



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

Department of Business Administration

Newsletter 2023 - 2024

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



WELCOME TO
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.

Aiko Dangote

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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

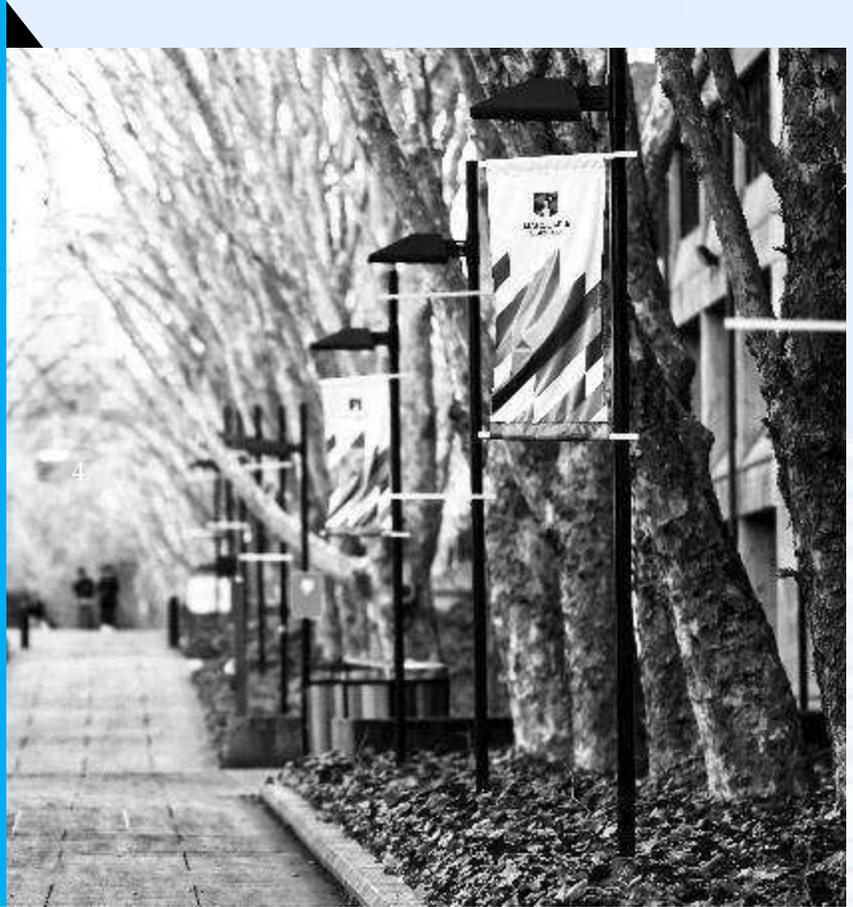
2023 - 2024

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. Jesu Swetha of III BBA, Ms. Krithika II BBA and Ms.Shifora of I BBA, were elected as the President, Secretary and Vice-President respectively.

On 20th September 2023, the Department of Business Administration conducted "BBAians Sandhai '23" in St. Mary's College (Autonomous), Thoothukudi. Principal Rev. Sr. Dr. Jessie Fernando and Rev. Sr. Josephine Jeyarani inaugurated the programme. Dr. S. Gayathri, Assistant professor and Coordinator of the Department and other faculty members Ms. Paul Roja, Ms. V. Rivitha and Ms. Christeena Mascarenhas motivated the students and organised the event successfully. Plethora of traditional and healthy foods were prepared and sold by the students of the department. It was welcomed by all.



Success
happens as a
result of
preparation



On 09/02/2024, Department of Business Administration organized an Intercollegiate Management Meet – BIZGLIM'24, Arulraj Solomon, Solomon Salt Refineries, Thoothukudi is the chief guest. 289 students with 25 different institutions from all over the state of Tamil Nadu were benefited by this Intercollegiate Management Meet.

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 Professor of BBA ,St.Mary's College(Autonomous), Thoothukudi handled the session. I, II



Department of Business Administration organised National seminar on the topic Ecopreneurship: A Gateway to Innovation and Sustainability on 14th August 2023.

Dr. A. Kingston, Assistant Professor, and Dr. John Paul, Associate Professor, School of Business and Management, Christ University, Bangalore was the Resource Persons. The session started with Prayer Song. Dr.S.Gayathri, Head & Assistant Professor of Business Administration welcomed the Gathering. Principal Rev.Sr.Dr.Jessie Fernando and Secretary. Rev.Sr.Dr.C. Shibana launched the logo of the department. Dr. A. Kingston explicated on the topic Catalyzing sustainability through Innovative trends. He listed out the environmental barriers faced by entrepreneurs. Dr. John Paul, explicated on Innovate or Evaporate: An Entrepreneurial Challenges. The meeting came to an end with vote of thanks by Ms.V.Rivitha, Assistant Professor, Department of Business Administration followed by the College Anthem.

On 21.02.2024, In the view of National Management Day, “A Debate on Management Expertise” was organized Dr. S. Gayathri, Coordinator & Assistant Professor, Department of BBA was the Moderator.



BOARD OF STUDIES

The Board of Studies Meeting of the Department of Business Administration was conducted on 18/04/2023 at 10:30 a.m. in the department of Business Administration.

No. of Members Present

External Members :

- Dr. S. Sam Santhose : Associate professor and HoD, Department of Management Studies, Nesamony Memorial Christian college, Marthandam,
- Dr. G. PremShankari : Head and Professor, Department of Management Studies, Rohini college of Engineering and Technology, Anna University - Paulkulam
- Dr. S.B. InayathAhamed : Assistant Professor, Department of Business Administration, Kalasalingam Business School, Kalasalingam Academy of Research and Education (Deemed to be University)
- Ms. G. Sorna Devi : Executive Director, Sriram Engineering, Thoothukudi
- Ms. A. Janoline : Sathyabama Institute of Science and Technology

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 Departments of English (SSC) and Business Administration of St. Mary's College (Autonomous), Thoothukudi jointly organized the **Republic Day Celebration** in the adopted area of Raja Pandi Nagar on 26th January, 2024. The celebration was conducted as a part of the Community Development Programme by the 29 students of II B.A English (SSC) and II BBA.



The students conducted various and organized programs which stressed the importance of women education and equality. Nearly 40 participants enthusiastically and cheerfully participated and won prizes. The celebration was organised under the approval of the Principal, Rev. Sr. Dr. Jessie Fernando, the Deputy Principal and CDP/ UBA Coordinator Dr. Sr. S. Kulandai Therese and the Director of SSC, Sr. Josephine Jeyarani. The CDP staff incharges, Ms. J. Melba Sharon of the Department of English (SSC) and Ms. V. Rivitha of the Department of BBA took part in the celebration along with the students .

The Departments of English (SSC) and Business Administration of St. Mary's College (Autonomous), Thoothukudi jointly organized an **Entrepreneurship Training Program on Aari work** in the adopted area of Raja Pandi Nagar on 8th December, 2023. The training programme was conducted as a part of the Community Development Programme by 29 students of II B.A English (SSC) and II BBA. Around 40 participants enthusiastically and cheerfully participated and got benefitted in this training program. It gave very good exposure to those women to do their own ornamentation and kindled their interest. It was organised under the approval of the Principal, Rev. Sr. Dr. Jessie Fernando, the Deputy Principal and CDP/ UBA Coordinator Dr. Sr. S. Kulandai Therese and the Director of SSC, Sr. Josephine Jeyarani. The CDP staff incharges, Ms. J. Melba Sharon of the Department of English (SSC) and Ms.V.Rivitha of the Department of BBA took part in the training programme along with the students.

INDUSTRIAL VISIT

On 25.08.2023, Department of BBA, organises a factory visit to Patwari Bakers – A Unit of Parle G Industries at Kappalur, Madurai. The purpose of this visit is to learn the process of Baking, Confectionary and Production of Biscuits. The process of manufacturing biscuits was briefed by the shift superior of Parle G Company.



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 Tuesday from 1:15 p.m. to 2:00 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
03.07.2023	05.12.2023
10.07.2023	12.12.2023
07.08.2023	19.01.2024
21.08.2023	09.01.2024
05.09.2023	06.02.2024
12.09.2023	13.02.2024
16.10.2023	05.03.2024

PTA AND ALUMNAE

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 06.02.2024 for II BBA on 22.01.2024 then for III BBA on 10.02.2024 . The Marian Alumnae meet was organized on 22.03.2024

As Resource Person :

Name of the Staff & Designation	Topic	Place	Date
Dr.S.Gayathri	Digital Marketing-3 Days Entrepreneurship Development programme for TNULM Beneficiaries	Municipal Office ,Arumuganeri	05/10/2024
Dr.S.Gayathri	Financial Management -3 Days Entrepreneurship Development programme for TNULM Beneficiaries	General Library,Tiruchendur	9/10/2024
Dr.S.Gayathri	Digital Marketing -3 Days Entrepreneurship Development programme for TNULM Beneficiaries	Union Office,Arumuganeri	19/10/2024
Dr.S.Gayathri	Digital Marketing -3 Days Entrepreneurship Development programme for TNULM Beneficiaries	Poomanali Vaniga Valagam ,Thoothukudi	22/10/2024
Dr.S.Gayathri	Digital Marketing -3 Days Entrepreneurship Development programme for TNULM Beneficiaries	Melapalayam Corporation Office	25/10/2024

IIC Report

Department of Business Administration and Entrepreneurship Innovation Cell jointly organised workshop on the topic Intellectual Property Rights on 30th September 2023. Dr. J. Merrylin, Assistant Professor of Department of Nutrition & Dietetics, Sadakathullah Appa College, Tirunelveli was the Resource Person. 60 students of BBA and 150 students of B.com (SSC) were the beneficiaries. The session started with Prayer Song. Dr.S.Gayathri, Head & Assistant Professor of Business Administration welcomed the Gathering. Dr. J. Merrylin explicated on the topic Intellectual Property Rights. The meeting came to an end with vote of thanks by Ms.A. Christeena Mascarenhas, Assistant Professor, Department of Business Administration, followed with the College Anthem.



Students Activities

Name of the Student	Department	Event	Venue	Prize	Date
Poornima	BBA	State level Handwriting competition	Madurai	Cash Prize Rs.500 & Medal for Kalai sooriyan Viruthu	30/09/2024

On 28th March, 2024 6 students from I BBA have participated in Entrepreneurship Summit' 2024 on Leveraging out of comfort zone organized by Wavoo Wajeaha Women's College, Kayalpatnam. Ms. Alen Santra from I BBA received a cash prize for the best Peculiar question raised in the summit.

No. of Projects Undertaken

Sl.No	Name of students undertaking field projects /internships/student projects	Title of the Project	
1	Bharathi.R	A study on challenges face by the Entrepreneus in Micro Business with special reference to Tuticorin corporation	
2	Dhanusha .S		
3	Kavya.J		
4	Safaa .S		
5	Amutha.S	A study on challenges faced by the first generation entrepreneurs with special reference to Thoothukudi corporation	
6	Joshiba.P		
7	Maria Derana Fernando.A		
8	Shalom Dilani Vidhya.V		
9	Antonu Reyashini.A	A study onnprovocation face by the young entrepreneurus and the opportunities enjoyed by them in Digital Era	
10	Priya Dharshini.P		
11	Rixcy.A		
12	Sanjana .V		
13	Jevista.S	A experimental study on challenges faces by the seaman with special reference to Thoothukudi corporation	
14	Kailashini.Y		
15	Muthu Meena .M		
16	Sri lakshmi Preethi.S		
17	Jesu Swetha.H	A Study On The Challenges Faced By An Inherited Entrepreneurs (With Special Reference To Thoothukudi District)	
18	Sebira.		
19	Surya.S		