



ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE
Permanently Affiliated to Thiruvalluvar University
Recognized by UGC under sections 2(f) and 12(B) of the UGC Act 1956
Accredited with "B" Grade by NAAC
Approved by the Government of Tamil Nadu
Phone: 04174-235266 Email: principalwsc@gmail.com
www.islamiahwomensartsandsciencecollege.com

DEPARTMENT OF BUSINESS ADMINISTRATION

REPORTS

Academic year 2023-2024

AWARENESS PROGRAMME

TOPIC OF THE EVENT: STOCK MARKET

DATE: 12th October, 2023

VENUE: Seminar Hall

The Department of Business Administration successfully organized an Investors Awareness Program on "Understanding the Commodity & Derivatives Markets" Ms. Astalakshmi, the Head of Department for B.Com (CA) at KMG College Gudiyatham, served as the distinguished resource person for the event. Her extensive expertise in the field contributed significantly to the program's success. Undoubtedly the programme benefited academic and professional endeavors.



INDUSTRIAL VISIT

DATE: 31st JANUARY, 2024

VENUE: HOSUR

Students of Department of Business Administration were taken for Industrial Visit to TVS Motors at Hosur. TVS Motor Company is the third largest two-wheeler manufacturer in India. Two Co-ordinators accompanied with nearly 46 students from all three years of BBA to gain practical exposure in industrial sector. Ms. Yeshaswini, HRD- Education & Training, accompanied us in the briefing about TVS history, current status and future plants. She first took us to the TVS wheeler manufacturing and assembly division where students were able to see and understand the process involved starting from manufacturing of connecting rods, piston, camshaft, crankshaft, valves, engine block, chassis, etc.,



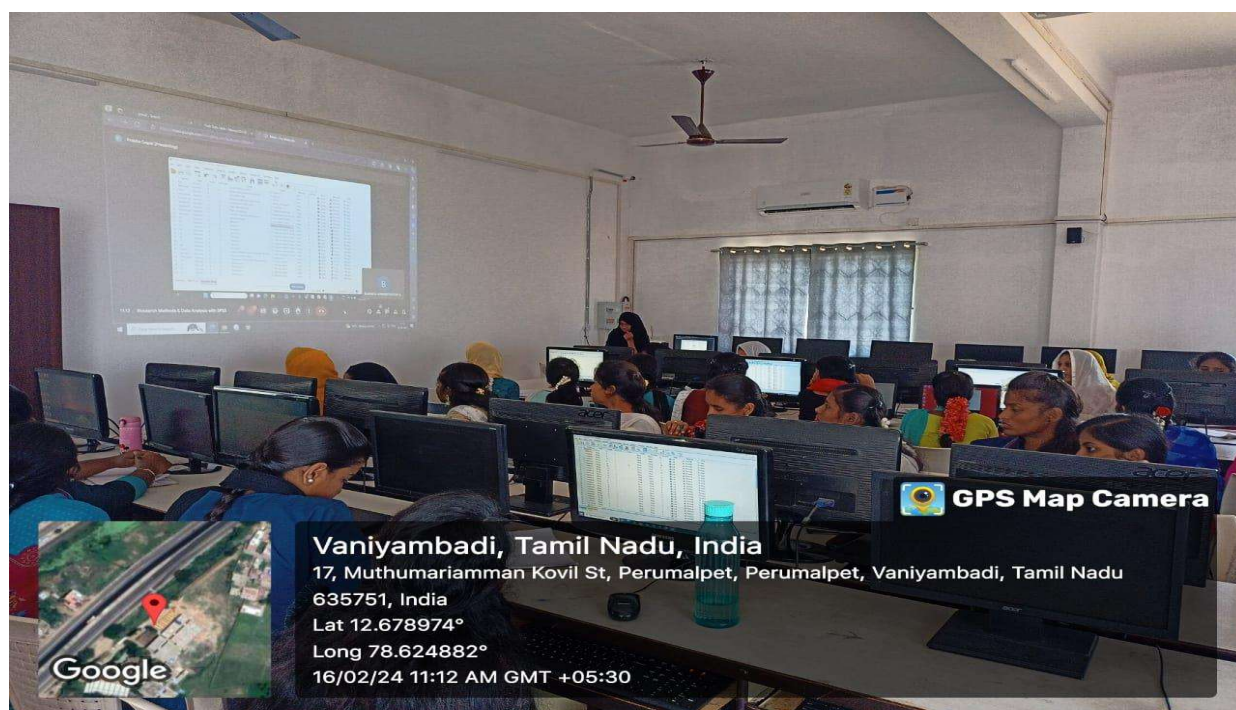
WORKSHOP

TOPIC OF THE EVENT: SPSS

DATE: 14th February, 2024 to 16th February, 2024

VENUE: EL Lab

The Department of Business Administration successfully organized a workshop on “Research Methods & Data Analysis” for BBA final year students through Google meet. Resource person was Dr.P.Pirakatheeswari Associate Professor Of Commerce (Professional Accounting) Sri Ramakrishana College of Arts and Science Comibatore served as the distinguished resource person for the event. Practical sessions on working with Reliability Test and Chi-square test were conducted. The online workshop proved to be a valuable learning experience for participants, equipping them with essential skills for data analysis and interpretation using SPSS software.



TOUR

DATE: 04th March, 2024

VENUE: CHENNAI

The Business Administration Department organized a tour to MGM in Chennai for final-year 17 students, accompanied by Ms. D. Mahalakshmi.

Academic Year 2022-2023

ONE DAY NATIONAL LEVEL SEMINAR

**TOPIC OF THE EVENT: INNOVATIVE RESEARCH AND CREATIVITY
MANAGEMENT IN A COMPETITIVE BUSINESS ENVIRONMENT”**

DATE: 27 August, 2022

VENUE: Seminar Hall

The Business Administration Department organized a one-day National seminar. Mr. B. Imran Basha, MBA, M. Phil, Ph.D., from Bridavan College, Yelahanka, Bengaluru, served as the resource person. Four colleges registered and attended the seminar through online mode, benefiting a total of 200 students.

CERTIFICATE COURSE

Date: 01. 09. 2022 to 10.10.2022

Venue: III BBA CLASS ROOM

Department Of Business Administration organized Certificate Course on “Introduction to Digital Marketing” Dr. M.Sadiya Sarvath M.Com.(CA),M.Phil.,Ph.D Assistant Professor was the resource person . She shared lot of information’s and ideas on digital marketing for the students of III BBA. 40 Students were actively enrolled and received certificates.

WORKSHOP

TOPIC OF THE EVENT: How to Write a Research Report

DATE: 13th, 15th & 17th Sept, 2022

VENUE: Google Meet

The Department of Business Administration organized a three-day workshop with Dr. Fuzail Ahmed, Assistant Professor at Islamiah College (Autonomous), Vaniyambadi, as the resource person. Dr. Fuzail shared knowledgeable and informative content that proved very useful for the final year students in their project work. Approximately 71 final-year students from BBA and M.Com participated in the workshop, learning how to prepare projects and interpret their analysis.



ENTREPRENEURS AWARENESS PROGRAMME

TOPIC OF THE EVENT: How to startup business, Entrepreneurs Opportunities , provision of loans and subsidies.

DATE: 22 September, 2022

VENUE: Seminar Hall

The Business Administration Department organized an Entrepreneurs Awareness programme in blended mode. Various government officials including the Assistant Director of Skill Development, Director and Lead Bank Manager of Indian Bank, General Manager of District Industries Centre (DIC), Project Directors, and the MSME Secretary explained the process of starting up a business, entrepreneurial opportunities, provisions of loans, subsidies, etc. Five colleges registered and attended online, benefitting around 400 students in offline mode.

INDUSTRIAL VISIT

DATE: 29 September, 2022

VENUE: Avadi

The Business Administration Department organized an Industrial Visit. Eleven final-year BBA students attended an Aviation training program at our campus and subsequently went on an Industrial Visit to Avadi.

CAREER GUIDANCE PROGRAMME

TOPIC OF THE EVENT: Higher Education and career opportunities

DATE: 04 to 06 October, 2022

VENUE: Class Room

The Business Administration Department organized a Bridge course for I BBA students . Dr. K. Indra delivered a motivational talk to the students regarding higher education and career opportunities.

CAREER GUIDANCE PROGRAMME

TOPIC OF THE EVENT: Awareness on Competitive Examinations

DATE: 29 November, 2022

VENUE: Auditorium

The Business Administration Department, in association with the District Employment Office, Tirupattur, jointly organized a Career Guidance program titled 'Awareness on Competitive Examinations' for all second and final year students across various disciplines. The resource persons for the day included Ms.P.Premalatha (RDO), Ms. A.Latha (RJD, Employment, Salem), Mr.Shaqual Ahmed (Junior Employment Officer, Salem), Mr.Ravi (General Manager, DIC), Mr.Arun Pandiyan, and Mr.Vijayan (Motivational Speaker, Vellore). Overall, more than 1000 students benefited from the program.

WORKSHOP

TOPIC OF THE EVENT: Time Management

DATE: 02 February, 2022

VENUE: Seminar Hall

The Business Administration Department organized a one-day workshop with Ms. Vaishnavi Baskaran, a Soft Skills trainer, as the resource person. The students from BBA, B.Com (General), and B.Com (CA) greatly benefited from the workshop.



COMPETITIONS

TOPIC OF THE EVENT: International Consumer Rights day

DATE: 13 March, 2023

VENUE: Auditorium

The Business Administration Department conducted various competitions, such as PPT, Quiz, and Poster Presentation, in observance of International Consumer Rights Day.

AWARENESS PROGRAMME

TOPIC OF THE EVENT: Consumer Rights, Protection and Redressals

DATE: 15 March, 2023

VENUE: Auditorium

The Business Administration Department organized an Awareness Programme to celebrate International Consumer Rights Day. Mr. E. Vijayaraj, M.Sc., M. Phil., M.Ed., Tirupattur District Consumer Protection Member and President of the Ambur Consumer Club, served as the resource person. Students from the departments of BBA, B.Com (General), B.Com (CA), and Nutrition and Food Science Management greatly benefited from the session.

INDUSTRIAL VISIT

DATE: 17 March,2023

VENUE: Ranipet

The department organized an Industrial Visit for final-year students to 'Ultra Marine Pigments' in Ranipet, SIPCOT, Ranipet District.

TOUR

DATE: 21 March, 2023

VENUE: CHENNAI

The Business Administration Department organized a tour to MGM in Chennai for 10 final-year students, accompanied by Dr. M. Sadiya Sarvath.

BAZAR

TOPIC OF THE EVENT: B-SOUK

DATE: 23 March, 2023

VENUE: AUDITORIUM

The department organized 'B-SOUK,' where a total of 12 teams participated and showcased their talents, aspiring to become future entrepreneurs.

Academic Year 2021-2022

NATIONAL WEBINAR

TOPICS OF THE EVENT: Digital Marketing in India: An Overview

DATE : 31 August,2021

VENUE: Seminar Hall

The Department of Business Administration organized a one-day webinar. Dr. Pandu, M.Com., (NET) (SLET), MBA, (NET) (SET), M.Phil., Ph.D., Assistant Professor at the Department of Commerce, Community College, Lawspet, Pondicherry Community College, Pondicherry, served as the resource person. He shared extensive information about marketing in the digital world and its potential for future employment opportunities. Approximately 231 students from the first, second, and third years of BBA participated and benefitted from the session.

CERTIFICATE COURSE

Date: 01 September, 2021 to 08 October, 2021

Venue: Google Classroom

Department Of Business Administration organized Certificate Course on “**Personality Development**” Dr. K.Indra, M.Com., M.Phil., PGDCA., B.Ed., SET., Ph.D., Head Of Department was the resource person . The course consists of 30 hours, She shared and trained the students to enhanced and develop their personality. Totally 64 students of III BBA enrolled and received certificates.

CAREER GUIDANCE PROGRAMME

TOPICS OF THE EVENT: Leadership and communication skills

DATE: 05.10.2021

VENUE: Google Meet

The Department of Business Administration, in association with the PG and Research Department of Commerce, organized a Career Guidance Programme. Ms.S.Remya, Manager of Quality Control and Training at Sri Ramakrishna Hospital, Coimbatore, was the resource person. She shared valuable insights on developing leadership qualities and communication skills among students. Ms. Remya provided a comprehensive overview of the qualities required to become a leader. Approximately 131 students from the first, second, and third year of BBA participated and benefited from the session.

NATIONAL WEBINAR

TOPICS OF THE EVENT: Recent Trends in Marketing

DATE: 28 October, 2021

VENUE: Google Meet

The Department of Business Administration organized a National webinar. Dr.Uma Maheshwari, Associate Professor at Sri GVG Visalakshi College for Women, Udumalpet, served as the resource person. She shared valuable insights into recent marketing trends, providing a comprehensive overview of the marketing field. Approximately 150 students from the first, second, and third years of BBA participated and benefitted from the webinar.

BAZAR

TOPICS OF THE EVENT: B-SOUK

DATE: 13 April, 2022

VENUE: Auditorium

The Department of Business Administration organized 'B-SOUK' at the Auditorium to foster entrepreneurial skills and motivate students to become future entrepreneurs. Approximately 12 groups from all three years participated, providing an opportunity to cultivate entrepreneurial qualities. Each group, comprising 4 students, set up stalls with unique names and sold various items. This event helped students recognize the significance of business administration and how the course can benefit their future.

CERTIFICATE COURSE

TOPICS OF THE EVENT: Tally

DATE: 06 May, 2022

VENUE: EL Lab

The Department of Business Administration organized a Tally Certificate course as a Value Added Course conducted by the VIS Education and Training Company. Approximately 92 students from the departments of B.Com, B.Com(CA), BBA, and Mathematics of our college, along with 5 staff members, attended the course and completed the exam within the deadline announced by the academy.



INDUSTRIAL VISIT

DATE: 16 May, 2022

VENUE: Dharmapuri

The Department of Business Administration organized an Industrial Tour in Dharmapuri. 69 students visited the mills accompanied by the staff, Dr. K. Indra and Mrs. D. Archana. During the visit, the students experienced the organizational environment, observed machine operations, learned about operating procedures of machinery, engaged with employees regarding the processing, observed waste management practices, storage of materials (cotton), and packaging systems involved in each processing stage where threads are dyed and woven into fabrics. The students also gained insight into the importance of employee participation in factory operations and faced challenges such as excess heat and health issues.

TOUR

DATE: 17.05.2022

VENUE: Chennai

44 students participated in the MGM Tour organized by the department for final-year students, accompanied by Mrs. D. Nithya, Assistant Professor of BBA, and Mrs. S. Pramila, Assistant Professor of BBA.

QUIZ

TOPIC OF THE EVENT: National Investment and Securities Market

DATE: 9th to 20th May, 2022

VENUE: Online

The Government of India is celebrating the 75th Independence Day, and in line with this celebration, SEBI organized an Investment Awareness Programme, conducting quiz contests for college students. The Department of Business Administration took responsibility and coordinated the program for the entire college. As a result, students received certificates for their participation.

Academic Year 2020-2021

State Level Webinar

TOPIC OF THE EVENT: Marketing for the Millennials

Date: 23rd June, 2020

Technology Used: Google Meet

Department of Business Administration and Commerce (CA) jointly organized State Level online webinar, from 4pm to 5pm. Dr. Sumathi, Assistant Professor, Quaid E-Millath College for Women, Chennai, was the chief guest and the speaker on that day. Around 100 participants of our college were participated in this Webinar and got benefited. E-certificate provided to all the participants.

National Level Webinar

TOPIC OF THE EVENT: Human Resource Practices during Covid-19

Date: 26th June, 2020

Technology Used: Google Meet

Department of Business Administration conducted one day National level Webinar, from 11 am to 12 noon for the benefits of faculties, research scholar and students from various colleges. Mr.Vijayaganesh, Director, TIPS Academy, Vellore was the resource person on that day. Around 100 participants of our college and other colleges participated in this Webinar and got benefited. E-certificate also provided to all the participants.

Three Days Online National Level Faculty Development Programme

TOPIC OF THE EVENT: Statistical Tools for Data Analysis Using SPSS

Date:09 to 11 July, 2020

Technology Used: Google Meet

Department of Business Administration conducted three days online virtual faculty development programme for the benefits of faculties, research scholar and students from various colleges. Dr. T. Tirupathi, HOD and Assistant Professor of Commerce, Government Arts College(Autonomous), Salem was the Resource Person on that day.

Around 100 participants of our college and other colleges participated in the Webinar and got benefited. E-certificate also provided to all the participants.

Career Guidance Programme

**TOPIC OF THE EVENT: Job Opportunity in Banking &
Government Sector**

Date: 22 January, 2021

Technology Used: Zoom

Department of Business Administration conducted career guidance program for the benefits of students. Dr. R.K.Vimal Nathan, M.Tech, Ph.D, (IIT Madras) Managing Director, Time Institute, Vellore was the Resource Person on that day.

Around 100 participants of our college and other colleges participated in the Career Guidance Program and got benefited.

One Day Workshop

TOPIC OF THE EVENT: Learning Tally ERP 9

Date: 01 February, 2021

Venue: English Language Lab

Department of Business Administration organized Workshop. Ms.S.Ilakkiya, Tally Coordinator, VIS Education & Training Centre, Vellore was the resource person. The students from BBA, B.COM (G) & B.COM(CA) participated and gained knowledge.

National Level Webinar

TOPIC OF THE EVENT: Easy ways to tame our Life

Date: 07 February, 2021

Technology Used: Google Meet

Department of Business Administration conducted National Level Webinar. Mr.Abin P Jose, Assistant Professor, Department of Commerce, Kerala was the resource person on that day. Around 100 participants of our college and other colleges participated in the Webinar and got benefited.

Academic Year 2019-2020

Association Meet and Special Lecture

TOPIC OF THE EVENT: Goal Strategies for Personal and Career Success

Date: 18th August, 2019

Venue: Seminar Hall

Department of Business Administration organized an Association meet, Dr. Freda Gnanaselvam, Principal, MMES Women's Arts and Science College, Melvisharam, was the chief guest. Around 197 students from BBA were participated and gained knowledge.

Orientation Programme

Date: 06 January, 2020

Venue: Seminar Hall

Department of Business Administration organized Tally Orientation Programme, Mr. N.S. Vijaya Ganesh, Manager, Mr. Meiyappan Gandhi, Regional Manager and Dr. R.K. Vimal Nandhan (Ph.D, IIT – Madras), Director of Tally Institute of Learning, Vellore were the speakers on that day. The students from BBA, B.COM (G) & B.COM(CA) were participated and gained knowledge.

Career Guidance Programme

TOPIC OF THE EVENT: Career in banking sector after graduation

Date: 09 February, 2020

Venue: Seminar Hall

Department of Business Administration organized Career Guidance Programme. Mrs. Athira Rajeev, Soft Skill Trainer was the speaker on that day. The students from BBA, B.COM (G) & B.COM(CA) participated and gained knowledge.

B – Bazar – REPORT

Date: 20 February, 2020

Venue: Auditorium

Department of Business Administration organized B-Bazar to encourage and inculcate the students to become an entrepreneur. Students of BBA actively participated in the one day bazar.

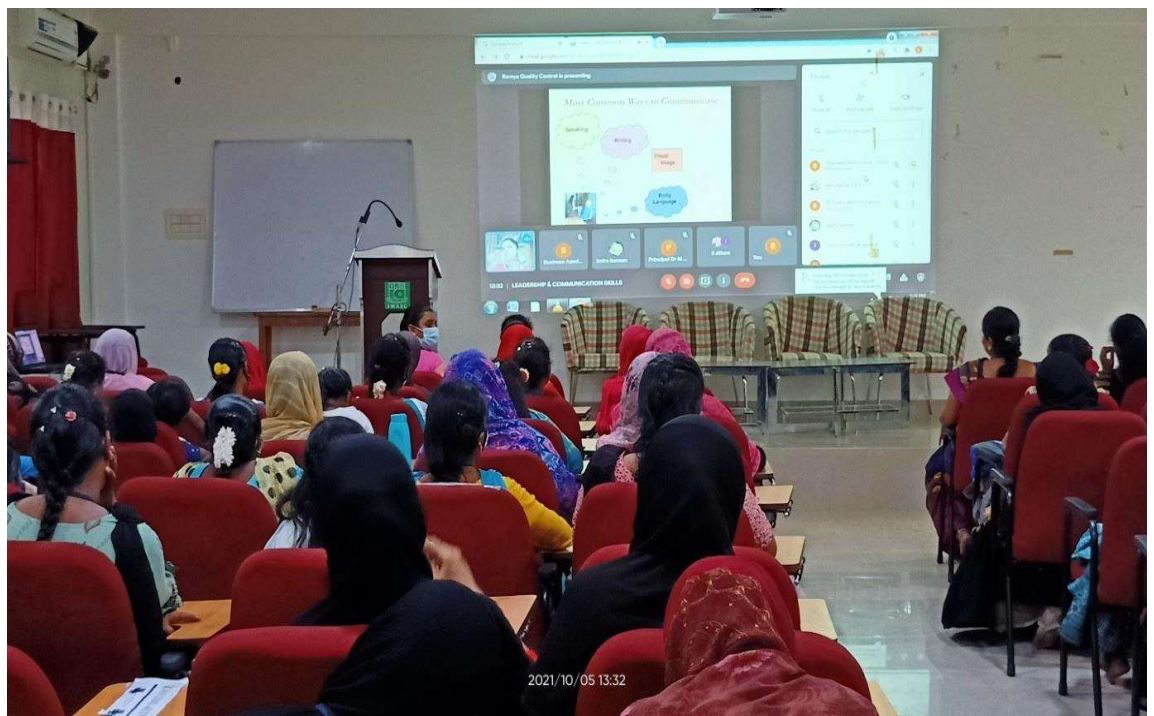
International Seminar

TOPIC OF THE EVENT: Indo-Japan China Business Opportunities

Date: 12th September, 2017

Venue: Seminar Hall

Department of Business Administration and Department of Commerce (CA), organized International Seminar, Dr.A.Dhanalakshmi, Professor, WENZHOU University, China and Ms.Anjana, Relationship Manager, Bangalore, was invited as chief guest as well as key note speaker. The information shared by the speaker, was very useful and informative. We got a very good feedback from the participants. All the participants gained a very good knowledge.



Workshop

TOPIC OF THE EVENT: Personality Development

Date: 19th December, 2016

Venue: Seminar Hall

Department of Business Administration organized Workshop, Mr.Thineth Tilton, Marketing Officer, IBS School, Chennai, was invited as chief guest as well as key note speaker. The information shared by the speaker, was very useful and informative. We got a very good feedback from the participants. All the participants gained a very good knowledge.

Workshop

TOPIC OF THE EVENT: How to become an effective leader

Date: 5th October, 2016

Venue: Seminar Hall

Department of Business Administration organized Workshop, Ms.VithyaBalasubramaniam, Head of the Department of Business Administration, MMES College for Women, Melvisharam, was invited as chief guest as well as key note speaker. The information shared by the speaker, was very useful and informative. We got a very good feedback from the participants. All the participants gained a very good knowledge.

Intercollegiate-GYANVESHANA 2K16

Date: 23rd August, 2016

Venue: Seminar Hall

Department of Business Administration organized an Intercollegiate Competition. Various events were conducted. Students from various colleges were participated and won prize in various competitions. The various events organized were very useful for students to bring out their hidden talents.

Intercollegiate-BIZBASH-2K15

Date: 12th October, 2015

Venue: Seminar Hall

Department of Business Administration organized an Intercollegiate Competition. Various Events were conducted. Students from various colleges participated and won prize in various competitions. The various events organized were very useful for students to bring out their hidden talents.

Workshop

TOPIC OF THE EVENT: Flower spreading the Goodness

Date: 19th August, 2015

Venue: Seminar Hall

Department of Business Administration organized Workshop, Je.HGF.K.Muthur Ahmed, HR Manager & Jc.T.MohammedBasha, Export Manager, Farida Groups of Company, Ambur, was invited as chief guest as well as key note speaker. The information shared by the speaker, was very useful and informative. We got a very good feedback from the participants. All the participants gained a very good knowledge.

State Level Seminar

TOPIC OF THE EVENT: Creativity and Innovation Management

Date: 7th March, 2015

Venue: Seminar Hall

Department of Business Administration organized one day state level seminar, Dr.S.Edwin Christopher, Principal, New Horizon College, Bangalore and Dr. Beulah Suresh, HOD, Department of BBA, Auxilium College, Vellore, was invited as chief guest as well as key note speaker. The information shared by the speaker, was very useful and informative. We got a very good feedback from the participants. All the participants gained a very good knowledge.

State Level Inter-Collegiate Meet

TOPIC OF THE EVENT: Women's Talent Hunt

Date: 15th September, 2014

Venue: Seminar Hall

Department of Business Administration organized one day state level Inter-Collegiate meet, Dr.Major Syed Shahabudeen, Principal, Islamiah Women's Arts and Science College, Vaniyambadi, was invited as chief guest as well as key note speaker. The information shared by the speaker, was very useful and informative. We got a very good feedback from the participants. All the participants gained a very good knowledge.