mary's College (Autonomous) Thoothukudi

ORGANIZING COMMITTEE

Ms. D. Vijayalakshmi Assistant Professor	Ms. R. Paul Raja Assistant Professor	Ms. Shermila Assistant Professor
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Department of Business Administration & Institutions' Innovation Council conducted one day E-Experiential learning programme on 28th May 2021 at 4:00 pm through Microsoft Teams on the topic "DIY-Disinfectants hacks". Ms.Saranya pradeep, The Proprietor of Villa Home made soaps, Trivandrum was the resource person. The session was commenced by addressing the chief guests and our college dignitaries Rev. Dr. Sr. Flora Mary, Secretary of St.Mary's College (Autonomous), Rev. Dr. Sr. A. S. J Lucia Rose, Principal of St.Mary's College (Autonomous), Rev. Dr. Sr. F. Mary Joyce Baby, The Director of Self Supporting Courses. It was followed by Inaugural address delivered by Ms.Gayathri , Assistant Professor and Head of the Department was the convener of the programme. Subsequently, the trainer started the programme by sharing her words of experience on how to establish a business by less investment and also gave an idea about pricing strategies. In this meet the students were able to get an idea of soap making in different flavors and also making of vessel cleanser which can be used as an disinfectants for current pandemic situation. In between the resource person shared some useful beauty tips and cleared the doubts and questions aroused by the students. The interactive way of the entire session came up with an idea for our students to become an cosmetic entrepreneur.

ST. MARY'S COLLEGE (AUTONOMOUS)
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 Thoothukudi, Tamilnadu

Institution's Innovation Council
 &
 Department of Business Administration
Jointly Organise

E - Experiential learning
 ON
"DIY - Disinfectants Hacks"



Ms. Saranya Pradeep
 Proprietor of Villa Homemade Soaps
 Trivandrum.

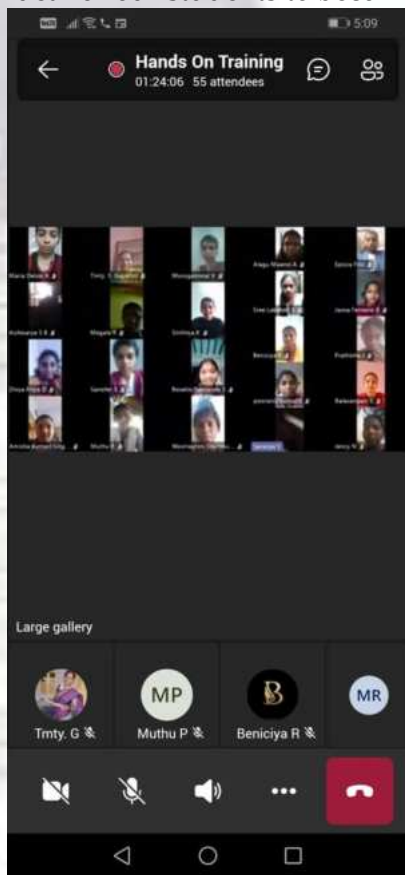
Date: 28/05/2021 **Time:** 4.00 p.m. **Venue:** MICROSOFT TEAMS

With The Blessings From

Sr. Flora Mary <i>Secretary</i>	Dr. Sr. A.S.J. Lucia Rose <i>Principal President, IIC</i>	Dr. Sr. C. Shibana <i>Deputy Principal Vice President, IIC</i>	Dr. Sr. F. Mary Joyce Baby <i>Director SSC</i>
Ms. A. Amora <i>Convener, IIC</i>	Ms.S.Gayathri <i>Convener Head & Assistant Professor Department of Business Administration</i>	IIC Member Ms.R.Paul Roja <i>Assistant Professor</i>	

STAY HOME **STAY SAFE**

For more details
 Pin up your Email to blsaemc@p@gmail.com
 Say Hello to: 9600027072



BOARD OF STUDIES

The Board of Studies Meeting of the Department of Business Administration was conducted on 26/02/2022 at 10.00 am in the department of Business Administration.

No. of Members Present

External Members :

- Dr. A. Sambathkumar : University Nominee, Assistant Professor, BBA. M.S
University Constituent Model College, Nagalpuram.
- Dr. S. Madhavan : Subject Expert, Professor, Department of Management
Studies, M. S University.
- Dr. J. Vijayadurai : Subject Expert, Professor, Department of Management
Studies, M. K University, Madurai.
- Mr. Vignesh Surya : Industrialist.
- Ms. V. Monisha Peeris : Alumnae Representative.

The Syllabus was designed in the pattern of Outcome Based Education with Choice Based Credit System.

The board acknowledged and approved the set pattern.

Community Development programme

The students of II BBA were asked to make posters, banners and videos based on Covid 19 to spread awareness among the adopted village Seirvakaranmadam. Students enthusiastically participated in the campaign. Selected posters were converted to a running video and it was shared among the Whatsapp group of the village people.



COMMUNITY DEVELOPMENT PROGRAMME
ST. MARY'S COLLEGE (AUTONOMOUS)
THOOTHUKUDI – 628 001, TAMIL NADU
AISHE code: C-41151
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DEPARTMENT OF BUSINESS ADMINISTRATION
Organises
**SOCIAL AWARENESS CAMPAIGN ON
COVID 19**
DATE: 28/04/2021
WITH SPECIAL GUIDANCE FROM

Rev. Dr. Sr. A. S. J. Lucia Rose Principal St. Mary's College (Autonomous) Thoothukudi	Rev. Sr. Flora Mary Secretary St. Mary's College (Autonomous) Thoothukudi
Rev. Dr. Sr. F. Mary Joyce Baby Director, Self Supporting Courses St. Mary's College (Autonomous) Thoothukudi	
CONVENOR Dr. Sr. S. Kulandai Therese UBA Coordinator St. Mary's College (Autonomous) Thoothukudi	CDP ORGANISER Ms. S. Gayathri Head & Assistant Professor Department of Business Administration Ms. R. Paul Roja Assistant Professor

**WORKSHOP/ ACTIVITY/ COMPETITION/ AWARENESS EVENT PARTICIPATED BY THE STAFF OF
DEPARTMENT OF BUSINESS ADMINISTRATION**

WORKSHOP/ ACTIVITY/ COMPETITION/ N/ AWARENESS EVENT	TITLE OF THE WORKSHOP/ ACTIVITY/ COMPETITION/ AWARENESS EVENT	ORGANIZED BY	START DATE	END DATE	STAFF NAME
Webinar	World Book Day values of life	Birla Institute of Management Noida	23/04/2020		Ms. Gayathri
Workshop	Social Entrepreneurship	HP Life	13/04/2020		Ms. Gayathri
Course	Research methodology for social science	Indian academic researchers association	06/04/2020	12/04/2020	Ms. Gayathri
National Workshop	Fine tuning research planning using Elsevier tools science direct, scopus and mendeley	Research development committee	25/04/2020		Ms. Gayathri
Quiz	World intellectual property day	Noor Islam center for higher education	26/04/2020		Ms. Gayathri
Workshop	Improve your skills	Department of Mathematics, SF, Virudhunager hindu nadar senthilkumar nadar college (Autonomous) Virudhunagar	27/04/2020	29/04/2020	Ms. Gayathri
Workshop	Examination Guidance for qualifying NET/SET	M.S. college, Mumbra	29/04/2020		Ms. Gayathri
Quiz	Marketing	Bachelor of management studies with IQAC, Pilai HOC College of arts, science and commerce, Rasayani	30/04/2020		Ms. Gayathri
Awareness	COVID 19	Dhanalakshmi Srinivasan Institute of research and technology	07/04/2020		Ms. Gayathri

Quiz	Research Methodology	The standard firework Rajaratnam college for women (Autonomous)	03/05/2020		Ms. Gayathri
Workshop	Cyber Security During Covid 19	IQAC Committee, SMT. Kamaladevi Gauridutt Mittal College	03/05/2020		Ms. Gayathri
Workshop	How to use turitin software for your research	Guru Nanak institute of management studies	04/05/2020		Ms. Gayathri
Awareness	Finance	Sandip foundation	12/05/2020		Ms. Gayathri
FDP	Covid 19 impact on education	IIIIER	14/05/2020		Ms. Gayathri
Quiz	Entrepreneurship	XIBA, Palayamkottai	08/05/2020		Ms. Gayathri
Quiz	RESEARCH METHODODOLOGY AND TEACHING APTITUDE	PG & Research Department of Commerce, Islamiah College (Autonomous), Vaniyambadi	20/05/2020		Ms. Gayathri
FDP	E learning resource & teaching methods in education &research development	Sri Sai Ram College of engineering with MHRD	27/04/2020	09/05/2020	Ms. Gayathri
FDP	Moodle learning management system	VPIMSR	12/05/2020	17/05/2020	Ms. Gayathri
Webinar	Insurance for business enterprise	Department of. Commerce, Kalasalingam academy of research and education	15/05/2020		Ms. Gayathri
Webinar	Future of entrepreneurship and employment opportunities	Nehru institute of technology ,Department of MBA	13/05/2020	15/05/2020	Ms. Gayathri
Quiz	Exploring e-learning resources and e- contest	Sadakathulla appa college	12/05/2020		Ms. Gayathri
Quiz	Entrepreneurship development	XIBA	08/05/2020		Ms. Gayathri

Quiz	E- commerce		SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE,COIMBATORE	04/05/2020	Ms. Gayathri
FDP	How to write effective case study		Atmiya university ,Rajkot	02/05/2020	Ms. Gayathri
Webinar	covid-19 Uncertainties	Managing	ATMA RAM SANATAN DHARMA COLLEGE,UNIVERSITY OF DELHI	30/04/2020	Ms. Gayathri
Awareness	Current Affairs 2020		Department for Business Studies and Centre for Research	22/05/2020	Ms. Gayathri
Awareness	Teaching Aptitude		PG Department of Commerce (SF) Jamal Mohamed College (Autonomous)	May 2020	Ms. Gayathri
Quiz	"B-Quiz 2020"		Department of Business Administration, Kamaraj College Thoothukudi.	07/05/2020	Ms. Gayathri
Workshop	Introduction to big data and artificial intelligence		Institute of Leadership and Governance (ILG) The Maharaja Sayajirao University of Baroda, Vadodara, Gujarat, India	31/05/2020	Ms. R. Paul Roja
National Webinar	Gender and Cyber Crimes During Covid 19		Women development cell and Internal Complaint Committee, Bunts Sangah's S.M.Shetty College of Science, Commerce & Management studies, Powat, Mumbai.	27/05/2020	Ms. R. Paul Roja
Quiz	Emerging Transition in Humanities after Covid 19		Environmental Science Club in association with	28/05/2020	Ms. R. Paul Roja

Department of chemistry,
K. Ramakrishnan College
of Engineering

Workshop	Education 4.0- Season II	IQAC, Atharva College of Engineering	28/05/2020	30/05/2020	Ms. R. Paul Roja
Webinar	Recent trends in Computer Science Research	Department of computer Science, Sri Vasavi College (SFV, E	26/05/2020		Ms. R. Paul Roja
Webinar	A DETAILED DELIBERATION ON CORONA	Internal Quality Assurance Cell and Department of Urdu of C.Abdul Hakeem College	11/05/2020		Ms. R. Paul Roja
Webinar	WORK LIFE BALANCE IN PHASE OF PANDEMIC	TESCOM	18/05/2020		Ms. R. Paul Roja
Quiz	COVID – 19 AWARENESS QUIZ COMPETITION	THOOTHUKUDI DISTRICT HOCKEY ASSOCIATION in association with Pothigai Skill & Sports Development Organisation [POSSDO]	04/05/2020		Ms. R. Paul Roja
Quiz	Impact of Covid 19 on foreign direct investment	Department of Management Studies & Research & Development Cell, Technia Institute of Advanced Studies	May 2020		Ms. R. Paul Roja
FDP	Learning through Gamification	PSNA College of Engineering and Technology, Dindigul	30/04/2020		Ms. R. Paul Roja
Webinar	Emotional Intelligence	G.T.N Arts College (Autonomous) Dindigul	26/05/2020		Ms. R. Paul Roja
Quiz	Research Methodology	Rai University	02/05/2020		Ms. R. Paul Roja
Webinar	How to Use Turnitin Software for your Research	GURU NANAK INSTITUTE OF	04/05/2020		Ms. R. Paul Roja

	“Turnitin Campus”	Online on	MANAGEMENT STUDIES			
FDP	Redefining Education through Gamification		Internal Quality Assurance Cell & Center for faculty development, Geetha Jeevan Arts & Science College, Thoothukudi	19/05/2020	Ms. Roja	R. Paul
Webinar	“Importance of e-commerce & e-marketing in present situation”		Govt. P.G. College, Pipariya	15/05/2020	Ms. Roja	R. Paul
Workshop	Anti – Plagiarism in research writing		Dr.SNS Rajalakshmi College of arts & science	29/04/2020	Ms. Roja	R. Paul
Awareness	Covid 19		Brain O Brain	May 2020	Ms. Roja	R. Paul
Quiz	Covid 19		Sipna College of Engineering & Technology, Amravati	01/05/2020	Ms. Roja	R. Paul
FDP	“Covid -19 Impact on Education”		International Youth Society, Tuticorin Chapter in association with IIIER (Indian Institute of Industry Interaction Education and Research)	14/05/2020	Ms. Roja	R. Paul
Awareness	“Lockdown: Online Boon”		AIMS, Baramati	16/05/2020	Ms. Roja	R. Paul
Awareness	Covid 19		Research Centre in Botany, St. John’s College	07/05/2020	Ms. Roja	R. Paul
Quiz	“B-Quiz 2020”		Department of Business Administration, Kamaraj College Thoothukudi.	07/05/2020	Ms. Roja	R. Paul
Webinar	“Demystifying Learning Modelling and Analytics Tamil Nadu”	Machine Predictive Real-Time	Department of CSE, IT & MCA, Dhanalakshmi Srinivasan Engineering College, Perambalur	24/05/2020	Ms. Roja	R. Paul

Webinar	“Digital Marketing Strategies for E-Commerce”	Department of Commerce - PG & B.Com (B & I), G.T.N. Arts College (Autonomous), Dindigul	14/05/2020		Ms. Roja	R. Paul
FDP	My Life my pride my career	Department of accounting & finance (Shift II) in association with Audacious Dreams Foundation	18/05/2020		Ms. Roja	R. Paul
International Workshop	Latest trends in commerce	Department of Commerce and Research Centre, Sarah Tucker College, Tirunelveli	14/05/2020	16/05/2020	Ms. Roja	R. Paul
Awareness	“Research methodology for social science research”	Internal Quality Assurance Cell (IQAC) of MES Asmabi College, P Vemballur, Kodungallur, Kerala,	26/04/2020		Ms. Roja	R. Paul
Quiz	“HUMAN RESOURCE”	Department of Bachelor of Management Studies in association with IQAC	30/04/2020		Ms. Roja	R. Paul
National Webinar	“CONCEPT DEVELOPMENT AND MODEL BUILDING FOR SOCIAL SCIENCE RESEARCH”	Department of Business Administration, Kongu arts and science college, Coimbatore	27/05/2020		Ms. Roja	R. Paul
Webinar	Annachi Shri N Periasamy Memorial Endowment Lecture	Geetha Jeevan Arts & Science College, Kurukkuslai	26/05/2020		Ms. Roja	R. Paul
Course	Income Tax for Beginners - Income from Capital Gain	Sri Krishna Aditya College of Arts & Science, Coimbatore	29/04/2020		Ms. Roja	R. Paul
Quiz	Covid 19	VANITA VISHRAM WOMEN'S COLLEGE OF COMMERCE	03/05/2020		Ms. Roja	R. Paul

National Webinar	Level	Unlock Your Potential	Department of BBA, V.O.Chidambaram College, Thoothukudi.	26.05.2020		D.Vijaya Lakshmi
National Management Quiz	Level	Management	Dept of BBA, J.P.College of Arts & Science, Tenkasi.	28.05.2020		D.Vijaya Lakshmi
National Online Quiz	Level	Insolvency and Bankruptcy Code 2016	Dept of Commerce, Sree Ayyappa College for Women, Nagercoil	25.05.2020		D.Vijaya Lakshmi
National Online Quiz	Level	IFRS	Dept of Commerce, St.Ann's College for Women, Hyderabad.	20.05.2020		D.Vijaya Lakshmi
National Webinar	Level	Entrepreneurial Challenges & Opportunities	Entrepreneurial Development Club, Rathinam College of Arts & Science, Coimbatore.	20.05.2020		D.Vijaya Lakshmi
Online Quiz		COMMENURONS 2020	Dept Of Commerce, Velumanoharan Arts & Science College for Women, Ramanathapuram.	18.05.2020		D.Vijaya Lakshmi
E-Quiz		Teaching Aptitude	Dept of Commerce, Jamal Mohamed College, Tiruchi.	11.05.2020		D.Vijaya Lakshmi
FDP		Online College Management & Online Content Creation Tools	Lala Lajpat Rai College of Commerce & Economics,Mumbai	30.04.20	01.05.20 & 02.05.20	D.Vijaya Lakshmi
Online Quiz		Financial Management Analysis	Mass College of Arts & Science, Kumbakonam.	04.05.2020		D.Vijaya Lakshmi
National Webinar	Level	Unlock Your Potential	Department of BBA, V.O.Chidambaram College, Thoothukudi.	26.05.2020		Machado Sneha John
National online Quiz	Level	Intellectual Property Rights	Dept of Commerce,	03.05.2020		Machado Sneha John

					The Standard Fireworks Rajaratnam college of women(Autonomous).		
National Webinar	Level	Effective skill and	research publication	writing	Dept of Civil Engeneering, Shri Chatrapati Shivajiraj college	22.05.2020	Machado Sneha John
Online Cetificate course		Entrepreneurship: the Business	Greating		Dept of Commerce, Vivekananda College of arts and science.	15.05.2020 22.05.2020	Machado Sneha John
National Webinar		Entrepreneurial Oppurtunities	Challenges &		Entrepreneurial Development Club, Rathinam College of Arts & Science, Coimbatore.	20.05.2020	Machado Sneha John
FDP		Redefining through Gamification	Education		IQAC, Geetha Jeevan Arts And Science College	19.05.2020	Machado Sneha John
E-Quiz		Teaching Aptitude			Dept of Commerce, Jamal Mohamed College, Tiruchi.	11.05.2020	Machado Sneha John
FDP		Online College & Online Content Tools	Management Creation		Lala Lajpat Rai College of Commerce & Economics,Mumbai	30.05.20 02.06.2020	Machado Sneha John
National Online Quiz	Level	Marketing			Bharath Institute of science and technology	13.05.2020	Machado Sneha John
FDP		MOODLE Management System	Learning		G. Venkataswamy naidu College and Spokent Tutorial IIT Mumbai.	27.04.2020 05.05.2020	Machado Sneha John
National FDP	Level	Online college & online content creation	management		Dept of BMM, Lala Lajpath Rai College and North Strom Academy	30.04.2020 02.05.2020	Machado Sneha John

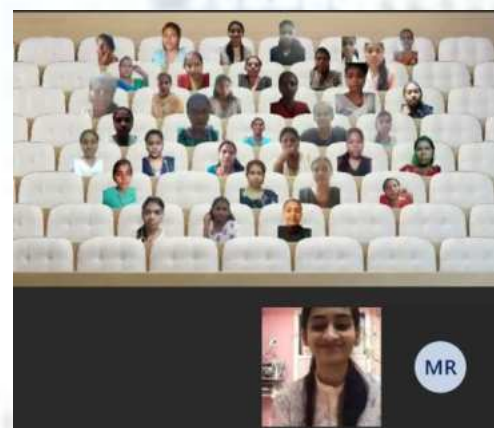
As Resource Person :

Name of the Staff & Designation	Topic	Place	Date
Ms.S.Gayathri, Head & Assistant Professor	Rural Entrepreneurship	MSME, Vembar, Thoothukudi	18-December-2020
Ms.S.Gayathri, Head & Assistant Professor	Introduction to Entrepreneurship	All India Chamber of Commerce, Thoothukudi	22-December-2020
Ms.S.Gayathri, Head & Assistant Professor	Sales & Marketing	All India Chamber of Commerce, Thoothukudi	22-January-2021



IIC Report

Department of Business Administration & Institutions' Innovation Council conducted its first council meeting on 21st December 2020 at 2:30 to 3:30 PM through Microsoft Teams on the topic "Motivational Session by Successful Entrepreneur". Ms.K.Darika Sonali founder of Sonaliartistry, Tuticorin & alumnae of our Department of the Batch 2015 -2018 was the resource person. She exposed her words of experience to become an entrepreneur and how to sustain in business.




Department of Business Administration & Institutions' Innovation Council conducted its first council meeting on 26th February 2021 at 10:00 AM through Microsoft Teams on the topic "Workshop on Business Model Canvas". Dr.S.Sivakumar MBA., M.SC (Psy), Professor & Business Consultant was the resource person. He exposed his words of experience on how to develop Business Models.



Students Activities

Name	Class & Department	Webinar / Workshop Attended	Name of the Competition	Prize Won	Title of the Paper Presented (If any)	Organised by	Date
Jeyashree Harishma Mahalakshmi.K Moohashini Shunmugi.P Yogalakshmi. M Punitha Rajeswari Maria Dharshini Ananathi.R Beniciya Divya Bharathi.A Dharani Priya	III BBA	Workshop on Financial Management for Women Entrepreneurs	-	Participated	-	EDII -TN - Young Minds	14-December-2020
Harishma Mahalakshmi. A Janoline. A Moohashini Shunmugi. P Punitha Rajeswari. S Sakthi Saraswathi	III BBA		COMG ALA 21	I (Best Manager) I (Business Quiz)		TMM College, Kulathur	10-March-2021



Shalini. S				I (Business			
Sneha. R				Quiz)			
Solai Preethi. M							
Yoga Lakshmi. M							
Arockiya							
Anusha. J							
Jency. N							
Jeyamalar. P							
Karthika. R							
Maria Lourdu							
Jemista. G							
Rubiya. R							

No. of Projects Undertaken

Title	Reg. No
A Study on Impact of Sports Celebrity	Hema. A 17SUBA15
Credibility of Consumer Behaviour towards FMCG Products (with special reference to Thoothukudi Consumers)	Lincy Violet Angeline.J 17SUBA28
	Muthumari.M 17SUBA37
	Ponselvi.R 17SUBA41
	Ramalakshmi.V 17SUBA47
A Study on Perception towards Quality of Work Life of Top Restaurants Workers in Thoothukudi	Athilakshmi.N 17SUBA07
	Jerline Mizpha.J 17SUBA18
	Malavika.C 17SUBA29
	Nivetha.A 17SUBA39
	Shamly.J 17SUBA56

Title	Reg. No
A Study on Comparative Analysis Towards Swiggy & Zomato	Anusha. S 17SUBA05
	Arokia Helena Francy. T 17SUBA06
	Chellammal. G 17SUBA09
	Muthu Mari. N 17SUBA38
	Subbulakshmi.L 17SUBA62
A Study on Marketing Strategies Used in in online Advertising with an integrated Marketing Communication.	Abisha. R 17SUBA01
	Karthika Devi T 17SUBA24
	Kasipoo. C 17SUIBA25
	Pratheba. S 17SUBA42
	Rabina S 17SUBA44
	Rashmi. R 17SUBA48

Title	Reg. No
A Study on Employee Distress towards welfare provided in conch shells organizations.	Esala Manohari. S 17SUBA11
	Jency. P 17SUBA16
	Jenisha. V 17SUBA17
	Juliet Soemiya. A 17SUBA21
	Muthulakshmi.C 17SUBA36
A Study on Growth of Agropreneurs in Thoothukudi Corporation.	Haripriya. R 17SUBA14
	Kanchana R 17SUBA22
	Rajeswari. S 17SUBA46
	Selva Thilo.A.R 17SUBA54
	Siva Sankari.B 17SUBA58

Title	Reg. No
A Study on Inducing Factor of Success on Women Entrepreneurs.	Divya Banu. P 17SUBA10
	Philomin Agnes Bala.T 17SUBA40
	Raga Priya K 17SUBA45
	Sabari Manjula.R 17SUBA51
	Shivani. R 17SUBA57
A Study on Barriers of Women Entrepreneurs in Thoothukudi Corporation.	Esther Joy Blessy. M 17SUBA12
	Jeya Durga. J 17SUBA19
	Muthu Abirami. D 17SUBA34
	Rose Bella. A 17SUBA50
	Sona Ratham. S 17SUBA59

Title	Reg. No
A Study on Factors influencing affluent Entrepreneur.	Jose Snega. U 17SUBA20
	Kanimoli. V 17SUBA23
	Maria Angel Priskilla. J 17SUBA31
	Raasika. R 17SUBA43
	Rivinsha.T 17SUBA49
	Subasri Rajam.S 17SUBA61
A Study on Consumer preferences towards organic food products.	Kohila.S 17SUBA26
	Mari Priya. K 17SUBA30
	MArieswari.M 17SUBA32
	Muthu Bharathi..T 17SUBA35
	Selciya.P 17SUBA53
	Shalini.J 17SUBA55