

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

Department of Business Administration

Newsletter 2021 - 2022

“ 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.

ALDO D'AMICO

© 2017





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 of 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.





Success happens as a result of preparation

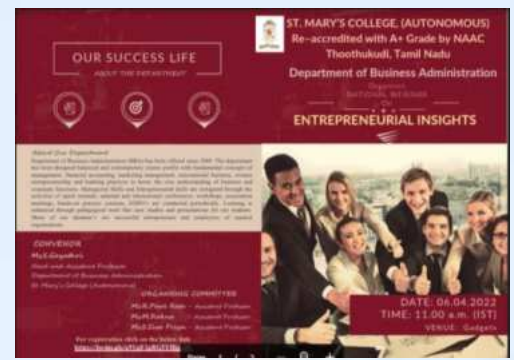


Department of Business Administration & Entrepreneurship Development and Innovation Institute, Government of Tamilnadu conducted one day National Webinar on 27th September 2021 at 9:30 am through Zoom on the topic "Entrepreneurship and governmental support - Owing your Future". Mr. A.R.A Raj Kumar, Trainer, MSME, Mr. K. Sivashankaran GM, Tirunelveli, DIC, Mr. R.E Baskaran, Joint Director EDII, Chennai, Mr. Satheeshkumar, EDII, Chennai, Smt. Grace J. Moren IOB, IDM, Chennai 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. Sr. Josephine Jeyarani 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 trainers started the programme by sharing their words of experience on how to develop entrepreneurship with help of government and in which it subsequently helps them to owe their future. In this meet the students were able to get an idea of all techniques, skills and ideas to start a business. The interactive way of the entire session came up with an idea for our students to become an Optimistic entrepreneur.

Department of Business Administration conducted its association meeting on 28th September 2021 at 11:00 am through Microsoft Teams on the topic "Workplace Etiquette". Ms. Sneha Abraham, Manager-Sales, Siemens Ltd, Chennai 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. Josephine Jeyarani, The Director of Self Supporting Courses. The meeting was followed by the welcome address given by Ms. Snowphiya, President of Business Administration followed by Minutes reading by Ms. Alaghu Mansi Secretary of Business Administration, Subsequently, the trainer started the programme by sharing her words of experience on how to establish work place etiquette and also gave an idea about all techniques strategies to be carried out in the business environment. In between the resource person shared some useful information regarding work place and cleared the doubts and questions aroused by the students. The interactive way of the entire session gave more useful ideas to students regarding all basic business etiquette.



Department of Business administration in collaboration with Entrepreneurship Development and Innovation Institute, government of Tamil Nadu organized hands on training on the topic Business model preparation from 29th November 2021 to 1st December 2021. The Beneficiaries were I, II and III BBA students.



Department of Business Administration conducted National Webinar through ZOOM platform and YouTube live streaming on 6th April 2022. Ms.S.Gayathri, Coordinator and Assistant Professor was the convenor. Prof.K.Chandrasekar, Campus Director, Department of Management Studies, University of Kerala was the resource person. The webinar highlighted on the insights of entrepreneurial thoughts. Exemplary examples were given by the resource person on various dimensions relating to entrepreneurial skills. The webinar came to an end with vote of thanks delivered by Ms.R.Paul Roja, Assistant Professor, and Department of Business Administration.



Department of Business Administration conducted its Association Meeting through Microsoft teams on 7th April 2022. Ms.S.Gayathri, Coordinator and Assistant Professor was the convenor. Ms.N.Stella, Assistant Professor, Department of Business Administration, St.Xavier's College (Autonomus), Palayamkottai was the resource person. The meet highlighted on what higher education system expects from students. The meet came to an end with vote of thanks delivered by Ms.M.Rakna, Assistant Professor, Department of Business Administration. Students of I, II and III BBA were the beneficiaries.

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)
Re-accredited with A+ Grade with NAAC
Thoothukudi, TamilNadu

Department of Business Administration

 Cordially invites you for the

ASSOCIATION MEETING

Topic: "Workplace Etiquette "

Speaker:
Ms. Sneha Abraham
Manager- Sales,
Siemens Ltd, Chennai

Office bearers:
Ms. A. Snowphiya, President - III BBA
Ms. A. Alagu maansi, Secretary - II BBA
Ms. S. Dhanusha, Vice-president - I BBA

With special blessings from
Rev. Sr. Flora Mary, Secretary
Rev. Sr. Dr. A.S.J Lucia Rose, Principal
Rev. Sr. Josephine Jeyarani, Director, SSC



Date: 28/09/2021
Venue: Microsoft Teams
Time: 03.00pm-04.00pm

CERTIFICATE OF PARTICIPATION

Bhuvaneshwari, J

Self BBA General SS 100 St. Mary's college autonomous India

HAS PARTICIPATED IN

NATIONAL WEBINAR ON ENTREPRENEURIAL INSIGHTS ORGANISED BY DEPARTMENT OF BUSINESS ADMINISTRATION, ST. MARY'S COLLEGE (AUTONOMOUS), RE - ACCREDITED WITH A+ GRADE BY NAAC, THOOTHUKUDI, TAMIL NADU, INDIA. CONDUCTED ON 6TH MARCH 2022

4/8/2022
Date of issue


Convener

Made for free with Certify'em

Certificate ID 06MTZA-CE00032

ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION INSTITUTE
(An autonomous society of the Government of Tamil Nadu)

Awards this Certificate to

Miss. AMUTHA .S
D/o SENNAPPAN .S
of Thoothukudi District

on successful completion of

Entrepreneurship Development Programme
under
Business Model & Business Plan Preparation
held from 29.11.2021 to 01.12.2021

BM&BP/20/TRV-01/2021-22
2021150771



*Note: This certificate is computer generated and does not require any hand signatures to be signed. The authenticity of this certificate can be verified at www.edii.in.

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)
 Re-accredited with A+ Grade by NAAC
 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>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 bbaincnet07@gmail.com
 Say Hello to: 9600627012

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 6 to 8 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
20.09.2021	07.01.2022
27.09.2021	28.01.2022
03.09.2021	11.02.2022
10.09.2021	04.03.2022
08.10.2021	25.03.2022

Certificate Courses

Connect – Effective Communication Programme was offered as Certificate course by the Department of Business Administration from August 2022 – September 2022 to the III BBA Students. Ms. Abila was the instructor and the course was held after the regular college hours from 2 pm to 4 pm. They were made to appear for an oral/ written test at the end of the programme and were issued certificates with Grade levels according to their percentage of attendance and based upon their performance in the test. 25 students benefitted out of this programme. This laid helping hands to the students to enrich their soft skills.



BOARD OF STUDIES

The Board of Studies Meeting of the Department of Business Administration was conducted on 07/10/2021 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.

MOU ACTIVITY

Department of Business Administration signed its Memorandum of Association with Thuditssia, Thoothukudi on 8th December 2021.

Department of Business Administration signed its Memorandum of Association with Aadhi Foundation, Coimbatore on 9th December 2021.



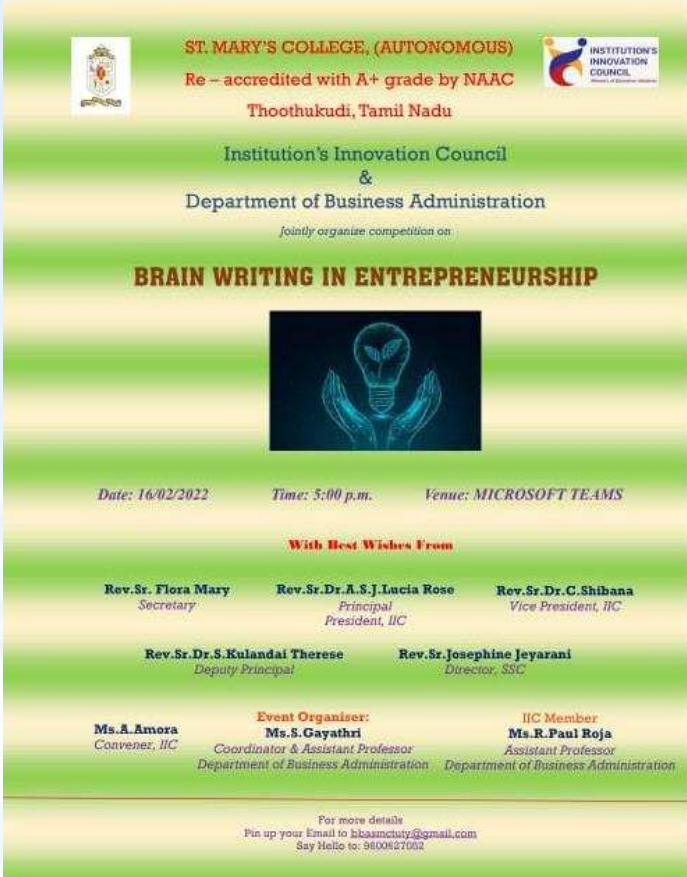
PTA MEET

The parents Teachers Association conducted meetings regularly for all the parents and the students of the department. The meetings were held respectively for I BBBA on 21.01.2022, II BBA on 11.08.2021 and for III BBA on 03.02.2022. The Marian Alumnae meet was organized on 23.04.2022.

IIC ACTIVITY

IIC activity conducted on brain writing in entrepreneurship on 16th february 2022. Students were able to have an insight on what is business models. This boosted them to start their career as an entrepreneur. It was a motivated session. Many of the students were able to get knowledge on how to develop business models with their own skills. A stiff competition prevailed between the students to overcome with the hurdles in their innovative ideas.

IIC activity conducted critical thinking on 17th february 2022. It enabled the students to have a thorough knowledge on how to bring out their innovative ideas and present them towards the society. It paved way for analysing what critical thinking actually meant in real life.



The poster is for an event titled "BRAIN WRITING IN ENTREPRENEURSHIP". It features a central image of a glowing blue lightbulb with a brain inside, held by two hands. The background is a gradient of green and yellow. At the top, it mentions "ST. MARY'S COLLEGE, (AUTONOMOUS)" and "Re-accredited with A+ grade by NAAC". Below that, it says "Institution's Innovation Council & Department of Business Administration". The event details are: Date: 16/02/2022, Time: 5:00 p.m., Venue: MICROSOFT TEAMS. It lists several faculty members with their roles, including the Event Organiser, Ms. S. Gayathri, and IIC Member, Ms. R. Paul Roja. Contact information is provided at the bottom.

ST. MARY'S COLLEGE, (AUTONOMOUS)
Re-accredited with A+ grade by NAAC
Thoothukudi, Tamil Nadu

**Institution's Innovation Council
&
Department of Business Administration**
jointly organize competition on:

BRAIN WRITING IN ENTREPRENEURSHIP

Date: 16/02/2022 Time: 5:00 p.m. Venue: MICROSOFT TEAMS

With Best Wishes From

Rev.Sr. Flora Mary **Rev.Sr.Dr.A.S.J. Lucia Rose** **Rev.Sr.Dr.C. Shibana**
Secretary *Principal* *Vice President, IIC*
President, IIC

Rev.Sr.Dr.S. Kulandai Therese **Rev.Sr. Josephine Jeyarani**
Deputy Principal *Director, SSC*

Ms.A. Amora **Event Organiser:** **IIC Member**
Covener, IIC **Ms. S. Gayathri** **Ms. R. Paul Roja**
Coordinator & Assistant Professor *Assistant Professor*
Department of Business Administration *Department of Business Administration*

*For more details
Pin up your Email to khaanactivity@gmail.com
Say Hello to: 9600027002*

NO. OF PROJECTS

TITLE	REG NO	NAME
Assessment of factors affecting the progressive performance of women entrepreneurs in Tamilnadu	19SUBA10 19SUBA06 19SUBA19 19SUBA01	Jayasurya J Emima I Maria Lourdu Jemista G Amisha Kumari Singh A
A Study on stress management practices followed by hospital employees during covid -19 with special reference in Thoothukudi	19SUBA05 19SUBA11 19SUBA29 19SUBA15	Divya Muthulakshmi M Jency A Sumathi D Kaviya Eswari S
A Study on victorious growth of women entrepreneurs with special reference in Thoothukudi	19SUBA04 19SUBA16 19SUBA25 19SUBA18	Bala sangai S Mamtha Kayathri .A Rubiya .R Maria Josephine Infanta R
A Study on job stress and its impact on teaching staff in Thoothukudi Corporation	19SUBA09 19SUBA03 19SUBA23 19SUBA19	Jeyamalar P Arockiya Anusha J Muthu P Jaiwin Betcy.A
A Study on effectiveness in organisational culture in Raja Agencies	19SUBA30 19SUBA02 19SUBA12 19SUBA26	Thanga Shalini J Anitha Roshini J Jenifer B Sangeetha K
A Study on marketing strategy of sea foods reached in foods reached in Thoothukudi	19SUBA28 19SUBA14 19SUBA21 19SUBA24	Snowphiya A Karthiga R Megala R Nandhini Devi C
A Study on import and export procedure and documentation in Raja Agencies	19SUBA22 19SUBA07 19SUBA08 19SUBA27	Minu Rachel S Epsica S Essakiammal Devi T Sinthiya M