



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

Department of Business Administration

Newsletter 2022 - 2023

“ 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.

ALAN DANKIN

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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

2022 -2023

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.

Department of Business Administration organised its association meeting on the topic "Attitude is Everything" on 26/08/2022. Dr.A.Kingston, Assistant Professor, Department of Commerce, V.O.Chidambaram College, Thoothukudi was the resource person.





Success
happens as
a result of
preparation



Department of Business Administration organised International webinar on the topic Envision Entrepreneurship by Building Leadership Competency on 12th September 2022. Dr. Sankar Ganesh, Professor, Faculty of Management, Sharada University, Uzbekistan was the Resource Person. The session started with Prayer Song. Ms.S.Gayathri, Head & Assistant Professor of Business Administration welcomed the Gathering. Dr.Sankar Ganesh explicated the upcoming opportunities available for entrepreneurs. He also highlighted the success of leaders. He gave a brief outlet on difference between boss and leader. The meeting was live streamed through you tube platform. The meeting came to an end with vote of thanks by Ms.Christeena, Assistant Professor, Department of Business Administration followed by the National Anthem.

Department of Business Administration organised National webinar on the topic Business Barriers to Entrepreneurs on 9th September 2022. Dr. Gaurav Khanna, Assistant Professor, Department of Commerce and Management, Marwadi University, Rajkot, Gujarat was the Resource Person. The session started with Prayer Song. Ms.S.Gayathri, Head & Assistant Professor of Business Administration welcomed the Gathering. Dr.Gaurav Khanna explicated the barriers faced by entrepreneurs. He listed out the environmental barriers faced by entrepreneurs. The meeting was live streamed through you tube platform. The meeting came to an end with vote of thanks by Ms.Christeena, Assistant Professor, Department of Business Administration followed by the National Anthem.

Department of Business Administration and Entrepreneurship and Innovation Cell organised one day workshop on Cake Baking on 27th October 2022 in Fatimal Hall from 2 p.m. to 5 p.m. Ms. Maria Heartina Adlin Vaz, Assistant Professor, Department of Microbiology, St. Mary's College (Autonomous), Thoothukudi was the Trainer. 93 students from various disciplines were benefited out of this workshop. The students were inculcated with the knowledge and process of making homemade cakes with or without OTG machine; at the end of the programme all the students have displayed their cakes for the sale expo.



<p>AIM OF THE WEBINAR:</p> <p>The webinar seeks to further research and promote business in the digital era. It focuses on the challenges faced by entrepreneurs and corporate in high potential countries such as India in the era of digitalisation. The insights and analyses presented in this webinar are expected to provide guidance to future entrepreneurs and set the agenda for entrepreneurship and policy formulation in the future.</p> <p>The webinar agenda:</p> <ul style="list-style-type: none"> • Provide a platform for a diverse range of leading authorities to present research, trends, analysis, expert opinions, and experiences. • To discuss the challenges and opportunities in the digital era for entrepreneurs in high potential countries today. • To understand the role of technology in challenges and business and to understand how to overcome entrepreneurial practices and programmes that are a focus in the new landscape. 	<p>ABOUT THE DEPARTMENT:</p> <p>Department of Business Administration (BBA) has been offered since 2008. The Department has been assigned balanced and contemporary course with fundamental concepts of management, financial accounting, marketing management, international business, human entrepreneurship and banking practices to train the new abstractions of business and improve business. Managerial Skills and Entrepreneurial skills are nurtured through the activities of guest lectures, national and international conferences, workshops, association meetings, hands-on practice sessions. EDPC's are conducted periodically. Learning is enhanced through pedagogical tools like case studies and presentations for the students. Many of our alumni's are successful entrepreneurs and employees of reputed organisations.</p>	<p>ABOUT THE COLLEGE:</p> <p>St. Mary's College (Autonomous), a premier institution of higher education, founded by the Congregation of Mother of Carmel sisters of Mary in the year 1959, enjoys a reputation for its unique blend of education with a great history of 77 years. The college has evolved in every discipline keeping in pace with the global trends in the academic. Education focus deeply by respecting the women has been its main strength. Thriving primarily to benefit the nation, the college actively looks to reach out to the society, mostly identified as rural, marginalised and socially underprivileged. The vision programme aimed for growth of the college and higher education for women, gender awareness, the strong back up of committed service rendered by the teaching faculty and supportive staff has brought many laurels to our institution. Quality primary to Quality assurance and Quality management are the pillars of our activity. With pride, we evaluate the institution's performance in previous Academic Year.</p>
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On 19th October 2022 the Department of Business Administration, St. Mary's College (Autonomous), Thoothukudi and Department of Management Studies, Infant Jesus College of Engineering, Tirunelveli had a Staff and Student Knowledge Exchange Programme. At this event Ms.S. Gayathri, Head and Assistant Professor, Department of Business Administration addressed the students of Department of Management Studies, Infant Jesus College of Engineering on the topic Emergence of Entrepreneurship. Dr.P.Muthukumar, Dean, Department of Management Studies, Infant Jesus College of Engineering addressed the students of Department of Business Administration on the topic Career Development. By this event 101 students were benefited.

<p>CONVENOR Ms. S. Gayathri Head and Assistant Professor Department of Business Administration</p> <p>ORGANISING SECRETARIES Ms. R. Paul Raja Assistant Professor Ms. A. Christeena Mascarenhas Assistant Professor Ms. V. Brutha Assistant Professor</p> <p>FOR FURTHER DETAILS CONTACT secretary@stmarys.ac.in Or Whatsapp on 9896220102</p> <p>FOR REGISTRATION Click on the Link Below: https://stmarys.ac.in/2022/10/19/</p>	<p>RESOURCE PERSON</p>  <p>Dr. Gaurav Khanna Assistant Professor, Department of Commerce and Management Academic Coordinator (Distance) Marwari University, Jaipur, Gujarat</p> <p>PRINCIPAL Rev. Sr. Dr. C. Shobana Secretary Chief Patron Rev. Sr. Dr. A.S.J. Lucia Rosa Principal Guests Rev. Sr. Dr. S. Kalandani Theerasa Deputy Principal Rev. Sr. Josephine Jayasani Director, SSC</p>	 <p>ST. MARY'S COLLEGE (AUTONOMOUS) Re-accredited with A+ grade by NAAC Thoothukudi, Tamil Nadu</p>  <p>DEPARTMENT OF BUSINESS ADMINISTRATION Organized NATIONAL WEBINAR ON BUSINESS BARRIERS TO ENTREPRENEURSHIP</p> <p>Date: 09/10/2022 Year: 1st Mile</p> <p>Time: 11:30 a.m. - 1:30 p.m.</p>
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2:30 PM

LIVE



BOSS vs LEADER

<p>BOSS</p> <p>COMMANDS</p> <p>INSPIRES FEAR</p> <p>BLAMES FOR THE BREAKDOWN</p>	<p>LEADER</p> <p>ASKS</p> <p>GENERATES ENTHUSIASM</p> <p>FIXES BREAKDOWN</p>
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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
22.07.2022	02.12.2022
29.07.2022	09.12.2022
12.08.2022	06.01.2023
02.09.2022	27.01.2023
09.09.2022	03.02.2023
23.09.2022	17.02.2023
07.10.2022	03.03.2023

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.

PTA MEET

The parents Teachers Association conducted meetings regularly for all the parents and the students of the department .The meetings were held respectively I BBA on 21.01.2023 for II BBA on 24.09.2022 and for III BBA on 17.09.2022 on . The Marian Alumnae meet was organized in 24/09/2022.

NO. OF PROJECTS

Title	Reg no	Name
A Study on Studentpreneurs demographic factors and challenges faced in Thoothukudi district	20SUBA02	Anushiya.k
	20SUBA05	Divya Priya .D
	20SUBA06	Emima .p
	20SUBA14	Maria SMILA S
	20SUBA23	Riticka K B
A Study of online payment application in Tamilnadu with reference to Google Pay	20SUBA09	Jelciya
	20SUBA11	Kavitha A
	20SUBA13	Maria Infant Difiona D
	20SUBA24	Roselin Soosanna S
A study on Challenges faced by women entrepreneurs with special reference to Thoothukudi	20SUBA10	Jenifer N
	20SUBA21	Priya M
	20SUBA26	Sinthiya K
	20SUBA08	Gracy
A Study on factors influencing entrepreneurs on selection of franchise business with special reference to Thoothukudi	20SUBA04	Dhanu Shree T
	20SUBA18	Olive Evangelin Pereira J
	20SUBA19	Petchi Pavithra M
	20SUBA20	Poorani J
A Study on customer satisfaction towards royal enfield with special reference to Thoothukudi	20SUBA15	Monisha P
	20SUBA27	Snofar S
	20SUBA07	Essai Petchi
	20SUBA28	Buvaneshwari G Vaijyanthi Mala
A Study on customer satisfaction on using Apple products	20SUBA03	Benosha M
	20SUBA12	Lavanaya M
	20SUBA16	Murugammal V
	20SUBA01	Alagu Maansi A